

We've translated our Consumer Insight Territory into Key Core Values & Brand Extrinsic

Legend	
Black Font	True with Existing Brand
Blue Font	New/We Want to Add
Red Font	Existing w/ strikethrough for our recos for removing

Intrinsic	CORE VALUES	Extrinsic
<ul style="list-style-type: none">Recognizable, distinctive icon and name	Challenge the Status Quo	<ul style="list-style-type: none">EdgyHungryUnexpectedRebelliously OptimisticConfidentImaginative
<ul style="list-style-type: none">"Performs like a \$XX product at half the price"	Champion the People	<ul style="list-style-type: none">Straight-shootingDown-to-EarthAccessible
<ul style="list-style-type: none">Proprietary	Refuse to Settle Mastery	<ul style="list-style-type: none">Compelling DimensionalIntentionalResourceful

How we're defining our core values

- ◆ **Challenge the Status Quo:** Brand X is shaking things up. We don't buy the general assumption that a good product must come at a high price or that **it must be stuffy**. And we aren't afraid to prove it. In fact, we take pride in thinking outside of the box and proving naysayers wrong.
- ◆ **Champion the People:** Brand X believes that everyone deserves a great product, regardless of their budget. We are creating a world where products are democratized - where no one is forced to lower their expectations because of their budget **and where great products are not only for a rarified few**.
- ◆ **Mastery:** Brand X is continually looking for new ways ~~to up the ante to~~ **reimagine what's possible** and overdeliver. Even when at the top of our game, ~~we aren't content because~~ we know there ~~are always opportunities to improve~~ **is always untapped potential**.

The Brand’s Extrinsic must come through effectively on pack

Brand Extrinsic Deep Dive

Brand Personality

An unexpected trailblazer that you don’t see coming. A man of the people who is confident, but not a braggart. He has an understated yet refined/classic/versatile style that doesn’t look out of place at a gallery but isn’t too flashy for a backyard BBQ.

Brand Voice/Tone

Confident and rebelliously optimistic, while still down-to-earth and approachable. Candid and straightforward.

POV vs. Competition

An alternative to stuffy, condescending, and overly complicated pay-to-play wine culture.

User Experiences with the Brand

Unconventional and unexpected. Brand X defies preconceived notions of what a great product can cost and challenges you to rethink your assumptions about the product category.

IS	IS NOT
Unexpected	Gimmicky, Polarizing
Rebelliously Optimistic	Defiant or Forced Positivity, Delusional Optimism
Confident	Cocky, Condescending
Imaginative	Zany,
Straight-shooting	Harsh, Provocative, Flagrantly Opinionated
Down-to-Earth	Folksy, Common
Accessible	Over-Exposed, Like Everyone Else
Dimensional	Overly complicated, Confusing
Intentional	Overly structured, Rigid, Uncompromising, Sterile
Resourceful	Conniving
Mastery	Narrow-minded, Myopic