

Physical to virtual

The beginning of the second quarter of 2007 sees us somewhat inundated with a wealth and variety of fascinating programs, some of which have come to fruition after more than 12 months in the pipeline.

One of REB Design's core strengths is three dimensional design, and this issue provides an insight into innovative packaging works in the field of bottle decoration, the development of brands for distribution across Europe and a particularly left-field expo stand just opened at APPEA, an oil and gas exhibition in Adelaide.

The promotion of brands online is very much part of the marketer's tool kit nowadays, so e'ssence #11 also offers you the opportunity to experience three very unique websites recently developed for some of our very diverse clients.

View the websites for Three Drops wines and oil at www.3drops.com, the Wine Industry Association of WA at www.wineaustraliawest.com and DOT AU vodka at www.dotauvodka.com.au

If you would like to receive future copies of e'ssence, just click on the e' which will open your email, and then press SEND.



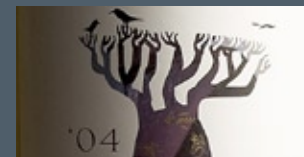
PRESTON VALE



DOT AU



DANDARAGAN ESTATE



FAT TREE



CONOCOPHILLIPS



Preston Vale

It's likely that Donnybrook is better known for the production of exceptional apples rather than fine wines, but the release of a new brand from the region is very likely to shift consumer perception.

Preston Vale enters the marketplace with a simple premise – to be the best value for money, Western Australian wine, under \$10.

The creation of a strong, long-term brand image, which utilises clean design lines, was seen as critical to the successful launch of the brand. The resultant 'fingerprint-grape' marque, emblazoned on each of the labels, positions the brand well with both non-educated wine consumers and educated consumers who seek a 'bargain' and recognise value for money wines.

In a store, near you, very soon.



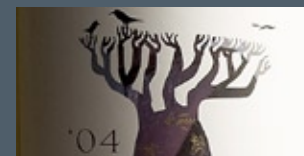
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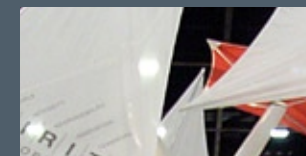
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When one thinks of vodka they generally associate its production with countries closer to the frigid Arctic Circle, but a new brand from Australia builds upon a recent trend to distil the white spirit south of the equator.

The brief from the client was as succinct as it was simple; "to develop a brand that would clearly communicate the product's Australian roots while appealing to sophisticated, top shelf lovers of premium vodka."

Some 12 months in the making, and superbly produced by Saver Glass France, DOT AU's interpretation of primitive hand art which juxtaposes contemporary graphics on a frosted glass bottle is destined to be a drawcard for discerning consumers.

As part of the marketing strategy, REB Design was also commissioned to create an online presence, which unabashedly extols the product's Australian heritage. Chill and enjoy.

View at www.dotauvodka.com.au



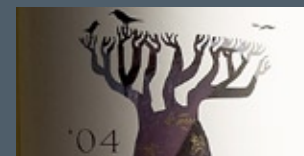
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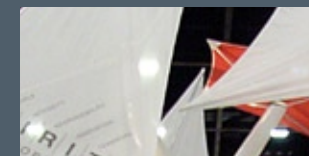
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AN IRREGULAR UPDATE FROM REB



Dandaragan Estate Chef's Choice

The recent release of Chef's Choice extra virgin olive oil to the international marketplace, builds upon a highly successful brand culture, which was developed for the client by REB Design a few years ago.

Be it in a simple utilitarian bottle, Dandaragan Estate judiciously elected to adhere to a style and graphic culture developed for its premium range, which has won accolades across the globe.

Quite obviously an astute decision, which now sees yet another one of REB Design's brand creations gracing the shelves of 180 Waitrose stores across the United Kingdom, with other markets soon to be announced.



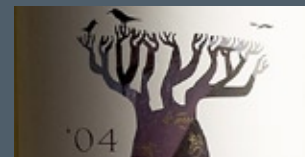
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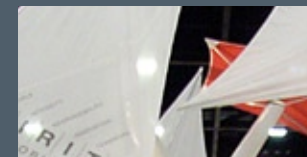
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Fat Tree

Recently released in the UK marketplace, Fat Tree from Hunter Valley winery, Arrowfield Estate, is destined to be a winner with those who love Australian tongue-in-cheek humour.

The brief from the client was to develop a total brand offer, inclusive of a unique name, graphics and packaging. The result is an arresting visual culture, which has retention value while affording a degree of frivolity and individuality from style to style.

The iconic boab or 'fat tree', found only in Australia's Kimberley region, formed the foundation of the brand, and a strong foil upon which to layer varying 'stories' suggestive of life within and about the 'bottle shaped' wonder of nature.



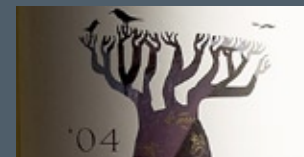
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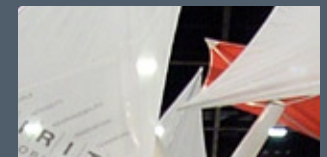
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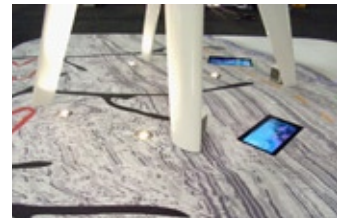
AN IRREGULAR UPDATE FROM REB



ConocoPhillips

The majority of leading players in the resource sector have a long reputation for being conservative when it comes to corporate promotion and communication. A recent commission from ConocoPhillips could set a new benchmark in the highly competitive oil and gas arena.

Headquartered in Houston, Texas, the integrated energy company operates in more than 40 countries and strongly advocates sustainable development, including the promotion of economic growth, healthy environment and vibrant communities.



The company's Australasian Business Unit wished to communicate these commitments via a unique expo at APPEA in Adelaide. The strategy underlying the organic structure, tensile sails, floor graphics and LCD screens demand human interaction while echoing the company's vision and point of difference in a global marketplace.

Press ESCAPE on keyboard to exit



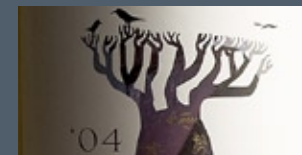
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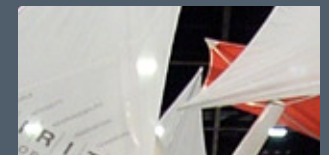
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