
YG DESIGNS

INTERNATIONAL BEVERAGE BRANDING & DESIGN EXPERTS



Case Study

Company: YG Designs,

Industry: An International Beverage Design and Branding Company

Lesson Learned: Speak in the passionate language of your customer

EXECUTIVE SUMMARY

Objective

YG Design was struggling to find its voice in the crowded wine business. They were successful, and their clients loved the work they did for them, but they wanted to grow more, and find a unique voice that would stand out.

Goals

Rebrand their company's website with a StoryBranding approach, and highlight their point of view.

YG DESIGN- A CASE STUDY

Challenges

How do you stand out in a field of hundreds of designers? There are three partners, each with their point of view and voice. How do we find a common voice that could be shared by all?

The Approach

Speak in the passionate language of their customers, the winemakers. Winemakers are crazy passionate about their business. The old joke is “the best way to make a small fortune in the wine business is to start with a large fortune.” It is an elusive challenge to create a successful vintage year after year, and no amount of science seems to ensure success.

One factor that rules in the world of wine is Terroir. Terroir is the conditions in which products are grown or produced that give them their unique characteristics. I decided to incorporate that term into the marketing message and use it to describe the story and approach that YG uses to craft labels and packaging for wine bottles.

New Slogan:

“You Make A Great Product, We Make Sure People Notice It.”

I created a few catchphrases that they can sprinkle in their proposals.

1. We wanted potential customers to know that the team at YG is committed to a customer-centric design approach. This led to catchphrase #1:

“Fluid shouldn't just be in the bottle, it should also be in the process of capturing your message and designing it into your bottle.”

2. We wanted potential customers to know that good design is not an expense, its an investment. Statistics show us that the label design has a measurable impact on retail sales. This leads us to catchphrase #2:

"You grow grapes, and we grow sales."

YG DESIGNS - WHITE PAPER

3. The other issue is we wanted potential customers to know is that we won't waste their investment in the design of the label and packaging. We wanted them to know that we are business people in addition to being designers. We use research and analytic to study sales and influence our design work. This lead to catchphrase #3:

"We don't leave ROI to chance, our work is designed to sell."

The Outcome

"It was a real pleasure working with Gene. We were going through a challenging storytelling process. He had the sensitivity to understand what we needed and translated that into a clear, clever message. He was patient, always willing to help until we found the solution which fully satisfied our partners. I definitely recommend him and will do more projects with Gene in the future if possible!"

- Sebastian Yanez, Partner, YGDesigns

OUR TERROIR:

"The conditions in which products are grown or produced that give them their unique characteristics."

When it comes to trusting someone with your beverage's design or redesign, we understand how important that decision is. We believe fluid shouldn't just be in the bottle, but it should also be in the process of capturing your message and then designing that into your label and packaging.

To help you understand more about us, this is our "terroir."

ENVIRONMENT: Just like all great wine, we have been influenced by our environment. We are based in Mendoza, one of the world's most important wine regions, so the respect we have for a well-crafted wine is in our DNA. Mendoza sits at the base of the Andes Mountains, so our visual environment is diverse and always changing. This inspires our creativity and broadens our design perspective.

FARMING PRACTICES: Much like our neighboring farmers, we understand the importance that science plays in the art of growing. They grow grapes, and we grow sales. We use best practices in our approach to branding, storytelling, and design. We embrace analytics and strategy when we design a label to make sure it tells the story of its precious cargo. We don't leave ROI to chance, our work is designed to sell.

HABITAT: While our legacy and culture grew from Mendoza, we are now in 17 different countries, with international experts working with some of the most admired brands in the world. We have footholds in Italy, Peru, and Argentina. We have a global understanding of the international beverage market.

CHARACTER: When great legacy brands trust us to update their classic look, we make sure their history is not lost in the contemporary new look. We also enjoy helping new brands create their labels and packaging and creating their legacy. Character matters to us and our endless commitment to excellence has earned the respect and recommendation from our many happy clients.

We would love to tell your story.

Cheers!

YG-International Beverage Branding & Design Experts
