



PULENTA ESTATE

www.pulentaestate.com



Brand Strategy + Co Branding strategy + Art Direction + Visual Identity Design + Verbal Identity + Packaging Design + Internal brand alignment + Brand positioning + Digital branding + Website design & production + Maintenance & search engine optimization

CLIENT Pulenta Estate is a prestigious Argentinean winery owned by Eduardo and Hugo Pulenta. It is located in Alto Agrelo, a Province of Mendoza, Argentina. There, the Pulenta brothers have delegated over 200 hectares of countryside to vineyards and winemaking.

CONCEPT As heirs to family wine tradition and pioneers in the trade, the Pulenta brothers envisioned a small-scale winery so as to achieve the best quality in all their products. In order to accomplish this, they chose to conduct the entire wine-making process themselves in their own winery: from the cultivation of the grapes in the vineyard to the bottling.

CHALLENGE The Pulenta brothers contracted FORMA Cultural Branding with the objective of creating a new brand identity. It was their goal to be known as a high-quality winery from the very beginning. Additionally, they desired to become independent of the family tradition and reinvent themselves as more exclusive and autonomous.

ACTION The essence of the winery was defined in a high quality framework: wines of the new world. It was decided that the brand should be associated with a more elegant image in order to suggest the refined process of winemaking. The verbal identity, or name, of a brand should be representative of the spirit it wishes to cultivate: FORMA proposed the new name "Pulenta Estate". This name brings to mind the land and vines as part of the winemaking process; the verbal identity was aimed to denote the handmade work that lies behind fine winemaking.



FORMA Cultural Branding began by creating the packaging. The bottle would suggest quality and status through a timeless design. Moreover, FORMA worked on the implementation of two different lines of Pulenta Estate: the great wines of the winery and the varietals. FORMA was also in charge of applying the concept of the brand to the whole winery, including the barrels. VIRTUALTRIP designed the winery website and developed the necessary software tools.

CONCLUSIONS FORMA Cultural Branding together with Pulenta Estate developed a new brand identity for the company based on a premise of simplicity and austerity. A few months after completing this first step, Pulenta Estate expanded its business to Brazil, Sweden, Hong Kong, Japan, the United States of America, Belgium and Germany. Additionally, it received numerous awards. In 2008, the Hyatt Wine Award granted Pulenta Estate the “Medalla Gran Oro”. In the same year, Pulenta received the “Gold Medal” and the “International Malbec Trophy” awards in the International Wine Challenge competition held in Great Britain. As a result, Pulenta became a prestigious winery of world renown. FORMA left Pulenta with the necessary knowledge and resources to adapt itself to future changes in the market.

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