

JACOB'S CREEK™

Visitor Centre - concepts for kiosk
Presented 27.01.2011



Jacob's Creek
Concept 1 - Postcard from the heart





With so many things being sent via email these days, we feel that a personal communication highlights the fact that people still enjoy and are passionate about physical connections and emotional encounters. Receiving a postcard in the mail is something many people still cherish, and it's also something that's pinned to the fridge or propped on a mantelpiece, reminding us consciously or subconsciously of Jacob's Creek wine.

**Having the virtual option also allows for online social networking and sharing further afield.





By sending personal, video messages all over the world, we're also spreading the meaning of the Jacob's Creek brand, which inspires people to be their true selves, sharing their passions, their time and their thoughts with loved ones, wherever they might be. Virtual toasts can be made via these videos, to births, marriages, promotions, graduations, having a great day in general... anything at all. Spreading these personal messages via social media encourages a connection and a warm feeling of association when it comes to Jacob's Creek.





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When it comes to special occasions, which is more appealing?

- *I love a good party, especially one at which I'm the V.I.P.*
- *A romantic, candlelit dinner for two is just my style.*
- *A picnic in the great outdoors, with great friends, great food and wine.*
- *It doesn't matter where I celebrate, it's who I'm surrounded by that counts.*



JACOB'S CREEK™



Your wine personality is: Reserve Chardonnay

The wine glass is always half full, with you. Your breezy outlook on life means it's never half empty. Always up for a fun outing you relish good times in good company, but your serious side keeps you one step ahead of the regular Chardonnay drinker. You know what you like, and you'll definitely like Reserve Chardonnay.



By identifying visitors' wine personalities in accordance with various Jacob's Creek wines, we are not only raising awareness of the Jacob's Creek brand in a personal, friendly, fun way, but helping to market new products. Questions and 'personalities' can be tailored and amended to fit the wines that need marketing. Sending and sharing these wine personalities online encourages visitors to share their association to Jacob's Creek, wherever they might be in the world.