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**TUCKER CREATIVE**

**EXPORT WINE BRAND  
DEVELOPMENT**

# WELCOME

On behalf of the team at Tucker Creative, I would like to welcome your wine company to the exciting opportunity to lift your brand profile, upgrade your image and introduce you to the challenge of exporting your wines to the world.

In 2016-2017, Australia exported over \$1,000,000,000 (that's a billion dollars) of wines to China and Hong Kong alone - and the demand is growing.

Export is not just *"send samples to buyers in China and the orders follow"* - you need to prepare and plan for this growth in your company.

You will need to consider what market to pursue, your labels, boxes and packaging, variety of wine, tastings in key markets, website upgrade and eCommerce options, introduction to buyers and distributors, export documentations, destination customs, travel, Government support, trade fairs, distributor support, retail "in country" plans, language translations, exchange rates and currency hedging, follow on sales and of course getting paid.

Here at Tucker Creative we not only assist with all of your design and web services – we can plan and guide you through the maze of challenges you may encounter on the road to success. We can actually go with you and introduce you to new markets – on site, whether that is in the Asia-Pacific, China, Hong Kong, the EU or the North American markets.

Our specialist Tucker Creative team, and our partners, have over 45 years' experience in wine marketing, international trade fairs and wine events.

I look forward to taking your brand on the expansion and export journey.



Jody Tucker  
Managing Director

## WHY EXPORT MY WINES?

Diversify your income stream from a market of billions of consumers.

Achieve a higher return on investment.

Increase the value of your business.

Obtain a higher price per bottle.

Obtain a distribution network globally.

Tax benefits.

Federal and State Government financial support.

# MARKETING SUPPORT

Now that you are ready to expand the business and prepare for your export growth there are things to consider.

Please use this checklist to identify where you need some assistance - and allow the specialist team at Tucker Creative and partners quote & prepare your export plan, conduct research and give your company options to commence to grow!

Please take a few moments before you contact Tucker Creative to go through this additional checklist.

This list is not exhaustive, but it will give you an indication of some of the things we can assist with and then offer you appropriate planning options.

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When you are ready to start growing please contact us on **+61 (0) 8 8331 1700** or **tuckers@tuckercreative.com.au**

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- Strategic export advice and planning
- Research for your key markets (including wine varieties)
- Pricing strategy
- Labels and packaging (entry, mid-range, luxury and super premium)
- Website construction and/or upgrade (e.g. distribution, multilingual language support)
- eCommerce portal (for local & international sales)
- Translation services
- Cellar door design
- Introduction to key market importers
- Shipping and export documentation and customs advice
- Trade fairs in Asia, UK, and EU displays
- Trade fair signage and design
- Local (Australia) wine show judging and medals
- Advertising options - print, web and applications
- Public relations and press releases
- International banking facilities
- Finance options / project funding assistance
- Foreign currency, hedging and transactions
- Contracts and legal advice

Notes: \_\_\_\_\_  
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# OUR TEAM

The Tucker Creative team will work directly with your company's key management throughout the process, and engage on development milestones with regard to design and production deliverables and timelines.

## Jody Tucker

Managing & Creative Director



Nothing creates a sense of accountability quite like having your own name on the front door.

Equally, no one does as tough an apprenticeship quite like a member of the family, and so Jody's rites of passage have included formal design study qualifications, running his own freelance business, and establishing and managing Tucker Creative extensions in Asia and North America, as well as initiating new company products and services in the areas of bespoke merchandising and production.

With full visibility and hands on involvement in all Tucker Creative initiatives from client pitch through to design and production management, Jody's extensive experience sets the tone for the company's core values and culture – celebrating creativity, originality and courage for design, strategy implementation and communication.

When not in his studio or in-market with clients, Jody enjoys all aspects of cooking, socialising and entertaining, keeping an eye on his favourite AFL team, perfecting his tennis serve and having a friendly yet competitive game of pool with friends.

## Peter Jackson

Business Development Manager



After 15+ years service in the Australian Defence Force, Peter has spent the last 20 years involved in all aspects of the wine industry - from being in charge of wine purchasing for a network of Australian and NZ restaurants, marketing and advertising sales for international wine publications through to organising wine company displays and Masterclass programs at major trade shows in the EU, Scandinavia, Asia and Australia.

Peter also is experienced in Business to Government relationships in both the EU and Australia and brings new skills to Tucker Creative with a focus on expansion of our clients business domestically and internationally.

## Gary Anderson

Marketing Strategist



With extensive strategic planning, marketing and business development experience, I work collaboratively with clients to add value to their business or organization with sound assessment and stakeholder engagement to develop a clear understanding of the organisation's future objectives.

Understanding client's objectives, issues and opportunities, quality advice and implementation assistance is provided to direct achievement of objectives in a cost effective timely manner.

I work with organisation's Boards or Councils, directors, CEO's and Senior Management to establish achievable outcomes for future success.

Clients have praised my creative thinking skills, strategic thinking and my planning and implementation of marketing solutions.

Managing client expectations is a critical service commitment in my performance along with my overall communication skills in working with all stakeholders.

## Kerry Lin 林彦廷

Marketing Executive 市场营销专员



Kerry is completing his Masters Degree in Wine Business at the University of Adelaide, and has previously accomplished a Degree of Hospitality Management in Switzerland and a Bachelor of Business Administration in Taiwan.

Through his extensive studies and a healthy passion for wine and travel, Kerry brings a unique perspective to the Tucker Creative team.

Kerry applies a broad knowledge of wines to blind tastings and enjoys discussing the industry with wine professionals. With additional experience ranging from time in the MICE industry to managing sales & marketing in a luxury hotel, Kerry aids Tucker Creative deliver in-depth wine industry market research to their clients from the perspective of different cultural backgrounds along with proficient and effective Chinese language translation capabilities.

THE  
**PROPHET**

BAROSSA SHIRAZ  
RESURRECTION VINEYARD  
2016

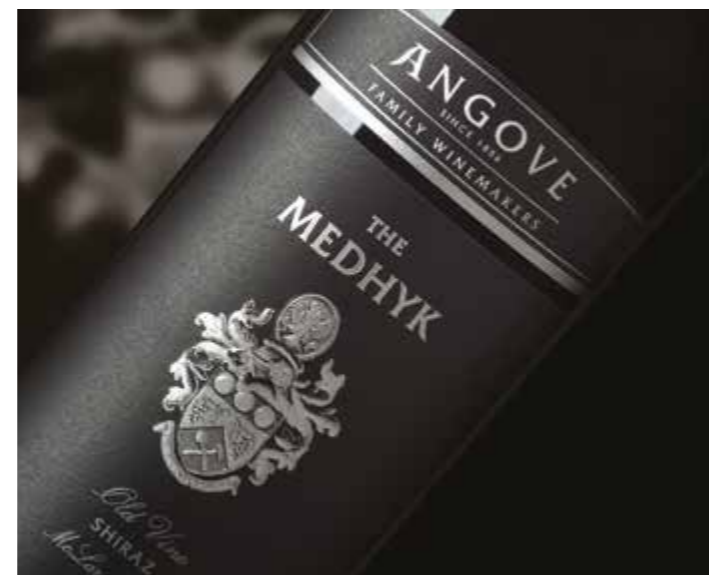
*St. John's Road*  
BAROSSA



TUCKER CREATIVE

WINE INDUSTRY  
PORTFOLIO

# BRANDING & LABELLING



# BRANDING & LABELLING





# PACKAGING & GIFTING



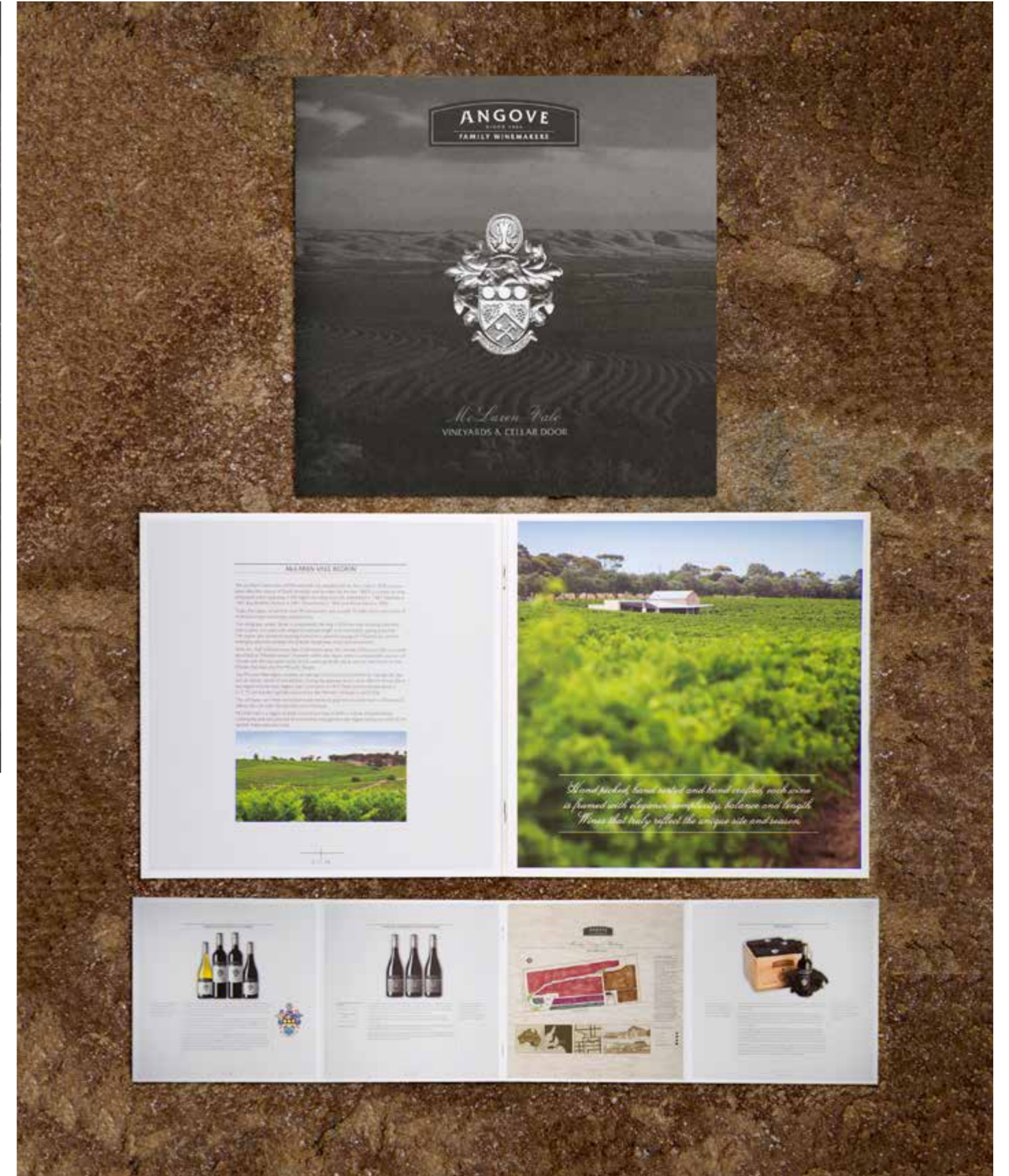
# SIGNAGE



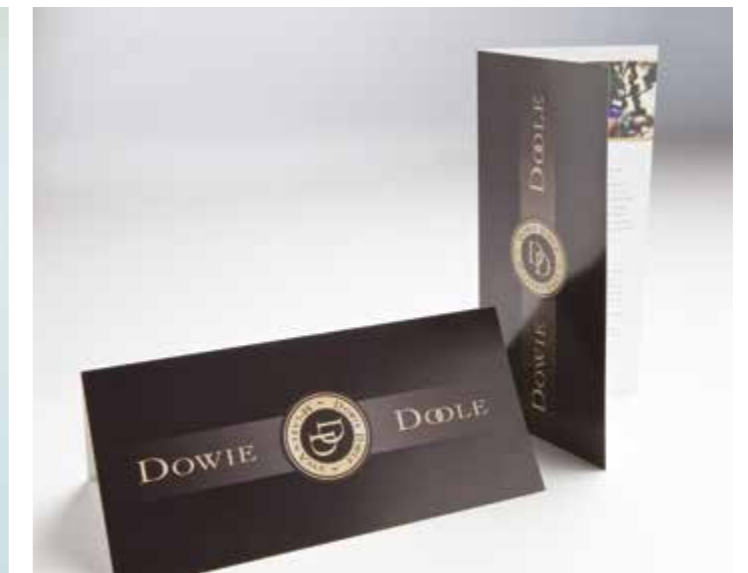
# EXHIBITION STANDS & DISPLAYS (DESIGN, BUILD & EVENT HOSTING)



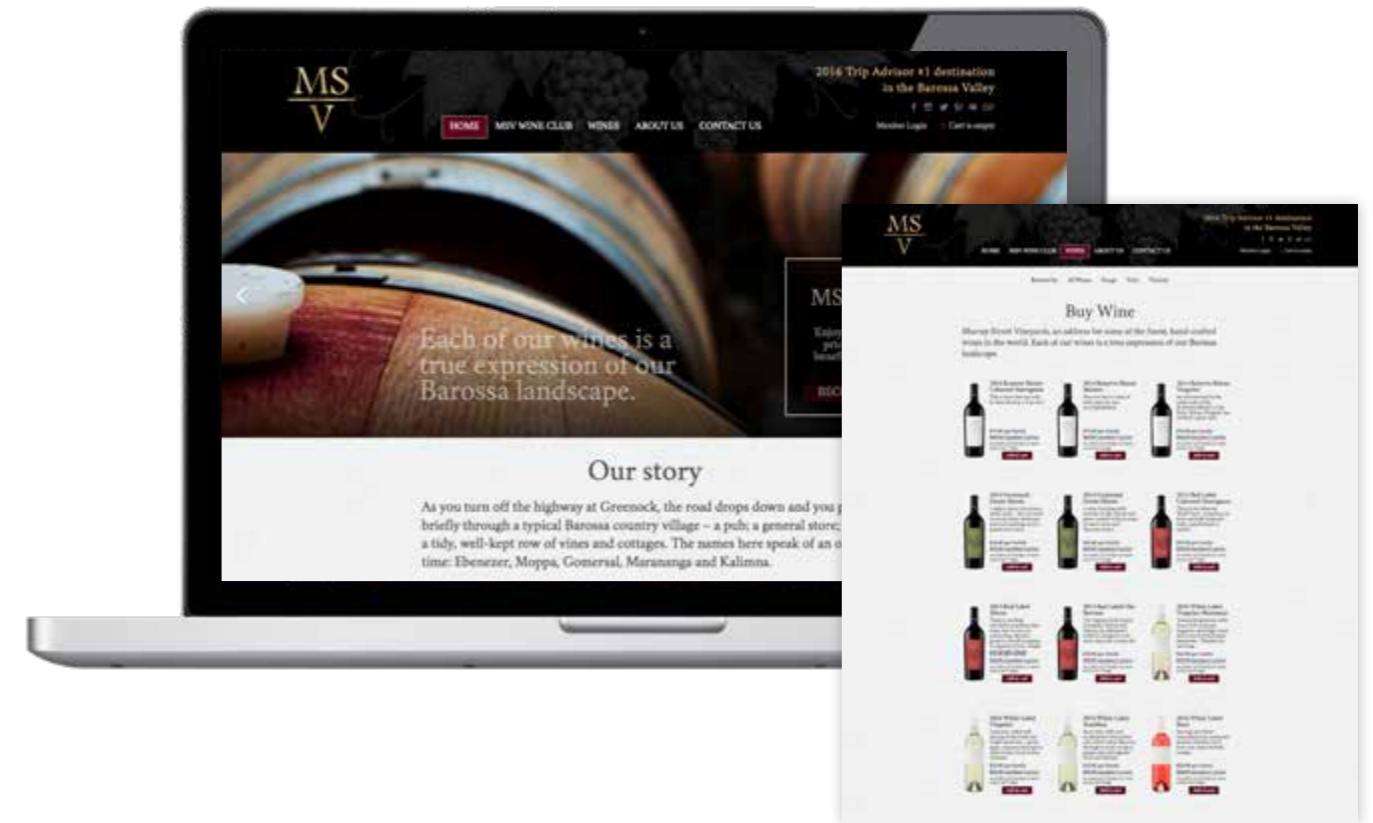
# BROCHURES



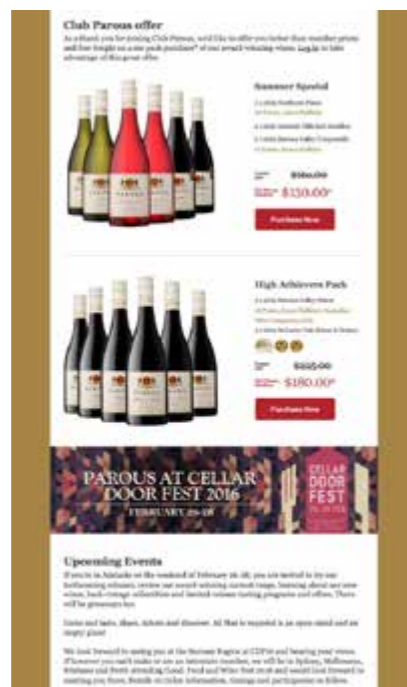
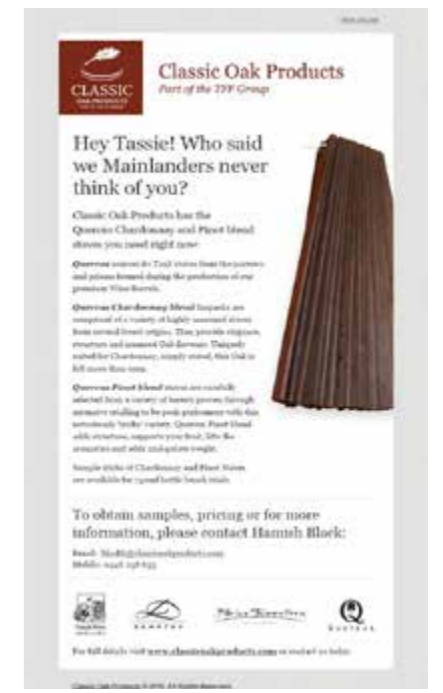
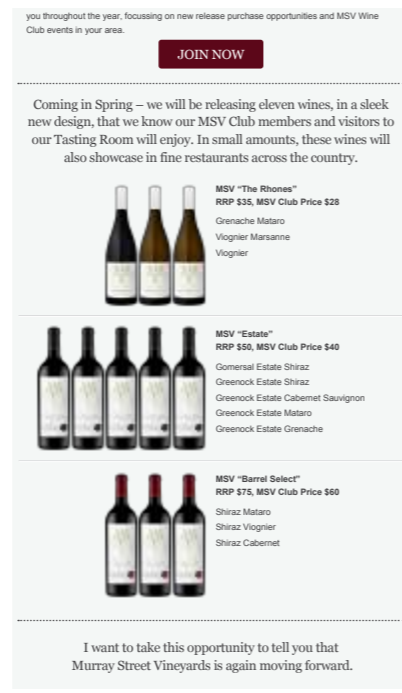
# POINT OF SALE & CONSUMER COMMUNICATION



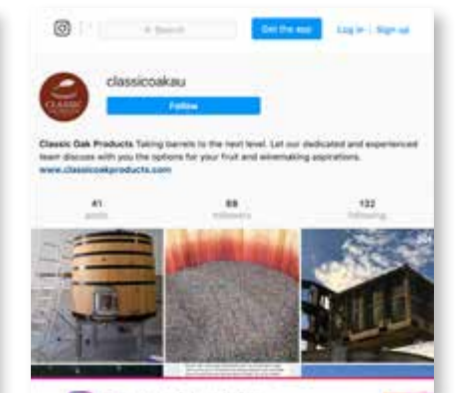
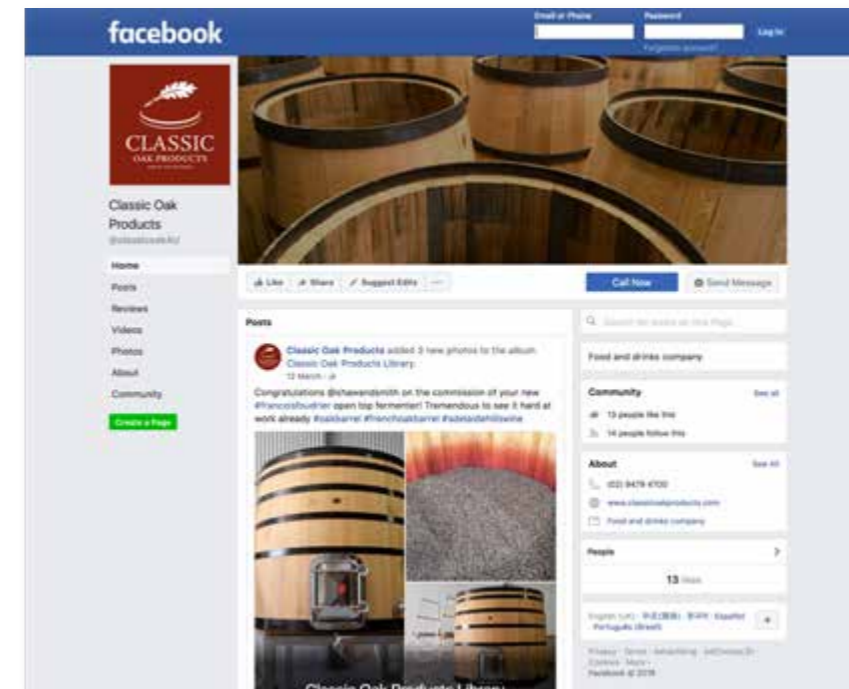
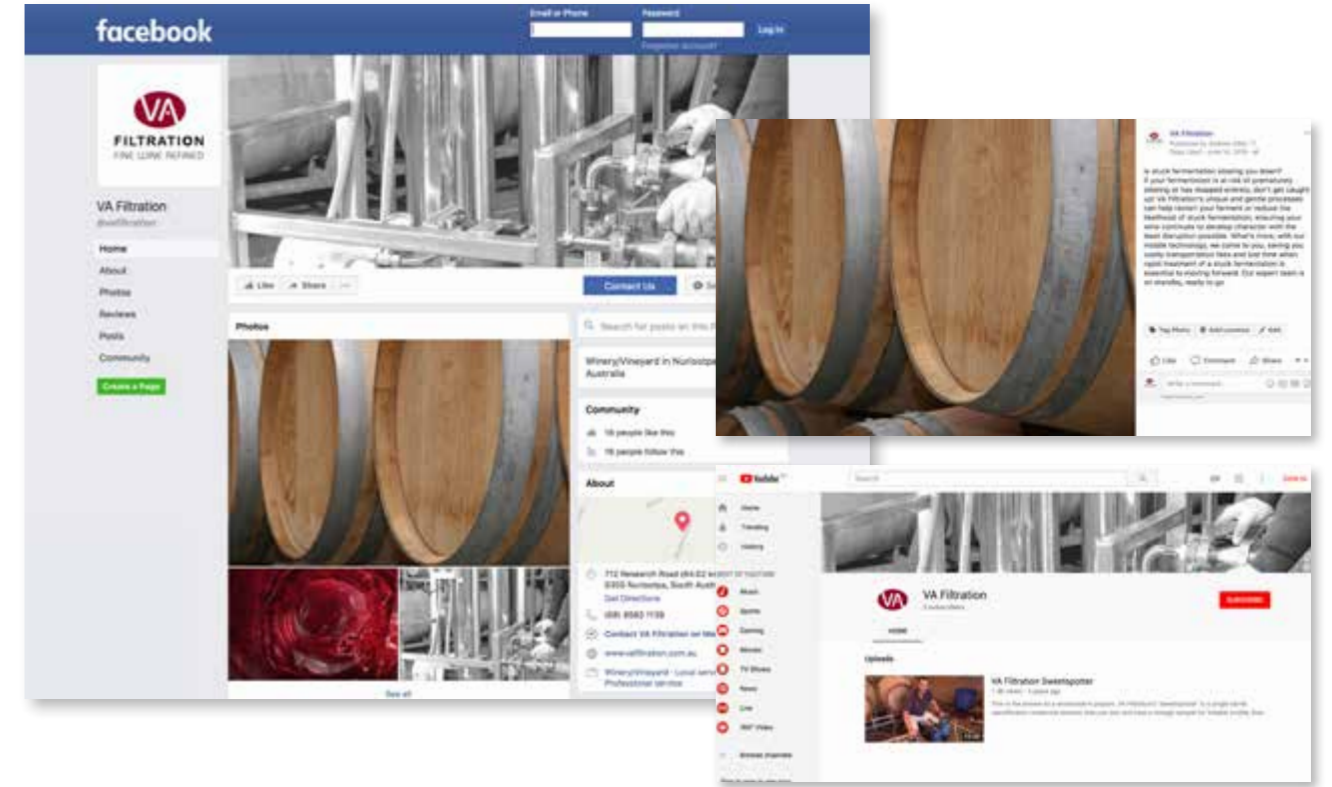
# WEBSITES (CMS, ECOMMERCE, MULTILINGUAL & MOBILE-FRIENDLY)



# EMAIL MARKETING



# DIGITAL MARKETING





# RECOMMENDED PARTNERS



# SERVICES

## DESIGN

Brand identity  
Packaging  
Communication  
Website & digital media  
Signage  
Trade show exhibitions  
Corporate identity  
Production management

## STRATEGY

Export market strategy  
development  
Strategic marketing planning  
Business strategy & planning  
Brand audits & strategy  
Brand management  
Communication planning  
Media planning  
Advertising strategy  
Digital strategy  
Direct marketing  
Social media strategy

## ADVERTISING

Strategy  
Integrated campaigns  
Above the line  
Script & storyboarding  
Brand activation  
Below the Line  
Copywriting  
Art direction  
Placement

## WEB & DIGITAL

Website development  
Email marketing  
Web hosting  
E-commerce platforms  
Content Management Systems  
SEO management  
Social media development  
Digital marketing

# GLOBAL FOOTPRINT



📍 Tucker Offices  
📍 Alliance Offices