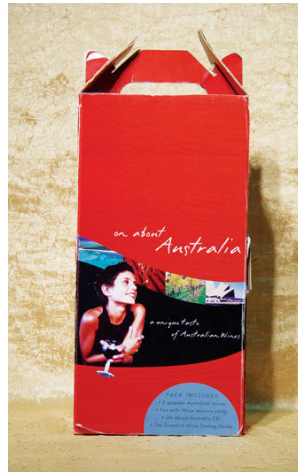


Before



After



From a simple wine box, Copia Creative developed a multisensory experience.

- ★ 2005 Davey Awards winner
- ★ Published in Create Magazine

Original coaster book written and designed by Copia Creative. Scratch & sniff tasting cards and unique sourced ideas. Copia Creative managed concept to execution.



:: OnAbout

Copia Creative was presented with the challenge to execute a marketable product package that communicated the OnAbout brand identity. Copia Creative reviewed the direction of the initial idea and realized it needed to start with a powerful image to impact the market.

#### PROFILE:

OnAbout Australia is a wine tasting adventure for the senses that enables the consumer to understand their wine preferences while having fun.

#### GOALS:

- Introduce a new brand into the market with awareness and impact
- The target is aimed at a Generation X and predominantly female demographic interested in expanding their wine knowledge through the fun elements of the pack
- As OnAbout's marketing partner, maintained reports, presentations, and investor relations

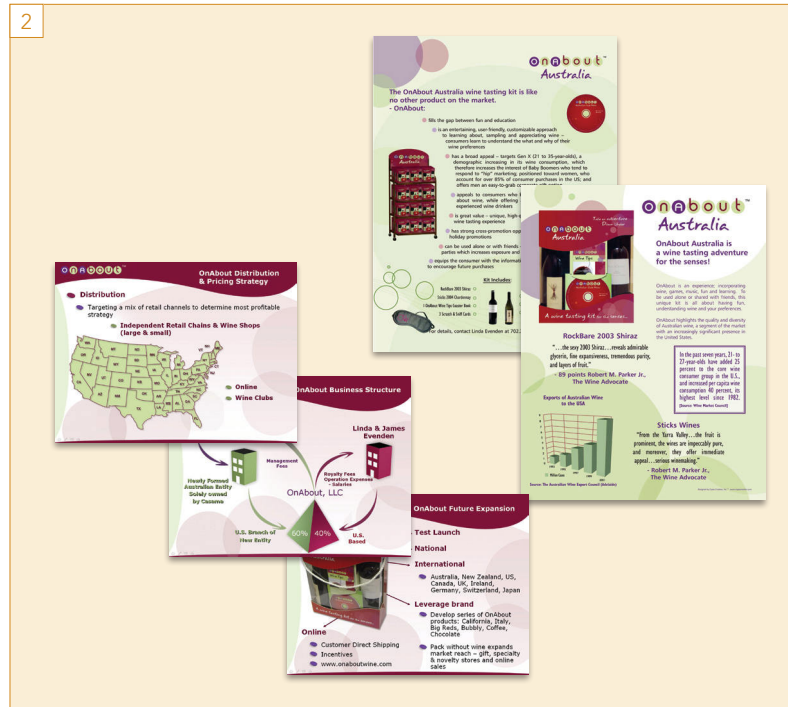
#### PROCESS AND STRATEGY:

The strategic approach included comprehensive analysis of market needs and trends and the ability to establish a foundation while lending itself to future product lines.

- 1: Point of Purchase Signage
- 2: Website promoting the kit. Home page features flash animation to reveal package components. The site includes interactive games and wine assessment contents.



- 1: Apparel design for tradeshow staff
- 2: Sales kit includes PowerPoint Presentations for distributors, Sell sheets include current trends in wine industry and increasing demands for Australian Wine Import in the USA.
- 3: Tradeshow banner
- 4: Tradeshow postcards handed out at the entrance, attracting visitors, backsides can be used as wine assessment notes.



## CREATIVE SOLUTION:

Our recommendations to create a "party pack" look and feel and brand each item in the kit allowed for brand strength and cohesiveness. Copia Creative developed the brand identity, original product package and creation of all elements within the kit. The marketing collateral including sell sheets and animated presentations reinforce the brand identity and communicate key messages of the company and their product offerings.

Copia Creative's conceptual, creative and production development and management extended beyond structure and design of the product package to the individual elements of the kit. As a marketing team for OnAbout, Copia Creative devoted the resources to source and create products to maximize profit margins and leverage OnAbout's price points. The original concepts, including a desirable featured product, represent Copia Creative's value added services.

## RESULTS:

The product has received positive endorsements, pre-order requests and distribution commitments. The marketing strategy includes a compelling media mix as well as distributor, retail and online initiatives.

