

CORCHOS



MESSAGE IN A BOTTLE:
UNISON'S PRODUCT
PACKAGING DESIGN
UNCORKS A SMALL FAMILY
WINERY'S POTENTIAL.

CONCEPT

Corchos, a family-owned winery, needed a brand identity and packaging design that would stand out in a fragmented industry where wineries both large and small are competing for "cellar share."

SOLUTION

The Unison brand development strategy centered around the winery's ancestral roots in northern Spain. This unique territory, with its climate and soil ideal for growing wine grapes, became the centerpiece around which Unison designers found inspiration. Product packaging centered on earthy tones and clean, uncomplicated lines that gave the bottles an understated air.

RESULT

The new Corchos-branded bottles captured the artistic spirit of winemaking. The brand pays homage to the soil where its grapes take root, while its minimalistic design maintains the degree of sophistication and class required of a small family-owned wine.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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