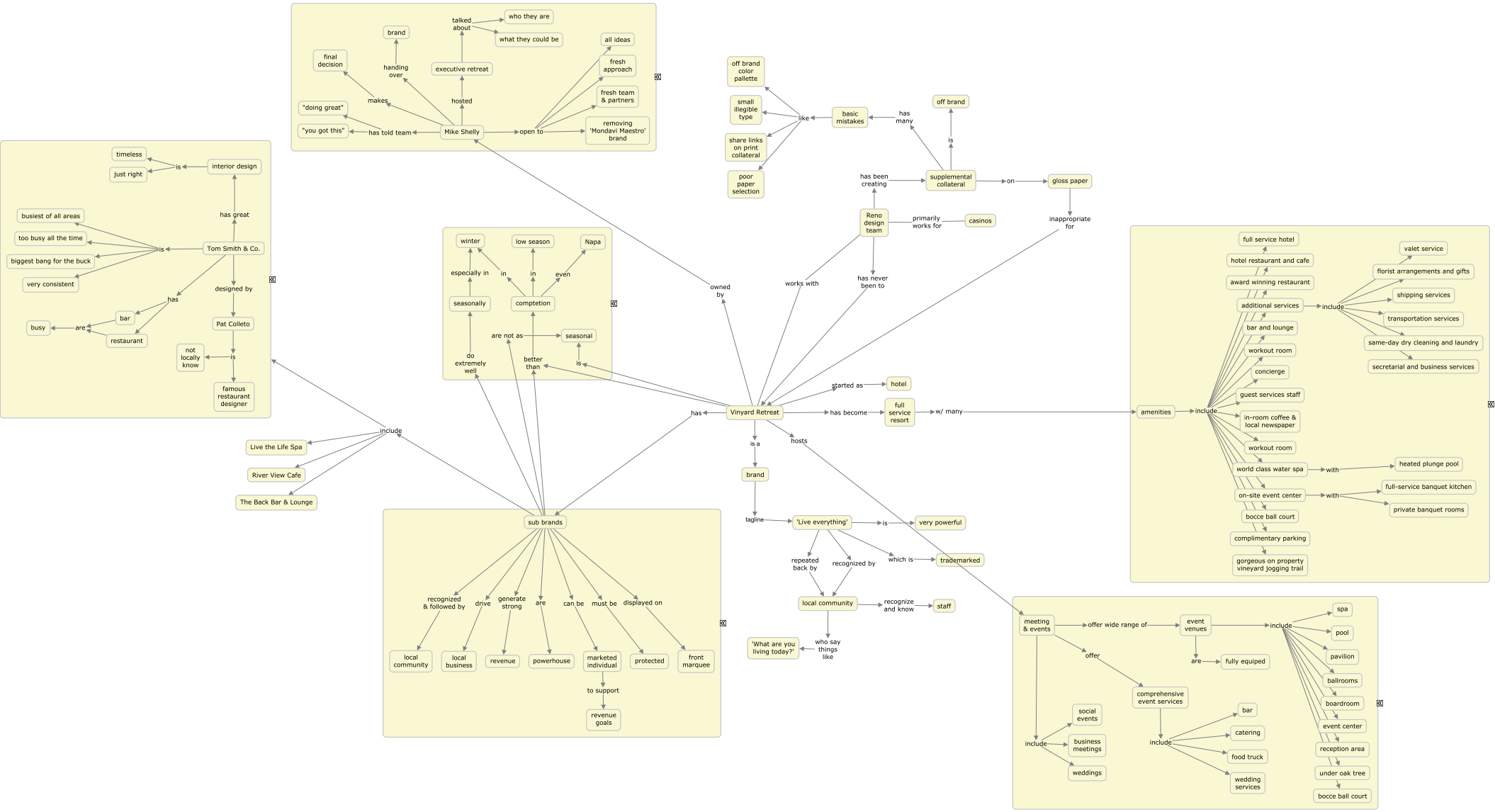
Vinyard Retreat
owned by
Mike Shelly
has told team
"you got this"
"doing great"
makes
final decision
handing over
brand
hosted
executive retreat
talked about
who they are
what they could be
open to
all ideas
fresh approach
fresh team & partners
removing 'Mondavi Maestro' brand
works with
Reno design team
has been creating
supplemental collateral
on
gloss paper
inappropriate for
primarily works for
casinos
has never been to
has many
basic mistakes
like
off brand color pallette
small illegible type
share links on print collateral
poor paper selection
is
off brand
has
Tom Smith & Co.
has great
interior design
is
timeless
just right
busiest of all areas
too busy all the time
biggest bang for the buck
very consistent
designed by
Pat Colleto
is
not locally know
famous restaurant designer
has
bar
restaurant
are
busy
winter
low season
Napa
especially in
in
in
even
seasonally
comptetion
are not as
seasonal
do extremely well
better than
is
started as
hotel
has become
full service resort
w/ many
amenities
include
full service hotel
hotel restaurant and cafe
award winning restaurant
additional services
include
valet service
florist arrangements and gifts
shipping services
transportation services
same-day dry cleaning and laundry
secretarial and business services
bar and lounge
workout room
concierge
guest services staff
in-room coffee & local newspaper
workout room
world class water spa
with
heated plunge pool
on-site event center
with
full-service banquet kitchen
private banquet rooms
bocce ball court
complimentary parking
gorgeous on property vineyard jogging trail
is a
brand
hosts
tagline
'Live everything'
is
very powerful
repeated back by
recognized by
which is
trademarked
local community
recognize and know
staff
who say things like
'What are you living today?'
include
Live the Life Spa
River View Cafe
The Back Bar & Lounge
sub brands
recognized & followed by
drive
generate strong
are
can be
must be
displayed on
local community
local business
revenue
powerhouse
marketed individual
protected
front marquee
to support
revenue goals
meeting & events
offer wide range of
event venues
include
spa
pool
pavilion
ballrooms
boardroom
event center
reception area
under oak tree
bocce ball court
are
fully equiped
offer
comprehensive event services
include
bar
catering
food truck
wedding services
include
social events
business meetings
weddings