



## Client – Castalia Wines Hawkes Bay New Zealand

### Project brief

Improve the business performance of a two year old Hawkes Bay winery

### Result

New Monowai brand developed. Distribution secured and sales achieved in Australian and New Zealand markets

### Process

Critically reviewed marketing and sales approach, including business objectives, sales performance, business structure, strategic planning, brand health and product offer

Identified key issues

Retired the Castalia brand

Developed new brand - Monowai

Developed the Monowai brand strategy: defined the brand persona, core values, vision and brand stories

Selected design and communications partners

Created Monowai brand presentation themes across media

Produced individual brand elements: packaging, collateral, website

Directed packaging and website designer Creative Practice and web builder Gardyne Holt

Developed 5 year Strategic Marketing Plan

Replaced poorly performing NZ sales model

Appointed quality distribution partners in Australia and New Zealand



<http://www.monowai.co.nz/>