

кухня образование кино



Открывайте новые страны и регионы в тематических наборах из 3-х вин

ОТКРЫВАТЬ НОВОЕ



При покупке комплекта из 6-ти бутылок действует специальная цена

ОТКРЫТИЕ ВИНОПОДАРОК

ВИННЫЙ СЕТ

ПРОВАНС



WINE SHOPS
 BRAND&DESIGN CONCEPT.
 "JOIA WINE STORE"

Objective and composition of work

To create the brand which develops the Daily Wine culture and helps customers easily select delicious wine in any price category.

Brand platform

- Market research
- Target group research
- Insight search
- Development of strategy and positioning

Interior

- Space concept development
- Merchandising concept formation
- Trade equipment development
- Navigation development

Identification

- Brand identity development
- Brand verbal identification development
- Creation of printing and presentation materials
- Adaptation and introduction of trademark style into the store space

Market situation

A consumers entering a wine store today feel confused. They can't orientate themselves in the endless range of wines. Shelves are tightly filled with bottles, and in order to reach one of them, a customers risks to drop a part of the goods.

Examples of shelves in the stores



Consumer barriers

Insufficient information

Customers don't understand how wines differ from each other and why they cost so.

Low-quality product

A consumer risks his/her health selecting what he/she doesn't know much about.

Uncomfortable laying out

Bottles stand tightly to each other – it is uncomfortable to examine them and it is easy to drop them.

Good wine is an expensive thing

Majority of consumers do not suspect that it is possible to buy good wine for a reasonable price.

Waste of time

Products offered within an action are standing at the most visible places. It is difficult and takes much time to find worthwhile wines.

Importunate personnel

Consultants are literally chasing the customers and offer the goods, which the store needs to sell.

Idea



References

Logo

JOIA Wine Store brand concept is a wine travel, where you open new facets of taste. This is expressed in the logo inspired by stylistics and aesthetics of the traveller's attributes, interior design and arrangement of the shelves.

JOIA wine store



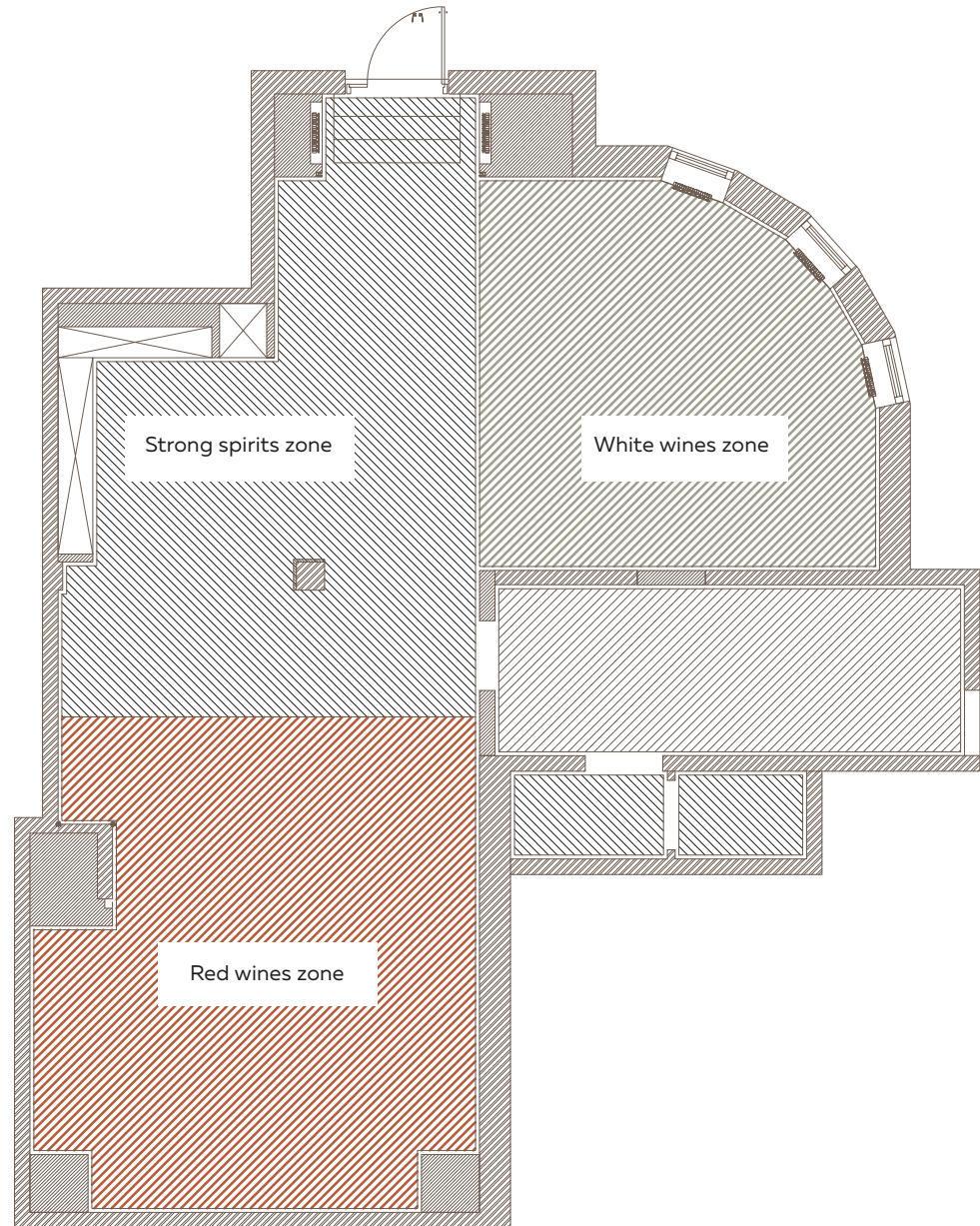
ПРОДАЖА



Ежедневно
с 11:00 до 22:00
ООО «Юлия Вайн»
ул. Космонавтов, д. 10
г. Москва, 125080
тел. +7 (495) 707-1111

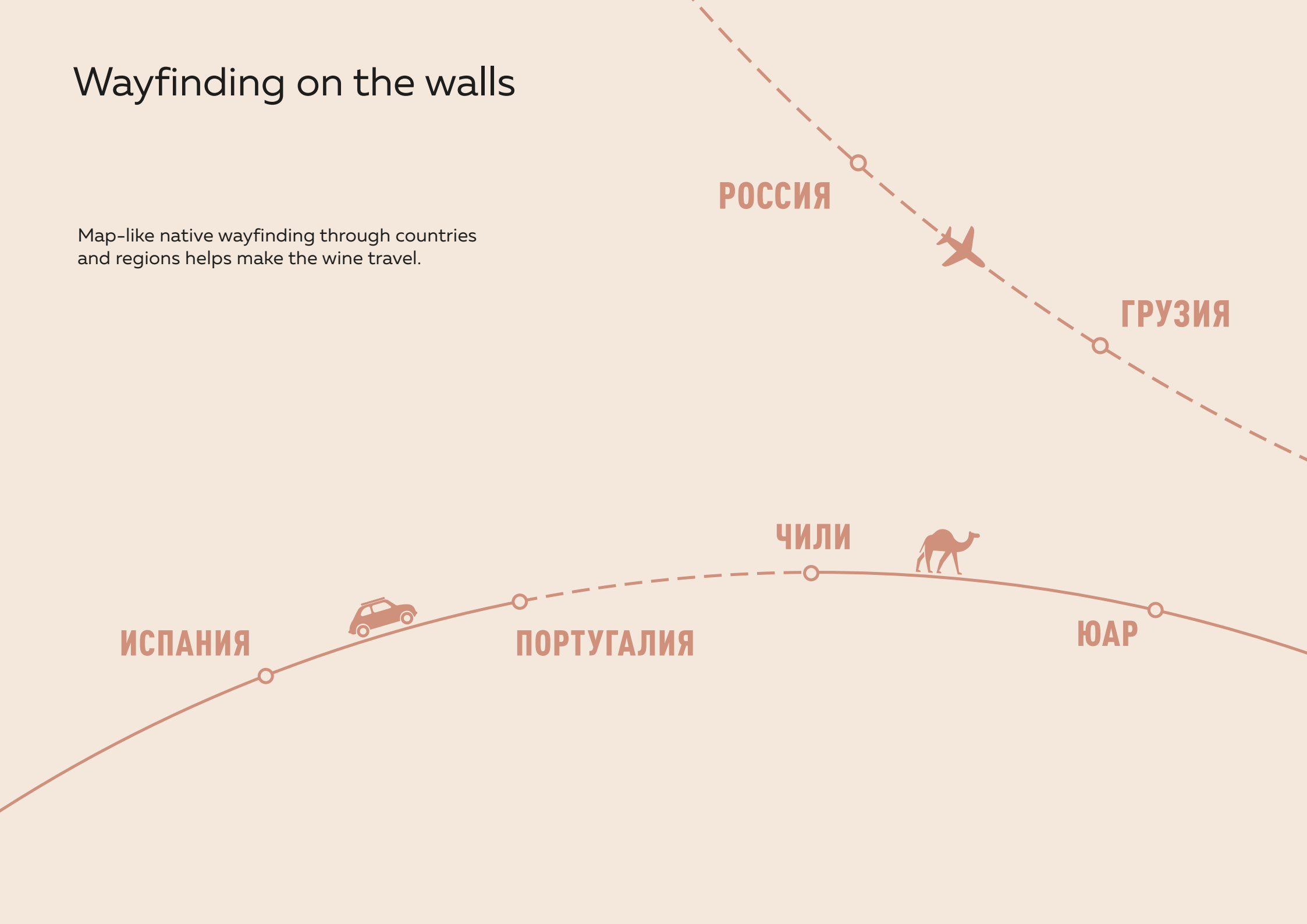
Store space

To simplify the consumer's way to the delicious wine, the store space embodies the Less Is More (LIM) philosophy. This helps focus the consumer's attention on the main thing: taste qualities, price segment and geography.

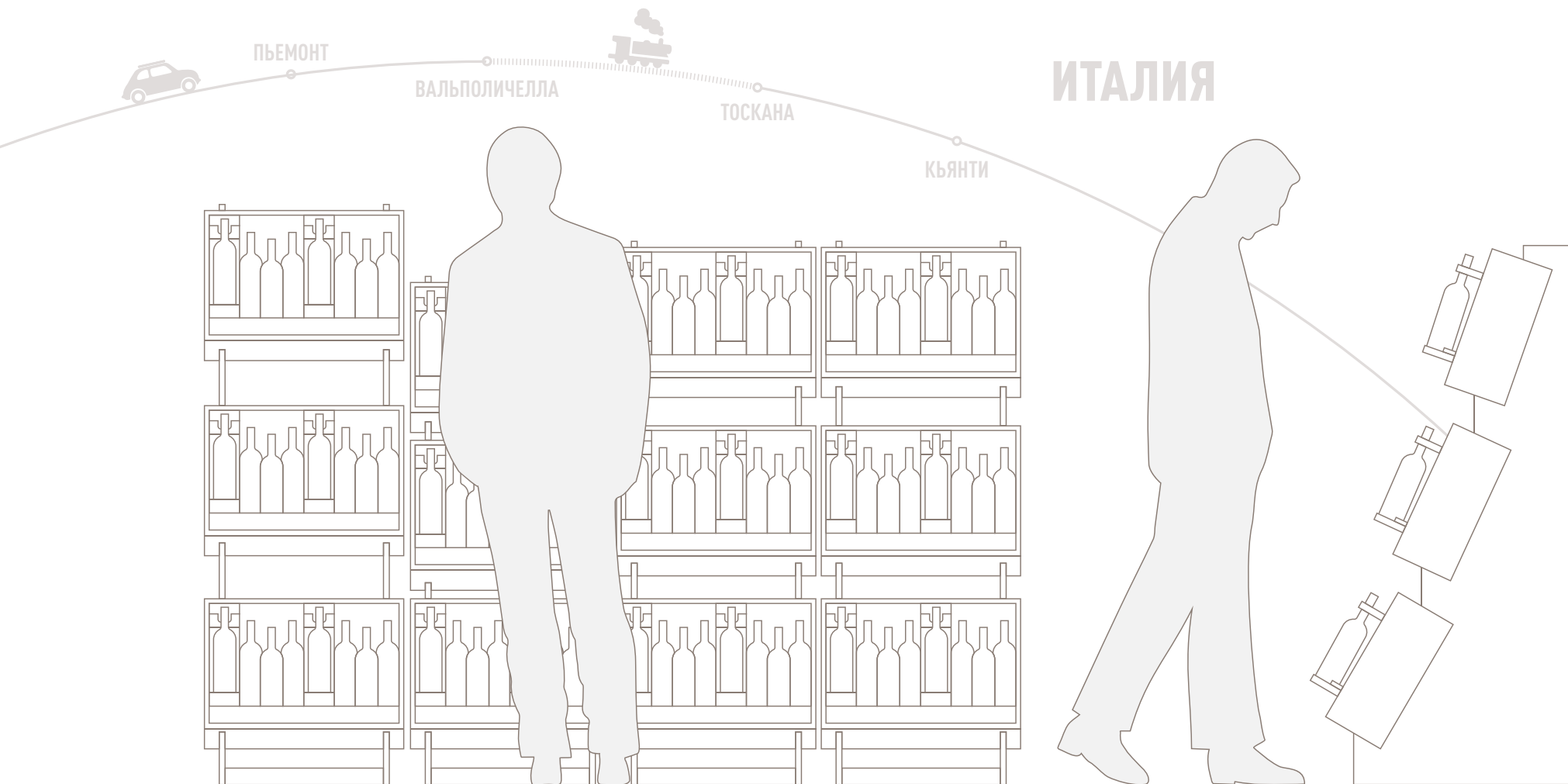


Wayfinding on the walls

Map-like native wayfinding through countries and regions helps make the wine travel.



Shelves



The specially designed shelves are located at different angles so that the customer could examine the wine well without fearing to drop it.



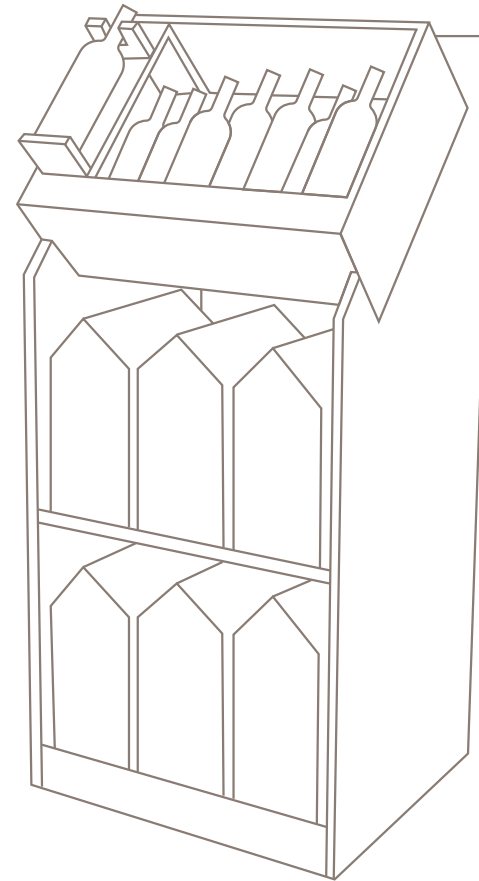
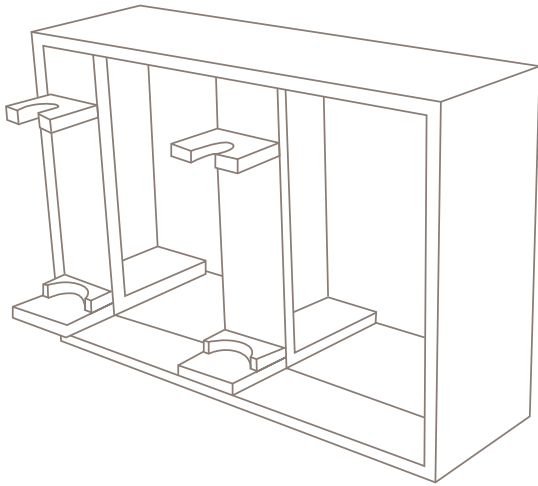
ОТКРЫВАТЬ НОВОЕ

ИТАЛИЯ

ФРАНЦИЯ



Boxes and shelves for sets



Shelves for wine sets

Majority of wines is presented in authentic boxes as if they have been just delivered from other countries. Such presentation supports the idea of the travel. Each box has fixtures for a bottle with a label – the customer doesn't need to get it in order to examine.

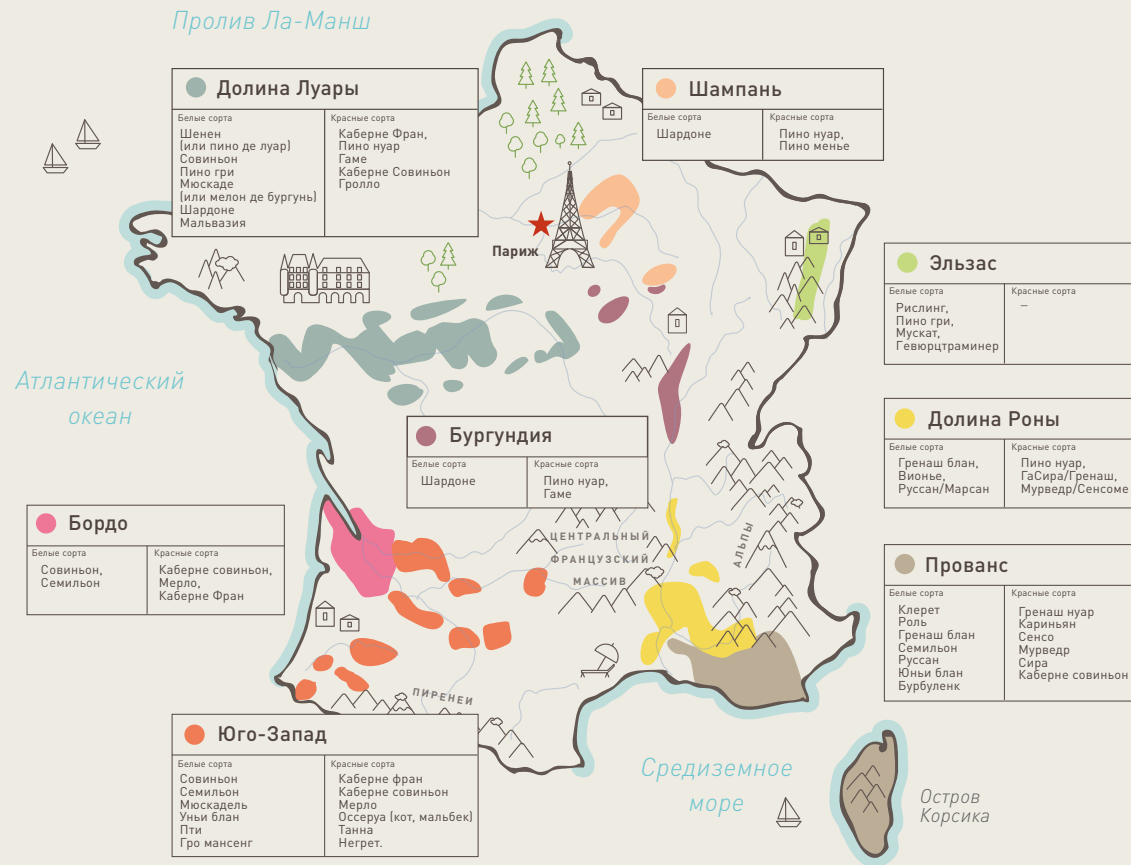


A label will give a detailed account of the wine. It is convenient to collect them and to hand out to friends.



Франция 836 999 Га

Площадь виноградников во Франции



The map of each country shows the wine-making regions with indication of the sorts of grapes which grow there.

Loyalty card





ИТАЛИЯ

ТОСКАНА

ЭЛЬЗА

СЕЗОН ОХОТЫ

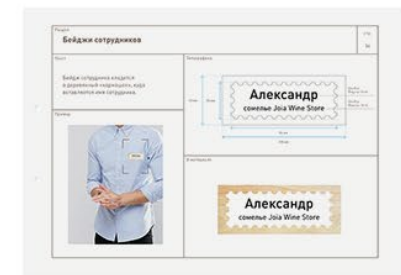
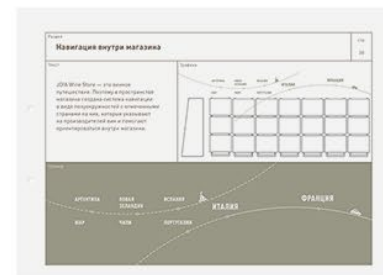
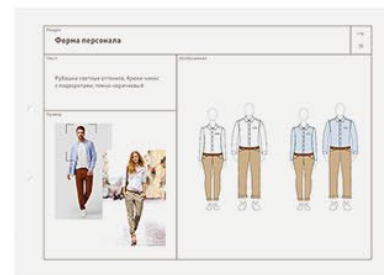
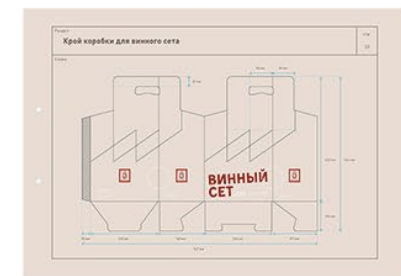
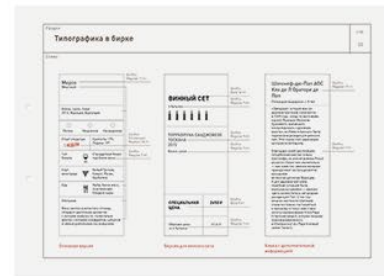
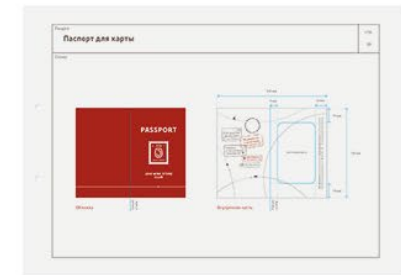
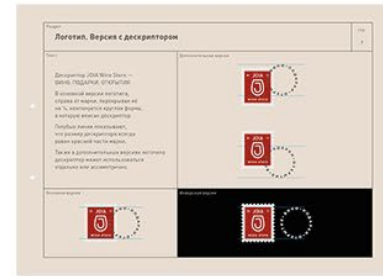
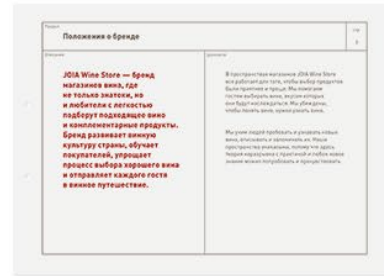
LA CATTURA
CHATEAU LE JURAT
CHIANTI CLASSICO
CAMPOMAGNO

CHATEAU LE JURAT
LA CATTURA
CHIANTI CLASSICO

LAPPONIA
MINTTU
KEMMERLING



Guidebook



Results

1. After 3 months of operation, the JOIA Wine Store has become a popular store at Petrogradskaya Side. People come here not only to buy wine, but also to taste it.
2. Customers collect labels and share them with friends. Thus, new customers come to the store.
3. People get involved into the wine consumption culture: they begin to take an interest in various sorts and to know much about them.
4. Customers have divided themselves into several segments by consumption frequency, but the greater part of them has already become regular customers.
5. The store implements its plan successfully. In this connection, the owners are going to develop the chain and to share their knowledge and good wine.

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