

Domaine De La

CITADELLE



DEFINING CITADELLE

ROOTED IN TRADITION AND CULTURE

KEY CHARACTERISTICS:

- Traditional Practices
- Commitment to sustainability
- Passion



SIGNATURE EXPERIENCES:

- Botanical Garden
- The Corkscrew Museum

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THE FOUR PILLARS FROM DESIGN TO STORYTELLING



QUALITY

Craftsmanship from vine to barrel



TERROIR

Deep respect for Ménerbes' unique soil



UNITY

A place for families, built on community



HISTORY

Preserving tradition and heritage

BRANDING



GUIDELINES

KEEPING BRANDING CONSISTANT

TYPOGRAPHY

PRIMARY FONT

AVIANO SERIF

Emphasizing the tradition of the brand

SECONDARY FONT

Le Monde Journal Std

Professional and clean

COLOR PALETTE



Natural earth tones that show respect for the terroir

PATTERN



BRANDING

LOGOS TELLING THE CITADELLE STORY

- Builds visual association
- Makes collection recognizable
- New advertising opportunities

Domaine De La **CITADELLE**





COLLECTION DE CHÂTAIGNES



COLLECTION DU GOUVERNEUR



COLLECTION DES ARTÈMES



COLLECTION DE COURTS MÉTRAGES

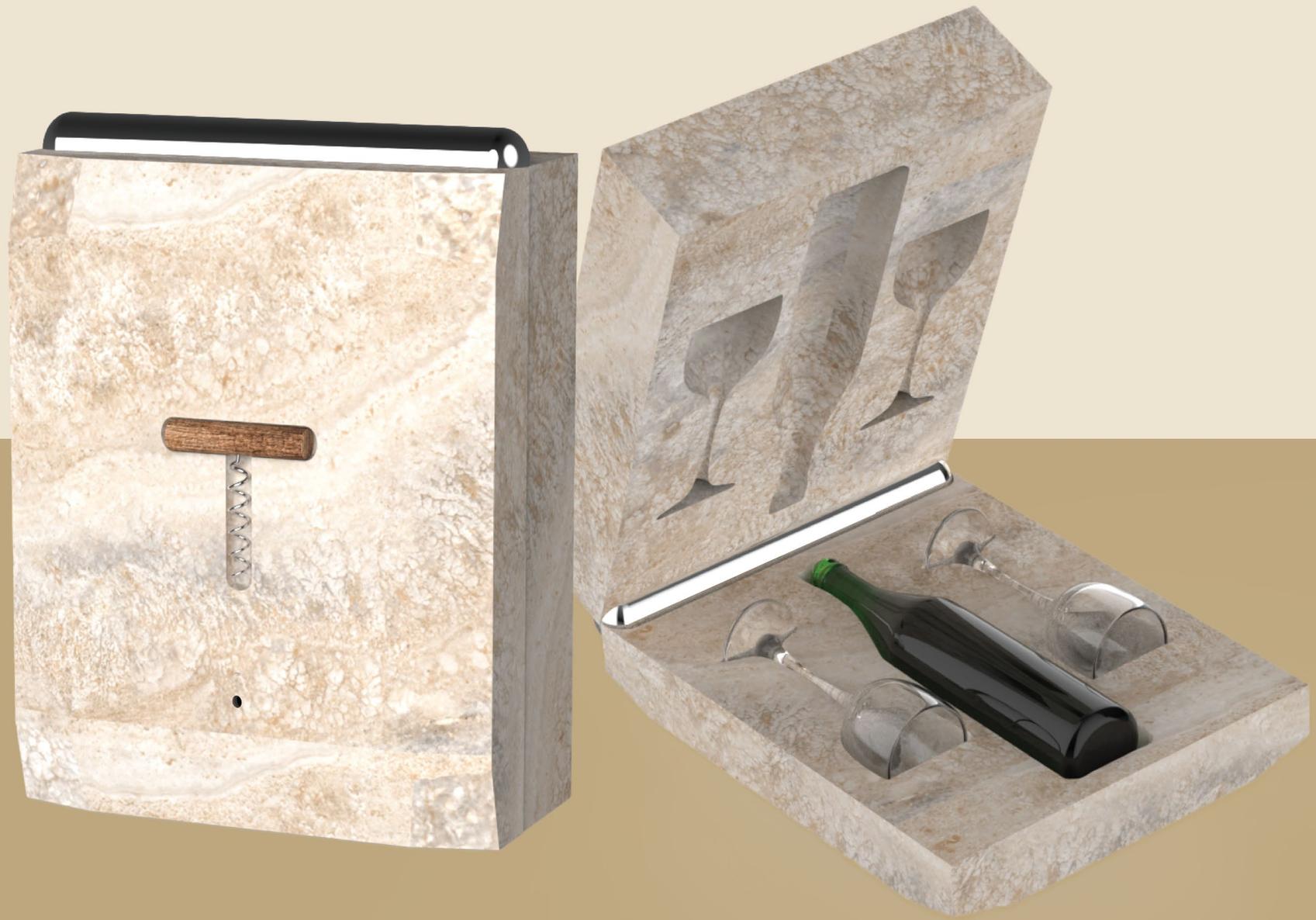
PACKAGING







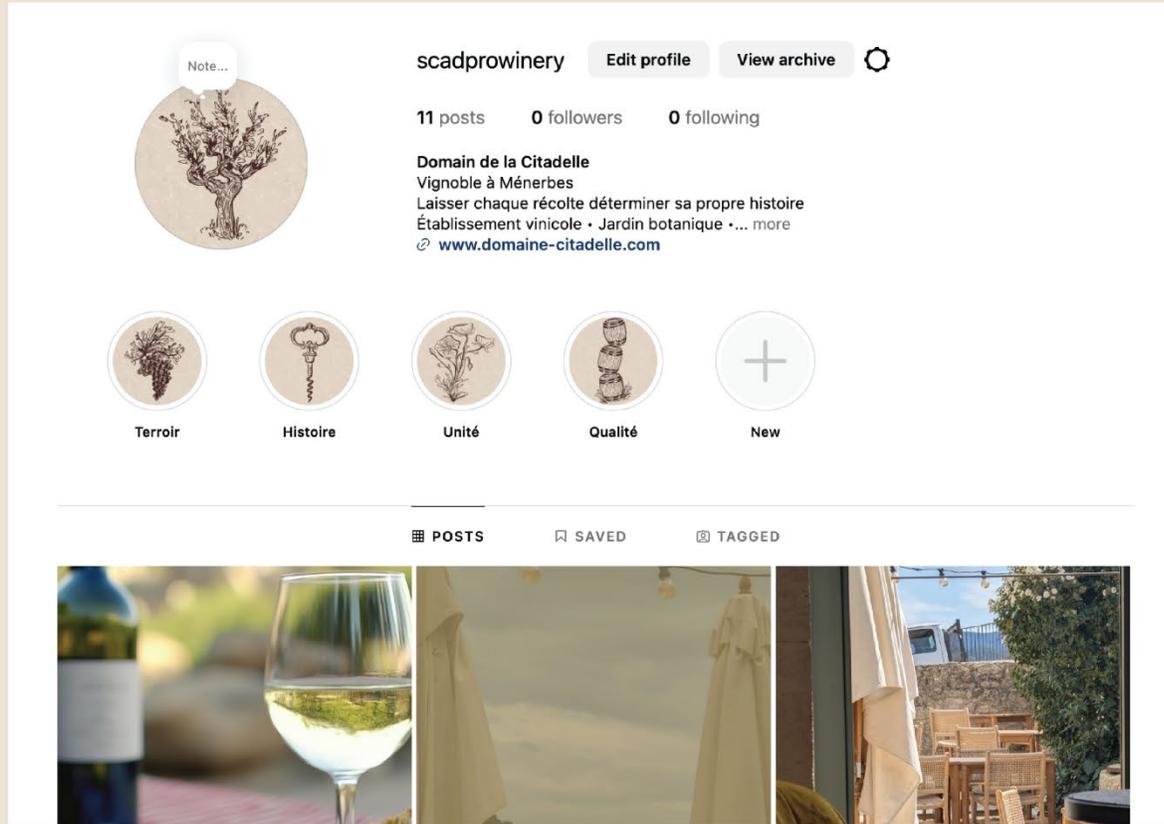
PACKAGING





MARKETING STRATEGY

MARKETING STRATEGY DESIGNED FOR DIGITAL TOUCHPOINTS



- Different platforms for each demographic
- Scheduled post for maximum outreach
- Platform specific posts



MARKETING STRATEGY

PRINT CAMPAIGN BOLD, PLAYFUL WITH A NOTE OF MYSTERY.

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HISTOIRE

Collection de Châtaignes



LUBERON

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QUALITÉ

Collection du Gouverneur



LUBERON

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TERRIOR

Collection de Courts Métrages



LUBERON

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UNITÉ

Collection des Artèmes



LUBERON



BRINGING ATTENTION

PRODUCT PLACEMENT & SPECIALIZED EVENTS



• SPONSORING FRENCH SPORTS TEAMS

- TotalEnergies Tour De France Team
- Alpine F1 & Local Racing Series



• COMPLIMENTARY BOTTLES

- Collaborating with French car dealerships celebrating a new car purchase with a bottle of Citadelle



• HOSTING COMPETITIVE EVENTS

- Mountain Biking Trail Around Citadelle
- Ménerbes Road Biking Race



IMMERSIVE EXPERIENCE



A NEW VISION FOR ON AND OFFSITE LOCATIONS



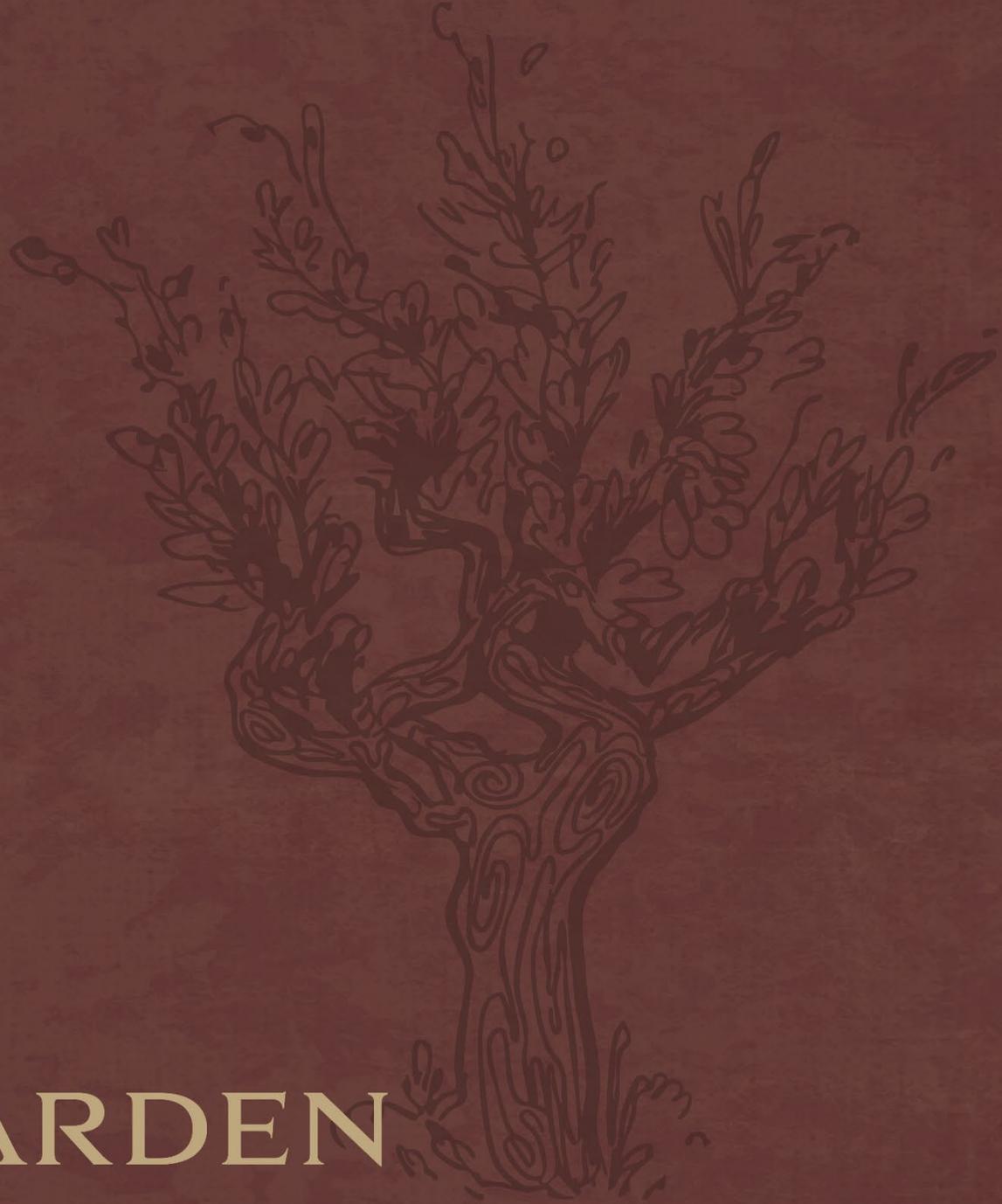
Interactive



Process Walk Through



Dining and Tasting Area



SCULPTURE GARDEN

SCULPTURE GARDEN

TERROIR



QUALITY



HISTORY



UNITY



SCULPTURE GARDEN



RILEY WILLARD

TEAM LEAD

3D Character Animator



PAIGE HERING

RESEARCHER

Technical Animation & Themed Entertainment



LOCHLIN RECHT

COMMUNICATION

Industrial & Service Design



SOPHIA DENSON

CO-CREATIVE LEAD

Industrial & Accessory Design



ASHLYNN PATRICK

TECHNICIAN

Graphic Design & Package Design



KYRIN FOX

SOUND & VISUAL MEDIA

Sound Design & Music Composition



KYLEE HITE

CO- CREATIVE LEAD

Illustration & Surface Design

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