

WIV 2022

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Refresh or Rebrand?



KRAFTWERKDESIGN
INCORPORATED

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- 30 years of branding experience in the wine and spirits industry in both the U.S. and Germany.
- 250+ brand launches, rebranding, and refresh campaigns in the wine and spirits industry.



Refresh or Rebrand?

What's the difference?

- A “refresh” is improving upon your existing brand. Compare to repainting your house or doing a remodel.
- A “rebrand” is starting over from scratch. Tearing the house down to its foundation and rebuilding a new structure.

Refresh

Most companies prefer a brand refresh. Why?

- Less risky / easier
- Preserves existing brand integrity
- Infuses new vitality without going too far
- Evolves to the current marketplace
- New customers can be reached

Moving your brand into the future

What are the considerations for a brand update?

- Outdated look and feel
- Changed ownership/leadership
- Changed vision/mission
- Changed target audience
- Changed business model

Brand Refresh Strategy

What does a brand refresh involve?

- Research and discovery
- Competitive analysis
- Tone of voice/messaging updates
- Visual updates
- Procedures
- Experiences

ROBERT
HALL

OLD TAGLINE

THE ESSENCE OF PASO ROBLES

NEW TAGLINE

T H E G O O D L I F E . W E L L - E A R N E D .

OLD LOGO

ROBERT
HALL
WINERY

NEW LOGO

ROBERT
HALL

SUPPLEMENTAL ICON



OLD PACKAGING – WHOLESALE MARKET



OLD PACKAGING – CAVERN SELECT/DTC/TASTINGROOM



NEW PACKAGING – WHOLESALE MARKET



NEW PACKAGING – CAVERN SELECT/DTC/TASTINGROOM



OLD PACKAGING



NEW PACKAGING







ROBERT HALL · CAVERN SELECT
THE BEST BARREL SELECT FROM OUR VINTAGE
PASO ROBLES
88% Tempranillo
12% Syrah
VINT 2018

ROBERT HALL · CAVERN SELECT
THE BEST BARREL SELECT FROM OUR VINTAGE
PASO ROBLES
92% Syrah
8% Cabernet Sauvignon
VINT 2018

In conclusion, famous last words

Should you decide to do a brand refresh:

- do it sooner than later
- be open minded
- think outside the box and explore
- better do it right



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