

Creative Brief Template for a Winery

According to the most recent numbers from the Wine Institute, there are more than 9,000 bonded wineries in the United States today, and estimates of the number of labels available in the American wine market exceeds 80,000. With the vast majority of consumers knowing very little about what they are drinking, your challenge of differentiating your particular wines is not an easy one. As a winery, your ability to identify where your wines fit in within this crowded marketplace, and how to appeal to your target market, will become the most important contributor to your ongoing viability as a business. To say that differently, it's not the terroir, it's not the brix, or the TA or the mid-palate. Of course, what you put into the bottle is of enormous importance, but without a market that consistently selects your label from an entire aisle of competitors, you won't long be around for anyone to enjoy what you put into the bottle.

If you are about to embark on a design project for your winery — be it a logo, a label, a website, an email campaign or POS displays — starting the process with a creative brief reduces the likelihood of wasting your marketing dollars on sub-optimal results. The creative brief outlines the background of the current situation, what you hope to change, and some key details that must be factored in to affect that change — details which might include existing branding, timeline, market research, budget, and other considerations.

Tips for Success

1. Answer the questions with lively and conversational language. Be clear and direct, and avoid using obscure, meaningless marketing terms or buzz words.
2. Gather input from **ALL** stakeholders. By including all stakeholders, you increase your chances of gaining their buy-in as you move forward with design.
3. Keep it relevant, and get to the point. The goal is not to bore people with how many marketing terms you know, but to create a document that can be handed to your design team, clearly informing them of your position within the market, your audience, their perceptions, your message, and how your message will be delivered.
4. Remember: you are not the designer. Your job is to provide the perspective from your business; your design team will handle the design. Together, you can create outstanding results!

Section 1: Positioning

In which price segment are your wines positioned?

In which market category are your wines positioned?

Which wines are you competing with for your audience's attention?

What are the differentiating factors of your wines that help to sell them? (Reputation of the region? Quality of the soil? The climate? Reputation of the winemaker? Grape variety? Innovative process?)

Section 2: Audience

Who are you appealing to with your wines? (Age, gender, psychographic group, geographical area)

What does this audience know about wine? What do they care about?

How is your winery perceived? What does your audience know about your winery or your wines?

Section 3: Message

What is the most important message you are trying to communicate with this piece?

Describe the tone of the writing and the imagery; the feelings you are trying to evoke; and the impression you hope to convey. Is it formal? Sophisticated? Casual? Funny? Irreverent?

What other messages do you hope to communicate?

Are there any special notes that need to be made about the type of imagery to be used?

Section 4: Delivery of Message

Give a short description of the project and its purpose

List all the deliverables of the project

Budget

Schedule

Get design insights for your in-house creative team. Subscribe to *The Innie!*

100% Spam-free!

BoldType

www.bold-type.com