



TUCKER CREATIVE

tuckercreative.com

CREATING IMPACT IN EVERY SENSE OF A BRAND.

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

Our creative studio is backed by world-class strategy, account management and production management to ensure that all aspects of your strategy and branding are swiftly and expertly executed. Our clients' success stories range widely from vintners, growers, and producers to other industry partners. We partner with you to see your brand from start to success. No project is too small or too large. From a complete rebrand to updating a piece of collateral or creating a landing page, we have you covered.

Who we are

Meet The Team



Jody Tucker

President &
Creative Director



Dr. Hoby Wedler

Business Development
Director



Justin Vallandingham

Operations & Technology
Director



Marianne Rice

Senior Creative Services
Project Manager

Our services

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

Case Study: Barilla

Branding and Launching a new line of CPG Sauces

OVERVIEW

Barilla Inc. is the largest pasta and sauce company in the world. Running large operations in over fifty countries is very demanding and requires the efforts of thousands of employees. Barilla Inc. develops new products frequently.

Barilla North America aimed to launch a brand new line of sauces in the United States near the end of 2019. These sauces are positioned as a super-premium brand and Barilla sees it important that their employees have a strong understanding of them including their origin, their story, and what sets them apart in the marketplace. Furthermore, Barilla wanted to build a very impactful launch event for influencers and media in the heart of Manhattan.

THE TASK

Barilla Inc. reached out to Tucker Creative to design and execute a series of tasting experiences that would assist the Barilla employees in the United States in better understanding the new line of sauces including the story behind them, the ideas which generated them, and its super premium niche in the ever-growing and ever-changing sauce market. Each sauce has a "hero ingredient", one ingredient featured "front and center" in the sauce and on the package. All hero ingredients are sourced from specific regions of Italy and the new sauce is made in a traditional Italian method in Parma, Italy. This relationship led to Barilla working with Tucker Creative to build the mood book for the sauce line and to build and execute a launch event featuring the sauce for key influencers and media.



Branding and Launching a new line of CPG Sauces

THE OUTCOME

Tucker Creative curated, prepared, and executed two experiences, each with approximately 60 Barilla employees, to help familiarize participants with the brand new line of sauces. We used a proprietary tasting technique developed by Dr. Hoby Wedler which includes temporarily removing the eyesight of all participants using a blindfold. One benefit of this technique is that participants are not distracted by their mobile devices, computers, etc. and are more equipped to focus on what they hear, feel, taste, and smell.

Participants said they felt a new level of ownership and passion for Barilla products. They also expressed a newfound ability to describe Barilla products and, ultimately, represent the brand in a more authentic, genuine way.

Tucker Creative also designed, created, and delivered a mood book document for these sauces. This mood book spelled out all visual parameters for representing any and all sauces as they would appear in all visual media including advertisements, marketing campaigns, etc.

Finally, in collaboration with Edelman, we designed and executed an exclusive brand activation for media and influencers from around New York City and the tri-state area. Barilla requested an experience revolving around all five senses. To build the most impactful experience possible, members of the Tucker Creative team, including Dr. Wedler, travelled throughout Italy to gather hero ingredients and learn about each hero ingredient's region and how it is produced.



Branding and Launching a new line of CPG Sauces

Tucker Creative designed an evening beginning with guests tasting Italian Prosecco in a stark white “waiting lounge” to deprive their senses. Guests were then blindfolded and led completely in the dark into the event space where they were seated at long tables.

Dr. Wedler then led the guests through a journey of the sauces using all non-visual senses including sound, taste, smell, and touch. Guests embarked on a tasting tour through Italy where they examined each hero ingredient along with its corresponding sauce. Hero ingredients were sourced by the Tucker Creative team from Italy. While in Italy, Dr. Wedler interviewed many stakeholders around the hero ingredients and played sound bites of those interviews as well as general sounds of Italy during the experience.

Once the tasting portion of the evening concluded, before removing their blindfolds, guests were invited to describe their impression of the room. They eagerly described it as being empty, having high ceilings and hard surfaces, and being cavernous. They removed their blindfolds to find they sat in a space ornately decorated with art installations perfectly highlighting the Vero Gusto line.

Guests were invited to taste passed bites containing the “hero ingredients”, enjoy cocktails crafted and inspired with each ingredient in mind, to sit in a chair made of fresh herbs to represent the Mediterranean, and so much more. This experience utilized each of our five senses to tell an inspiring, eye-opening, and unique story of exciting new product in the marketplace.



Case Study: Ornellaia

Enhancing a Partnership Between Wine and Art

OVERVIEW

The Solomon R. Guggenheim Foundation runs the Solomon R. Guggenheim Museum which has showcased art to the public since 1959. One philosophy of the Guggenheim family is to make the world a more accessible and inclusive place, a value which they share deeply with Tucker Creative. They developed a program called The Mind's Eye wherein their goal is to make the art in their collection more accessible and available to the blind and visually impaired community. They implement this through highly curated and detailed verbal descriptions of the art paired with so-called "touch objects" which represent the texture of the art. All guests at Guggenheim museums are strictly prohibited from touching the art in their collection.

In 2018, a partnership was formed between Ornellaia Wine Company (Tuscany, Italy) and the Solomon R. Guggenheim Foundation in which Ornellaia would auction off large format bottles of their wines labeled with drawings by well known artists and donate the proceeds to the Solomon R. Guggenheim Foundation to fund the Mind's Eye program.

The first year of collaboration was successful for all and both parties engaged Colangelo & Partners, a global PR firm, to arrange a media/press event.

THE TASK

In this four-way collaboration, Ornellaia and the Solomon R. Guggenheim Foundation sought the support of Colangelo and Partners, a premier US-based wine and spirits public relations firm, to feature this partnership to key members from the press in the wine and art sectors. Colangelo and Partners reached out to Tucker Creative because they knew of our abilities to straddle the fine intersection between art and science through experience design. The sensory experience was co-delivered by Dr. Hoby Wedler, Tucker Creative Co-Founder and Sensory Innovation Director, and Axel Heinz, Director of Wine Education for Ornellaia.

The goal of the evening was to engage key influencers in the press regarding the partnership between the Solomon R. Guggenheim Foundation and Ornellaia Wine Company.



Enhancing a Partnership Between Wine and Art

THE OUTCOME

During and after the evening's festivities, many invited guests approached the organizers and informed us that this was one of the most memorable events they have attended in a long time. The event resulted in a flattering article which appeared in Barron's Penta as well as a review of the evening published in Wine Spectator.

Ultimately, Tucker Creative views this as a very successful collaboration which generated extremely positive media coverage for Ornellaia, the Solomon R. Guggenheim Foundation, and Tucker Creative.



GUGGENHEIM



Case Study: Two Metre Tall

Craft beer packaging to stand out above the competition

OVERVIEW

The Two Metre Tall Company (2MT) in Tasmania engaged Tucker Creative to design a range of beer packaging for their new products. 2MT had developed a brewing facility in the Derwent Valley around 40 minutes North West of Hobart. Their initial focus was to produce real ale beers made from natural ingredients found and farmed in Tasmania. And, except for the 'Cleansing Ale', each product was named after a major Tasmanian River.

Our packaging and branding needed to express that the beers are completely hand-made using quality regional, natural ingredients. In the Tasmanian River Series packaging, we captured the natural, almost organic, nature of the beers by featuring a distinctive depiction of the river featured in the beer's name, plus a rustic stock choice. The unique 500mL bottles also incorporate a distinctive neck label which further highlights the hand-made aspect of the brews by including individual numbering plus exclusive brew and bottle conditioning information.

We also looked at designing packaging for their exclusive 750mL Barrel Aged and Sour Ales, 375mL Cleansing Ale, individual hand pump tap decals, 6 pack and carton designs and Farm Bar collateral. The corporate identity, look and feel, and packaging reflects the hand-made beer brewing process, is aligned with the flavor and aroma of the beer inside the bottle, captures the natural significance of Tasmania, and gives 2MT points of quality and distinction in the market.



News & Media

COLANGELO-GUGGENHEIMORNELLAIA

Wine Spectator

“Wedler, himself blind since birth, has a Ph.D. in organic chemistry and is co-founder of Senspoint Design, a company that focuses on brand building and identity through sensory awareness and scientific knowledge.

“Your smell, taste and touch senses are more engaged than during routine daily activities.”

Barron's Penta

“As for the wine, the zest, and liveliness of the Ornellaia Bianco, and the earthy complexity of the Ornellaia 2007 L'Armonia , a Bordeaux blend tilted to Cabernet Sauvignon, offered a good way to put a variety of senses— besides sight—to the test. As Wedler would say, the wines taste as if they are 'gently held by nature'.”

New Zealand Winegrower Event

“Not only does this uncover intriguing nuances of complex wines like those from New Zealand in the present, but it changes how wine lovers experience wines in the future as well.”

NorthBay Biz

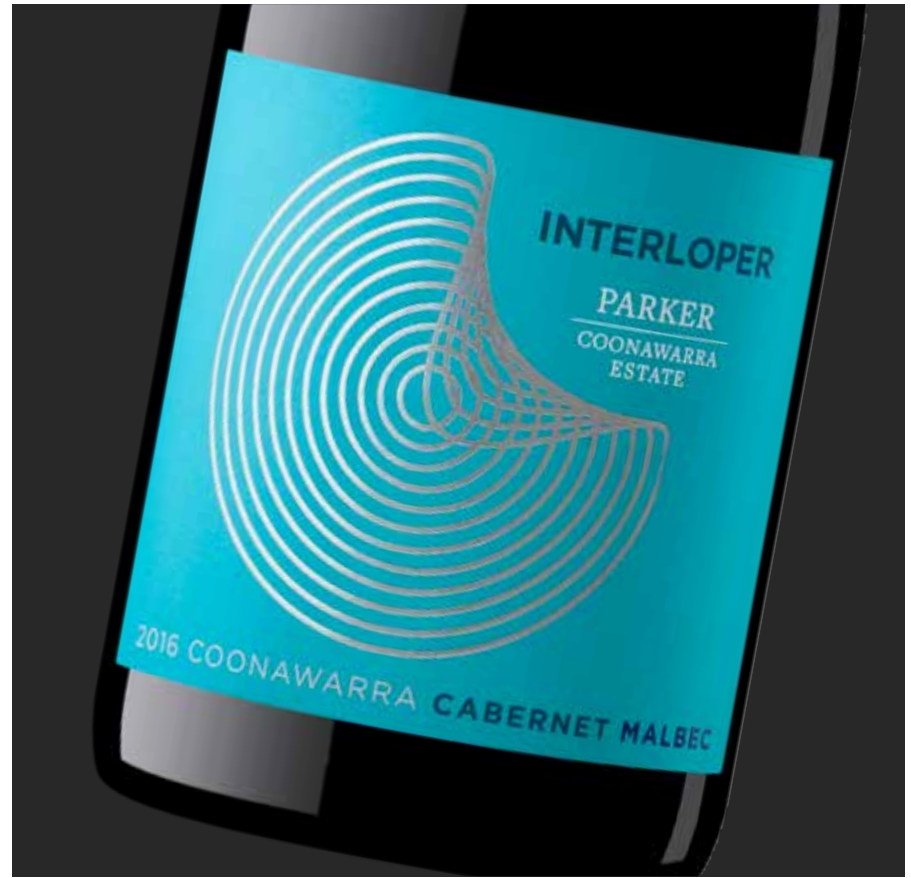
“Being associated with Hoby made us a better company.” — Corey Beck, CEO of The Family Coppola

Portfolio: Wine









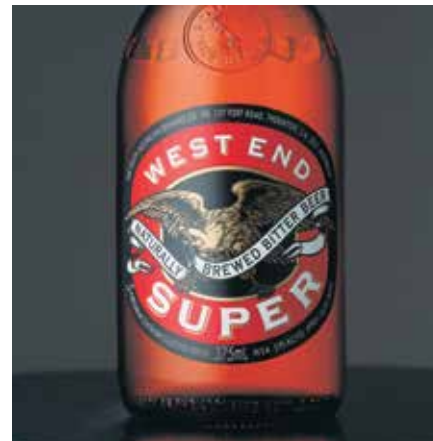


Portfolio: Spirits

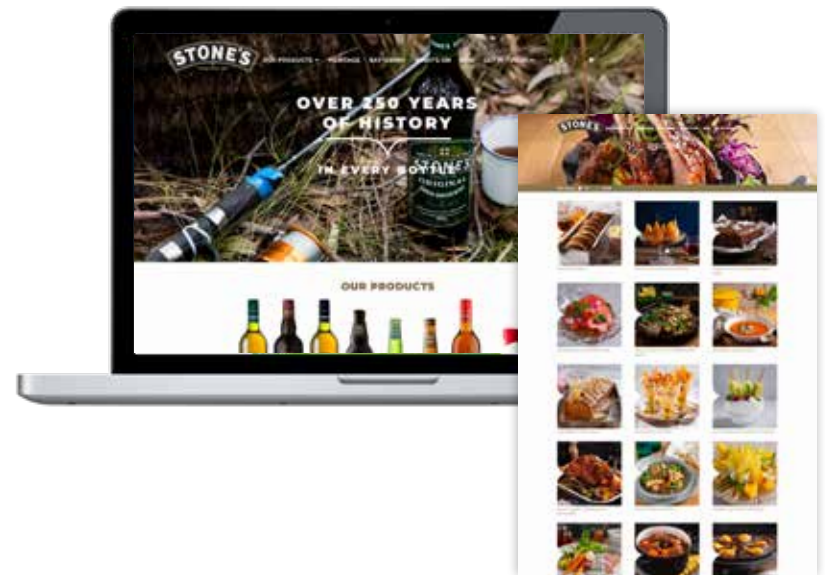
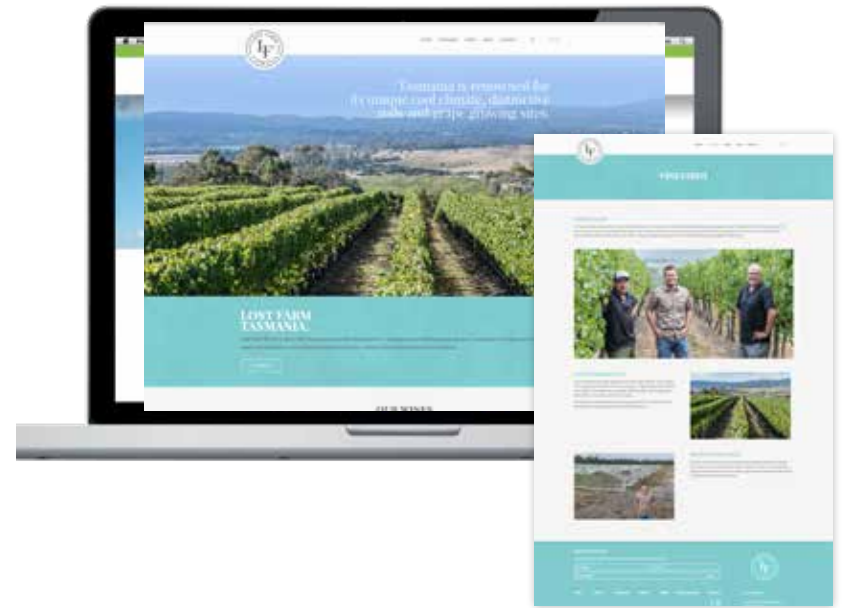
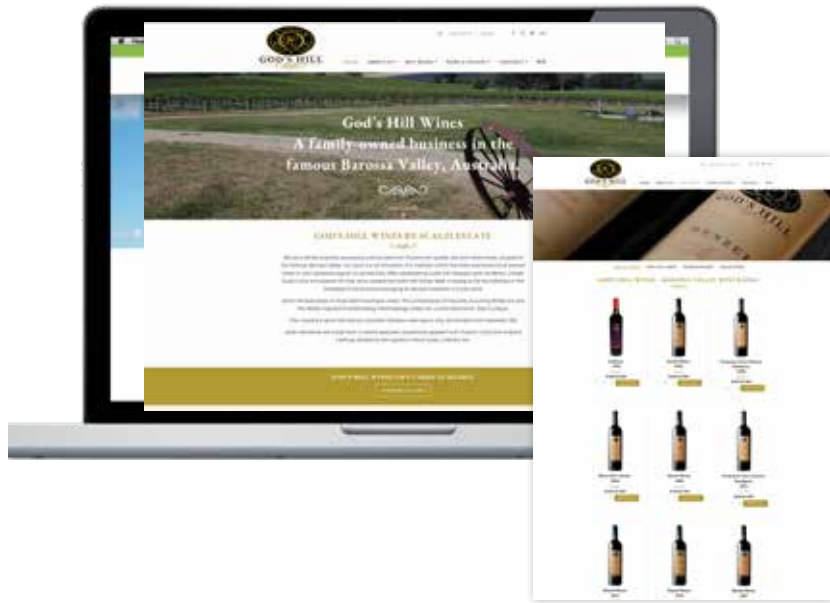


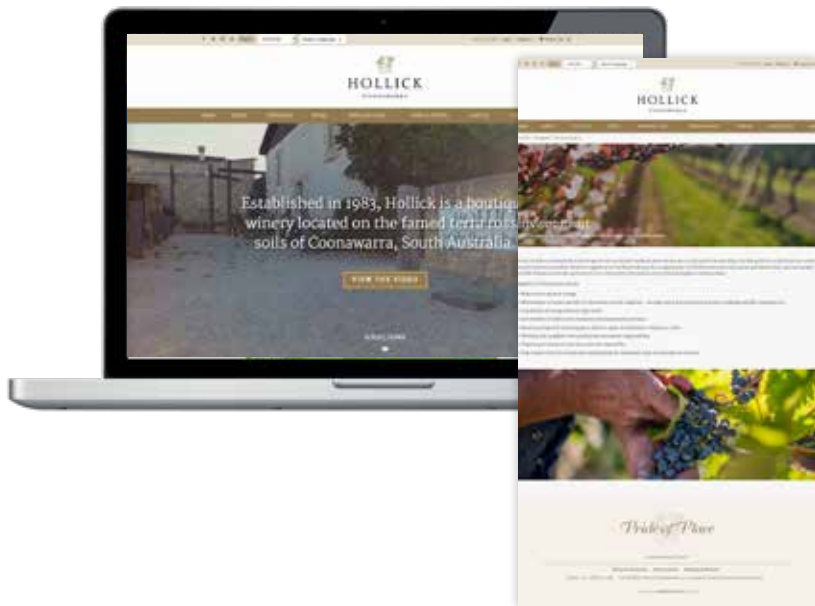
Portfolio: Beer & Cider





Portfolio: Web & Digital







tuckercreative.com
info@tuckercreative.com

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