

# OBJECTIVES

Establish a consumer-facing expression of “fiercely independent wines.”

Create an emotional connection with wine drinkers.

Be applicable to a single brand or the entire portfolio.

# CREATIVE CONSIDERATIONS

Evolve the current brand look and feel.

Express our “straight shooter” personality.

Maintain authenticity to brand roots while moving away from  
“Washington wine is so...Awesome.”

Avoid focusing on Charles Smith (the man).

# PLATFORM #1

**“INDIE.” IT MEANS A LOT MORE  
THAN INDEPENDENCE.**

**INDEPENDENCE IS AT OUR CORE.  
AND MUSIC IS PART OF OUR STORY.**

**INDIE, INDEED.**

**CHARLES  
SMITH  
WINES**

# KEY VISUAL



WE'VE WON WINEMAKER  
OF THE YEAR TWICE.

# SORRY, ESTABLISHMENT

CHARLES  
SMITH  
WINES  
INDIE, INDEED.



WASHINGTON STATE  
LETITIZER  
WASHINGTON STATE  
THE VELVET DEVIL  
MERLOT  
WASHINGTON STATE





POS

WHO WOULD MAKE  
RIESLING THEIR  
#1 GRAPE?

WE  
WOULD.



CHARLES  
SMITH  
WINES  
INDIE, INDEED.



MERLOT LOST  
ITS GROOVE.

**WE GAVE  
IT BACK**

↑↑↑

CHARLES  
SMITH  
WINES  
INDIE, INDEED.

91  
PTS

THE  
VELVET  
DEVIL  
MERLOT  
WASHINGTON STATE



# WEBSITE

**CHARLES  
SMITH  
WINES**

WINES

ABOUT

EVENTS

STORE LOCATOR

BUY ONLINE

## WHO STARTS A LABEL WITH A SYRAH?

Making our favorite wines our way has always been more important to us than making wine the establishment wants us to.

THIS



GUY

# BANNER

**THRILLIST** FOOD & DRINK ENTERTAINMENT GRILLIST ALL SECTIONS ▾ CITIES ▾ VIDEO ▾


SPONSORED **CHARLES SMITH WINES**

## MEET THE KICK-ASS WOMEN REDEFINING THE HOSPITALITY INDUSTRY


By EMMA DIAB  
Published On 12/31/1969

[f](#) [t](#) [p](#) [e](#)

[f](#) [p](#) [t](#) [e](#)



A photograph of two women standing in a grocery store aisle. The woman on the left is wearing a blue short-sleeved button-down shirt and holding a bunch of green herbs. The woman on the right is wearing a white long-sleeved button-down shirt and brown pants. They are standing in front of shelves stocked with various food items, including jars, boxes, and bottles.



THEY SAY WE DON'T FIT IN.  
**PHEW!**  
CHARLES SMITH WINES  
INDIE. INDEED.

THE VELVET DEVIL MERLOT WASHINGTON STATE  
KUNGFU FIGHTER  
BRAND OF ROSES ROSE WASHINGTON STATE

LEARN MORE >

Browse

Radio

YOUR LIBRARY

Your Daily Mix

Recently Played

Songs

Albums

Artists

Stations

Local Files

Videos

Podcasts

PLAYLISTS

00\_work

Brain Food

zoning out

+ New Playlist

< >

✕

PLAYLIST

## Charles Smith Wines. Indie, Indeed.

Here's what we're listening to these days, usually with a glass of wine. Or two.

Created by: Charles Smith Wines • 47 songs, 3 hr 19 min

PLAY
FOLLOW
⋮

FOLLOWERS

563,849

🔍 Filter

	TITLE	ARTIST	ALBUM	📅	🕒
+	Never Let You Go	Dillon Francis, De ...	WUT WUT (Sampl...	7 days ago	3:12
+	Sun In Our Eyes	MØ, Diplo	Sun In Our Eyes	7 days ago	3:38
+	Wake Up	Sleepwalkers	Wake Up	7 days ago	3:42
+	Satisfied (feat. MAX)	Galantis, MAX	Satisfied (feat. MA...	7 days ago	2:36
+	Summertime Magic	Childish Gambino	Summer Pack	7 days ago	3:34
+	Both Sides	Chantel Jeffries, V...	Both Sides	7 days ago	2:50
+	Horizon - Poolside Remix	Tycho, Poolside	Horizon (Poolside ...	7 days ago	5:51
+	Be Right Here	Kungs, Stargate, G...	Be Right Here	2018-06-28	3:11
+	Rise	Jonas Blue, Jack &...	Rise	2018-06-28	3:14
+	Wrong Move	R3HAB, THRD LIFE...	Wrong Move	2018-06-28	3:31

MOMENTS

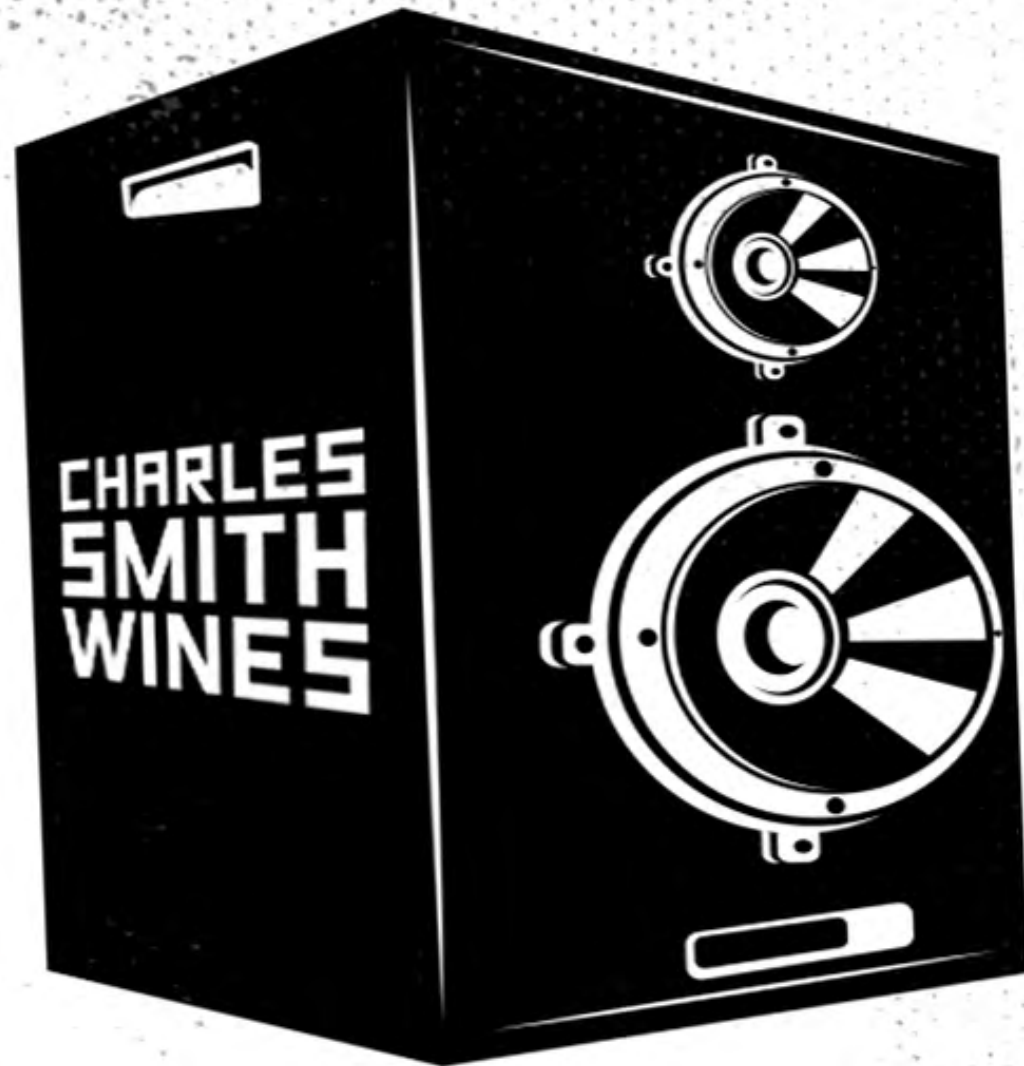
KYLE WATSON

🔀
⏮
⏸
⏭
🔄

1:413:20

# WILD POSTINGS

Only  
g that  
uld Be  
GAL  
EZCAL



INDIE,  
INDEED.

CHARLES  
SMITH  
WINES

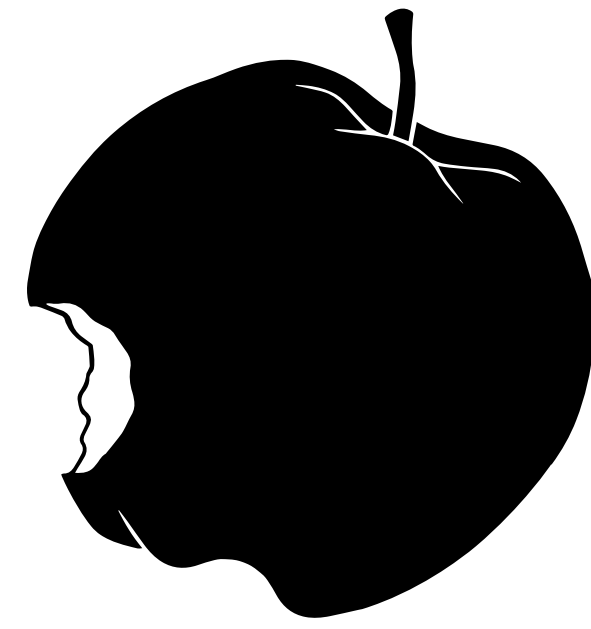
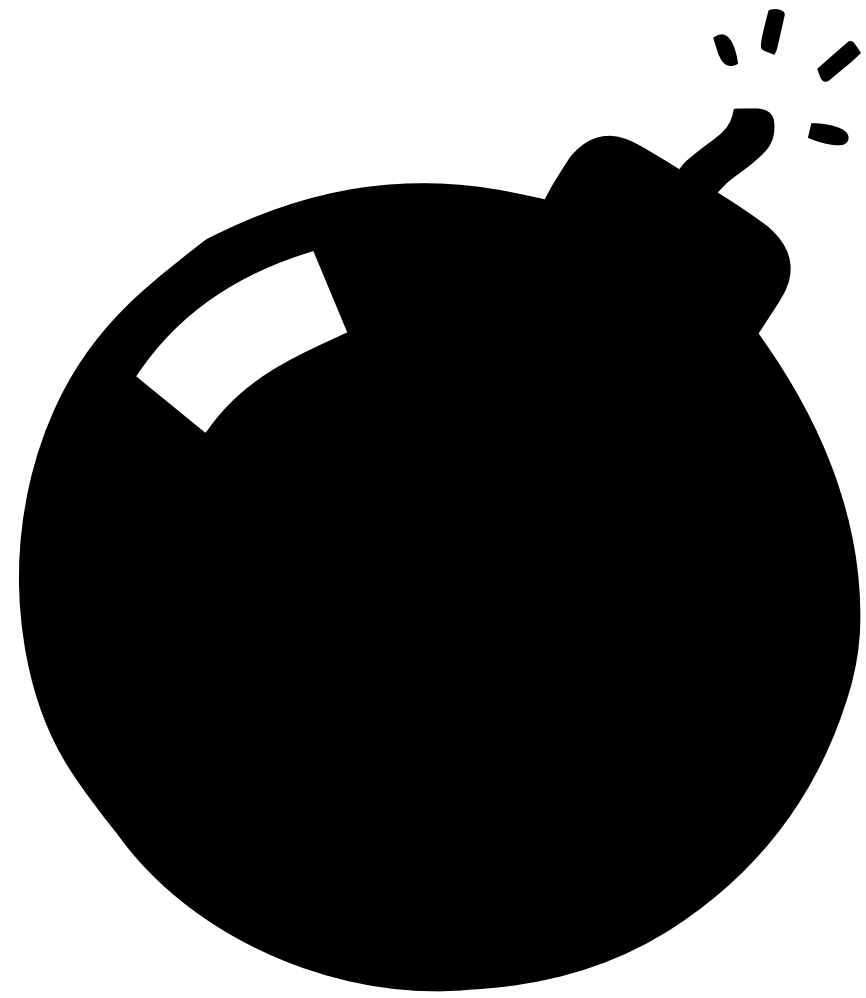


CHARLES  
SMITH  
WINE

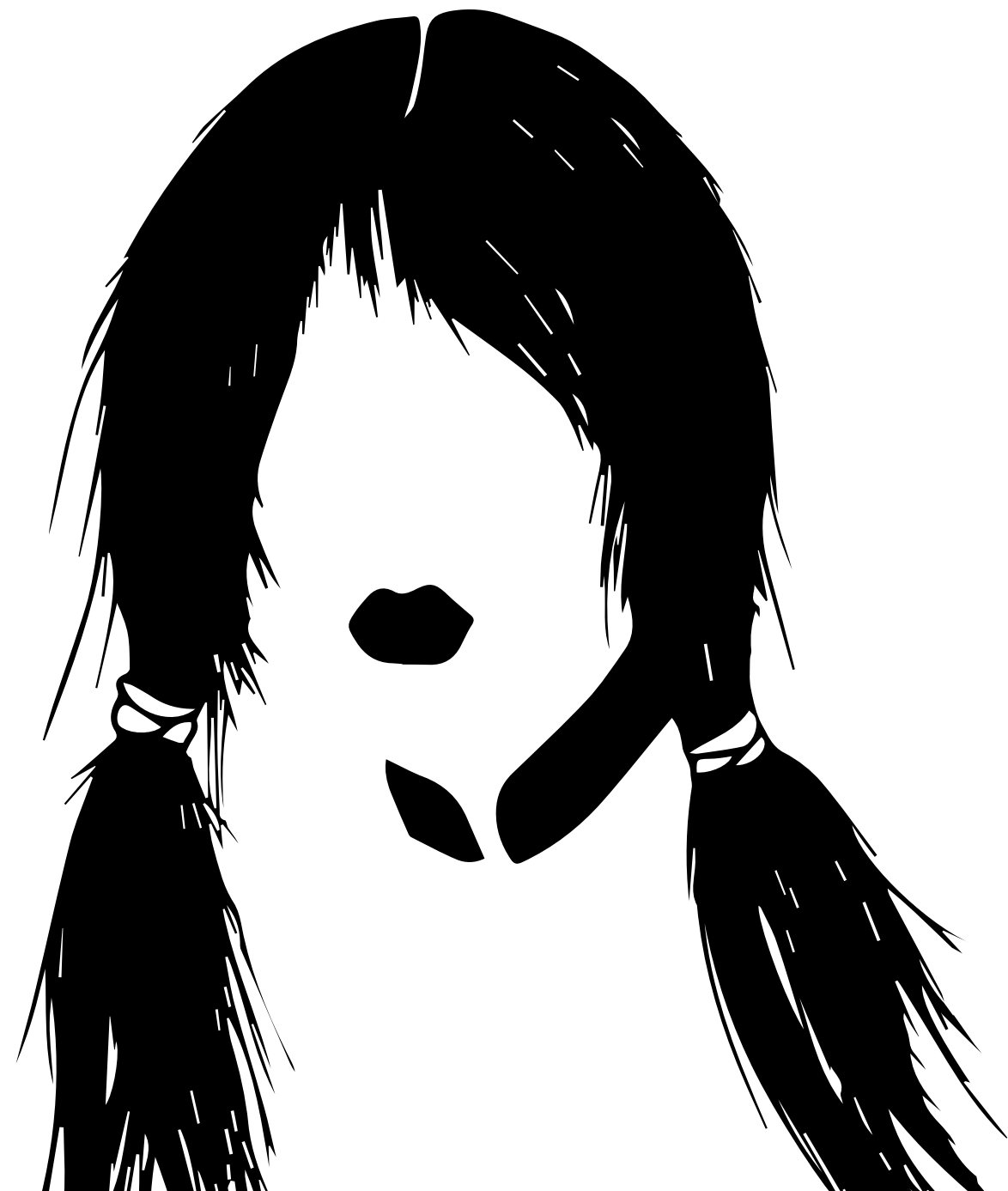
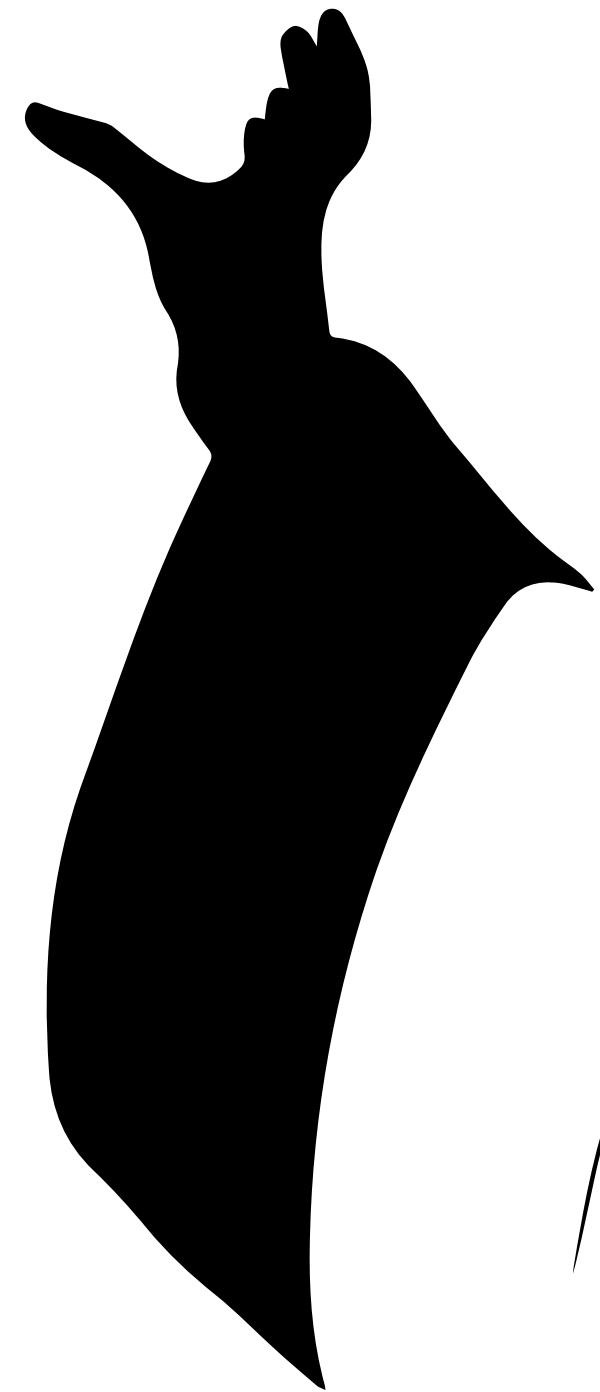
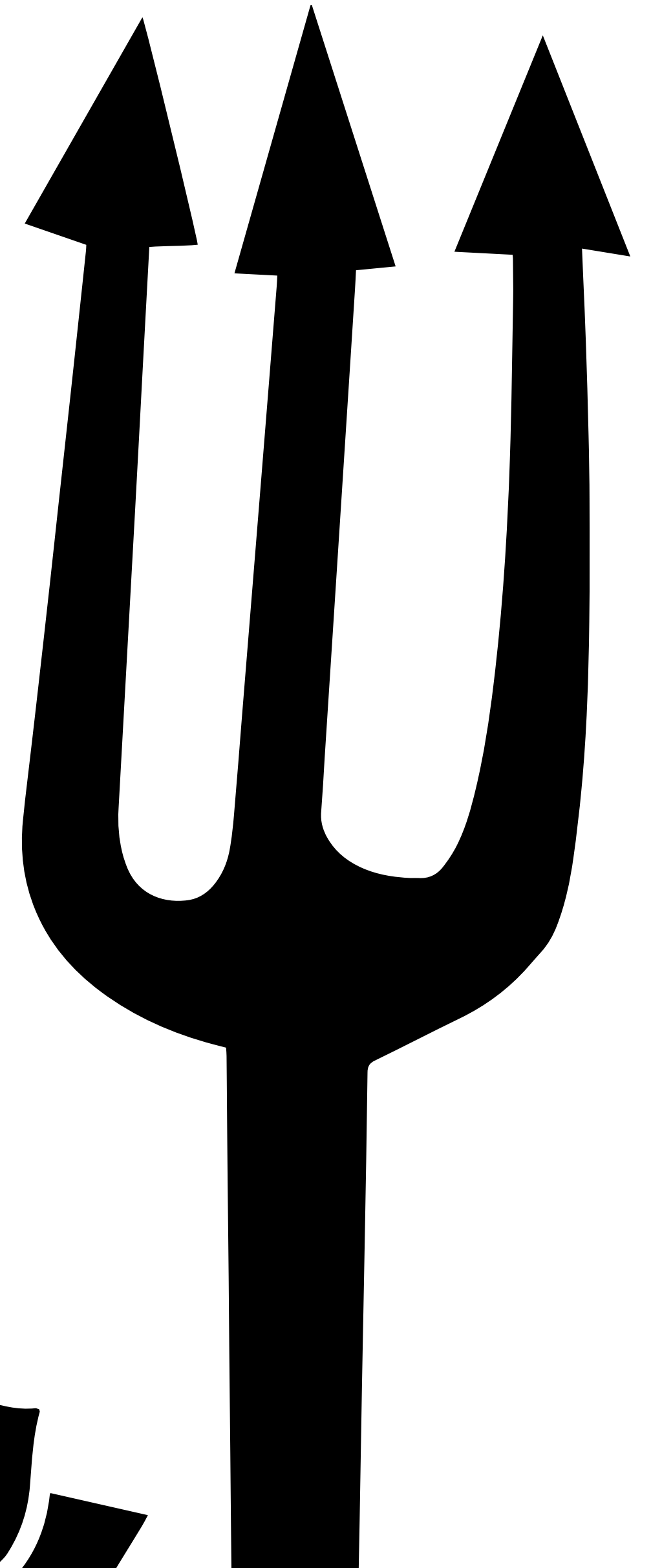
# PLATFORM #2

**WE'RE ALWAYS CLEAR  
ABOUT WHO WE ARE.**





**WE HAVE A VERY  
DISTINCT LOOK.**



**A CLASSIC IDIOM.**

**GREAT WINE IS  
BLACK & WHITE**

**CHARLES  
SMITH  
WINES**

# KEY VISUAL

**GREAT WINE IS BLACK & WHITE**

**Chateau Smith**  
Cabernet Sauvignon

**Eve**  
Chardonnay

**BOOMBOOM!**  
SYRAH

**BAND OF ROSES**  
ROSE

**DEVIL MERLOT**

**THE VELVET**

**CHARLES SMITH WINES**



YOU CAN'T  
**MASTER**  
EVERY  
VARIETAL.  
SO WE ONLY MAKE SIX.



**CHARLES  
SMITH  
WINES**

GREAT WINE IS  
BLACK & WHITE



HISTORY  
DOESN'T  
EARN

90+ PTS.

INTEGRITY  
DOES.



91  
PTS  
↓

GREAT WINE IS  
BLACK & WHITE

CHARLES  
SMITH  
WINES



90  
PTS  
↓



# SOCIAL



# SOCIAL



**YOU CAN'T GET COLUMBIA RIVER FLAVOR FROM A CALIFORNIA CHARDONNAY.**

**MERLOT DOESN'T GET LESS DELICIOUS BECAUSE OF A MOVIE.**



# TSHIRT



# PLATFORM #3

**“WASHINGTON WINE IS SO...AWESOME.”**

**WE'RE OUTSIDERS.**



**WE'RE UNCONVENTIONAL.  
WE'RE INDEPENDENT.  
WE'RE STRAIGHT SHOOTERS.**

**DIRECT.  
FROM WASHINGTON.**

**CHARLES  
SMITH  
WINES**

# KEY VISUAL



A  
**FANCY GLASS**  
CAN'T SAVE  
A BORING WINE



**CHARLES  
SMITH  
WINES**

DIRECT. from  
**WASHINGTON**



90 PT  
SCORES.

DIRTY  
LOOKS.

WE GET  
A LOT OF BOTH



CHARLES  
SMITH  
WINES

DIRECT. from WASHINGTON

JUDGES DON'T SEEM TO MIND OUR SCREWCAPS



91 PTS THE VELVET DEVIL RELOUT WASHINGTON STATE

90 PTS KUNG FU GIRL WASHINGTON STATE

CHARLES SMITH WINES DIRECT. from WASHINGTON



WINE IS FOR  
**DRINKING,** NOT TASTING.



**CHARLES  
SMITH  
WINES**

**DIRECT.**  
from  
**WASHINGTON**

# EVENT TENT



# TSHIRT



# PLATFORM #4

**EVEN THOUGH YOU  
HAVE THE INDIE CRED,  
YOU CAN STILL BE A  
BIGGER COMPANY AS  
LONG AS YOU KEEP  
YOUR INTEGRITY.”**

**- CHARLES SMITH**



**LET'S TALK ABOUT INTEGRITY.**



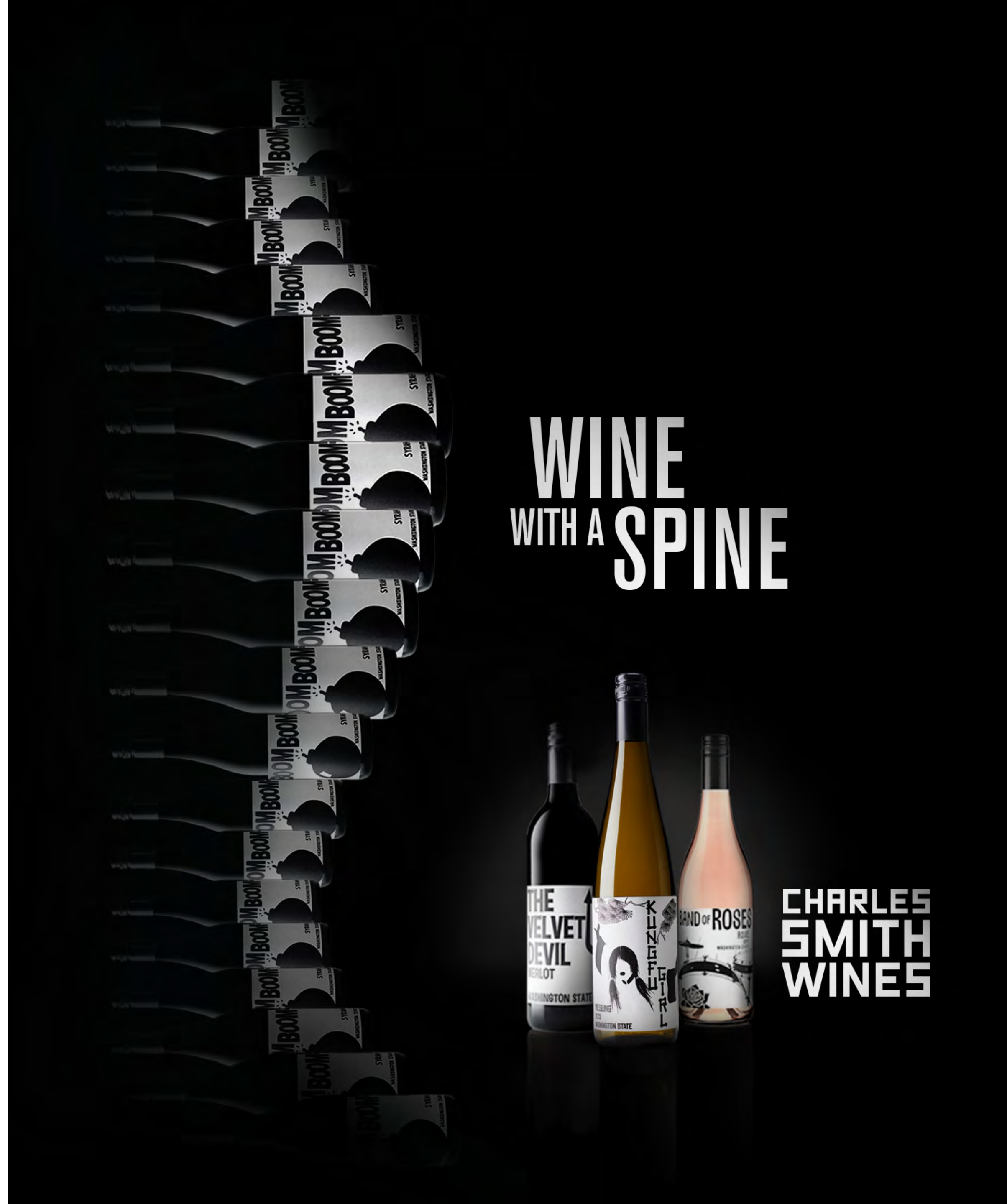
**THERE'S ALWAYS PRESSURE  
TO COMPROMISE IT.**

**WE WILL ALWAYS STAND  
FOR WHAT WE BELIEVE IN.**

# WINE WITH A SPINE

CHARLES  
SMITH  
WINES

# KEY VISUAL



# WE DON'T CARE

ABOUT FITTING IN ANYWHERE  
OTHER THAN  
A GLASS.



**CHARLES  
SMITH  
WINES**  
WINE WITH A SPINE

**WE'RE NOT  
PEOPLE PLEASERS.  
BUT OUR WINES ARE.**

**CHARLES  
SMITH  
WINES**  
WINE WITH A SPINE

**90  
PTS**



**91  
PTS**



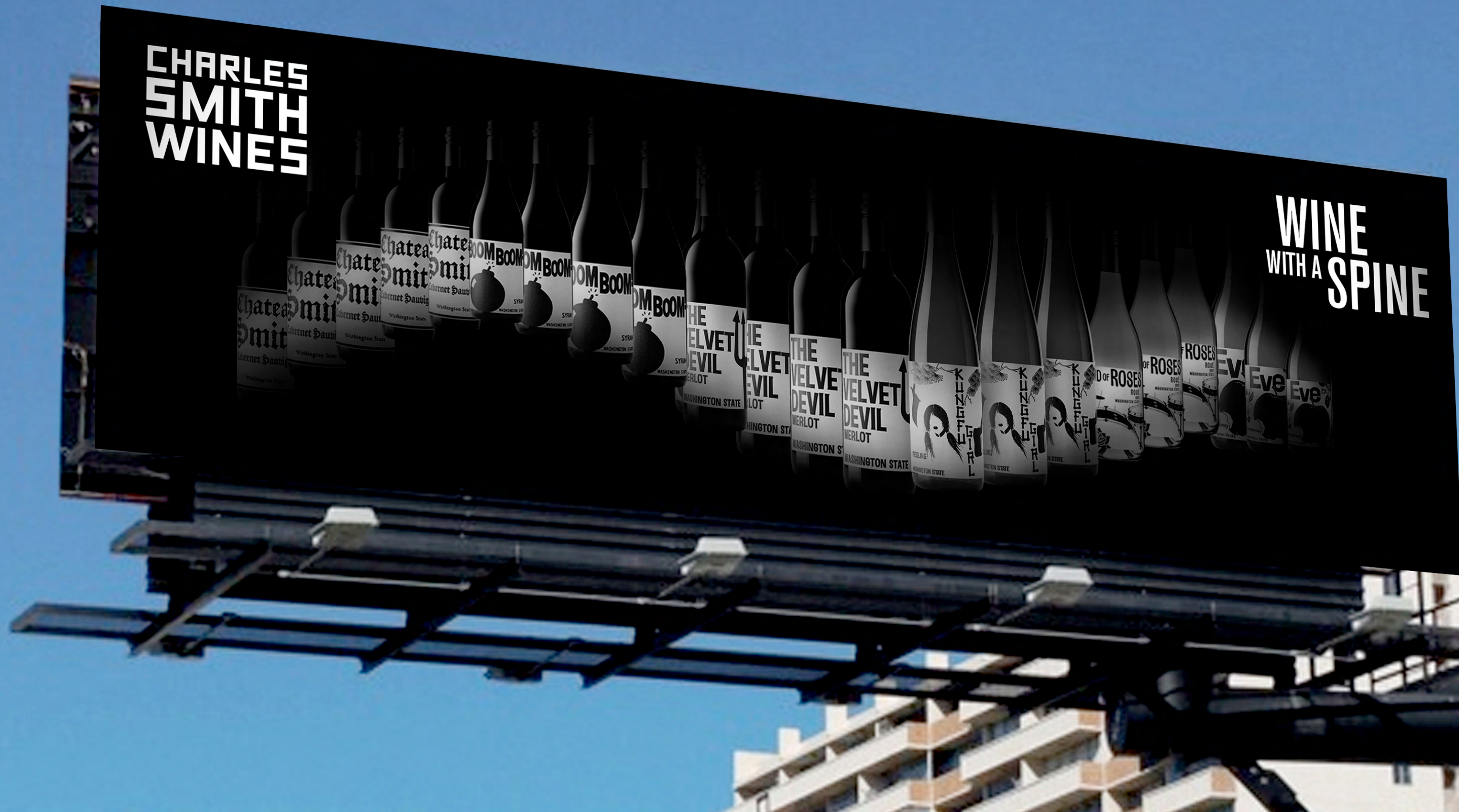
MOSCATOS ARE TRENDING.

**WE'RE NOT  
MAKING  
ONE.**

**CHARLES  
SMITH  
WINES**  
WINE WITH A SPINE



# OUTDOOR





# BANNER

**THRILLIST** FOOD & DRINK ENTERTAINMENT GRILLIST ALL SECTIONS ▾ CITIES ▾ VIDEO ▾


SPONSORED **CHARLES SMITH WINES**

## MEET THE KICK-ASS WOMEN REDEFINING THE HOSPITALITY INDUSTRY


By EMMA DIAB  
Published On 12/31/1969

[f](#) [t](#) [p](#) [e](#)

[f](#)  
[p](#)  
[t](#)  
[e](#)



A photograph of two women standing in a grocery store aisle. The woman on the left is wearing a blue short-sleeved button-down shirt and holding a bunch of green herbs. The woman on the right is wearing a white long-sleeved button-down shirt and brown pants. They are standing in front of shelves stocked with various food items, including jars, boxes, and bottles.



**WE DON'T CHASE TRENDS. WE START THEM.**

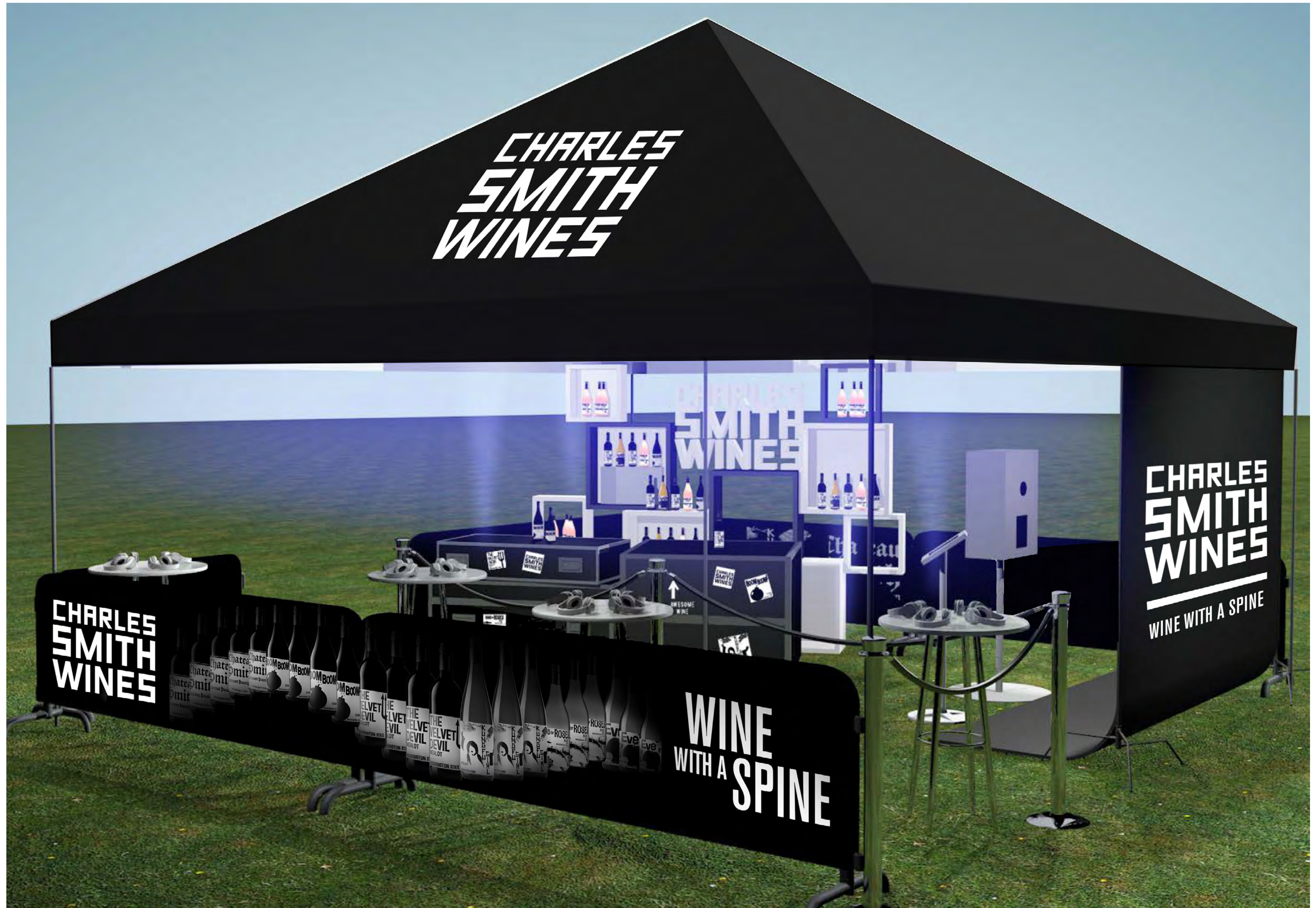
**90 PTS**

**CHARLES SMITH WINES**  
WINE WITH A SPINE

**LEARN MORE >**

A vertical advertisement for Charles Smith Wines. It features a bottle of wine on the right side. The bottle has a white label with a black and white illustration of a woman's face and the text "KICK-ASS". To the left of the bottle, the text "WE DON'T CHASE TRENDS. WE START THEM." is written in large, bold, white letters. Below that, "90 PTS" is written in a similar font. At the bottom left, "CHARLES SMITH WINES" is written in bold, with "WINE WITH A SPINE" underneath. At the bottom right, "LEARN MORE >" is written in bold.

# EVENT TENT



# TSHIRT



# PLATFORM #5

**INDEPENDENCE.  
IT'S KIND OF OUR THING.**

**IT'S THE FREEDOM TO THINK,  
SAY AND DO WHAT WE WANT.**

**WE'RE NOT RABBLE ROUSERS.  
WE MAKE GREAT WINE.**

**FREE THINKING.  
GREAT DRINKING.**

**CHARLES  
SMITH  
WINES**



# KEY VISUAL



# WHY FIT IN WHEN YOU WERE BORN TO STAND OUT?



MAKE YOUR OWN TRADITIONS.



# BANNER

THRILLIST

FOOD & DRINK

ENTERTAINMENT

GRILLIST

ALL SECTIONS

CITIES

VIDEO

SPONSORED

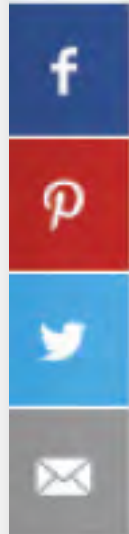
CHARLES SMITH WINES

## MEET THE KICK-ASS WOMEN REDEFINING THE HOSPITALITY INDUSTRY

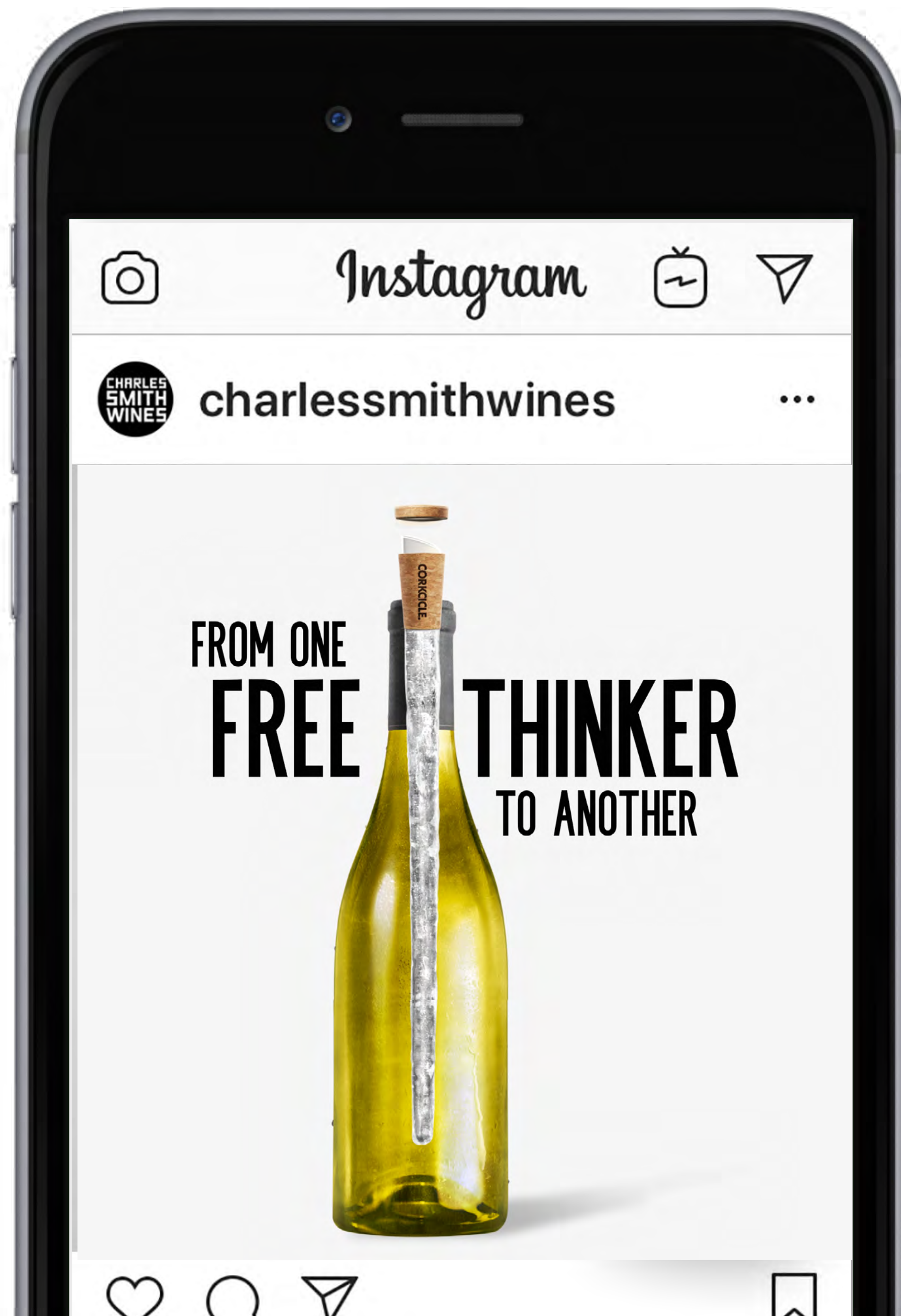


By EMMA DIAB

Published On 12/31/1969



# SOCIAL



Post Copy:

Hats off to @corkcicle for this killer way to keep Kung Fu Girl, Band of Roses and Eve cold when we're far from a fridge. #FreeThinkingGreatDrinking

# TSHIRT



# PLATFORM #6

**“THREE CHORDS AND THE TRUTH”**



**SIMPLE AND TRUTHFUL.  
THAT'S US.**

**AND WE HAVE ROOTS IN MUSIC.**

# SIX GRAPES AND THE TRUTH

CHARLES  
SMITH  
WINES

# KEY VISUAL



# CHARLES DOESN'T MAKE THE WINE ANYMORE.

HE STILL DRINKS A LOT  
OF IT, THOUGH.



# NOT ALL OUR WINES GET 90+ SCORES.

## THESE TWO DID.



91  
PTS



90  
PTS



WE CAN'T PRONOUNCE "CHARCUTERIE."  
**BUT WE CAN SAY**  
**"WINEMAKER OF THE YEAR."**




# BANNER

**TimeOut** LOS ANGELES ▼ CREATE ACCOUNT SIGN IN

EVENTS THINGS TO DO RESTAURANTS BARS MOVIES ARTS & CULTURE MUSIC SHOPPING ATTRACTIONS NEWS TRAVEL MORE


## Upcoming L.A. events & festivals



📍 Hollywood  
**Rooftop Cinema Club**


Until Aug 31

[BUY](#)




Things to do  
**Summer**

[MORE](#)



Things to do  
**Labor Day weekend**

[MORE](#)



HERE'S WHAT WE'RE DRINKING THIS SUMMER.  
ALONG WITH THE OCCASIONAL BEER.

**BAND OF ROSES**  
ROSE  
2017  
WASHINGTON STATE

**CHARLES SMITH WINES**  
SIX GRAPES AND THE TRUTH.

● ●

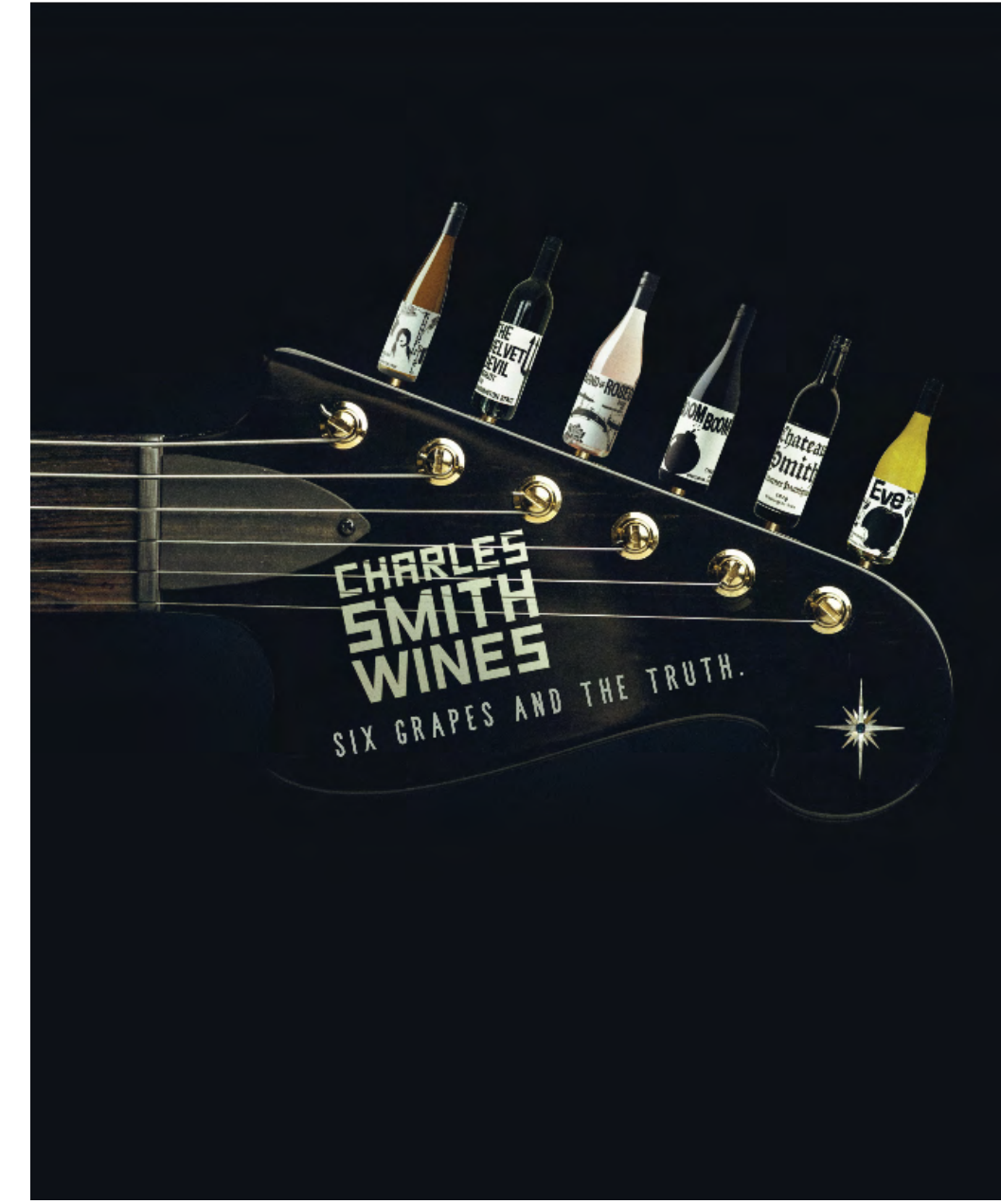
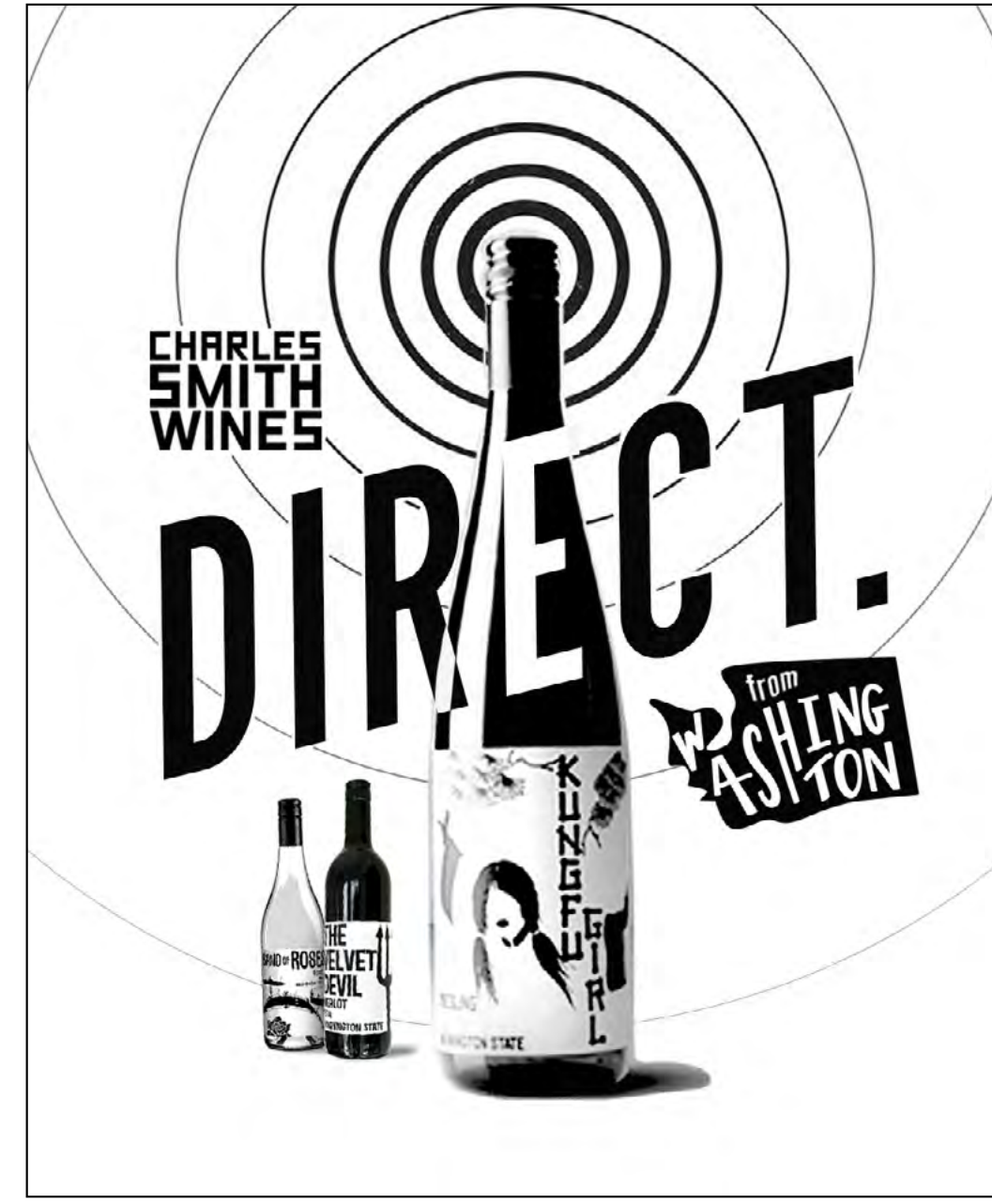
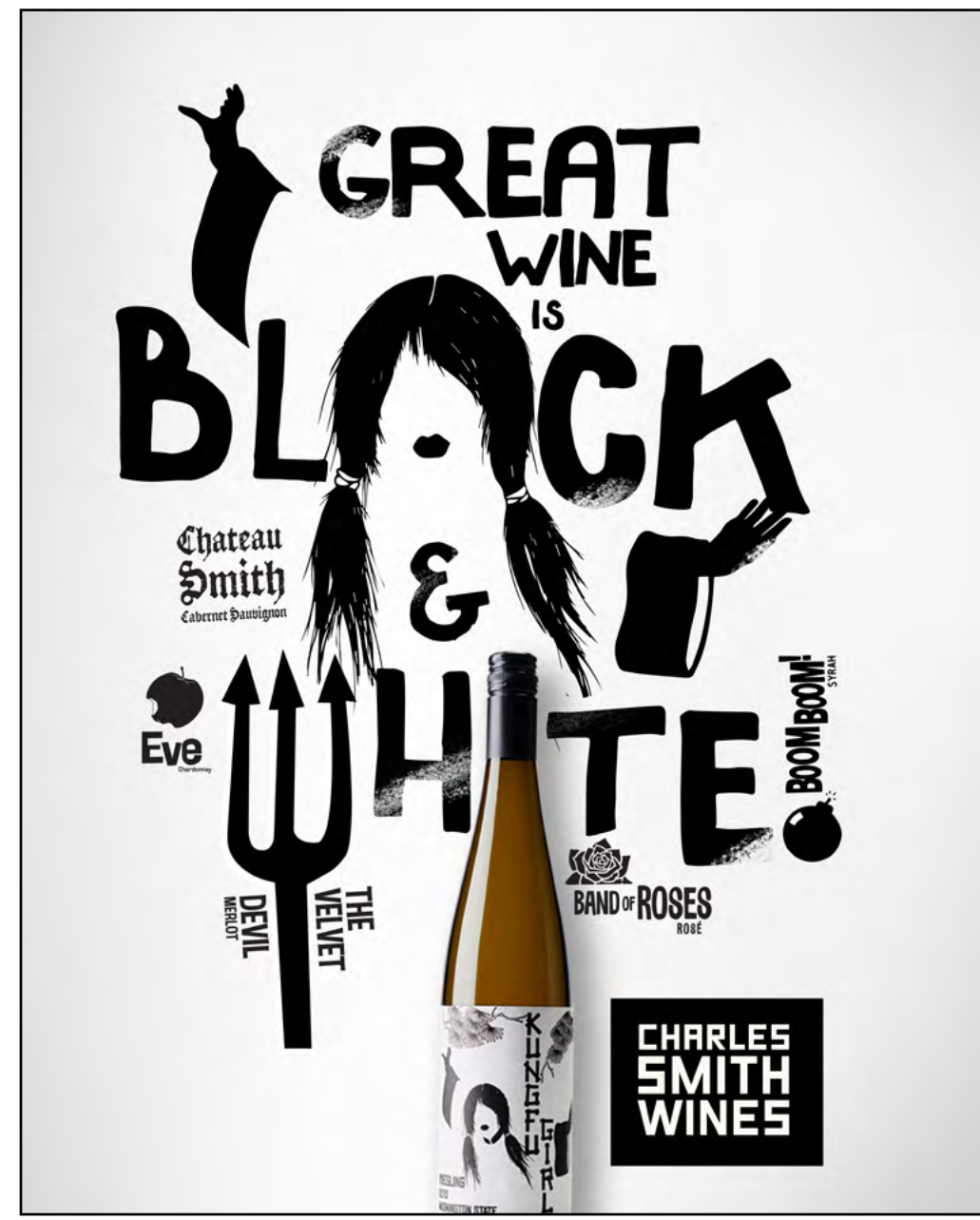


# SOCIAL CONTEST



# SWAG





*Cheers.*