

# ADAMS VINTNERS



## Adams Vintners' Rebranding and Repositioning Efforts

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\*since this report was originally written, Adams is no longer in business

## Introduction

Adams Vintners is a craft winery in Annville, Pennsylvania serving a working-class demographic in a college town. Owned and operated by Jack Shirk, Adams produces a variety of craft wine and operates their wine bar and retail outlet location on Main Street in Annville. Although their strong position in the market, convenient location, and quality product provide a great foundation for a successful company, the current lack of marketing efforts and ineffective brand identity do not serve to support any compelling brand strategy. By carefully considering their target demographics and building a unified brand, Adams can create a meaningful big idea and develop a loyal customer base within the Annville community and the surrounding area.

The updates proposed in this report outlines an improved brand strategy for Adams Vintners. This report is intended for internal to offer suggestions which we believe could tap into their strengths and reinvigorate the company's position in the central PA craft wine marketplace. By taking hold of their identity and developing effective touchpoints which reinforce their messaging, the company can portray a cohesive message about their business, effectively reach their target audience, and create brand loyalty for the local winery.

## Current Efforts and Issues

Adam's current branding efforts are inconsistent and ineffective and do little to improve a customer's impression of their company. Their logo does not fit well in their marketplace or support their claims as a "craft" product. The company lacks a social media marketing effort and online presence outside of their site. Their their site URL, [www.iheartadams.com](http://www.iheartadams.com), provides no orientation for users and does not serve to uphold their own positioning within the marketplace. The site's information architecture is clunky and lacks a practical flow. As the current primary point of brand contact, the website needs to be reevaluated to ensure maximum efficiency, recognizability, and brand cohesiveness. The site's generic design shown in figure 1.0 does nothing to differentiate the company, and does not speak to the quality of the product.

The mobile website also has noticeable issues which detract from the brand. The URL of the mobile website does not match the URL of the desktop website. This lack of cohesiveness can cause issues with orientation and navigation for Adams site users and store visitors. The outdated site is not designed responsively, but uses an external supplier to create a mobile format which also contributes to issues of cohesiveness and orientation for users. The images and media on the mobile website are not responsive, which also cheapens the brand and makes the site and company overall look unprofessional.

## Brand Ideals

Currently, the Adams brand partially explains their core purpose, but lacks the underlying set of ideals necessary to executing this purpose. This also creates a messy and insincere brand. By developing a set of ideals that the brand is grounded in, each customer interaction will feel more cohesive and authentic.

- *Core purpose:* Adams Vintners is a hometown, family-owned winery devoted to each aspect of crafting, experiencing, and enjoying wine.
- *Unifying Principles:*

- We believe that each step of along the journey of producing wine is equally as important as the last one.
- We believe that wine should be experienced holistically.
- We believe that wine creates valuable and memorable experiences.
- We believe that wine is a luxury which should be savored and cherished.

### **Rebranding Strategy: Upholding and Executing Ideals**

Each aspect of the brand and each touchpoint that customers have with the brand should support the core purpose: *Adams Vintners is a hometown, family-owned winery devoted to each aspect of crafting, experiencing, and enjoying wine.*

The logo requires a more sophisticated and elegant aesthetic, perfect to accompany a glass of wine. The new branding scheme will serve to attracting new customers, develop an effective online presence, and draw from the brand's purpose and history in doing so, as shown in figure 2.0. The harsh black, white, and red color scheme should be altered to a more muted, neutral, and rich pallet, reflecting the luxury of wine. The color scheme speaks not only to the sophistication of wine, but also tapping into the richness of the history of the Shirk family in Central Pennsylvania. Additionally, the logo was designed to give the audience a sense of what the brand is about, the value in experiencing wine. Including the deep maroon color that resembles merlot and imitates the stain of a wine glass, the goal of the brand is amplified down to the details of the logo, business card, letterhead, and all other brand elements.

When translating the newly designed color scheme and logo to the website, it is especially important to maintain the aesthetic throughout. Updating the site to use the newly developed style and including imagery that is clean and sophisticated on all pages will create a greater brand unity and allow the brand to speak with one voice.

Updating the copy on the website, including descriptions of the company and their products, is important to upholding the brand at each touchpoint. Figure 3.0 of the appendices includes a sample of original captions paired with their rewritten counterparts designed to fit into the brand.

### **Conclusion**

A successful rebranding of Adams Vintners is a very possible undertaking for the company. Some simple changes, like altering the URL of their website will allow for more customers to understand what Adams is truly about and orient the users to a unified message. Updating their logo is a very necessary change to reinforce that the winery carries a certain type of elegance that can be achieved by all customers that partake in the Adams Vintners brand. The descriptions of the wines, and the in-store experience will further reinforce this new branding by allowing the customer to better understand the value and differentiation in Adams products. Following the suggestions provided in this report and working to create a unified branding message would serve to expand Adams market, increase customer loyalty, and develop a unified brand message, all contributing to the future success of the company.

## Appendices

Figure 1.0 – Original Site and Branding



### ADAMS Elite

Cask-aged to perfection. A true favorite of the wine aficionado.

Our vintner shops across the entire United States to source the grapes to match our wine making process that is quickly making ADAMS one of most soughtafter wineries in Pennsylvania.

- **Merlot** - Deep color and black cherry aromas, the lush flavors of the Merlot meet soft appealing tannins and light oaking.



### ADAMS Select

Our Select brand is designed to enjoy socially, or pair with your favorite meal.

These dry wines use the highest quality grapes available. Each varietal is carefully chosen and designed for its food pairing capabilities.

- **Cabernet Sauvignon** - Cabernet's rich, intense aromas and healthy tannins are brought to life with a smooth, lingering finish that makes this uniquely interesting.
- **Chardonnay** - Heavy oaking enhances the vanilla notes as well as the crisp floral aroma of the Chardonnay while providing a long complex finish.
- **Pinot Noir** - Richly complex with fruity as well as spicy characteristics, the blackberry nose leads to a velvety full finish.
- **Sauvignon Blanc** - The flavor is full and dry, with a fruity, herbaceous character, which finishes crisp and clean. A versatile wine which handles a wide range of herbs.



### ADAMS Reserve

Our flagship brand.

Forget "notes" of flavor... these reach out and grab you! The highest quality ingredients with zest make ADAMS Reserve Wines a popular choice for those that enjoy the sweeter side.

- **Malbec** - The cherry and cranberry undertones of Malbec with strong tannins provide a luxurious aroma and plush texture. Serve at room temperature for a velvety texture, or cold for crisp.

MAIN LOGO

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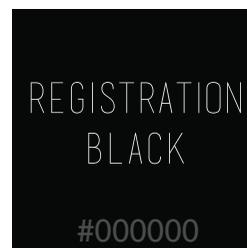
LOGO VARIATIONS

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COLORS

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### **Figure 3.0 - Updated Descriptions**

#### *Adams Elite Wine Original Description*

“Cask-aged to perfection. A true favorite of the wine aficionado. Our vintner shops across the entire United States to source the grapes to match our wine making process that is quickly making ADAMS one of most sought after wineries in Pennsylvania.”

#### *Adams Elite Wine Updated Description*

“This cask-aged wine is a true favorite to enjoy after dinner. Our Vintner works actively through each stage of the production process to source the finest ingredients from across the country. The emphasis on quality and experience has placed Adams at the center of Pennsylvania’s wine industry.”

#### *Adams Labs Wine List Original Description*

“We are constantly trying new recipes, flavorings and techniques. You never know what we’re up to. Our most populars will make it into production, so come in and try what’s going on and buy a bottle of your favorite.”

#### *Adams Labs Wine List Updated Description*

“We are dedicated to exploring new recipes, flavorings, and techniques when crafting our wines. Our creative and iterative process mean that each week offers new and exciting products, and only the most popular flavors make it into production. Stop by our wine bar to try the more unique samplings, and pick up a bottle of your favorite while you’re here.”