AGENCY overview

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EST. 2000 DENVER, CO D MINNEAPOLIS, MN



CULTIVATOR IS AN AGENCY FOCUSED ON CRAFT.

We work with brands that believe in it — brands that care about what they make and want everything they do to reflect it.





WE HELP SMALL BRANDS GROW. AND WE HELP LARGE BRANDS REMAIN AUTHENTIC.

What sets Cultivator apart is our unique perspective on craft and the process we've developed in order to discover it.



CLIENT EXPERIENCE



-CULTIVATOR

2015 MARKETING GOALS

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-Increase awareness and respect for the Colorado Wine Industry

-Promote the marketing of wines and wine grapes produced in Colorado

-Promote the integration of the Colorado wine industry as a component of the state's tourism program

-Promote the responsible consumption of all wines

-Strengthen relationships within the Colorado wine industry and complementary partners

ALANDERADO HAS TERRROHR 6

It's good to be from Colorado. We have an undeniable spirit and sense of place. We are an aspirational state, where adventurous spirits are pushing the boundaries of what is possible. Products from Colorado carry a cachet, in-state and out-of-state. We are iconic.

RESPECT TRADITION

UNDERSTAND THE FUTURE

Many of our most engaging stories will be found among our established wine producers. As we build for the future, their accomplishments and perspectives will be our foundation. We believe their stories and craft will resonate strongly to a new generation of wine drinkers. And their authenticity and vision will help define the future.

DEMOCRATIZATION

"You no longer need to be in Napa Valley to learn about specific grapes or blends; now consumers all over the world can have a relationship with wine makers, drinkers and distributors," Younger drinkers, he says, are picking wines based on the story behind it, how they found it, what unique blend or region it comes from.

Rowan Gormley, CEO of Naked Wines

SMALTER

BETTE

"If we're talking about a millennial drinking... You're more likely to move into another brew pub or into an artisanal wine, not a K-J or Gallo, but you're likely to move into a smaller boutique-y wine."

Robert Smiley, Director of Wine Industry Programs at UC Davis

AUTHENTICITY

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9-13

RULES

"The link between craft beer and wine is particularly interesting because it puts drinkers on a very different trajectory than in the past. The belief in authentic production (transparent products, made well) sticks around when a drinker switches from beer to wine."

Jon Bonne, Wine Editor at San Francisco Chronicle

PRETENTION

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"Historically, wine has been marketed to older generations and came with a huge pretense. But this generation is blowing all of that out of the water. They don't care about the pretentiousness of a wine; they want something that is authentic and speaks to them. This is a huge marketing opportunity."

Melissa Saunders, Owner/Wine Importer Communal Brands

SHARED EXPERIENCES BEING SOCIAL IS IN

"A bottle of wine, more than a can of beer or a cocktail, is a beverage designed for sharing." Leora Kalikow, Sommelier, Director of Communications Public House Wines

BOTTOM'S UP

NOW WHAT?

All our perceived weaknesses are actually strengths when you look at evolving consumer wine buying habits.

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We need to be the rallying cry for Colorado's wine culture.

Our state is famous for it and people buy into it. We need to look, feel and behave like the passionate creators we are.

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POSITIONING STATEMENT

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For this generation of wine drinkers and the next, Colorado wine is an authentic, local and communal experience born from the spirit of Colorado craftsmanship.

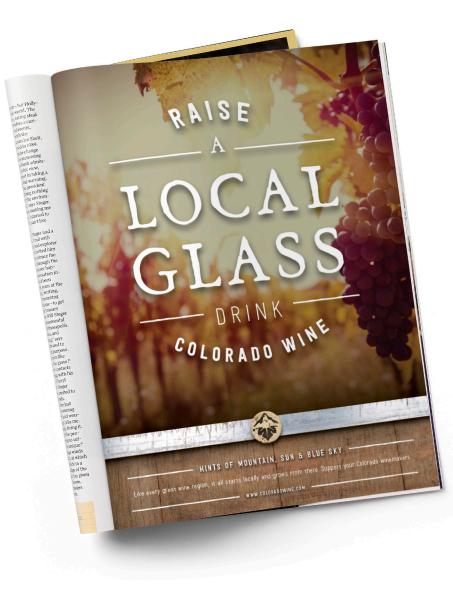


CREATIVE Exploration

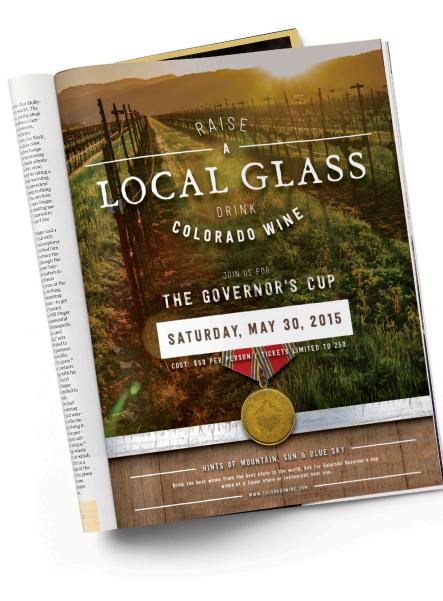




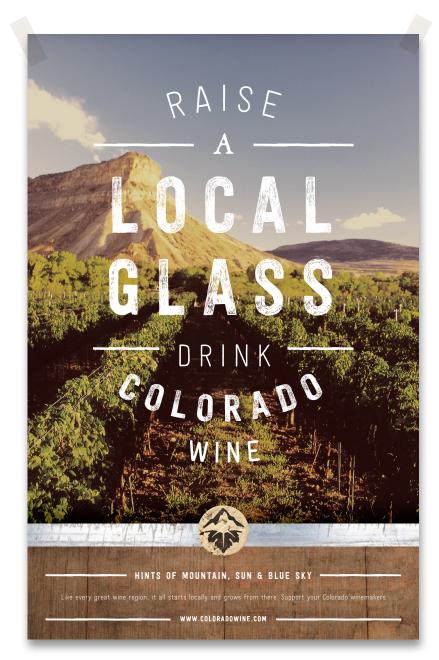
OUTDOOR



PRINT AD



PRINT AD (GOVERNOR'S CUP)



POSTER



POSTER (GOVERNOR'S CUP)



POINT OF SALE



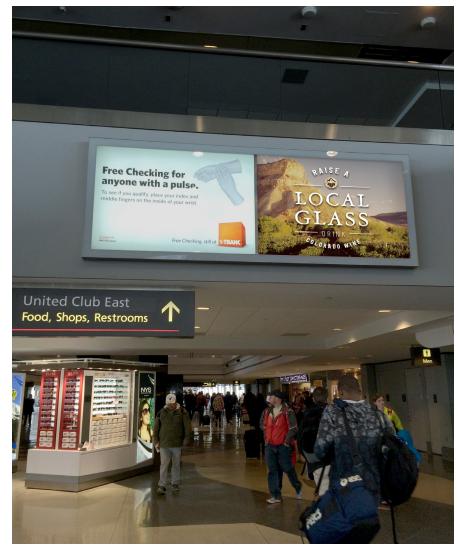


SHELF TALKER



AIRPORT BANNER





AIRPORT COLUMN

AIRPORT BACKLIT AD





