

**THE HIVE WINE AND
BRANDY COMPANY**

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**BRAND STRATEGY
RECOMMENDATION
REPORT**

EXECUTIVE SUMMARY

Team 1 - A.C.E.S
March 28, 2021
TEAM - Benchmark 3

EXECUTIVE SUMMARY

The Hive Winery and Brandy Company is a distillery and winery located in Layton, Utah. Since 2008, the company has created and produced a large variety of alcoholic beverages, ranging from mead and fruit wine to cider and brandy. As a small business, they pride themselves in creating their beverages from local farmers and vendors. The Hive primarily sells their products through state liquor stores, but also operates a physical storefront in Layton, where they also offer a tasting room.

Our team was initially drawn to the Hive Winery and Brandy Company due to our personal experience with their offerings. However, we quickly recognized an opportunity in working with them as a client, since we noted that there were a number of areas in their visual branding and identity that could use some updates. Specifically, we noted the dated and inconsistent company website, the seeming lack of definitive brand identity, and the inconsistencies in brand awareness that were apparent in many of their visual designs. We were able to meet with the client and discuss their current branding strategies, their goals for the company, and areas that they felt needed improvement.

Based on this discussion and our initial observations about the brand, we have conducted research in a variety of areas to give us data and direction. This research has included: a detailed interview with the owners of the Hive Winery and Brandy Company to discuss goals, strengths, and weaknesses; secondary research revolving around best branding practices in the wine and brandy industry, specifically as it pertains to website presentation, product labeling, and wine tasting; a survey and focus group of consumers that collected feedback on the winery's current branding and visual identity; and other research into best branding strategies on a more general level.

As a result of this research, we have concluded a few specific areas of recommendation for the Hive Winery. Due to these recommendations we have determined which areas of The Hive Winery's current branding elements and marketing strategy could be altered, changed, or amended to encourage further growth and customer recognition of the company.

We suggest creating marketing collateral to coincide with the recommendations formed based on the research performed. These recommendations and collateral are as follows:

-  **LOGO:** An updated logo for the winery that better incorporates the company's name
-  **STYLE GUIDE:** A well-defined branding style guide to ensure future designs are clean and consistent
-  **LABEL:** A new product label that incorporates the updated logo and branding style
-  **WEBSITE:** An updated version of the company's website homepage that follows the aforementioned style guide and better organizes the information presented
-  **IN-PERSON DISPLAY:** A digital display to be utilized in the winery's new tasting room

With these recommendations for updated content, we hope to provide The Hive Winery and Brandy Company not only with material that can immediately be put to use to encourage brand awareness, but also with the tools they need to maintain and showcase their brand identity in future designs.

INTRODUCTION

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CLIENT

The Hive Winery, Utah's Artisan winery, features local products to make fruit and honey wines. The Hive Brandy Company is Utah's first brandy distillery. Together these companies make up the Hive Winery and Brandy Company which is a one-stop-shop for local and specialized liquid refreshment. Both are micro-operations allowing them to have a wider variety of wines throughout the year. They currently feature over 50 different wines and small volume spirits.

Husband and wife team, Jay and Lori Yahne, started the companies in 2008 and are all about the “craft” and “living local” which means making every effort to support their local farmers and producers. Although they make wine and spirits with lots of different local fruit varieties, they have one simple governing guideline for the fruits they use: if they won't drink it, they won't make it.

They have won several awards, including a silver medal at the 2020 Utah State Wine Competition. Their current offerings include wine, hard cider, liqueurs, and spirit-soaked fruits.

Their store is located in Layton, Utah; due to current government regulations and safety protocols, they cannot do tastings or open their tasting room. However, their storeroom is open for customer sales. They also sell to state stores and local restaurants.

WHAT DREW US TO THEM

Our team was initially drawn to the Hive Winery and Brandy Company due to our personal experience with their offerings. Several of our team members have had the opportunity to sample products from the Hive Winery and Brandy Company, and our Project Lead, Sam, has a connection with a current employee to the company. Based on our positive impressions of the products, and the unique niche the company has in the local market, we quickly recognized an opportunity in working with them as a client, and noted that there were a number of areas in their visual branding and identity that could use some updates.

USING THIS REPORT

While identifying the existing elements of The Hive Winery and Brandy Company's brand package, we have decided to primarily focus on logo design, label design, website design, and enhancing the in-person events.

As The Hive Winery and Brandy Company does not participate in traditional forms of advertising, our decision to focus on logo and label design stems from what a crucial element both are in introducing The Hive Winery and Brandy Company's products to consumers. Similarly, The Hive Winery and Brandy Company's website is the central hub for any and all information on the company. Not only does the website introduce consumers to the Hive's product, it also establishes The Hive's reputation as Utah's only boutique, award-winning fruit wine distillery.

In further establishing The Hive Winery and Brandy Company's reputation of providing quality fruit wines and spirits, as well as building the trust between consumers that retains loyal customers, The Hive Winery and Brandy Company will resume hosting product tasting events post-COVID 19. During this time, as they retool the tasting experience, we are also looking for ways that environmental graphics and elements can enhance The Hive's brand package by bolstering their reputation as artisans.

In our research, we have identified that our clients' needs fall under two categories: Brand Identity and Brand Awareness. Brand Identity refers to The Hive Winery and Brandy Company's visual elements and how they inform the company image. These visual components are found to be overwhelming and outdated. Brand Awareness refers to the overall feeling that the company invokes, and includes non-visual elements. We have found that The Hive Winery and Brandy Company lacks brand intent and that key marketing collateral, such as their webpage, is quite unorganized.

Primary research includes an interview with the client to create a SWOT analysis, and an online survey to gauge consumer responses to The Hive Winery and Brandy Company's branding. After identifying the issues, secondary research included research on logo design, web design, competitor branding, focus groups, and product tasting events.

CLIENT NEEDS

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Based on our findings, we have compiled five recommendations to assist our client with stronger brand identity and awareness. We believe that a well-defined branding style guide, a simplified versatile logo design, an updated company website, and informative display signage for in-house events would allow for clean, consistent branding that would both satisfy longtime consumers and attract new demographics that are currently not being reached.

SWOT/SITUATIONAL ANALYSIS

To help our team best determine our client's needs, we conducted an interview with the owners of The Hive Winery and Brandy Company - Jay and Lori Yahne - in February 2021. Due to the ongoing COVID-19 pandemic this interview was conducted virtually through Zoom.

Over the course of this interview we determined that The Hive Winery and Brandy Company is situated in a unique position within the state of Utah. Not only are they one of the few wineries operating in Utah, they are essentially the only company to be producing fruit and honey wines. Most of their competitors - or "colleagues," as Jay and Lori prefer to call them - tend to focus on more traditional wines. When it comes to fruit and honey wines, most of their colleagues are from out of state.

STRENGTHS AND OPPORTUNITIES

During the interview we asked the owners what were three words they hoped people would use when describing their brand; they responded with "craft, quality, and local." These words certainly do describe the winery, and are also good descriptors for some of their biggest strengths. **First is the craft:** Jay and Lori were originally hobbyists, and have indicated they have little desire to grow their company as big as possible. As such, they have maintained their focus on the quality of their craft, and it shows - as of March 24, 2021, the winery has a perfect five stars from 89 reviewers on Google.

The client's focus on sourcing from local farmers and vendors is another strength, as well as a possible opportunity. Many people in this day and age, particularly in a younger audience, value locally sourced products and being environmentally friendly, and The Hive Winery and Brandy Company could take advantage of that. If the owners ever wish to expand their brand to a younger audience they could potentially put more attention on the locally sourced nature of their products.

In addition to the strengths listed above, The Hive Winery and Brandy Company boasts multiple state-level awards for their products. During our discussions about possible competitors, the owners also touted **the variety of their offerings**. No other winery in the state provides the same level of variety as The Hive Winery and Brandy Company, and many of their products are seasonal, which keeps consumers coming back for more. This, combined with the fact that they have few in-state competitors, means that the Hive has a lot going for it in Utah.

WEAKNESSES AND THREATS

While the owners could verbally define their brand and boast of their strengths, the winery is certainly lacking in a number of areas. Possibly the most significant threat to the winery is the fact that **they do not have a defined brand style guide**, which means that many of their visual designs are inconsistent and confusing. Without consistent colors, fonts, and other branding rules, The Hive Winery and Brandy Company risks confusing or alienating possible customers.

The best example of this is the company's **current website**, which looks outdated and lacks a modern design. The website is difficult to navigate, does not follow best practices for visual design, and lacks a consistent brand strategy. Based on our survey results (discussed below), customers would like to use the website for a variety of purposes, and The Hive Winery and Brandy Company's current site is unable to provide that. The issue of the website is further heightened by the fact that the winery has no permanent web designer and the site is managed by one of the owners, who has no visual or web design experience.

RESEARCH SUMMARY

In the initial stages of this project, the team looked for local products and companies with limited brand strategies, allowing us to research ways to elevate their current strategy. The Hive Winery and Brandy Company was brought to our attention through personal exposure and consumption of the product. Our team then reached out to the client and inquired of their interest.

Upon compliance from the client, we set up a meeting where the team could interview the owners in order to gain essential information to help with the production of a SWOT analysis and the framing of research needing to be conducted. Prior to our conversation with the client, the team did research by way of evaluating their current online platforms, including website and social media, as well as examining elements of their branding such as their logo and labels on their products. We then formatted a list of questions to discuss in the interview to gain a better understanding of their company, challenges, strengths, and where we could work to improve their current marketing strategy.

At the conclusion of the interview, our team met and discussed where we felt the major weaknesses in their branding were. We determined there were two main areas we wanted to focus our efforts: **brand identity and brand awareness.**

Brand identity is what makes you instantly recognizable to your customers. It is the “what you see” of your company. The visual design elements such as: logo, color, palette, font, and imagery, are what viewers and consumers will use to associate your brand identity with your product or service. That identity is what creates the connection between you and your customers. It also builds consumer loyalty and determines how your customers will perceive your brand. Brand identity is the collection of all elements that a company creates to portray the right image to its consumer base.

Brand awareness takes brand identity a step further. While brand identity focuses on the image of the brand, brand awareness emphasizes the feeling of the brand.

It includes recalling not only the business name, but also the general feelings about the business, information about its products and services, and other experiential details.

These non-visual branding elements of your brand strategy is the “what you feel” aspect of your company. These elements help to determine marketing strategies and content located on websites and other digital platforms to help create company relationships with customers.

SECONDARY RESEARCH

After speaking with the client, we met as a team and decided to conduct focused research on the concepts of brand identity and brand awareness. Research was conducted in order to assist in evaluating where the opportunities of improvement in each area lie and how the client can begin to remedy those weaknesses.

- **BRAND IDENTITY:** To better identify current trends within the market, an in-depth evaluation of current logo trends was conducted, followed by a focus group and survey. These elements helped in analyzing the client’s current branding and assisted in creating a SWOT analysis to determine strengths and areas for improvement. Additional research was conducted regarding current style guides for wineries and distilleries of similar sizing and client placement within the market. The evaluation assessed elements such as: logo, color, palette, font, imagery, and other elements which can be seen on company websites and other online platforms.
- **BRAND AWARENESS:** Online research regarding the effectiveness in label design, website design, and in-person events and content was conducted, with the intent of gaining a better understanding of modern trends within the alcohol industry. Along with doing general research in the brand awareness space, we researched competitor websites and social media to identify patterns in content, layout, and general presentation from comparable local businesses. We also investigated current web design platforms being used to determine each platform's primary strengths and weaknesses. Review of current in-person events, including tasting programs, promotions, sponsorships, and partnerships among successful small wineries and distilleries were compared to our client’s current programs and offerings.

PRIMARY RESEARCH

A blind **online survey and focus group** were conducted to evaluate and identify current customer opinions and preferences in the areas of brand identity and brand awareness.

- **BRAND IDENTITY:** The survey assessed how customers react to certain design elements in logos, and the focus group evaluated client perception and preferences in judging products off of logo designs. General preferences were asked alongside specific and targeted questions regarding our client's current branding, including logos.
- **BRAND AWARENESS:** The blind survey conducted focussed, in-part, on what design elements in beverage labels currently catch the eye of current and potential customers. Questions included in the survey also asked customers what they need to know about a company/brand to promote brand loyalty and how online content and in-person events can assist in best offering that information.

The research gathered from these surveys and focus groups have helped us to determine current trends as well as customer preferences, providing informed and relevant marketing data.

SECONDARY RESEARCH

Research conducted using already existing data collected by a third party.

BRAND IDENTITY

Brand recognition is the level to which a consumer can correctly identify your brand based on visual indicators such as logo and colors. Oftentimes confused with the term 'brand' which is an identifying symbol, mark, logo, name, word, and/or sentence that companies use to distinguish their product from others, a combination of one or more of those elements can be utilized to create a brand identity.

Your brand identity is what **makes you instantly recognizable to your customers**. Viewers and consumers will associate your brand identity with your product or service, and that identity is what creates the connection between you and your customers. It also builds consumer loyalty and determines how your customers will perceive your brand. Brand identity is the collection of all elements that a company creates to portray the right image to its consumer base.

LOGO

Logos communicate ownership, quality, and the values of a company and brand. They are a tangible element of the brand experience. Logos are often the first “interaction” people have with a company, and it is essential to make said interaction a solid first impression and visually express the purpose of the brand.

Unlike large companies, small brands do not have years of brand recognition, or large marketing budgets to assist consumers in understanding what the business does. Logos for small businesses need to instantly and clearly communicate who the company is, and what they do.

Logos help a brand in two ways. First, companies can use them in conjunction with the name. Not only can a picture enhance the memory for accompanying words, but using a logo influences the speed of recognition. While logos may stimulate the memory of a brand directly, they may also help remember the brand name. A study of preschoolers was conducted to understand their learning of brand names. According to Macklin (1996), when visual cues were provided with brand names, children remembered the brand names better. Additional visual cues, such as a picture and color, helped improve the memory further. This is because of nonverbal processing; text and graphics— are processed simultaneously, whereas verbal processing follows a sequence. Thus, pictorial representations are retrieved from memory much faster than non-pictorial ones, especially when there is consistency across the various elements of brand identity. Because all logos contain some degree of pictorial representation (even logotypes, a stylized presentation of a name), retrieval is faster and more efficient because all elements can be processed simultaneously. It does not have to follow a sequential pattern.

Second, logos can be used in place of the name when there is a space or time constraint. Billboard advertising, for example, does not provide an opportunity for prolonged exposure.

Similarly, the ready in-store recognition provided by logos helps stimulate purchasing. “I think if you’ve got two or three kinds of peanuts sitting there,” said a survey respondent, “I would probably grab the one that has [Mr. Peanut’s] picture on it...just because it’s something you know” (Callcott and Phillips 1996). This is particularly important in this day and age when there are so many brands and the market is saturated with promotional messages. A logo that readily cues the product is a significant advantage.

When introducing a new or an updated logo, companies need to be aware that consumers still have the previous version of the logo in mind. On the one hand, some researchers present incremental changes as the optimal solution. According to Logo Design Love, an overly radical change may either annoy consumers or spoil the image created through past investments. On the other hand, minor changes may miss the purpose if consumers do not perceive these modifications.

While the alcohol industry is global in nature, it is an image-conscious industry where a drink must have not only a certain taste but a certain image as well. Please reference 'Appendix 1' for examples of alcohol companies that follow these guidelines.

A logo that is instantly identifiable and ensures connectivity between consumers and the brand are shaped around the following: simplicity, relevance, and versatility. **Any logo, big or small needs to be memorable and timeless.** Overall, the most important aspect of a logo is to focus on using as few elements as possible to communicate the brand's identity. The important thing about a logo design for an alcoholic beverage brand is that it conveys the important and unique information about the company.

STYLE GUIDE

It is important for all marketing materials within any company to look and feel visually cohesive for the sake of brand identity and recognition. Because of this, successful companies establish a brand style guide. According to Creative Bloq, style guides contain “**a set of standards for the design of documents**, website pages, signage, and any other form of other brand identifiers. They cover everything from how and where the logo is used to the brand colors and typography rules.” (Stewart, C.). This guide is a document that contains rules and guidelines for elements including: logo, color, palette, font, imagery, and other elements which can be seen on your website, social media platforms, and can be used in products and marketing collateral for a company. This guide encompasses several items, including voice, tone, style, etc.

The rules outlined in a style guide should be applied to all marketing collateral that is representative of any given company. All design pieces—i.e. banners, mailers, advertisements, social media posts, etc.—should feel complete on their own, yet part of a greater brand identity when viewed among other pieces.

BRAND AWARENESS

Brand awareness takes brand identity a step further. While brand identity focuses on the image of the brand, brand awareness emphasizes **the feeling of the brand**. It includes recalling not only the business name, but also the general feelings about the business, information about its products and services, and other experiential details. Does your brand convey positive or negative messaging? When a customer has an interaction with your company or product was it a memorable or forgettable experience? Would they tell their friends and family about it? And if so, would it be a rave review or a complaint? Most importantly would the interaction they have with your company encourage brand loyalty?

There are several ways to increase brand awareness. We have focused on three main areas:

- In person events
- Online Content
- Visual branding

By creating an effective strategy to increase brand awareness, companies can help to increase sales and loyalty from customers. Each person's path of purchasing is unique and complex, however studies have shown that people are creatures of habit. The more they recognize and know about a brand, the greater likelihood they will choose to purchase that product, or purchase from that company. While it may seem simplistic, the more people that are aware of your brand, including its logo, products, and other marketing identifiers, the more successful your company will be.

IN-PERSON EVENTS

The long-standing practice of in-person events in marketing is a trend that is not going anywhere. The quarantines placed globally throughout 2020 have proven that people crave human, in-person experiences. While digital advertising and branding is crucial for a brand's success, digital ads have become white noise, and more than ever it is important to go beyond the digital space to **build meaningful and lasting customer relations** in order to promote a product and build brand loyalty.

In-person events create pointed exposure to target markets and customers. According to new research from Harvard Business Review Analytic Services, 93 percent of companies consider hosting events for customers and potential clientele as a priority, and over half believe in-person events to be the most effective marketing channel (Global Study). Brands are making event marketing a priority and strategically mixing it in with their other marketing efforts.

The purpose of in-person events can be broken down into three categories:

- Brand Awareness
- Customer Engagement
- Target Marketing

Brand experiences don't just communicate, they connect. Great events create great memories. No matter what stage of the buying process a customer is at, 'awareness, consideration, or decision', introducing your product and creating a relationship with a customer, or potential customer, connecting them to your brand, endures long past the event. Whether sponsoring or appearing at local community events, trade shows, fundraisers/philanthropic events, media events, music festivals and concerts, in-store events and pop-ups, or creating a fully immersive customer experience, like a product tasting, events reach a lot of people – your brand's type of people.

Engaging in-person marketing campaigns can make your audience want to engage with your brand during the event, in-person and on social media, and continue long after. Research has shown that those who participate in a live brand experience tell an average of 17 other people. With word-of-mouth advertising remaining one of the most unyielding, yet unreliable, ways of marketing, these reviews are crucial.

Once a company knows the demographic they are marketing to, they can anticipate what type of events will draw this type of clientele. Will your targeted audience be found on college campuses, spa openings, girl's nights out, tailgates, or school fundraisers? Knowing information such as what this type of customer is drinking, where, and how will help a company choose which events will lead to the biggest "bang for their buck". Creating these events will bring that audience to you and give a company a home-field advantage.

Many marketing tactics used by wineries and other alcoholic beverage companies, are aimed solely at their current customer and clientele. Looking beyond this demographic to evaluate potential other sets, or subsets, of future customers allows your brand to grow. There will always be customers who stop purchasing your product and broadening your demographic will allow you to replace those stagnant customers easily. See the 'Persona' section of this report for example ideas of potential customer demographics.

When creating your own event, such as a product tasting, the question of whether there should be a fee associated with the event is a common question. Currently 70 percent of North American wineries charge a fee for their tasting programs,

however this practice is inconsistent and the success of charged events is unproven (“Do Wine Tasting Room Fees Impact Wine Purchases?”).

Several studies, including one by “Northern Grapes Project” have been done in relation to this topic. In this study, conducted by way of 1,552 surveys, it was made clear that visitors spent more at wineries and distilleries that charged a fee, however that difference in spending could potentially be linked to and results of other factors (Northern Grapes Project). Although there was a large difference in the amount of product purchased among those who participated in charged tasting programs compared to those that did not, that singular fact seems to be insignificant in explaining the difference in product purchases. Other studies have shown that a free event can entice individuals who may not be current customers but can lead to future patrons. While there is a relationship between the two, whether there was a charge vs. being free, the correlation doesn't equal causation.

When determining how to establish and execute your in-person events, whether hosted or sponsored, **consider what makes your company and product unique**. Highlighting these differences can make your product and company set-up during sponsored events stand out amongst other potential competitors, as well as establish an inviting and exciting environment throughout sponsored and hosted events.

While quarantines and in-person mandates are currently still in effect, which may limit or alter in-person events, this is the time to consider and establish your future in-person market and event strategy.

ONLINE CONTENT

The Hive Winery and Brandy Company’s website was one of the first things that drew us to them, since the website was so significantly lacking as far as visual design standards are concerned. Based on our interest in this component of the company’s brand presentation we decided to do additional research on best practices for website visual design in the industry. This consisted of two components: first, to determine what other similar companies were implementing on their respective websites to best identify industry standards and best practices; and second, to identify a web design platform that would be easy to use, inexpensive, and most importantly, would allow freedom for visual design.

In analyzing competitor websites, we have determined that The Hive Winery and Brandy Company’s **website could be improved by reorganizing information and updating its visual elements**. Adjusting which pages are included on the navigation page will eliminate excess information on the homepage and make the website easier for Utilizing a style guide and including many high-quality photos of both the products

premises will help modernize the website while also reflecting the client's vision for the brand. Please see the "COMPETITOR ANALYSIS" section for more details.

Our client indicated that they had no in-house web designer and were currently designing and operating the website themselves. While it was a less critical part of our research, we decided to investigate different web design platforms that would allow them to continue running the website themselves, while also allowing us to overhaul the site's appearance. Based on reading through various online reviews - as well as testing out some of the available products - we have determined that a better-known program that offers robust widget and plug-in options would best serve the company. Prime examples of this include Weebly and Wix, both of which are inexpensive and relatively simple to maintain.

VISUAL BRANDING

Our survey results showed that there was room for improvement in The Hive Winery and Brandy Company's **label designs**. About 60% of participants said they would not purchase this product based on the label, and only 10% scored on a possible purchase (see 'Appendix 2' for more details).

In a study conducted by wine.net including 2,000 participants, 80% of the individuals polled said that they selected the wine they were **purchasing based primarily on the label** (Everyone really is just picking their wine based on the label). The second most important quality considered when purchasing wine was the **perceived price**—not how much the product actually costs, but rather how expensive the product looks. Many people want their wine to look expensive, not necessarily be expensive. The study found that the third most important quality taken into consideration when purchasing wine was the shape and color of the bottle. This survey exemplifies the importance of attention to brand perception and having a strong label design.

How to make a successful wine label:

It is important to consider the story you want your bottle and label to portray to your customers. This story will be told through your logo, your colors, the typography, and overall style and the imagery you choose to incorporate (Reid, M.).

As general rules, red wines traditionally utilize dark, rich color schemes like maroons, blues, and gold foiling. White and rose wine labels tend to have lighter, airier color schemes to match the overall flavor profile and experience. As far as fonts go, traditional wineries tend to use fanciful fonts that evoke rich feelings as well—such as script and/or serif fonts. In recent years, more modern wineries have opted to use more simplistic, bold, sans serif fonts to more appropriately appeal their target demographic. The color and font choices together contribute to the overall story the winery is telling and should be selected with intention.

COMPETITOR ANALYSIS

SUMMARY

The Hive Winery and Brandy Company is situated in a unique position within the state of Utah. Not only are they one of the few wineries operating in Utah, they are essentially the only company to be producing fruit and honey wines. Most of their competitors – or “colleagues,” as Jay and Lori prefer to call them – tend to focus on more traditional wines. When it comes to fruit and honey wines, most of their colleagues are from out of state. In addition, efforts to emulate marketing techniques from wine companies based outside of Utah have “bombed” according to the client.

Bearing in mind that the Utah liquor market is a unique community, we have included 30 similarly-sized breweries and distilleries that service the Wasatch Front in our analysis.

The analysis **focuses primarily on company websites and packaging**. Our focus on websites is to spot commonalities and give us an idea of the content that local consumers are hoping to discover when learning more about a beverage company’s products. Packaging also gives us an idea of what branding elements “work” in northern Utah’s uniquely positioned liquor market that would align with The Hive Winery and Brandy Company’s desired image.

WEBSITE

A key differentiator of quality for a website is **how the information is organized**. Currently, The Hive Winery and Brandy Company’s website is difficult to navigate. Pages on the navigation bar should have clear, concise names. For instance, where the client uses “Local Offerings” to describe their wine tastings and factory store, other companies use “Visit Us”, “Tastings”, or “Tours” to specify what information is contained on each page.

Pages for specific pieces of information also prevent web pages from invoking “horror vacui”, or “fear of dead space”. For instance, The Hive Winery and Brandy Company’s main page contains logos and information for awards won and competitions that they have participated in. Several other websites offer an “accolades” section, where prospective patrons are able to easily identify that a brand is prestigious, and find the information as to why in a designated area.

Quality photography of both the products and the facilities are present on a majority of the websites. Bringing a professional photographer onsite to capture The Hive Winery and Brandy Company facilities and the winemaking progress could easily enhance their homepage.

Lastly, many successful websites **utilize a style guide** to create a sense of uniformity and branding, even on the most minimalist of sites. Once we are able to determine fonts and colors that best represent The Hive Winery and Brandy Company brand, this will greatly assist in making their website both more aesthetically pleasing and easy to navigate.

BRANDING

The Hive Winery and Brandy Company describes their brand as “upscale eccentric”. As such, they have shied away from the more subdued, minimalist look that other national wine brands have begun to embrace.

Many local colleagues have embraced colorful, “eccentric” branding while avoiding the “childish” connotation.



Uinta Brewing maintains a distinctive colorful, graphic style while still appearing contemporary and upscale.

Wasatch Brewery effectively uses bright colors schemes and striking logos.



Saltfire Brewing not only utilizes whimsical, eccentric colors, but uses color variants for their logos depending on the products.



PRIMARY RESEARCH

Research conducted by those who wrote this report.

SURVEY

SUMMARY

Our blind, online, survey consisted of 25 questions encompassing the range of brand identity and brand awareness. These questions were broken down into four sections: **logo design, label design, in-person events, and online content**. Survey participants were given the client's current logo and label images to base their answers on. Data was collected by way of short answers, multiple choice, check box, and Likert scale options.

In addition to questions associated with brand identity and awareness, we asked several questions which helped to identify where our participants fall within the client's target demographic. This survey was sent to individuals within a target market specified by the client; women ages 30 – 50, by way of social media and other online platforms. We did not discriminate against anyone wanting to take the survey; however, focused on this demographic. The survey was active from February 21 – 28, 2021 and received responses from 30 participants.

Upon closing the survey, the data was gathered and calculated by the team. All of the data can be found in 'Appendix 2' of this document. Due to the client being located in Utah, the data has been broken down into over-all answers (found on the left), and Utah specific answers (found on the right) to more easily gain knowledge of customer preferences and views which may differ based on location. The insight we have gained from this survey has enlightened us as to how the client's desired target market relates to and answers the following questions regarding brand identity and awareness:

- What information is the most appreciated/needed for brand loyalty
- What elements make a label stand apart from competitors & catch a customer's eye
- What characteristics of a logo make it noticeable and appealing
- What & where customers want to find information about a product/company online

The research gathered has helped to inform of opportunities for improvement within the client's current practices, and assisted in determining the recommendations made in this report.

SURVEY RESULTS

BRAND KNOWLEDGE AND LOYALTY

Participants were asked to rank 7 categories, in order of importance, regarding information needed for brand and product loyalty in the alcoholic beverage market. The following lists the responses in order of importance.

- Alcohol content
- Temperature to store/drink product
- Process of making product
- Proper technique for tasting product
- Where the grapes/ingredients came from
- Story of the owners/vineyard/company
- Food to pair with the product
-

The following, not listed by importance, are write-in responses of things participants also find important when classifying an in-person event as informative and successful.

- Ambiance
- Climate
- Method of fermentation
- Organic
- Price
- Tasting Notes
- Vintage
- Where the wine is sold

CONCLUSION

It is our conclusion that by including the following information into in-person events and signage, our client would relay needed information to their current and potential customers during in-person events. This inclusion will improve customer awareness of their brand and products, therefore gaining customer loyalty, translating into higher and enduring product sales.

LABEL

When purchasing a product, participants listed the following as important design elements of a label when choosing an unknown product off the shelf. Factors are listed in order of importance.

- Brand Recognition (knowing the brand before purchasing)
- Logo
- Color
- Text (font, description on label, etc.)
- Instant Savings (coupon/peel off sticker located on the bottle)



When asked about a current label design the client features on one of their products, participants listed the following, in order of successful elements, of the design.

- Text
- Logo
- Color
- Overall Design
-

About 60% of participants said they would not purchase this product based on the label, and only 10% scored on a possible purchase. Write in comments regarding their opinion of the label listed that they thought it looked childish, not elegant or modern, looked like a label for another product (honey mentioned specifically), and did not include text of vintage year or grapes used.

CONCLUSION

It is our conclusion that elevating the label design, including the logo and coloring, as well as editing the text to eliminate excessive information, while adding more significant details regarding the product, would elevate the client's branding and in turn lead to higher success in customer recognition and selection for in-store purchases.

LOGO

The client's current logo was placed in the survey and participants were asked their overall view, followed by specific options regarding the design. Over 50% of participants found the logo not memorable. When given the option to change vs. not change the label, 84% opted to change the logo due to their dislike of the color, text, image, and overall design. Similar comments were repeatedly added to the survey in the write-in section regarding opinions of the logo. These comments included statements that the logo:



- looked childish and made for promoting a children's brand
- appeared as though it was for a different product: honey, soap, etc.
- looked amateurish and like a stock logo rather than specifically designed for the brand
- the text on the logo was contradictory and confusing

CONCLUSION

It is our conclusion that a redesign of the logo would elevate and promote the brand. A redesign would aid in clarity of brand awareness for customer overall understanding, recognition, and approval.

ONLINE INFORMATION

Participants were asked what is the most important information to find on a company's website. The following responses are listed by importance.

- Where to buy the product - (over 90%)
- Information about the product - (over 80%)
- Price of the product - (over 80%)
- Information about the company - (over 80%)
- Schedule options for tastings - (over 60%)
- How to contact the company - (over 40%)
- Information about the industry - (under 10%)

Participants also listed, overwhelmingly, that a company's website is the first place they would look for contact, company, and product information. It is our conclusion that making the above information present and prominent on the client's website will make their online presence more user friendly and informative for their clients, promoting customer knowledge of the company and products and therefore furthering brand awareness.

SURVEY CONCLUSION

The blind online survey was taken by 30 female and male participants ranging in age between 21 and 80 years old. The insight we have gained from this survey has enlightened us as to how the client's desired target market relates to and answers the following questions regarding brand identity and awareness:

- **What information is the most appreciated/needed for brand loyalty**
- **What elements make a label stand out from competitors & catch a customer's eye**
- **What characteristics of a logo make it noticeable and appealing**
- **What & where customers want to find information about products/company online**

It is our conclusion that by adopting and using the data provided in this survey, which has informed the recommendations listed in this report, the client can improve their brand identity to connect more positively with their current customers, help attract new customers, and boost overall brand and product awareness.

FOCUS GROUP RESULTS

As customers have the majority portion of perceived "ownership" in The Hive Winery and Brandy Company it was critical to measure current brand perception and identify what is working well, and what could use improvement as our client moves forward with the renaming of their company.

Our focus group questions were open-ended and aimed at setting the tone for the focus group. These questions gauged the group's interest level and knowledge of the product. As we have already gained information from our client regarding their top-selling products, these focus group questions centered around fruit-based wine.

Utahns aged 21 and up were allowed to participate. Since our survey is directed at the client's particular demographic, this focus group included men and women, of various ages (21 and up to abide with alcohol laws), social, religious, and economic backgrounds. Utah residents will specifically be targeted due to the state's unique liquor laws. This focus group was conducted via Zoom Saturday March 6, 2021.

All of the data can be found in 'Appendix 3' of this document.

COMPETITOR ANALYSIS

Team 1 - A.C.E.S
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Results at a Glance:

Demographics:

17 Focus group members

- 11 women
- 6 men
- Ages: 22-57
- 2/17 participants heard of the company: 11% of participants

Product Overview:

- Customers who were familiar with the product did not realize that “fruit/honey based wine” what they were consuming

Product Demand:

- Customers would be willing to try fruit/honey-based wine; pay average prices for wine; willing to pay more for local based products

Brand Recognition:

- Customers appreciate local and are willing to give products a try, regardless of brand identity

These questions were able to interpret a small sampling of the current understanding of fruit-based wines impressions held by a general audience regarding this product in the state of Utah. This focus group was not exposed to any branding details aside from the name of the company (no logo, colors, website). The insight we gained from this focus group enabled us to reflect on how the client’s current brand strategy connects with customers, current and potential.

The Hive Winery and Brandy Company prides itself on being local, and consumers within their target audience are willing to seek out local based products, especially within the Utah market because it is so unique. It is our opinion that the Hive winery should continue to further promote their emphasis on local.

USER PERSONAS

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USER PERSONAS

A buyer persona is a **fictional representation of your ideal or most-likely customer**, and is a representation of your target market. Therefore it helps to guide and determine the content you publish as well as the design elements of your brand.

Understanding your client/consumer is the first step to developing a cohesive brand. How do you want your customers to see you? How do you want to be viewed? Understanding your customer and designing messaging that consistently delivers on their expectations is essential in maintaining a well received brand. Knowing who you're marketing to, and how they can use your content, products, and other offerings to better their life, will allow your brand to grow by way of customer loyalty and increased brand awareness.

Many marketing tactics used by wineries and other alcoholic beverage companies, are aimed solely at their current customer and clientele. Looking beyond this demographic to evaluate potential other sets, or subsets, of future customers allows your brand to grow. There will always be customers who stop purchasing your product and broadening your demographic will allow you to replace those stagnant customers easily.

Below are two user personas. The first represents the quintessential customer as explained by the owners of The Hive Winery and Brandy Company. The second persona represents a potential demographic that The Hive Winery and Brandy Company could explore.

PERSONA #1

The Hive Winery and Brandy Company's Current Demographic.



Name: Tiffany

Location: Salt Lake City, UT

Age: 43

Occupation: Stay-at-home mother

What she looks for in purchasing an alcoholic beverage:

- Made from locally sourced ingredients
- Attractive label that looks expensive

Goals: Tiffany's goal is to purchase food and beverages that will be a hit when she is hosting. She likes to purchase light fruit wines that are "crowd-pleasers".

Pain Points: Tiffany will not buy a wine if it looks too inexpensive or has an unattractive label. She would rather spend a little more money to impress her friends if it means she will have an attractive bottle of wine to share with her friends.

Bio: Tiffany is a 43-year-old mother to three children. During the week she spends her time tending to her kids and doing work around the house. On the weekends, she usually gets together with the other mothers in her neighborhood. They enjoy sharing a glass of wine together and talking about what's going on in their lives. They take turns hosting so Tiffany is always on the lookout for food and beverages that meet their taste and criteria.

PERSONA #2

The Hive Winery and Brandy Company's Potential Demographic.

Name: Jake

Age: 24

Location: Park City, Utah

Occupation: Ski Instructor and grad student



What he is looking for in an alcoholic beverage:

- Sustainable, local ingredients
- Affordable

Goals: Jake likes to have a glass of red wine after work a few nights every week to decompress.

Pain Points: Jake doesn't care about the look of the label as much as he cares about what is in it and he understands that many wineries do not value sustainable farming practices he prioritizes supporting ones that do. That said, he has a tight budget but likes to buy products that have locally-sourced, sustainable ingredients as much as possible.

Bio: Jake is a 24-year-old male that works for Park City Ski resort during the day and is taking classes in environmental science from University of Utah in the evenings. Jake has roommates and they all like to share their food and beverage purchases, so Jake likes to buy affordable wine. Because he is studying environmental science, sustainability is always at the forefront of his mind when he is making a purchase. Jake likes to read wine labels before purchasing them to ensure he is supporting local when possible and not buying into unsustainable organizations.

POSITIONING STATEMENT

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BRAND POSITIONING STATEMENT

All things considered, The Hive Winery and Brandy Company is in a good place as of the writing of this report. Their production and sales levels are staying where they want them to be, and the COVID-19 pandemic actually increased their sales, as many people were drinking more during that time. Their goals for their company and their brand are fairly simple, since they have indicated that they are not interested in attempting to massively expand their company.

The owners focused on a few things in our interview with them, emphasizing their plans for a remodeled tasting room at their physical store in Layton. They wished to create digital displays for the tasting room, add functionality for online reservations on their website, and update the labels on a couple of their products. However, based on all of our research, we have concluded that additional measures would help their brand, and have created a number of recommendations.

Our recommendations focus primarily on **developing a better defined brand style** that will allow them to maintain consistency and clarity in future designs. To jumpstart that process, we will be creating a number of designs for The Hive Winery and Brandy Company, as detailed in the recommendations section below.

RECOMMENDATIONS

Team 1 - A.C.E.S

March 28, 2021

TEAM - Benchmark 3

RECOMMENDATIONS

As a result of the research conducted, we have concluded a few specific areas of recommendation for The Hive Winery and Brandy Company. Due to these recommendations we have determined which areas of The Hive Winery and Brandy Company's current **branding elements and marketing strategy could be altered**, changed, or amended to encourage further growth and customer recognition of the company. We will create marketing collateral to coincide with the given recommendations. These recommendations and deliverables are as follows:

- An updated logo for the winery that better incorporates the company's name
- A well-defined branding style guide to ensure future designs are clean & consistent
- A new product label that incorporates the updated logo and branding style
- An updated version of the company's website homepage that follows the aforementioned style guide and better organizes the information presented
- A digital display to be utilized in the winery's new tasting room

With these recommendations and updated content, we hope to provide The Hive Winery and Brandy Company not only with material that can immediately be put to use to encourage brand awareness, but also with the tools they need to maintain and showcase their brand identity in future designs.

RECOMMENDATION 1:

CREATE A SIMPLIFIED AND VERSATILE LOGO DESIGN THAT FOLLOWS STYLE GUIDE

Logos are used in countless ways for a brand, and should be easily transferable between mediums, including letterhead, signage, packaging, etc. A logo must ensure an effective representation of the company.

In order to achieve this recognition, we recommend amending the current logo with consistent typography, simple colors, and a strong visual element that all clearly indicate the purpose of The Hive Winery and Brandy Company.

The updated logo should:

- Follow style guide rules for typography and color
- Elevate the look to appeal to the target clients
- Better incorporate the company's name (following Utah state laws regarding alcohol company names)
- Simply differentiate The Hive Winery and Brandy Company from its store shelf competitors

RECOMMENDATION 2:

CREATE A WELL-DEFINED BRANDING STYLE GUIDE TO ENSURE FUTURE DESIGNS ARE CLEAN AND CONSISTENT

Visual cohesion among all marketing assets within a company is crucial for brand recognition and awareness. We recommend establishing a style guide for The Hive Winery and Brandy Company that includes brand guidelines by established rules for how visual assets are to be presented.

The style guide should include:

- Rules for how and when to use each logo iteration
- What brand fonts to use and when
- Brand colors as they are to be used in print vs. digital viewing (CMYK, RGB, and pantone)

Establishing and implementing this style guide will ensure that all of the collateral coming out of The Hive Winery and Brandy Company is consistent and support the greater brand mission of being recognizable to their target demographic.

RECOMMENDATION 3:

CREATE INFORMATIVE SIGNAGE TO DISPLAY DURING IN-HOUSE EVENTS

Enhancing your brand awareness by creating more customer facing marketing such as: sponsoring events, promotions, and altering current in-house events namely product tastings will allow more customers to be introduced to your company and array of products. Because of the importance of using brand messaging during in-person events to assist customers in product awareness, understanding, and retention, we recommend creating a digital display to be shown during in-house events on digital platforms (TVs) in your tasting room.

Due to the results gathered from our survey, customers want to know about not only the products, but the company as well. Because of this, a company display, which will only need to be updated as company information changes along with a second display which incorporates an example of current products which could be used, and information which could be beneficial to share during a tasting. The second display will be more of an example or template, as the content will need to be updated as the products involved in the tasting change.

While quarantines and in-person mandates are currently still in effect, which may limit or alter in-person events, this is the time to consider and establish your future in-person market and event strategy. As quarantines are lifted and in-person events start to open back up, having a strategy in place to maximize your brand exposure will be key in taking advantage of this energy and excitement of customers.

For more information and examples regarding in-person events please see 'Appendix 4'.

RECOMMENDATION 4:

REDESIGN COMPANY WEBSITE TO ALIGN WITH BRAND STYLE GUIDE AND BETTER PRESENT AND ORGANIZE INFORMATION

The Hive Winery and Spirits Company's current website is clearly outdated and in need of a modern and consistent approach. Our survey results indicated that customers value a good website, and wish to use a company's website for a number of purposes, particularly as the primary source for product and company information.

As such, it is essential that the website accurately presents this information and utilizes good visual design practices. Since the current website is lacking in both of these areas we would recommend a full overhaul and redesign of the winery's website.

The Hive Winery and Spirits Company's current website is clearly outdated and in need of a modern and consistent approach. Our survey results indicated that customers value a good website, and wish to use a company's website for a number of purposes, particularly as the primary source for product and company information. As such, it is essential that the website accurately presents this information and utilizes good visual design practices. Since the current website is lacking in both of these areas we would recommend a full overhaul and redesign of the winery's website.

The revamped website should:

- Maintain consistency with the new brand style guide, particularly in terms of font, typeface, and logo usage
- Be created on a web design platform that can support best visual design practices and is easy to use and update, such as Wix or Weebly
- Present information in a fashion that is easy to follow and navigate
- Showcases the winery's brand and highlights the company's best qualities

Updating the website will be a significant step forward as far as the winery's online presence is concerned. With these recommended updates, the Hive Winery will be able to present a cleaner and more consistent brand, and give their customers better access to information about their products.

RECOMMENDATION 5:

DESIGN A NEW PRODUCT LABEL THAT INCORPORATES THE UPDATED LOGO AND BRANDING STYLE GUIDE

Based on our survey results, The Hive's Winery and Spirits company would benefit from redesigning their labels. We recommend redesigning one or more of the wine labels after updating The Hive Winery's logo and establishing the brand style guide. Implementing the revised logo as well as the colors, fonts, and intentional style will elevate the overall perception of their product.

It will be crucial to approach the label redesign with the updated logo and branding guidelines in mind, as well as the stylistic trends evident among the industry.

CONCLUSION

Team 1 - A.C.E.S

March 28, 2021

TEAM - Benchmark 3

CONCLUSION

The Hive Winery and Brady Company is a beloved and unique fixture in Utah's locally-minded small business community. However, we have noticed a number of areas in their **visual branding and identity that could use some updates**. After client interviews, in-depth research on best branding and website practices, client surveys, and focus groups, we have determined that the following recommendations regarding The Hive Winery's branding will best encourage further growth and consumer recognition. These recommendations and deliverables are as follows:

- An updated logo for the winery that better incorporates the company's name
- A well-defined branding style guide to ensure future designs are clean & consistent
- A new product label that incorporates the updated logo and branding style
- An updated version of the company's website homepage that follows the aforementioned style guide and better organizes the information presented
- A digital display to be utilized in the winery's new tasting room

With these recommendations for updated content, we hope to provide the Hive Winery and Brandy Company not only with material that can immediately be put to use to encourage brand awareness, but also with the tools they need to maintain and showcase their brand identity in future designs.

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APPENDIX 1: LOGO

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Some of these logos are more than a century old, while others are relatively new, but one thing they all have in common is good food and drink logo design.

BACARDI

When the founder of Bacardi acquired the distillery in 1862, there were many bats living inside the buildings. Because bats are a symbol of good luck in Cuba, where the company originated, this figure



seemed like an auspicious choice. The circular shape is also important, because it creates a friendlier feeling to the logo. The red is eye-catching and bold, while the gold communicates quality. The company name is written in a serious, straightforward font that gives the image a little more weight.

JOHNNY WALKER

Again, this logo design refers to the company's history, which can be important in the alcohol product industry where tradition is a powerful selling point. The man walking in the image is the company founder, Johnny Walker. The writing is arranged to look like a signature, relating back to the founder. The black that is the main color is sophisticated and velvety, while the gold refers to wealth and quality in a way that is likely to appeal to the consumer.



DOS LUNAS

This tequila has a logo design that relates directly to its name, with 'Dos Lunas' meaning 'two moons' in Spanish. The 'O' in the first word is clearly and cleverly formed of two quarter moons, while the rest of the writing is plain and unobtrusive. The blue is graded so that it is lighter at the bottom, implying a night sky with the two moons rising.



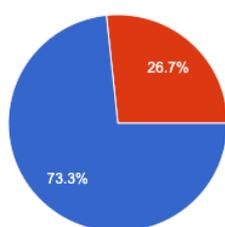
APPENDIX 2: SURVEY DATA

Team 1 - A.C.E.S
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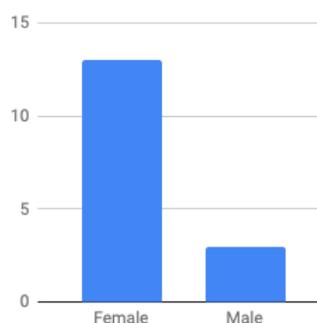
GENERAL

Gender

30 responses



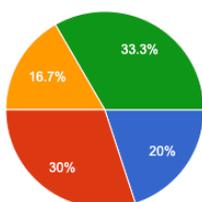
- Female
- Male
- Other



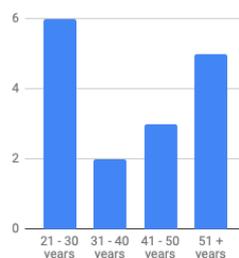
Female	13
Male	3

How long have YOU been aged?

30 responses



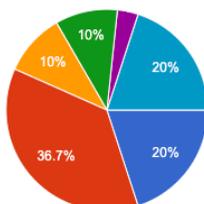
- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 51 + years



21 - 30 years	6
51 + years	5
41 - 50 years	3
31 - 40 years	2

How often do you consume wine?

30 responses



- Once a week
- 2 - 3 times a week
- 4 + times a week
- Once - twice a month
- Special Occasions
- I don't drink wine

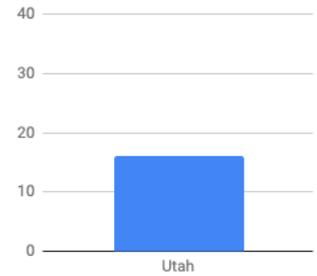
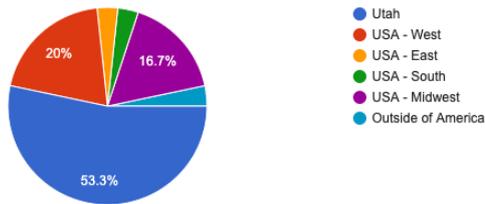


Once a week	6
I don't drink wine	4
2 - 3 times a week	4
Special Occasions	1
Once - twice a month	1

RESULTS: GENERAL

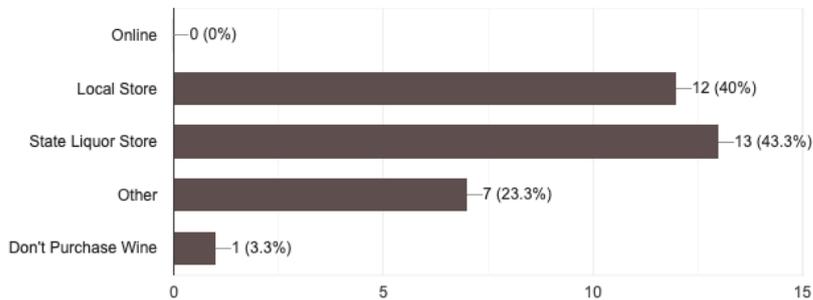
Your REGION?

30 responses

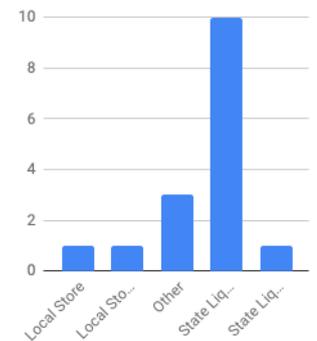


Where do you purchase wine?

30 responses

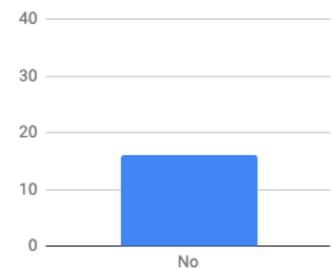
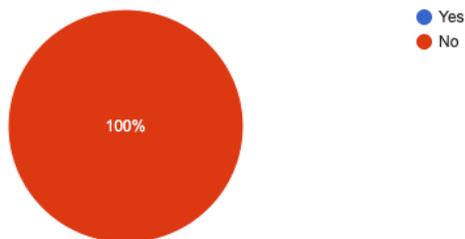


State Liquor Sto...	10
Other	3
Local Store	1
Local Store, Stat...	1
State Liquor Sto...	1



Have you ever purchased products from "The Hive Winery" or "The Hive Brandy Company"

30 responses



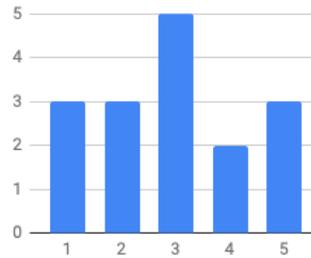
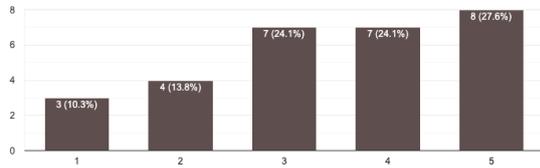
No	16
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RESULTS: TASTINGS

WINE TASTING PROGRAM

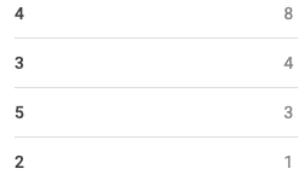
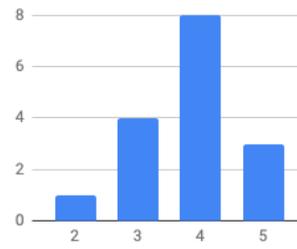
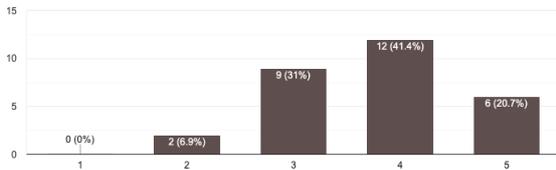
When attending a wine tasting how important is it for you to know WHERE THE GRAPES/FRUIT CAME FROM?

29 responses



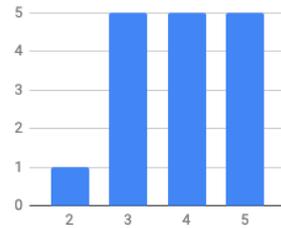
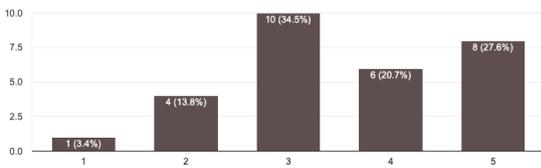
When attending a wine tasting how important is it for you to know FOODS TO PAIR WITH THE SELECTION?

29 responses



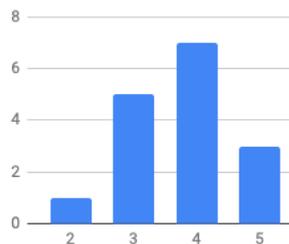
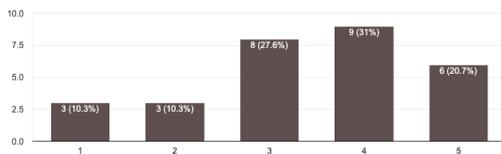
When attending a wine tasting how important is it for you to know the TEMPERATURE TO SERVE/STORE THE SELECTION?

29 responses



When attending a wine tasting how important is it for you to LEARN THE PROPER TECHNIQUE TO TASTE/TRY WINES?

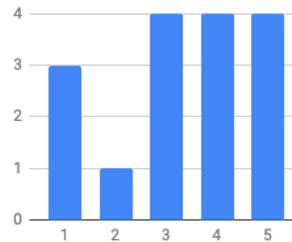
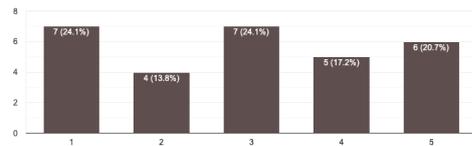
29 responses



RESULTS: TASTINGS (CONT.)

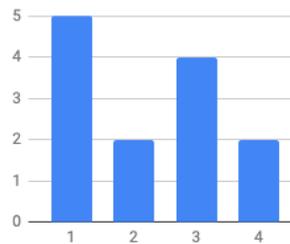
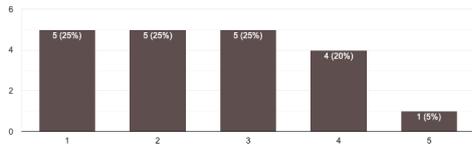
When attending a wine tasting how important is it for you to know the ALCOHOL CONTENT OF THE SELECTION?

29 responses



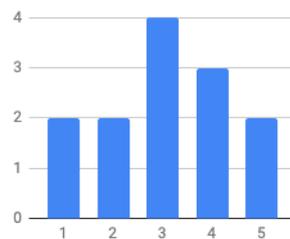
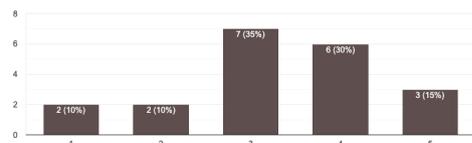
When attending a wine tasting how important is it for you to know the PROCESS OF MAKING ALCOHOL/WINE?

20 responses



When attending a wine tasting how important is it for you to know the STORY OF THE OWNERS/VINEYARD/COMPANY?

20 responses



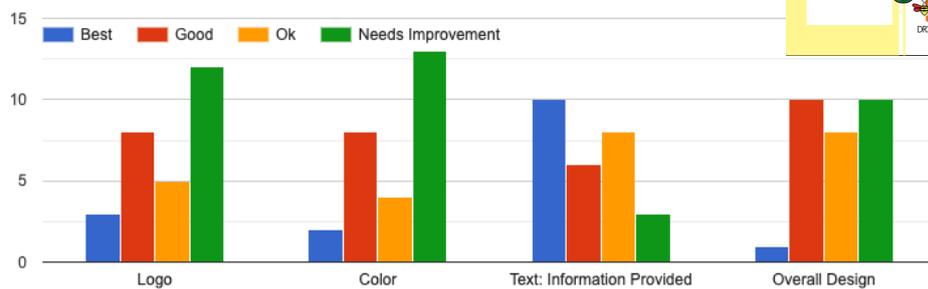
Is there anything not mentioned that would be important information for you when attending a wine tasting?

- Ambiance/Sommelier hosting
- Climate
- Where the wine is sold
- Price
- Tasting Notes
- Organic
- Method of fermentation
- Vintage

RESULTS: LABEL DESIGN

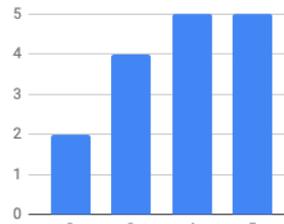
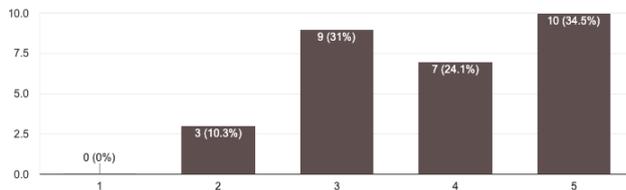
LABEL DESIGN

What are the strengths of this label?

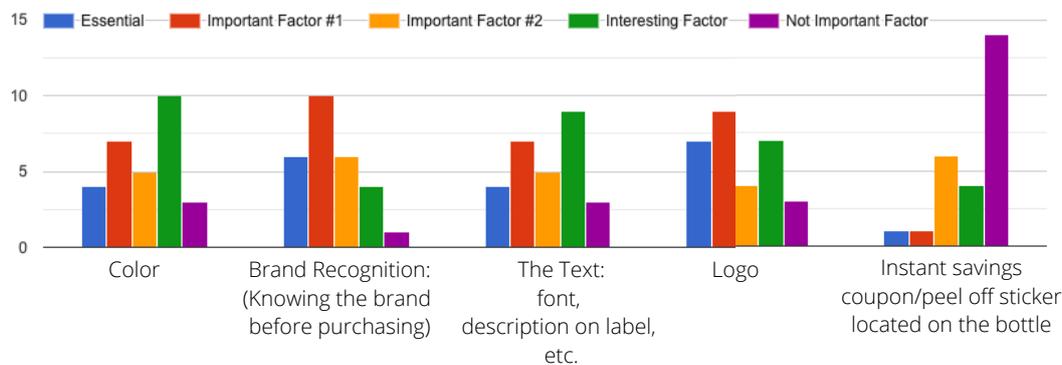


If this product was available today, how likely would you be to purchase it based on the label? (Whether or not you drink this product normally)

29 responses



When buying a product in a store, what elements of a label make it enticing to buy?



RESULTS: LABEL DESIGN (CONT.)

How did you find the brand of wine you currently favor?
(If it was finding it "randomly" at a store, what drew you to it?)

- Wine Tasting Trips.
- Friend Suggested.
- Exploring a specific grape varietal.
- Usually drawn in by the label. Not always pays off.
- Typically I like to explore with a specific type of wine.
- By the label design and name. They caught my eye.
- Known vintner, independently high rated score.
- Price and Label.
- Location of vineyards.
- Ratings, then tasting.
- Looking for preferred vintages with interesting labels.
- If I am looking to try something, usually it's the label.
- Brand recognition. IE, Kendall Jackson.
- Random - look of bottle, reputation.
- I found my favorite brand through a friend. I usually shop by logos and wine scores, so I probably never would have found the wine I prefer without the recommendation because they have terrible branding.

What information, if any, is missing on this label?

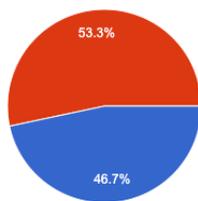
- It looks like a honey label
- Add some personality to the label. Looks very corporate and/or cookie cutter design.
- There is no grape varietal listed that I can see.
- The logo is kind of childish. I also don't associate orange and yellow with wine.
- If anything, too much information and too much visual imagery. Overwhelming at first glance.
- Label makes product seem like something you'd pick up in the grocery store, not something I'd pay a lot of money for. Seems like a homemade soap or honey product label more than wine.
- Class, modernism, something hip and sleek. This looks like juice for a five year old.
- More description about the wine and not just what the winery makes generically.
- Types of grapes used.
- Vintage year.
- I think the bee (main logo) looks a little generic, I don't know why the sun is there with the hive. I like the honey comb range for dry/sweetness. The story needs work IMO. it says it has access to fresh fruit (but do they use them?) I don't like the last sentence..."We hope"...sounds needy. I would say something like "Uniquely made with care".

RESULTS: LOGO DESIGN

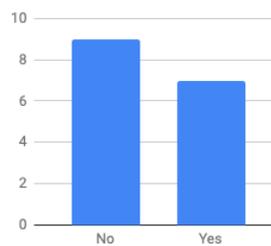
LOGO DESIGN

Is this logo memorable?

30 responses



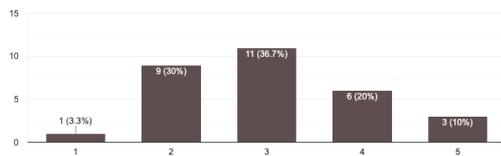
● Yes
● No



No	9
Yes	7

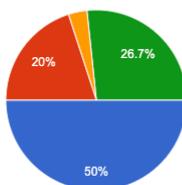
What is your first reaction to this logo?

30 responses

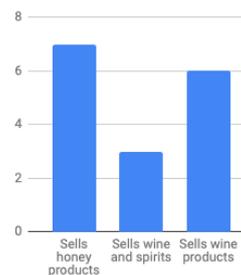


Based on the logo, what do you think this company does?

30 responses



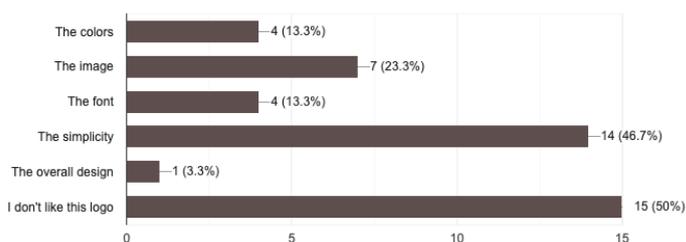
● Sells honey products
● Sells wine products
● Sells spirits (alcoholic, non beer/wine) products
● Sells wine and spirits



Sells honey pro...	7
Sells wine produ...	6
Sells wine and s...	3

What do you like about this logo? (check all that apply)

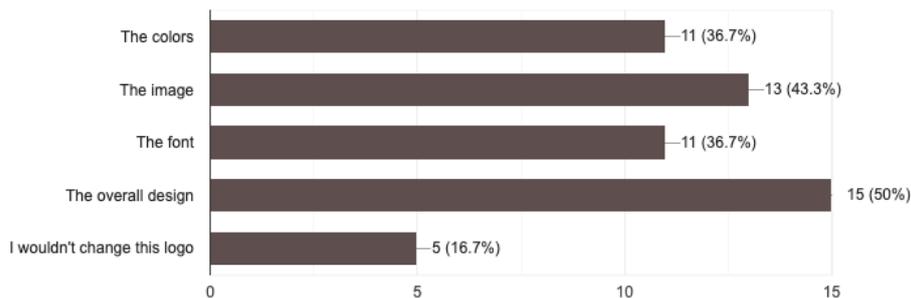
30 responses



RESULTS: LOGO DESIGN (CONT.)

What would you change (if anything) about this logo? (Check all that apply)

30 responses



If you saw this logo on the shelf, would it make you interested in purchasing the product? Why/why not?

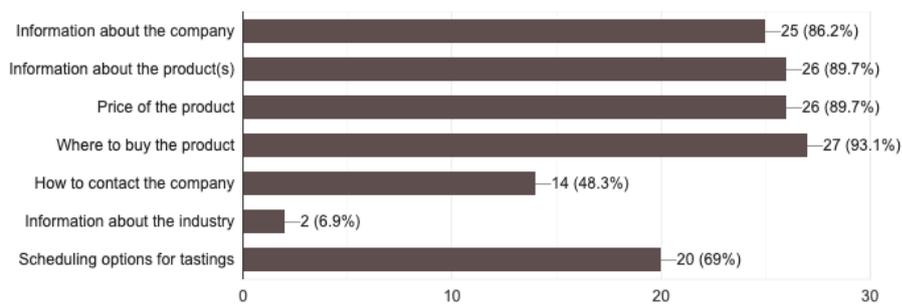
- Maybe.
- No. It looks amateurish and I would presume the wine is, as well.
- This doesn't look like a wine label at all to me.
- No! It looks like it should be on a child's product.
- It doesn't look fancy to me which is what I usually associate with wine.
- I feel as though it has an overall juvenile look, so maybe changing the colors would make a difference.
- No, very basic and looks like they put no thought into the design. So i have no desire to taste their wine. (Assuming its also basic and has no "personality").
- In Utah. it's probably only sold local.
- Looks more like a children's book than a wine label.
- It's too wordy for me. It also seems contradictory- do they sell wine or brandy. Can they just be "The Hive" or "The Hive Company" and then specify if it is a brandy or a wine on the actual product? I also think the white background looks cheap- wine is usually associated with rich colors to accent the tones found in the wine. So maybe think of a "honey yellow" base color to make it look more rich (like the flavor).
- Probably not. It doesn't catch my eye.
- It doesn't look classy. Doesn't look like a wine label.
- It looks too much like a cartoon. I wouldn't take the product seriously.
- Appears not for serious wine drinkers.
- No, I'm not a kindergartner. Kidding, almost.
- No, the bee imagery is confusing and does not appear to be a serious wine.
- I wouldn't associate this with something good to drink. It's too cutesy. Could you do a gothic bee?
- I don't know bc I don't like sweet wine.
- Yes because I like mead wine. Otherwise I feel the typeface and lines in the logo are to this and may be hard to see/read from not up close.
- I don't understand why the word "brandy" is in the name and then winery at the bottom. I would use a honey comb instead of a bee bc the name is called "hive" I like this logo better than the other one bc it is simpler. The font is fine but it doesn't say "elevated experience" Also, why no mention of Mead wine considering what it is? Seems like this product is marketed to an amateur which if is the case then perhaps selling yourself short.

RESULTS: WEBSITE

WEBSITE DESIGN

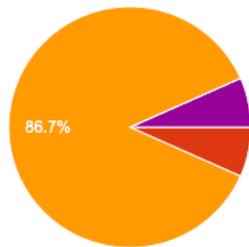
What kind of information would you like to find on a product's website? (Check all that apply)
- If you do not purchase wine/spirits, you can base your answers on another beverage product you DO purchase).

29 responses

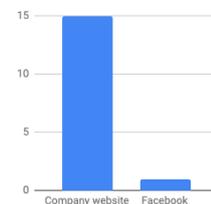


Where would you most likely go to find contact and company information?

30 responses



- Instagram
- Facebook
- Company website
- Call the company store
- Go into physical location

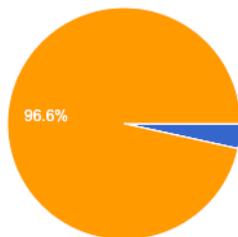


Company website 15

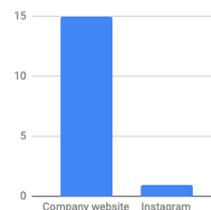
Facebook 1

Where would you most likely go to find product information?

29 responses



- Instagram
- Facebook
- Company website
- Call the company store
- Go into physical location



Company website 15

Instagram 1

SURVEY CONCLUSION

CONCLUSION

WINE TASTING PROGRAM

Participants were asked to rank 7 categories in order of importance of inclusion during a wine/alcohol tasting. The following lists the responses in order of importance.

- Alcohol content
- Temperature to store/drink product
- Process of making product
- Proper technique for tasting product
- Where the grapes/ingredients came from
- Story of the owners/vineyard/company
- Food to pair with the product

The following, not listed by importance, are write-in responses of things participants also find important when classifying a tasting experience as worthwhile and informative.

- Ambiance
- Climate
- Method of fermentation
- Organic
- Price
- Tasting Notes
- Vintage
- Where the wine is sold

It is our conclusion that by including the following information in a wine/alcohol tasting and accompanying displays, our client would produce a more successful, informative, and accepted tasting program.

SURVEY CONCLUSION (CONT.)

LABEL DESIGN

When purchasing a product, participants listed the following as important design elements of a label when choosing an unknown product off the shelf. Factors are listed in order of importance.

- Brand Recognition (knowing the brand before purchasing)
- Logo
- Color
- Text (font, description on label, etc.)
- Instant Savings (coupon/peel off sticker located on the bottle)



When asked about a current label design the client features on one of their products, participants listed the following, in order of successful elements, of the design.

- Text
- Logo
- Color
- Overall Design

About 60% of participants said they would not purchase this product based on the label, and only 10% scored on a possible purchase. Write in comments regarding their opinion of the label listed that they thought it looked childish, not elegant or modern, looked like a label for another product (honey mentioned specifically), and did not include text of vintage year or grapes used.

It is our conclusion that elevating the label design, including the logo and coloring, as well as editing the text to eliminate excessive information, while adding more significant details regarding the product, would elevate the client's branding and in turn lead to higher success in customer recognition and selection for in-store purchases.

SURVEY CONCLUSION (CONT.)

LOGO DESIGN

The client's current logo was placed in the survey and participants were asked their overall view, followed by specific options regarding the design. Over 50% of participants found the logo not memorable. When given the option to change vs. not change the label, 84% opted to change the logo due to their dislike of the color, text, image, and overall design. Similar comments were repeatedly added to the survey in the write-in section regarding opinions of the logo. These comments included statements that the logo:



- looked childish and made for promoting a children's brand
- appeared as though it was for a different product: honey, soap, etc.
- looked amateurish and like a stock logo rather than specifically designed for the brand
- the text on the logo was contradictory and confusing

It is our conclusion that a redesign of the logo would elevate and promote the brand. A redesign would aid in clarity of brand awareness for customer overall understanding, recognition, and approval.

WEBSITE DESIGN

Participants were asked what is the most important information to find on a company's website. The following responses are listed by importance.

- Where to buy the product - (over 90%)
- Information about the product - (over 80%)
- Price of the product - (over 80%)
- Information about the company - (over 80%)
- Schedule options for tastings - (over 60%)
- How to contact the company - (over 40%)
- Information about the industry - (under 10%)

Participants also listed that, overwhelming, a company's website is the first place they would look for contact and company information as well as product information. It is our conclusion that making the above information present and prominent on the client's website, the company will benefit by making their website user friendly and informative for their clients.

APPENDIX 3: FOCUS GROUP RESULTS

Team 1 - A.C.E.S
March 28, 2021
TEAM - Benchmark 3

Utahns aged 21 and up were allowed to participate. Since our survey is directed at the client's particular demographic, this focus group will include men and women, of various ages (21 and up to abide with alcohol laws), social, religious, and economic backgrounds. Utah residents will specifically be targeted due to the state's unique liquor laws. This focus group was conducted via Zoom Saturday March 6th, 2021.

In Attendance:

- Abbeylin Farnsworth, Moderator and Team Representative
- 17 participants (group was advertised on Facebook)

PRODUCT OVERVIEW

- Today's topic is fruit-based wine. What are your general feelings about it?
 - Isn't all wine fruit-based?
 - Never heard of it
- What do you already know about fruit-based wine?
 - No answer
- How did you first hear about fruit-based wine?
 - This meeting
- What words or phrases come to mind when you think of fruit-based wine?
 - Girly, feminine
 - Wine is wine
- How familiar are you with fruit-based wine?
 - No answer
- What do you like best about fruit-based wine?
 - No answer
- What brands do you associate with fruit-based wine?
 - No answer
- What is your favorite aspect of fruit-based wine?
 - No answer

PRODUCT DEMAND

- What is/was your first reaction to fruit-based wine?
 -
- How often do you/would you use fruit-based wine?
 - Try it
- When and where would you use it?
 - Dinner Party, housewarming gift
- Do you think of fruit-based wine as something you absolutely need, something you could do without, or something that's somewhere in between?
 -
- How much would you be willing to pay for a bottle of fruit-based wine?
 - Up to \$25
 - UP to \$40
 - Up to \$50
- How would you ideally like to buy this product? In the liquor store? From the Winery storefront? After a tasting room session?
- Liquor store,
- Try a tasting when things open up
- If you ended up liking the product, could you see yourself repurchasing? If so, how often?
- Yes, unknown

BRAND RECOGNITION

- What words come to mind when you think of local wine?
 - Moab Resort (referencing Castle Creek Winery)
- When looking for fruit-based wine, what company or brand first comes to mind?
 - No data
- Have you tried that company/brand's fruit-based wine?
 - Unknown (winery does not offer a wine similar to our client)
- What about that company/brand is memorable?
 - Attended a tasting that was fun
- What colors does the company/brand utilize?
 - Red and black
- What is your initial reaction to "The Hive Winery and Spirits Company"?
 - "bougie"
 - Way more options than wine
- What words come to mind when you hear this name?
 - Products made with Honey?

- Have you heard of this company?
 - Two people
- What is your impression of this company?
 - Received as a housewarming gift in 2019, could not remember product name, but felt impressed. Has not purchased since
 - Purchased at liquor store: liked product, but doesn't like labels; didn't realize it was fruit-based, but liked that it was local
- If you are familiar with The Hive Winery, what is your impression?
 - Fine, would try again, but prefers other products (Whiskey)
- If you are familiar with The Hive Winery, what is memorable about the company?
 - Unknown
- Are you familiar with their products?
 - One: unknown product
- Are you familiar with their product labels?
 - No
- Are you familiar with their logo?
 - No
- What colors do you think of when you think of The Hive Winery?
 - Yellow, gold, black

These questions were able to interpret a small sampling of the current understanding of fruit-based wines impressions held by a general audience regarding this product in the state of Utah. The insight we hope to gain from this focus group will enable us to reflect on how the client's current brand strategy connects with customers, current and potential.

AT A GLANCE:

Demographics:

- 17 Focus group members
- 11 women
- 6 men
- Ages: 22-57
- 2/17 participants heard of the company

Product Overview:

- Participants familiar with the product didn't realize that's what they were consuming

Product Demand:

- Customers would be willing to try fruit-based wine; pay average prices for wine

Brand Recognition:

- Customers appreciate local and are willing to give products a try, regardless of brand identity

APPENDIX 4: IN-PERSON EVENTS

Team 1 - A.C.E.S
March 28, 2021
TEAM - Benchmark 3

IN-PERSON RECOMMENDATION INFO.

When determining how to establish and execute a company's in-person events, whether hosted or sponsored, they should consider what makes your company and products unique. Highlighting these differences can make a set-up during sponsored events stand out amongst other potential competitors, as well as establish an inviting and exciting environment throughout sponsored and hosted events.

PROMOTION/SPONSORSHIP

Once a company knows the demographic they are marketing to, they can anticipate what type of events will draw this type of clientele. Will their targeted audience be found on college campuses, spa openings, girl's nights out, tailgates, or school fundraisers? Knowing information such as what this type of customer is drinking, where, and how will help choose which events will lead to the biggest "bang for their buck".

When looking for promotion and sponsorship opportunities look to what other brands or items your target market uses. If a new product is being released, these events can be invaluable to the awareness for that product. Partnering with local businesses or sponsoring an event at a local establishment will bring more face time of your products to those customers without them having to come to you.

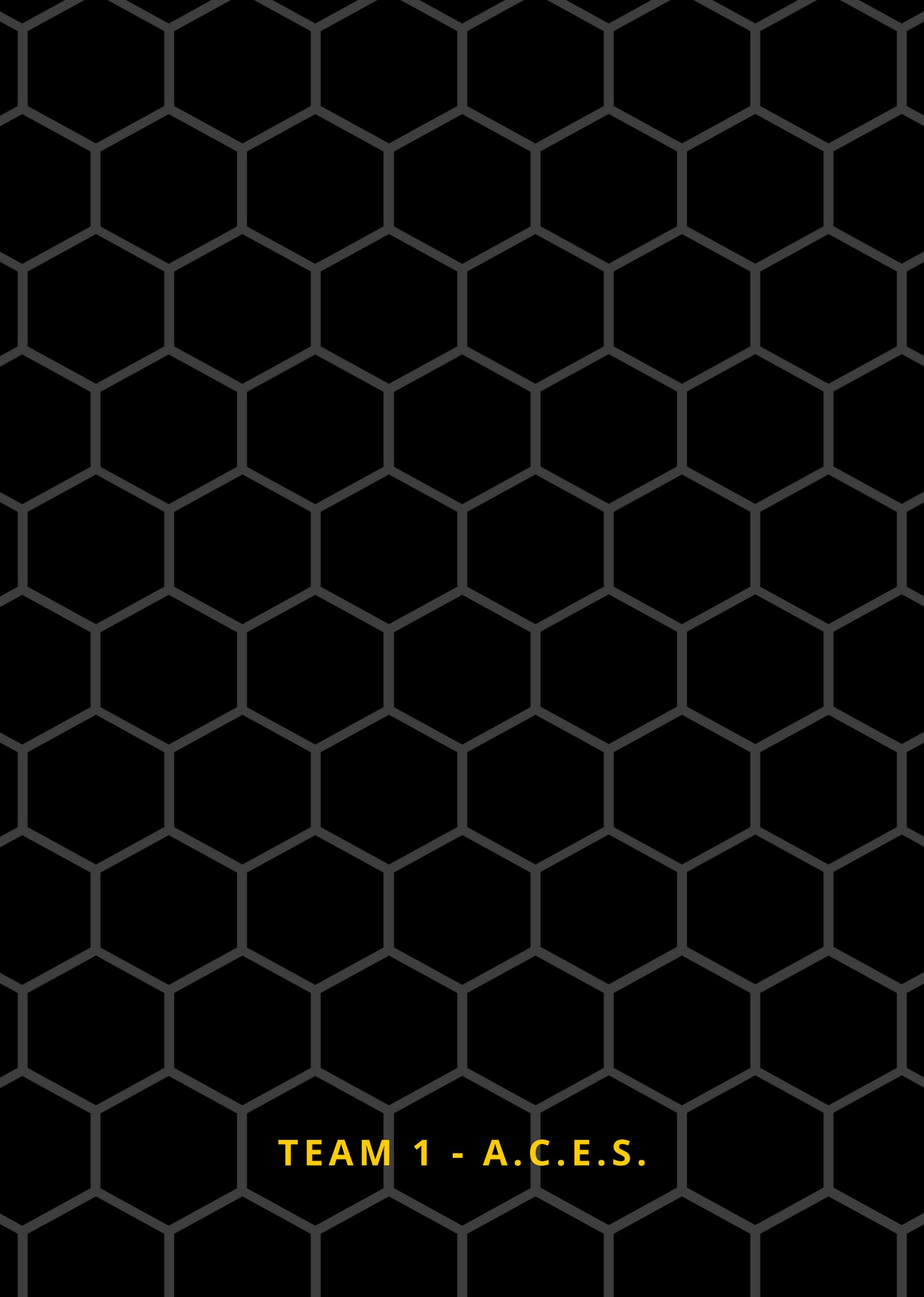
Examples of events include: local community events, trade shows, fundraisers/philanthropic events, media events, restaurant opening/re-openings, music festivals and concerts, in-store events and pop-ups.

IN-PERSON EVENTS

Creating a fully immersive customer experience, like a product tasting, will allow you to promote and control the messaging and narrative you want for your company.

No matter what stage of the buying process a customer is at, 'awareness, consideration, or decision', introducing a product and creating a relationship with a customer, or potential customer, connecting them to a company's brand, endures long past that exposure. Highlighting information customers want/need to know in order to desire purchasing your product will create brand awareness and loyalty, and create a clarity of product details.

Many marketing tactics used by wineries and other alcoholic beverage companies, are aimed solely at their current customer and clientele. When creating product tasting programs, looking beyond this perceived demographic to evaluate potential other sets, or subsets of future customers allows brands to expand and grow. This includes keeping that possible demographic in mind while creating the messaging and designs involved in the program.



TEAM 1 - A.C.E.S.