

CREATIVE BRIEF

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THE HIVE

Creative Brief

FEBRUARY 2021

Sequence 2 - Team Project
Benchmark 2

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CLIENT OVERVIEW

Husband and wife team, Jay and Lori Yahne, started the The Hive Winery and Spirits company in 2008 after an off-handed comment was made about turning their home wine-making passion into a business. They are proud of Utah's agricultural history and are proud to help support that heritage by crafting their wines using fruit and honey from local farmers as much as possible. They believe in "living local," which means making every effort to support their local farmers and producers. They also support the local artisan community by decorating their tasting room and store with local products available for purchase.

They are all about the "craft," and between their wines, ciders, and spirits, they have created over 125 different products— some of which are available regularly, while others are seasonal. Although they make wine and spirits with lots of different fruits, they have one simple governing guideline for the fruits they use: if they won't drink it, they won't make it. The Hive Winery has won several awards, including a silver medal at the 2020 Utah State Wine Competition.

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, including: The Bayou, Red Rock Brewery, Slackwater, Roosters, Union Grill, and more throughout the state of Utah.

The Hive owners explained that they are uniquely positioned within the wine and spirits industry here in Utah because there aren't any local organizations doing what they are doing that are similar in size. The Hive has tried implementing marketing efforts recommended to them by people from organizations similar to themselves located in other states, however, they said these tactics don't work with their target demographic here in Utah. Because of this, they recommended we don't spend too much time looking into how other similar wineries in other states are marketing and encouraged us to be creative. They are currently reaching their clientele via Facebook and a biweekly email.

OBJECTIVE AND DELIVERABLES

Our objective is to support The Hive Winery's marketing efforts and visual identity by redesigning their current website homepage, updating their logo, reimagining a wine bottle label, and creating two to three static digital displays for their tasting room.

For this project our team will be providing The Hive Winery with the following deliverables:

- A website homepage redesign and recommendations for alternative content management service providers
- An updated logo that reflects their future rebranded name—The Hive Winery and Spirits
- A redesigned wine bottle label
- Two or three static digital displays for their new tasting room
- A formal brand style guide explaining logo rules as well as brand colors and fonts

APPROACH

Our team will be researching what marketing tactics local breweries and distilleries are using and determining their successes and areas for improvement. We will also be looking at design trends within the alcohol industry on a large scale to ensure our designs are up to par with what the rest of their competitors are doing. We will then be implementing the research gathered from that process to inform the design decisions we make when creating our deliverables.

All team members will be supporting the research process. Topics have been divided based on who will be leading the design efforts for each deliverable.

RESEARCH AND RESPONSIBILITIES

Sam and Ellen will be researching best practices for the website and mocking up a homepage redesign for The Hive owners. Abbylin will be researching and revising The Hive logo. Casie will be leading the design efforts for the label design. Anna will be leading the Product Tasting Experience deliverables and communicating with the client every step of the way.

All assets will be taken back to the team and stakeholders for constructive criticism and revisions will be made based on the feedback received.

COMPETITORS

Owners Jay and Lori Yahne explained to us that they are uniquely positioned within the Utah alcohol scene in that they do not have winery competitors that are local and comparable in size. They said that when they have attempted to market their products utilizing similar tactics to wineries located in other states, the efforts have been unsuccessful here because the Utah market is strikingly different to demographics in other states. Because of this, our team will be looking at similarly sized local breweries in Utah, more specifically the Salt Lake City area, to see how they are marketing their alcoholic beverage and products.

TARGET AUDIENCE

The Hive Winery is interested in their company growing at a sustainable rate within Utah—it is not their goal to grow substantially beyond the local market.

Middle-age women make up the majority of The Hive Winery's clientele—the Yahne's explained their current demographic is "soccer moms". That said, the owner's expressed their desire to have their beverages served at local restaurants. Not because they are hoping to make a large profit from the restaurants themselves, but because they said it would be great exposure to customers of local restaurant goers.

CONSTRAINTS

The client are not interested in altering the bee icon within their logo. They are happy with the recognizability and attention it has already garnered and do not want it changed at all. The font used within their logo was handwritten. This has been a frustration to them because they are unable to replicate it in other deliverables. We will be seeking out a font that closely mirrors that of the one in their logo.



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