



Key Challenge

When heavy-hitting destinations with big budgets have positioned themselves in the marketplace, it can be difficult to create a branding toehold for your own travel adventure. Such was the case with Lodi, CA, a smaller, more authentic wine country destination marketing in the same arena as Sonoma County and Napa Valley. Now that's some full-bodied competition!

Critical Insight

Lodi produces many respected wine labels, but with 90,000 acres of winegrape soil it also grows more grapes – for myriad famous labels – than any other wine country destination in California. That authentic agricultural connection to the land, the grape, and the growers creates a much earthier, more intimate, and immersive wine experience.

Brand Identity

