

CREATIVE BRIEF

CLIENT: Forrest Beach

PREPARED BY: Andrew

JOB NO:

1. Background information

What has created the need for the marketing? What is the big picture? What is going on in the market? Competition? Legislation? What are the particular issues to be dealt with?

Forrest Beach is wholly owned by Woodlands Wines, an established heritage brand that has existed for 40 years. The Forrest Beach brand is created to make wines at a very competitive price point.

The wine market in Australia is divided more than ever into established "heritage" brands carrying a price premium, and less expensive brands jostling at the lower price point. Traditionalists are sticking mostly with heritage brands.

In the market the independent producers seem to be following in the steps of the independent beer market, using colourful and inventive designs – breaking from tradition, New younger drinkers are looking to experiment, and not drink what their parents are drinking.

With the logo we have, and we're not capturing anyone's interest or imagination.

We want a brand and label that's eye catching - this helps in the off premise (liquor store) market, while still emoting quality at a café/restaurant wine list.

There's no history to rely on here, and no market presence, so we need to be eye catching, while still implying quality and craftsmanship.

2. Deliverables

What do you want the creative team to produce? Printed materials, web banners, DM, etc?

The main requirement is a logo and label to be applied to the bottle.

3. Target audience

Who are we talking to? What do they know, think feel and believe? What motivates them?

We're aiming for a retail price point of AUD 15 per bottle, often discounted lower...

Customers are less motivated by quality, more aware that wine prices are competitive and want a bargain.

We're targeting younger buyers breaking from tradition, and seeking a bargain at the same time. New younger drinkers are looking to experiment, and not drink what their parents are drinking.

We're keen to target occasional drinkers aged 25 plus, who like to go out and enjoy wine, want it to be great, but not stuffy.

4. Objectives

What is the job intended to achieve? What do we want the target audience to think/do?

We want the brand/label to catch the eye, but still show quality.

We need people to pick it up off the shelf, even though they haven't heard of the brand.

5. The single-minded proposition

What is the single most motivating and differentiating thing we can say about the brand/product to the target audience to make them act according to our objectives?

We're making beautiful wines to share with friends. Not stuffy or heritage, clean and uncomplicated. Buy a bottle, give it a go, have with food.

6. Substantiation/Insights

Why should they believe the single-minded proposition? What features or benefits can you use to prove the proposition?

The wine is still made traditionally from a family with over 40 years of experience, and is seriously more complex, fine and well finished than it's competitors. Made with state of the art gravity fed equipment, matured traditionally, and blended by a family with wine in the blood for three generations.

7. Key messages

Prioritise the top features and/or facts about the brand/product that you are marketing, and it's value to the target audience. Outline how it compares to the competition. Key points?

- Approachability,
- Quality,
- Affordability
- Balance,
- Traditionally made

8. Style/tone

What tone or imagery should the job take? Eg. Casual? Modern? Conservative? Innovative? Fun? etc...

- Bright,
- Modern,
- Casual/relaxed,
- Innovative,

9. Likes

Colours, fonts, images, etc. Examples of previous jobs.

- Textured effects,
- Beach themed fonts (see examples)
- 'Worn' effects on fonts

10. Dislikes

Colours, fonts, images, etc. Examples of previous jobs.

- Traditional derivative labels (labels designed to fake some history and look "expensive")
- Cliché or kitch designs or labels

11. Mandatories

Logo, tagline, address, phone number, website, legals, corporate guidelines, any other information?

Must contain:

- Country of Origin: "Wine of Australia"
- Geographic Indicator: "Margaret River"
- Volume: "750mL "
- Alcohol content: "12.0% Alc Vol"
- Standard drinks: "7.1 Standard Drinks"
- Allergens: "Contains Sulfites"
- Contact details:

"3948 Caves Road
Wilyabrup Western Australia 6280
www.forrestbeachestate.com"

- Barcode ie:



The new label must have the same die-cut as the previous label. See attached PDFs for size specifications.

The new labels must carry the same information as the previous labels.

Please note that the following must remain the same text size as the previous label, or larger.

Size: 750ml (minimum 3.3mm)

12. Budget

Will the job allow for photography, special print techniques, special paper stock, animation, etc?

Special print techniques (foil, linen or textured paper stocks)