

bmd

brands
made by
design

We create compelling
brands that stand out
and attract long-term,
loyal customers.

Bremerton Wines *Rebrand penetrates eastern markets.*

Background

Bremerton had feedback from distributors in Melbourne, Sydney and Brisbane that its brand lacked the point of difference it needed to make it onto the shelves. Its long earned brand loyalty in Adelaide and Europe wasn't enough for an unknown brand to break through in the eastern states of Australia.

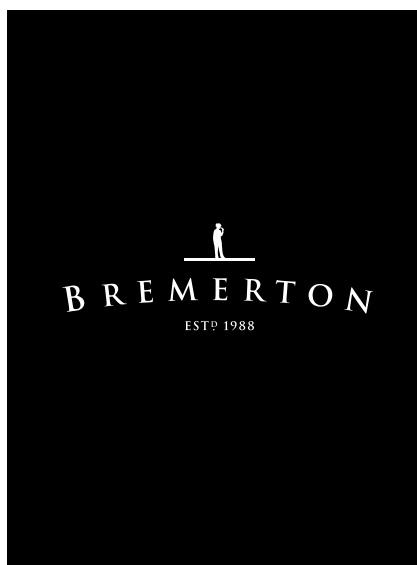
Action

bmd created a new look for an evolving Bremerton. The new identity focussed into the winery's point of difference as a strong family business run by the Willson sisters. The brand was implemented with simple and strong consistency—identity, print, packaging, advertising and website.

Result

Bremerton is now recognised as one of South Australia's iconic wine brands—distributing Australia wide, exporting around the world and regularly selling out of stock! Our work for their website and packaging has been awarded by the Adelaide Advertising and Design Club, and the Australian Graphic Design Association.

www.bremerton.com.au



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What we did / Brand identity / Logo / Packaging / Website / Marketing material