



CC2

Chalkers Crossing is a highly-awarded producer of fine Australian wines. The vineyards and winery produces wines from two distinctive, cool climate regions in Southern New South Wales, the Hilltops region and the Tumbarumba region.

Chalkers Crossing engaged Allegravita to create a new brand identity for the winery's second label. Their brief was for a label name and brand identity that can be used for different varieties (both red and a white), as well as across a variety of world markets, with special applicability to the booming China market.

OUR PLAN:

Given the importance of the China market, we developed six distinct brand names and visual concepts which could be pronounced in European languages and in Mandarin, and be persuasive in all markets. After presentation of the six options, our client selected "CC2". CC is from the abbreviation for Chalkers Crossing and 2 represents the second label. Importantly, "CC2" is as easy to say and is as memorable for Chinese consumers as it is for European, American and Australasian nationalities.

IMPLEMENTATION:

Our CC2 brandmark is simple, memorable, and celebrates beautiful calligraphic-style typography (which tested well in China). It also has subtle ties to the first label, which is desirable as the client did not want the second label to dilute the market perception of the first label's quality. In keeping with CC2's ties to the respected Chalkers Crossing brand, the CC2 brand identity is clearly a family member of Chalkers Crossing, with a younger and slightly less serious feel.

RESULTS:

CC2 wines have been in production since March 2011, and are selling extremely well in world markets, including the China region.

CASE STUDY: CHALKERS CROSSING



	<p>2010 CC2 Hilltops Shiraz</p> <p>As always, there were Chalkers Crossing wines knocking on every door, including some beautiful prior vintages. Sommeliers take note; this is a serious producer.</p> <p>James Halliday's 2005 Top 100, The Weekend Australian 19th November 2005</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Tasting Notes and Technical Information</p>	<p>Colour: Medium red with purple tints</p> <p>Nose: Dark cherry and black pepper aromas are matched by subtle spicy oak</p> <p>Palate: A complex palate with red berries and fine-grained tannins</p> <p>Style: Medium bodied – 12 months maturation in French and American oak barriques</p> <p>Complement: red meat, smoked meat and soft cheeses</p> <p>Best drinking: Now to 2020</p> <p>Closure: Screw cap</p>
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