

p (Nandi Valley)

Brewing the Brand.

A photograph of a wine bottle and a glass of red wine on a wooden barrel in a cellar. The bottle is dark and the glass is filled with red wine. The background shows a wooden barrel and a stone archway.

Understanding The Wine Industry:

India has a long, embedded history of wine making, mostly borrowed from the Persians. But after its popularity globally the Indian winemaking industry has gained wider prominence in the Indian context. The exorbitant price of land and strict government rules makes this business a robust and challenging one. Evenly, winemakers look out for every minute opportunity to yield maximum profit from it.

- India has the world's fastest growing wine market
- The country produces enough wine to export to 22 countries

The Client:

“The fertile land and the perfect combination of climate made the Nandi Valley region a suitable place for harvesting and brewing wines.”

Having an extensive knowledge about wine making and a taste for quality, Nandi Valley started its venture back in 2008. Soon, they quickly proved to be a prolific producer of wine, catering to connoisseurs and novices through their flagship brand ‘Kinvah’. Since then, Nandi Valley has become a household name in the business of wine making in Bangalore.

Behind The Race:

Passionate wine drinkers and their unquenchable demand had made the Nandi Valley winery a brand well positioned in the market. But after much success and growth, they wanted to expand their business by introducing new ranges of products in the market. And introduction of new products in the market meant a new set of target audience and a new strategy for which they were on unfamiliar ground.

“Opportunity was ceased in every angle, but still there were few domains which we were unknown of.”



The Solution:

Saara wines, another sub-brand of Nandi Valley, wanted to explore new boundaries with an intention to capture the fresh enthusiastic audience. Their products: Saara Red Wine, Saara Port Wine, Saara White Wine, Kinvah Fizzo, still unreleased in the market, were in desperate call for a plausible route. Knowing that their audiences were colourful and exuberant; we designed the bottle labelling which matched the class and excellence of the brand.

Their audience were vibrant and lively; we incorporated eye-catching design so that the brand would get maximum visibility on the shelf.



The Design:

Sara Red Wine

To bring out its rich flavour and taste in the design, we made a cut-out design of a bunch of grapes on the cover of the bottle, with the text 'Saara' vertically aligned on it. The colour purple symbolizes power, nobility, luxury, passion and wealth; we blended the design colour with purple. The texts were simple which represented humbleness and eloquence.



The Design:

Saara Port 5000

Nurtured and brewed in the valleys of Nandi Hills, the product is composed of opulent flavours and distinct quality. Therefore, we designed the fonts to shape like a wine glass and the background behind the text had an illustration of grapes and various arts to bring out its characteristics. Red was the colour chosen because it symbolized energy, passion, desire, love, sensitivity and joy which further expressed the quality of the product.



The Design:

Saara White Wine

Unlike red wines, white wines are known for its tangy taste and rich aroma. And, Saara White Wine also bore the natural texture of earth in its flavour which made them superior to its competitors. To extract the essence, visually, we designed the label with typical illustration of a vineyard with simple texts, without any cluttering. The texts were merged with light brown colour which denotes genuineness, nature and earth; highlighting the quality of the product.



The Design:

Kinvah Fizzo

Among Nandi Valley's other products, Kinvah Fizzo was something different in the league as they were the first to produce sparkling wines in the country and needed a fullproof strategy to enter the market successfully. Apart from that, their target audience were youngsters, which made the task daunting. We gave the design a more edgy look, which represented their multiple lives, multiple identities and their liberal thoughts in the form of illustration.

The Collaterals:

The calendar was shaped to form a wine bottle and the dates were marked with different colours. As the date progressed, the colours in it varied; giving the impression of the aging of the wine as time passed.







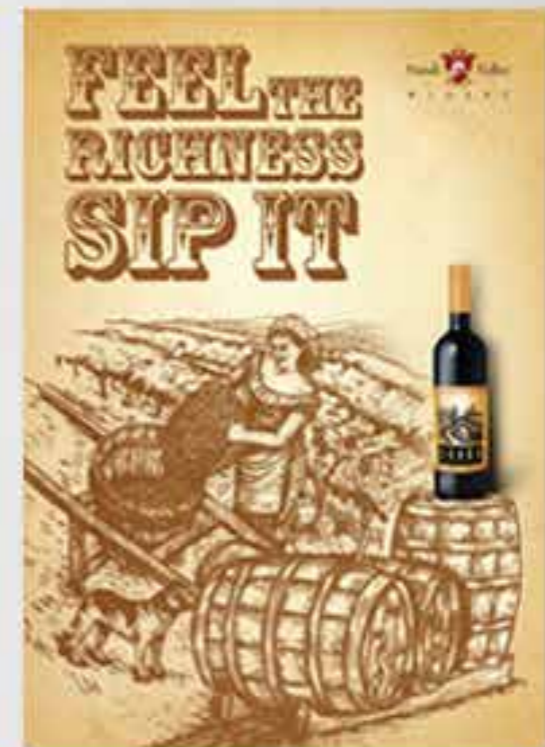
The brochure consisted of all the details about the brand and its making. To make it engaging, foods that go along with the types of product were listed next to the illustration.



To give the brand maximum stability, leaflets were distributed throughout Bangalore.



Danglers were designed and placed in stores to give maximum visibility.



Simultaneously, posters were designed to communicate with the audience and spread brand awareness.





The Result:

Our creative approach not only helped the brand to connect to its target audience, but also managed to create brand awareness among the selected consumers. The audience, then after, looked the brand and the product as an image they could associate themselves with.

Nandi Valley made a significant impact in the minds of the youth culture after their initiation. Their product flourished well in the market which brought higher revenue, overall.