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One Voice Across All Media. Concentrated Communication.

case study

BRAND IDENTITY

Company:
Pasternak Wine Importers

Industry:
Food & Beverage

Challenges:

- develop a unique and appropriate brand
- grow their customer base



Solution:

Founded in 1988, Pasternak Wine Imports is a national importer of fine wines and spirits. By 2003, their competitive landscape was becoming crowded and they were looking for a way to differentiate themselves and improve their image. We began by designing a new identity for the company that built upon the foundation that was already in place. The logo was developed to identify wines imported by their company, and a stationery system design soon followed.

Once the identity was complete, sales and marketing materials were developed to give a more professional face to the company, while consistently highlighting their key benefits. These materials included trade magazine ads, a presentation folder, and sales kit folder with product inserts. We also offered creative consultation in the development of the web site, which they maintain internally.

Within 6 months, Pasternak had achieved its internal goal of projecting a more professional brand image. Armed with more professional selling tools, the sales force increased productivity within 12 months, which grew their customer base and increased revenue.