

Midnight Wishes

Proposed Wine Ad Campaign
Selena Krivoruchko

Project Statement

CLIENT

Crahart Family Winery

HISTORY + OPPORTUNITY

The Crahart Family Winery is located in the California Napa Valley Area. They're new to the wine industry and getting ready to pick their wine grapes and have them start maturing in their barrel. The Krivoruchko Family wants to create a mid-range priced wine that will be sold online at first on Nakedwine.com then eventually in stores as well.

TARGET AUDIENCE

The Crahart's want to aim their new wine at millennials. Creating sweet blends and bubbly wines for their tastes. Millennials tend to buy more Rosè, sparkling wines, spritzers and sweet blends.

PRICE RANGE

\$15-25

SOLUTION

Create a wine brand that is eye-catching in an online atmosphere. Have it be able to carry over through various varietals. While also creating an ad campaign to promote the new wine.



Competitors



Coni Aconcagua Valley Chile
Sauvignon Blanc 2017
Price \$16.99



Coni Pinot Noir
Southern Region Chile 2017
Price \$19.99



Coni Chile
Cabernet Sauvignon 2017
Price \$16.99

Competitors



Scott Peterson Rumpus
California Cabernet Sauvignon 2016
Price \$21.99



Scott Peterson Rumpus
California Sauvignon Blanc 2017
Price \$18.99



Scott Peterson Rumpus
California Chaos Red Wine 2017
Price \$21.99

Competitors



Dave Harvey Columbia Valley
Malbec 2017
Price \$18.99



Dave Harvey Columbia Valley
Sauvignon Blanc 2017
Price \$16.99

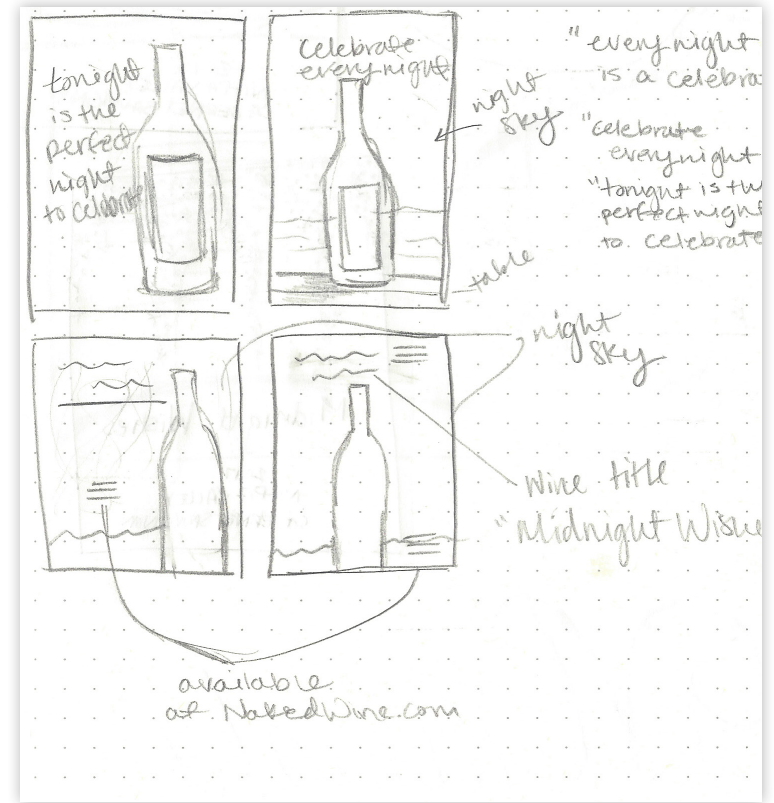


Dave Harvey Walla Walla Valley
Cabernet Sauvignon 2016
Price \$29.99

Sketches

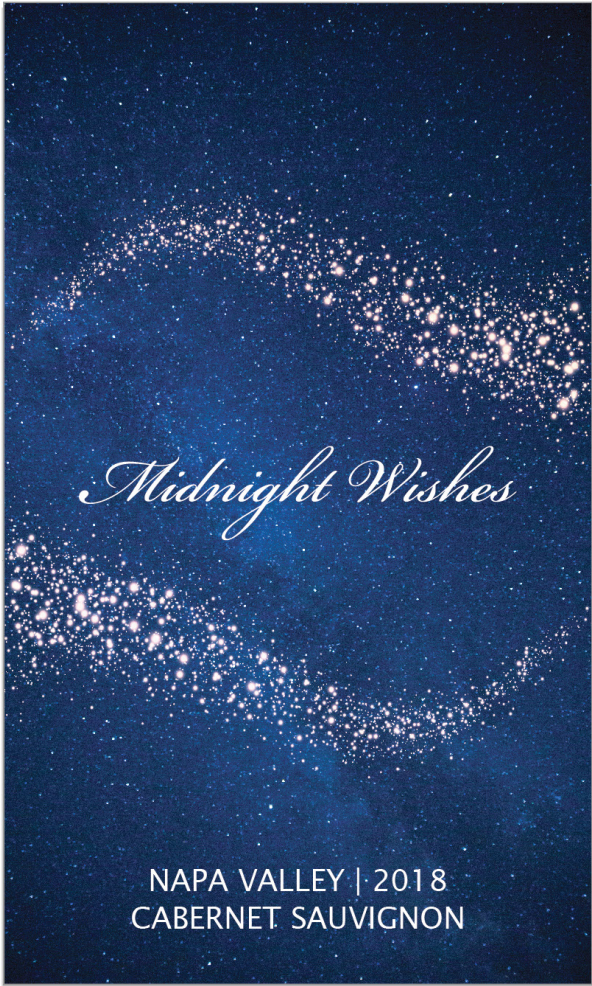
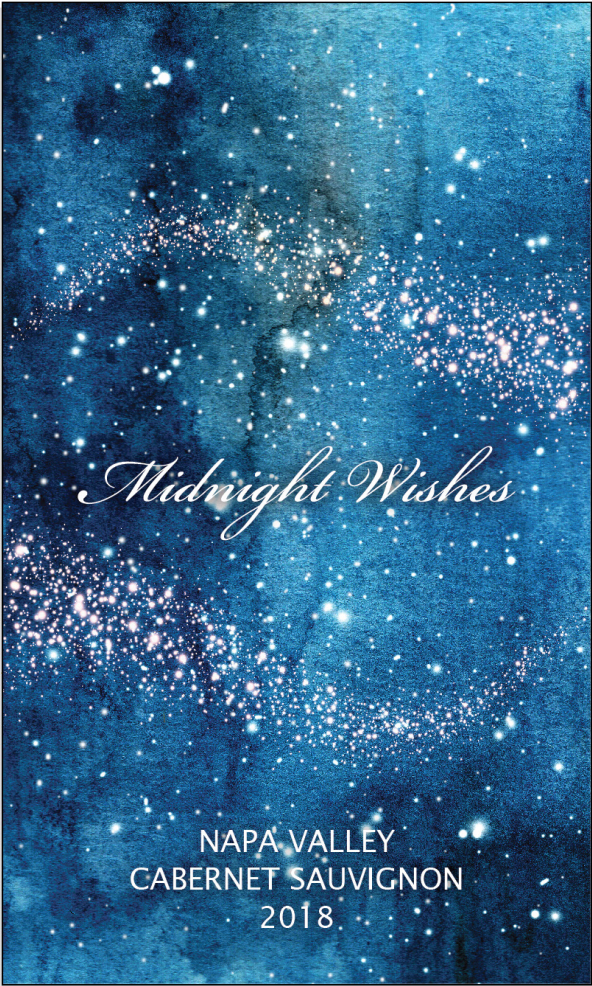


Label

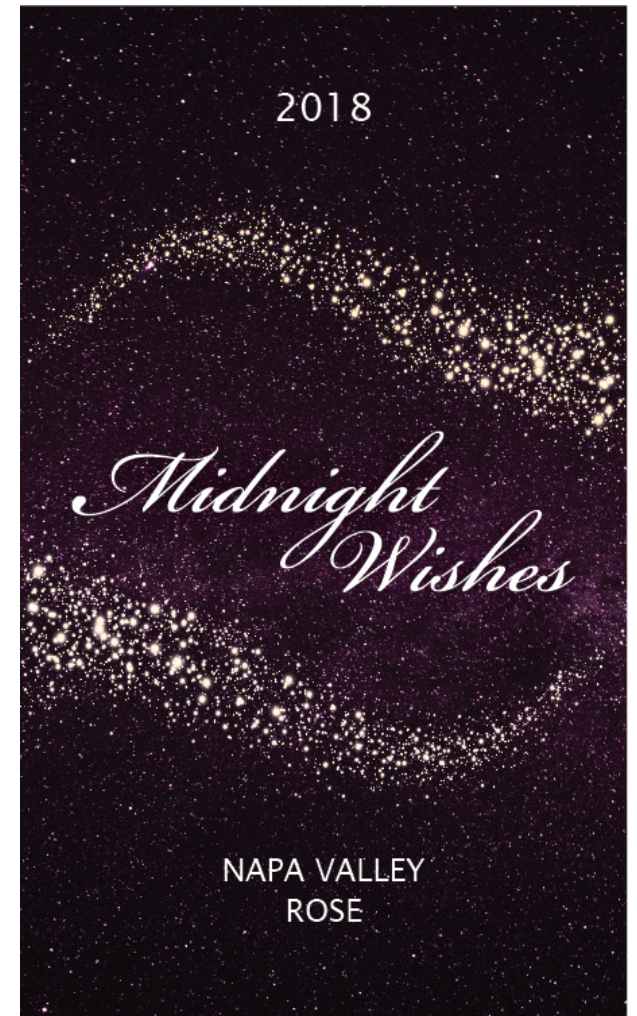


Advertisement

Preliminary Design



Final Design



Print Breakdown



Full Label



Background



Silver Foil Callout

Bottle Mockup



Advertisement



Advertisement - Mockup

