

DUG TOUR

UNIFORM PURPOSE:

The idea is for the team to look elegant and cohesive, maintaining a casual style with a touch of sophistication. We were inspired by the theme of this grand tour, which is led by expert "pilots" who know the route to perfection. We have chosen the color green, combined with brown and beige tones in linen-type textiles, to create a look that is not only visually appealing but also reflects the quality and exclusivity of the experience.

IDEAS











SUGGESTIONS

FOR THE GRAND TOUR

HISTORY THROUGH AN EXPERIENCE:

The idea I propose is an immersive and multisensory experience, designed for the user not just to "read" or "see" a story, but to live and feel it on multiple levels. Below, I suggest some ideas where the user experiences history through sensations and different forms of interaction.

Participants must discover the story and learn fun facts ("FUN FACTS") that will be hidden in drawers, mailboxes, boxes, and other strategic places, allowing them to engage with the story interactively.

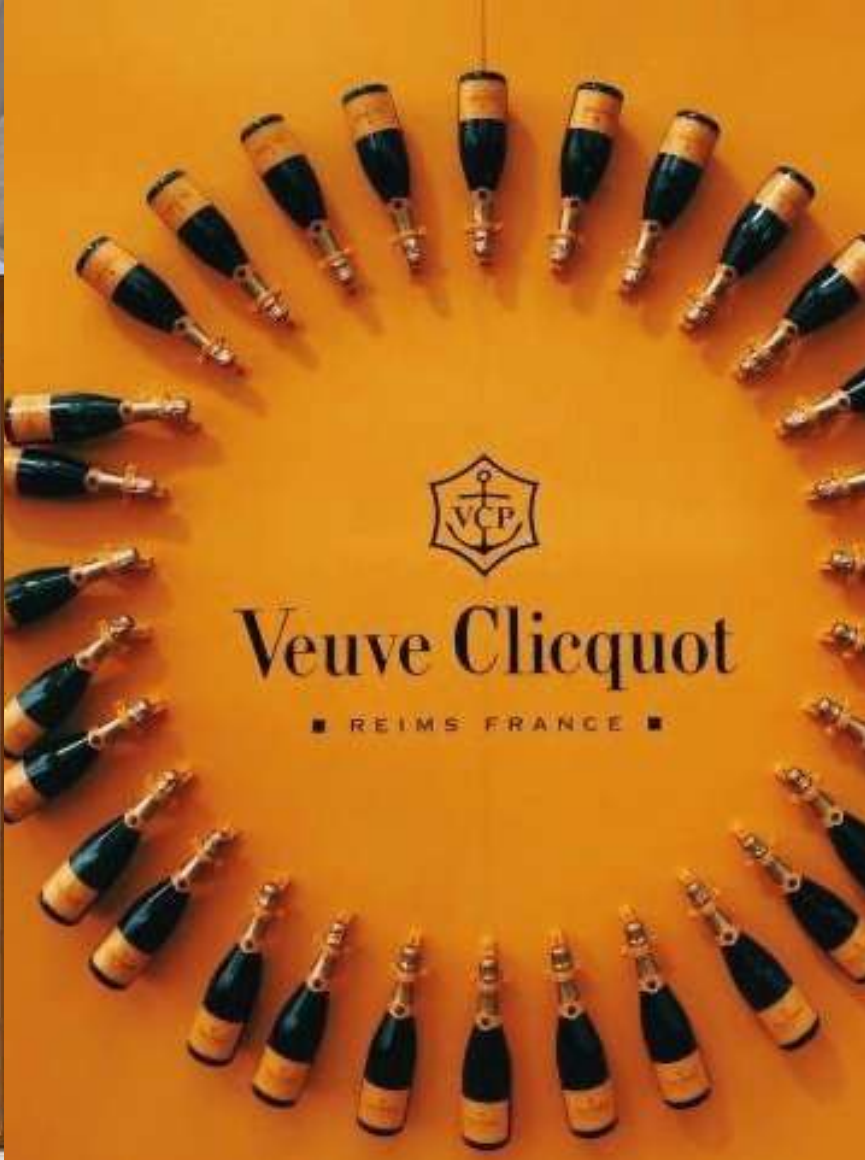
Here are some examples illustrating the proposed interaction methods.





INSTAGRAMMABLE AREAS:

Instagrammable areas don't need to be overly complex. It can be something as simple as a large-scale logo or a beautifully decorated wall featuring all our bottles and products. Phrases that represent the essence of the brand could also be included.





BAR:

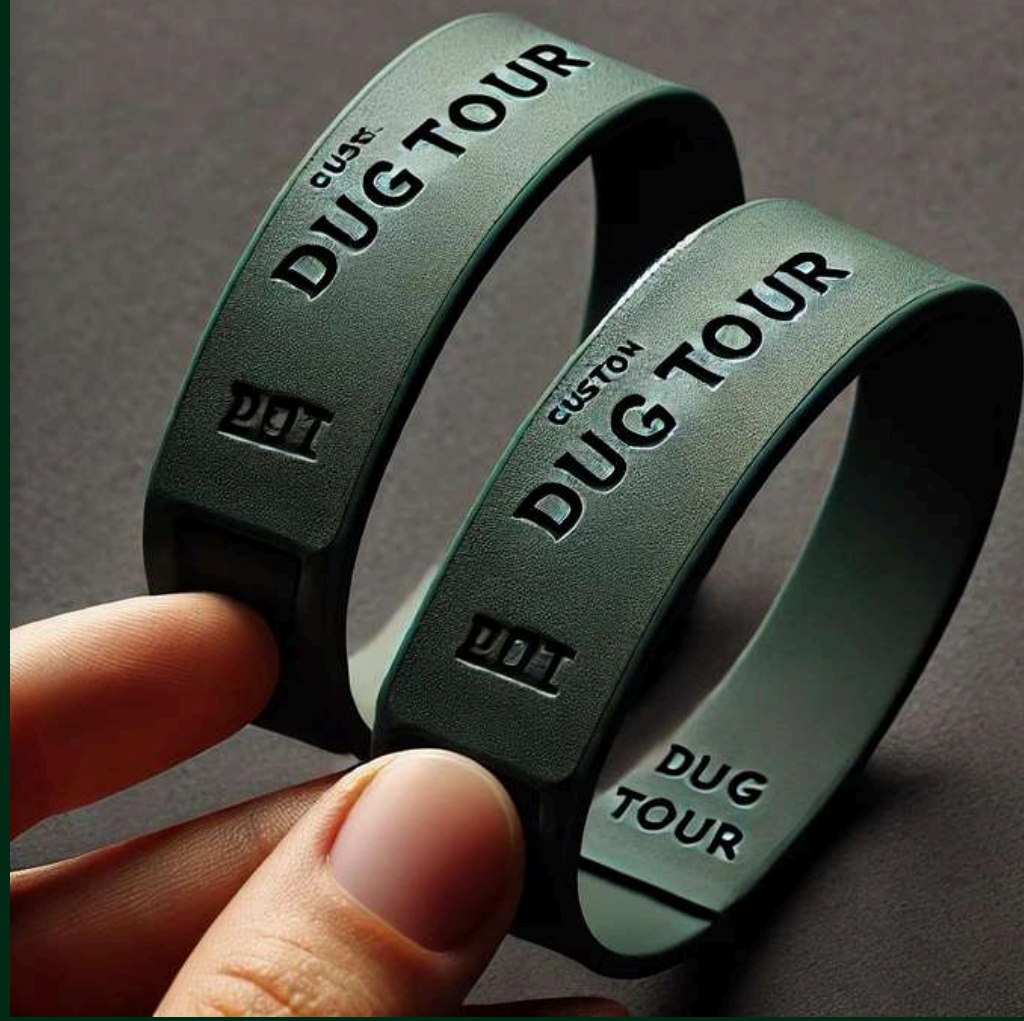
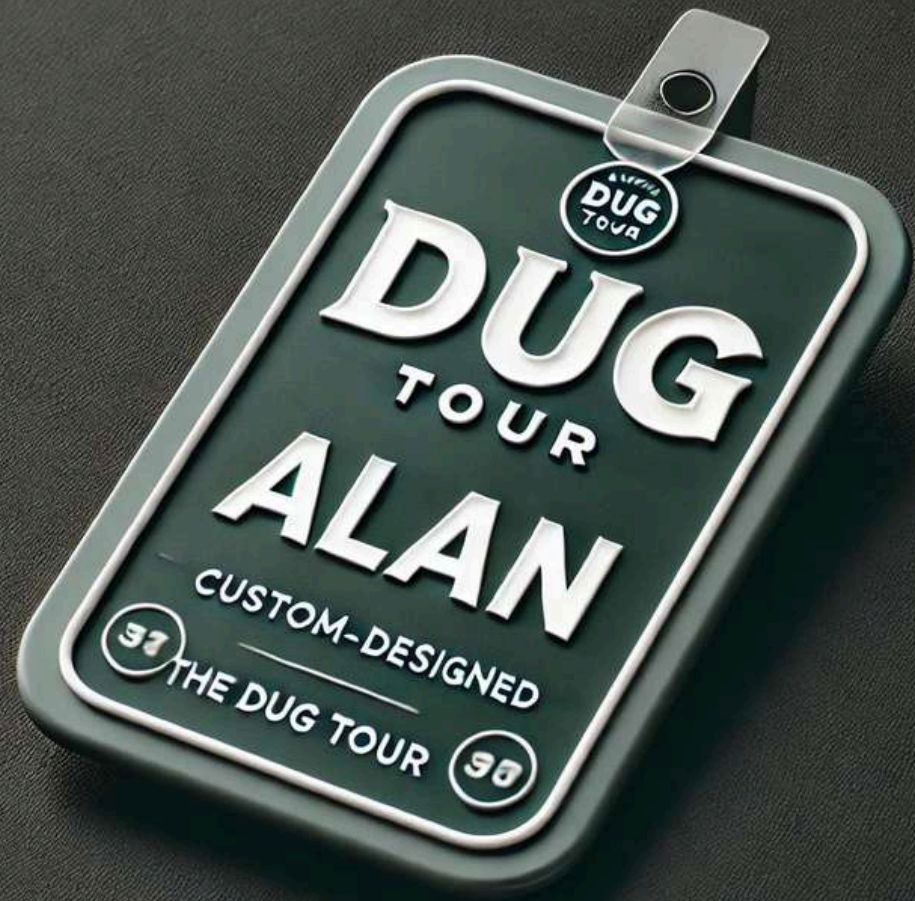
The bar at the house should not lose its original essence but rather be modernized with lighting, a new bottle arrangement, and the incorporation of mirrors and decorations that reinforce the brand identity. The goal is to update the space without losing its distinctive character, adding details that enrich the experience and strengthen the connection with the brand.



DETAILS:

It is essential to highlight to the user that they are important to us and that we are eagerly expecting them. This can be achieved through personalized details such as welcome cards, custom sugar for coffee, table talkers, ID holders, and ice cubes with the logo, among other elements. Another suggestion is to create a personalized card or video before their arrival, similar to Heineken's concept.





PRE-LAUNCH:

For the pre-launch, it is crucial to generate a lot of intrigue-driven content on Instagram and all social media platforms. Later, for the invitation to special guests, an unboxing experience should be included sending a box or tote bag that makes the experience even more exciting and exclusive.



@DRINK818
THE GOOD STUFF
GET YOURS TODAY
CALIFORNIA



LAUNCHING EVENT:

For the launch event, we should include games, tastings, and memorable moments that leave a lasting impression and are visually engaging. Everything should be perfectly aligned with the branding, ensuring a coherent and captivating experience for attendees.





MERCH FOR THE STORE:

For the shop's merchandise, we should create products related to our liquors, such as wine bottle stoppers, can openers, alcohol-carrying pouches, and other items that reflect our brands. These products should be functional, high-quality, and aligned with the identity of our distillery.







FABIANA ABREU