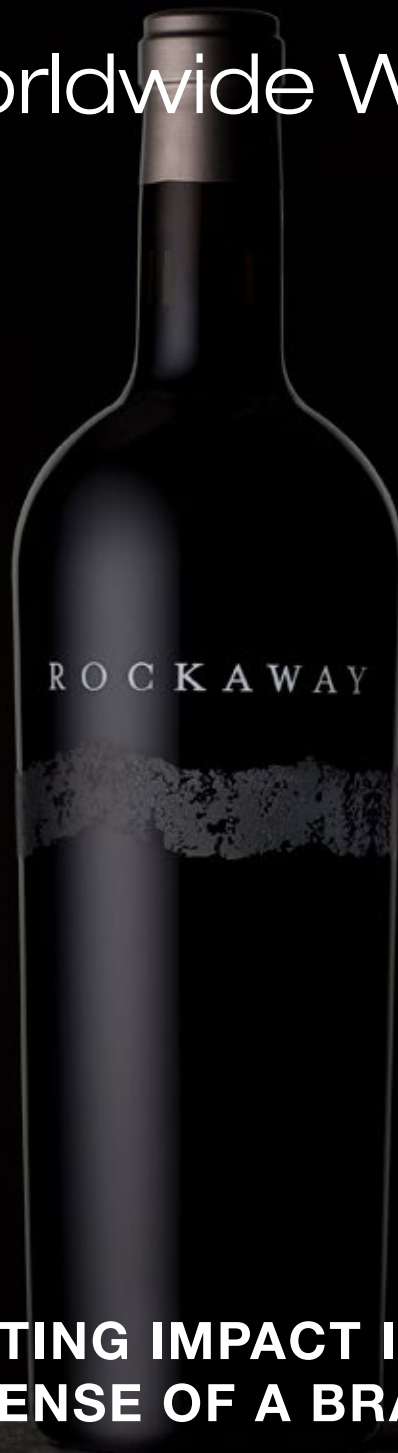




TUCKER CREATIVE

Worldwide Wine.



**CREATING IMPACT IN EVERY
SENSE OF A BRAND.**

tuckercreative.com



FROM CREATIVE BRANDING AND STRATEGY TO FULL-SERVICE DIGITAL MARKETING AND EVERYTHING IN BETWEEN.

We are global leaders in adult beverage branding and marketing. With over 50 years of experience, Tucker Creative has created hundreds of brands and has refreshed hundreds more.

We have deep understanding of strategic positioning in an ever-changing marketplace and are highly trained to produce designs that positively impact consumers and, ultimately, our clients' bottom line.





CASE STUDY BAY OF FIRES

With an exemplary range of cool climate wines garnering critical acclaim, Bay of Fires in Tasmania's Pipers River region was looking to create a sub-brand for an ongoing series of specially nurtured, small production wines quite different from their current offering. Some of these wines, designed as an exhibition of the winemaking team's creativity, uses unconventional techniques, while others simply represent the pinnacle of a single site in a given year.

Tucker Creative was invited to create a name, brand identity and packaging for this unique range. In simpatico with the winery name, and familiar with what the winemaking team endures to create these exceptional wines, we suggested the new range be aptly named 'Trial by Fires.'

The final wrap label features a bold copper representation of the Bay of Fires flaming B icon matched with the texture and subtleness of varnished product descriptors, plus tasting notes of the featured varietal. The copper neck label is reserved for explaining the concept behind the Trial by Fire range.





CREATIVE STRATEGIC BRANDING AND MARKETING

STRATEGY

- Brand
- Business
- Marketing
- Sales
- Communications

BRANDING & CREATIVE

- Story
- Naming
- Identity
- Logo Design
- Packaging Design
- Custom Bottle Design

MARKETING

- Strategy
- Digital Marketing
- Direct Mail
- Public Relations
- Social Media

WEB & DIGITAL

- Website Design and Development
- Landing Pages
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-Per-Click Advertising (PPC)
- Social Media
- Website Accessibility

PRODUCTION

- Print Production Management
- Press Checks
- Bottle Photography
- Property Photography & Videography
- Photo & Video Production



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tuckercreative.com
info@tuckercreative.com