

Wild  
Earth



## Client – Wild Earth Wines Central Otago New Zealand

### Project brief

Create and manage a successful wine business with a 35 hectare Pinot Noir estate in Central Otago

### Result

A highly successful, rapidly growing wine business has been developed from a standing start in just over four years. Brand profile has grown exponentially in the last twelve months

### Process

Developed the brand strategy:

Defined the brand persona, core values, vision and brand stories

Developed set of brands and brand names

Estate brand – Wild Earth. Packaging designed by Hart Dept

Blind Trail and Stockman's Station - Packaging designed by Hart Dept

Eve and Bullock Track – Packaging designed by Creative Practice

Developed 5 year Strategic Marketing Plan

Managed the brand realisation process:

Selected design and communications partner(s)

Created brand presentation themes across media

Produced individual brand elements, packaging, collateral, website

Distribution secured in: United Kingdom, United States, New Zealand, Australia, Hong Kong, PRC, UAE, Canada, and Germany

Direct sales relationships developed with major retail groups in NZ

Ongoing marketing and sales and general management for the business is undertaken including supervision of winemaking and vineyard operations; staff recruitment and direction; supplier and customer account management; administration, distribution and logistics



brand collateral

