



BACKGROUND

Portugal is one of the biggest and oldest wine producing countries in the world.

Alongside with families that have been involved in wine making for centuries, people associated with the wine industry are often seen also as being traditional and conservative. But just as young blooded winemakers are breaking through and surprising the market with stunning and out-of-the-box vintage products, wine consultancy companies are also thriving, not only in Europe but globally too.





CHALLENGE

To create an identity for a new wine consultancy company based in Lisbon, but with its eyes set on emerging markets such as Africa and Middle East.

This company is run by several professionals with established and well-succeeded careers in different areas of the wine business. As a result they're an all-round team, bursting with new perspectives. They want to break free from the preconceived idea that wine is only handled by "short-sighted people", that innovation and originality is just for technology companies and that "young" means no expertise nor knowledge.

In old world wine making, youngsters' skills are constantly underrated and undeservedly labelled as going nowhere.



OUTCOME

To strike back at this preconception we created a naming that says it all. It says this company is not going places, because they ARE the new place to go if you need exceptional Wine Consultancy: The Winehood. No one knows a neighbourhood better than its own residents. So graphically we explored the brand's territory as a kind of a wine district where you get the best advice and ideas. Because on each street there is a wise man and a story told by those who have long been dedicated to this beverage. Welcome to wine counselling heaven.





WINEHOOD

CONSULTANCY RIGHT UP YOUR ALLEY



Marketing,
Communication
and Promotion

Export
Consultancy

Wine
Tasting

Wine Tours

Wine Club

THE
WINEHOOD

Events

Wine Pairing
Dinners

Sommelier
at Home

Drink
& Draw



WELCOME TO WINE COUNSELLING HEAVEN.



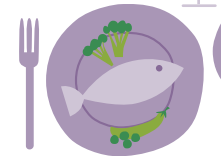
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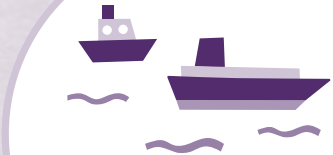
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