

# Penfolds grange brand prism

[Business](#), [Company](#)



It was released in 1951 and kept its position for more than 50 years. But in 2009, Penfold's launched a special bottle, it was considered as a wrong action of it because that reduced the value of Grange. That is the reason our marketing plan is revitalization Grange, which will be launched in 2014. Before making a detail MIMIC plan, I will create the brand identity for Penfold's Grange relying on the brand identity prism of Seafarer (2008). 'Brand identity prism' is a diagrammatic analysis to identify one brand which is presented by a hexagonal prism.

It illustrates that brand identity has six facets which are Physique, Personality, Culture, Relationship, Reflection and Self-image. Penfold Grange is a vintage wine which is recognizable with a strong, distinctive, individual style record for cellaring performance. It is seen as an authentic voice of Australian fine wine and the strength of Penfold's winemaking culture and heritage. A brand has physique, according to Keller, combines of either salient objective features (brand awareness) or emerging ones. Physique is not only backbone of brand but also its tangible added value.

It may include product features, brand attributes and benefits. Simply, brand physique are basic things relying on it, customer can recognize and aware of the brand. The Penfold's Grange displays unique character and style and reflects the essence of Penfold's winemaking philosophy and provenance. It utilizes fully-ripe, intensely-favored and textured Shiraz grapes. It has an interesting history, an unbroken line of production since the very first vintage, consistent quality in each vintage, worldwide claim, longevity and limited production.

Pinfold's Grange is still loyal with the dark color, the design is quite simple and original but elegant with the sign of Pinfold's which is the red Pinfold's signature. Two main colors are white and red of the label which is not only for Grange but also for all lines of Pinfold's and the early Grange label looked like a postage stamp - an attractive one. Although Pinfold's is famous with many kinds of wine lines, Grange is still Australia's most famous red wine regarded as Australia icon which most people have heard of or at least in passing. It was released in 1951 and kept its position for more than 50 years.

This is a wonderfully opulent and a magic vintage. The Grange style is the original and most powerful expression of Pinfold's multinational, multi-district, blending philosophy. Pinfold's are the masters at understanding the power of an iconic sub-brand delivering a positive halo over the full brand range. Every year when the new vintage is released it becomes a media event of significant proportions. Pinfold's Grange once again graced the prestigious Top 100 list of the US magazine 'Wine Spectator', having already been named in their Millennium edition as one of the 'Top 100 wines' of the 20th century.

Granges have won 111 gold medals in shows, 63 silvers and 33 bronzes, 26 trophies and six championship awards, maybe seven or eight now. There are three Jimmy Watson trophies, in 1964, 1966 and 1968. All of these things make Grange's reputation that every people can recall about it whenever they heard about it and it will be long lasting over the years. A brand has a personality. Personality is about what kind of person Grange would be if it were human including character and attitude. The human personality traits

that are relevant for Pinfold's Grange which are sophisticated, classic, elegant and reliable.

Pinfold's Grange is truly a unique brand from the first day it was released until now. A brand is a culture which takes a holistic view of the organization, its origins and the value it stands for. Every brand should have its own culture which is not only a concrete representation but also a means of communication and it is no doubt that Pinfold's Grange really did it. Grange is the product of Australian culture regarded as the pride of Australian about one of the most famous wine in the world.

If Frenchman is proud of their Champagne, to Australians, that is Grange-the Australia's icon. Grange is not just a symbol of luxury red wine in Australia, it is Australian image in the international wine market. Pinfold's and Grange in particular is always representative of Australia now and in the future. Limited production and just lease in a period of time also make the culture of Grange. The Grange fruit is from particular area, here is the grapes from Grange vineyard at Magical, South Australia. This is also a factor that makes Grange become special and have its own culture.

Because Pinfold's Grange is known as a luxury red wine line, the cultural facet is more meaningful in differentiating its brand which refers to its fundamental ideals and to its sets of values. A brand is a relationship: the strength of the relationship between the brand and customer. The Wall Street Journal has even published a DOD Jones Grange Index; the accompanying text was, 'Wine lovers remember their first Grange the way

they remember their first kiss! '. Pinfold's' advertisements carry the slogan " To those who do things for love not money' and it's also adapted to Grange.

The relationship between Pinfold's Grange and its customers are trust, consistent, dependability and exclusiveness. This is reflected by the loyalty of customers to their favorite wine brand. Grange was first released in 1951, but until now it is still the most famous wine and attract amount of number wine lovers who are willing wait for its new line year by year despite the price rises and supply tensions, even promote this brand among others. It means that Pinfold Grange has built the trust and strong consistent in its customers' mind by its quality and reputation themselves.

Although Grange was launched in the market for more than five decades, it still has strong sales. The relationship between Pinfold's Grange and its customers is also stronger because Pinfold's always envelop its users with the image they want to signal to their social surroundings. A brand is a customer reflection. When mentioning about brand reflection, it is about the customer should be reflected as he or she wishes to be seen as a result of using a brand. Pinfold's Grange is the sort of wine language for people who have deep pockets need to hear.

Target segment of Pinfold's is the customers who fall in medium and high disposable income, general from business background, have an average age of 35 plus, and are very loyal to a brand and aware of the wines in the market. In addition, these customers demand high quality wines with taste and texture. That is the reason why prestige, discerning and high social status are the thoughts of others to Grange lovers when they drink this wine.

In addition, person who drinks Pinfold's wine seems to be successful and looks like enjoying her/his successful life.

A brand speaks to our self-image. Different from reflection which is how others see the brand's users, self-image is the feeling of users themselves when they use the brand. Pinfold's lovers in general and Grange in particular, feel confident and sophisticated when they drink this wine due to they are enjoying one of the most luxury and the highest quality in the world. Moreover, they feel special because we all know that with its luxurious and high-cost wine label, Pinfold's Grange would push their grandmothers over for.

And " it's clearly cemented itself as a gift worthy of someone who's just been elected premier of Australia's most populous state". A customer might see himself fabulous and capable of drinking Pinfold's Grange. Customers wish to display themselves that they are a part of community in which people have social approval, they are elegant, sophisticated and successful when they choose Pinfold's Grange. In conclusion, this brand identity prism is a helpful tool in positioning Pinfold's Grange in the wine market at the current time which help our group come up with a MIMIC plan for the release event of Grange in next October.