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ALEXIS BAILLY VINEYARD – WINE CLUB

The Alexis Bailly Vineyard wine club’s popularity had grown by great leaps, bounds and tastes. It was time for a cohesive brand to match its popularity and cache.



WINE LABELS AND WINE CORKS DESIGN



WINE CLUB POSTER AND BROCHURE

THE WORK

Brand Strategy

Strategic direction

Brand Implementation

Label design

Cork design

Collateral

Posters

CHALLENGE

Veteran members had become used to the sophisticated playfulness of the Alexis Bailly Vineyard wine club. It showcased great Minnesotan wine. It was refreshingly fun. It offered the highly-personal touch of customized wine bottles. But as the popularity of the club grew, personalizing each collection was becoming inefficient. We were tasked with the tasty job of designing a wine club brand that married sophistication and whimsy.

SOLUTION

We developed an overarching brand featuring fun names representing two seasonal collections and events—“Spring Fever” and “Fall Fantastic.” New labels, a packaging system and marketing materials followed suit.

RESULTS

The new wine club brand proved to invigorate the wine club experience for existing members. It also stirred the grape-induced imagination of new customers. Fun times were had by all.



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WINE CLUB PACKAGING SYSTEM

