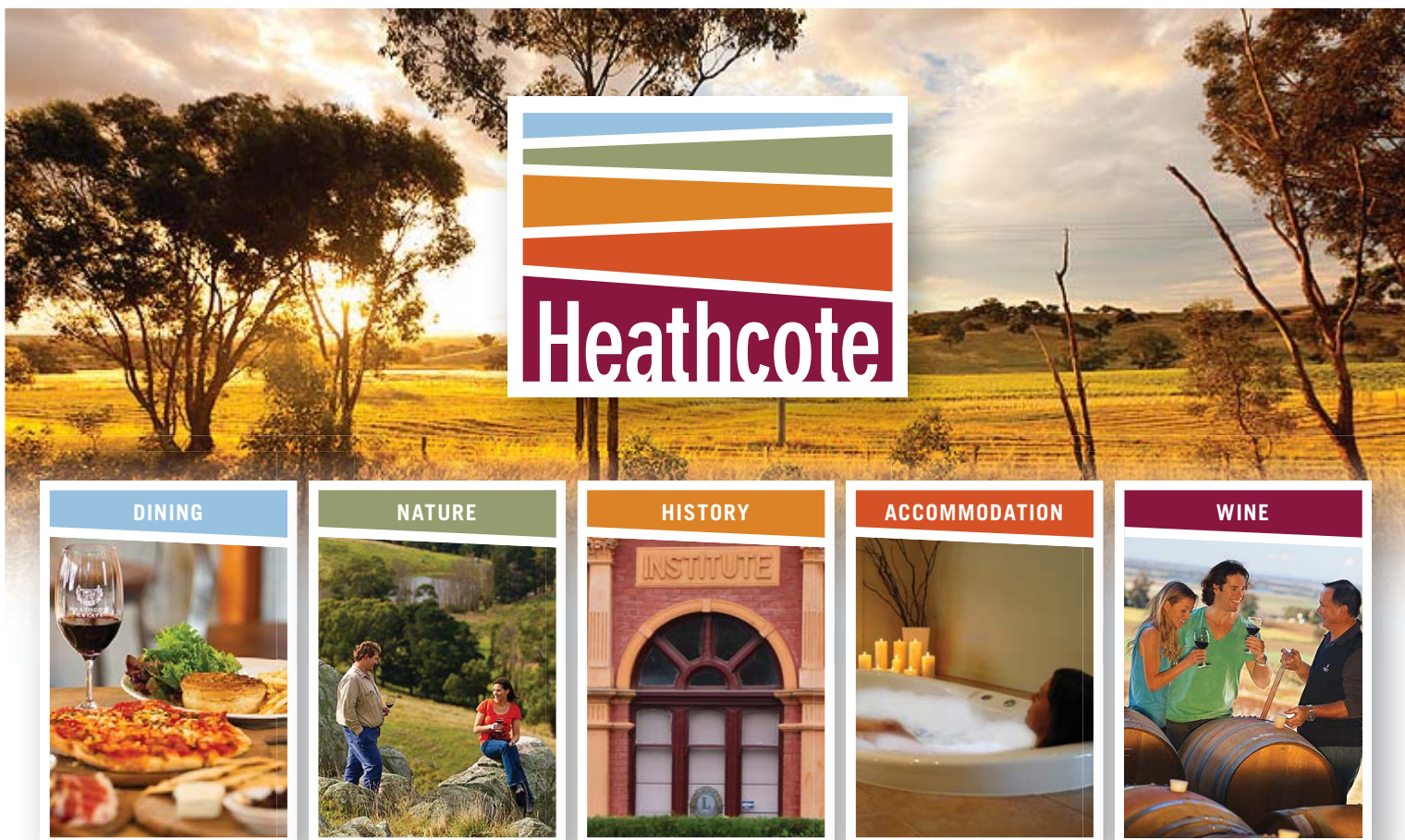


CASE STUDY / HEATHCOTE BRANDING



BACKGROUND

Heathcote is a central Victorian town east of Bendigo, that grew rapidly during the gold rush and later became an important pastoral region. Heathcote has become increasingly famous for its high quality wines, notably shiraz with many acclaimed wineries in the region.

For many years the different interests in the town and region were all separately trying to encourage visitors, particularly from Melbourne which is less than 2 hours away. With the advent of a new regional tourism authority, the challenge became encouraging everyone to work together to reap the rewards from the potential synergy that would follow.

SOLUTION

UNO was invited to participate in the development of a 'brand bullseye' that would provide the criteria against which the brand design would be adjudged. Criteria such as unique, ownable, memorable and of course representing the various attributes of the region were all considered in the development that led to the final outcome with solid consensus from the tourism committee.

The new brand has been adopted and promoted throughout the region and now forms the basis for the annual Heathcote on Show and Wine & Food events.

SERVICES

- Brand Development
- Graphic Design
- Event Design
- Advertising & Promotions



UNO Australia Pty Ltd
130 Chestnut St
Richmond, Melbourne
www.uno.net.au

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Two Heads
Hamburg, Melbourne,
Mexico City, Stockholm, Toyko
www.twoheads.me