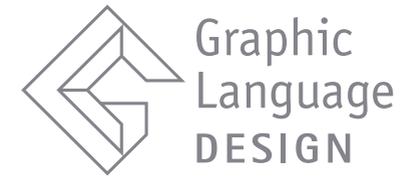
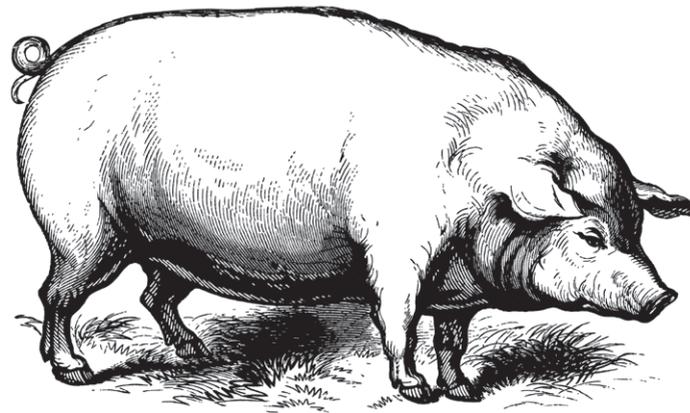


A Case Study

Ready to Wear Wine Label

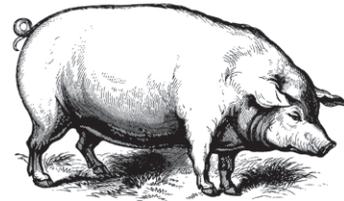


The HEDONIST



WALTER CLAPPIS WINE CO.

The HEDONIST



The Hedonist brand originated as a label selected from our Ready to Wear portfolio over 10 years ago. Walter Clappis recognised something of himself in the one-of-a-kind design, and so the story began...

Time for change While Walter was building his brand and selling his biodynamic wine philosophy, very little changed until the release of a Reserve label in 2013. The wine was exceptional and distributors loved the new packaging. With the elevated perception of the brand, sales increased across the range. Moving with the changing requirements of the global market, and updates to wine label compliance, a year later, we proposed a minor evolution of the existing range which included the awarded Shiraz, Cabernet Sauvignon, Tempranillo, Sangiovese and a Rosé. The overall look was cleaner and more contemporary.

A new brief Following the success of the Reserve, in 2015 we were briefed to redesign the Rosé label. The wine was good, but it was not selling as well as it should have. Maintaining the integrity of the established brand, the new look was to be feminine, but not garish or silly. The addition of a pale dusty pink, or a flower to the mouth of the pig was suggested.

The solution The redesign of the Rosé was a delightful project! Having spent time getting to know the family behind the brand, we'd formed a strong connection with them, and genuinely come to understand their passion for the wines they produced. Inspired by the colour of the wine and the delicate strawberry and rose petal bouquet, the possibilities for the design solution began to take shape.



COST EFFICIENCY

- By sharing knowledge of production solutions with the Hedonist team, they have 'discovered new paper stocks that look good but don't cost the earth'.
- Through this process, they have managed to keep their production costs down, but enhanced the perception of their packaging and the brand.

The market Looking at the wine from a consumers point of view, we agreed that from selection to consumption, the enjoyment of wine should delight all five senses. After almost eight years in the market, The Hedonist brand was well established and we believed the timing was perfect for a significant change; a bold statement that would visually tell the real story of the fresh, delicate wine and the family who produce it.

Elevated brand perception As briefed, a floral element was incorporated, but rather than popping a rose into the pig's mouth, we took the portrayal of the wine's strawberry, floral notes to the extreme. The result is an enlarged but stripped back version of 'The Pig', filled with delicate spring flowers and imagery that capture the light-hearted, fun-loving nature of the pig and the delight he takes in every aspect of his pleasure-seeking life.

Cost efficiencies To offset the floral focal point of the label, the mechanically grained Mirrorkote was replaced by a heavier, smooth 105gsm paper stock. The previous Rosé label was very large, and the size was decreased to prevent unnecessary cost and difficult application. To complement the crisp, white label, a plain white Stelvin Lux closure completed the package and allow the iconic Hedonist pig to pop.

Increase in consumer demand Walter Clappis has noted that their collaboration with GLD has enabled The Hedonist to strengthen their brand presence in the market, which has in turn increased their sales and profitability. 'The Rosé was not selling well until the GLD facelift, which saw production double and the product sell out in a quarter of the time, compared to the previous year.'



ADDED DESIGN VALUE

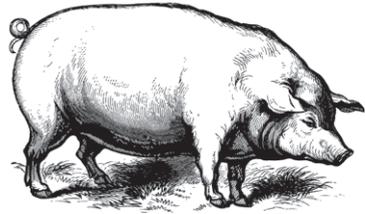
- Without changing the wine, boosting advertising or promotion, sales for the Rosé increased from 250 dozen before the redesign, to 500 dozen in the first year of the new look label.
- 2017 sales reached over 1,300 dozen.



‘The redesign of our Hedonist Rosé is proof that labels sell wine. The wine is essentially the same and yet sales doubled after the release of the new label.’



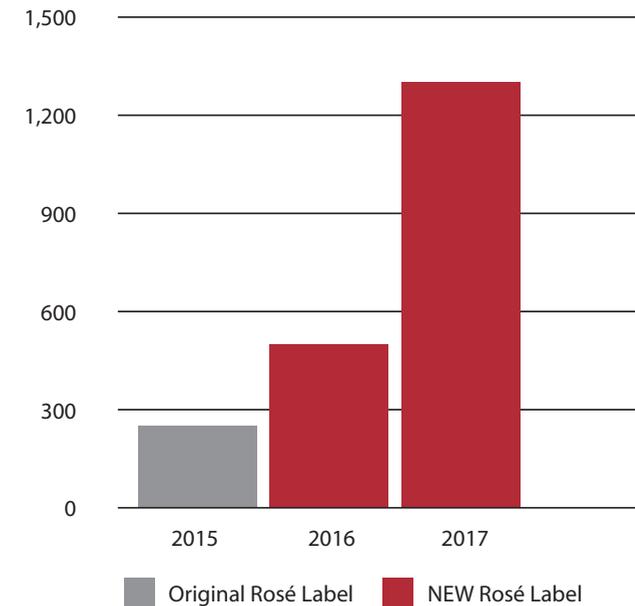
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Industry impact As passionate visual communicators, our purpose is to collaborate with our clients to constantly evolve and reinvigorate their brands with the changing demands of their markets. We strive to strengthen the perception of their brands, improve their sales, and encourage them to grow - thereby increasing their profits. Realising the impact GLD have made on The Hedonist made it a success story that had to be told.

'We have come to consider GLD as an integral part of our brand development. Our briefs have been understood and delivered above expectation. Our wines now have a certain wow factor.' Walter Clappis

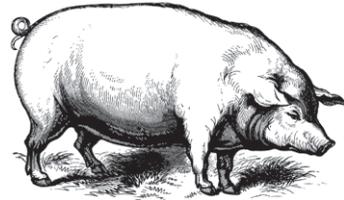
SALES GROWTH IN 12 X 750ml BOTTLE CASES



100%
increase in rosé sales

- Before the redesign of the Hedonist Rosé label, 250 x12 bottle cases were sold.
- Minimal changes were made to the wine prior to the release of the new package.
- Within a year of the new design, production of the Rosé doubled.
- The wine sold out 75% faster than it had the year before the redesign.

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Building on this success, we recently developed a design strategy with The Hedonist team to reinvigorate other varietals, boosting the integrity and competitiveness of the brand as a whole.

Review of the brand By encouraging our clients to continually review the perception of their brand in the market, we have been able to work with The Hedonist to boost the design value of their packaging to meet the changing needs of their consumers and improve their bottom line.

The solution Inspired by the look and feel of the floral Rosé, the Sangiovese draws on the spirit of Italy while the Tempranillo features characteristic Spanish icons, filling the pig with sumptuous colour - each varietal with a complementary palette of its own.

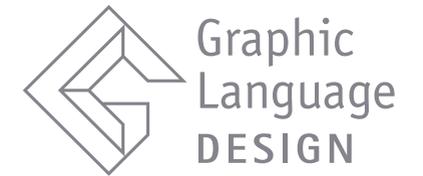
Elevated brand perception A thicker, uncoated Super Opaque White paper now replaces the previous mechanically grained Mirrorkote. Although the new paper is slightly more expensive, removing the grain provides a saving, while the luxurious paper texture elevates the perception of a quality product.

Typography selected for the Rosé is carried across to the other varietals in the price point for consistency, which subliminally builds trust in the consumer. The pig brand icon on the Shiraz and Cabernet Sauvignon is enlarged and the position of the brand name is consistent across the range, building the brand integrity.



'With the market success of the Rosé, it seemed logical to continue the magical theme on to the Sangiovese and the Tempranillo. Once again, GLD over-delivered'.
Walter Clappis





communicate. collaborate. create.

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