



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES

Client:

Foppiano Vineyards

Project:Foppiano Vineyards
Brand Relaunch**Project Services:**Positioning
Identity
Packaging
Print
Merchandising*Previous***Challenges:**

- Established in 1896, Foppiano Vineyards was among the first producers of Russian River wines, but the brand had fallen off the radar for consumers and the trade.
- The brand needed a significant overhaul to attract a broader audience, signal a substantial increase in product quality and re-establish itself as a leading Russian River producer of estate-bottled wines.

Solutions:

- Voicebox began by conducting a thorough audit and interviewing leading industry insiders, distributors and retailers to assess the brand's positioning and perception within the market.
- Voicebox recommended placing emphasis on the brand's Russian River estate location, rather than the family's long history, in order to gain recognition and credibility with both consumers and the trade.
- The sophisticated new label design features an elegant, hand-drawn script and an ink-over-pearl-foil print technique, highlighting the river's exquisite quality, reflecting Foppiano's rich heritage as a pioneer of the Russian River appellation and signalling a renewed commitment to increased product quality.
- The matte silver capsules feature both the newly designed identity and the iconic Foppiano crest, thus striking a balance between classic and contemporary, in order to attract a new audience to this classic premium brand.



“Voicebox took a brand in sore need of change and breathed fresh life into it – but they did it thoughtfully – making sure the family was on board every step of the way. So rather than dragging us into the 21st century, they made us feel like we were walking into it right beside them. I couldn't be happier with the outcome.”

Louis Foppiano, President

Foppiano Vineyards

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