

CASE STUDY / PRANCING HORSE ESTATE BRANDING / PACKAGING



BACKGROUND

In the beginning, Tony and Cathie Hancy purchased the land at Red Hill South and decided to call the vineyard Prancing Horse as they planned to be the first organic and biodynamic wine producer on the Mornington Peninsula.

Their three Arab horses would be significant participants of that process, plus they had already had their Deborah Halperin sculpture 'Wild One' rearing up amongst the vines.

SOLUTION

The brand was developed to be as one with the name of the winery and the owners' aspirations and remain memorable to wine drinkers.

Distinct label designs were needed to clearly differentiate between the original Australian produced estate wines, the everyday Pony wines and the wines made in Burgundy, France.

Brand discipline has been maintained over the years through the design of stationery, tasting notes, advertisements, promotions and numerous other collateral items.

SERVICES

- Brand Development
- Packaging
- Promotions



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