



Teneral Cellars PRIDE Poetry Brief

PROJECT	
Brand Name	Teneral Cellars
Project Name	PRIDE Release Labels
Submission Deadline	04/07/2021
SUBMIT TO:	INFO@TENERALCELLARS.COM

STRATEGIC OVERVIEW
PROJECT OVERVIEW <i>Overview of your project</i>
<p>Teneral Cellars appeals to a diverse segment of women as a woman owned business with a passion for supporting and celebrating women, diversity, equality, and equity.</p> <p>Teneral Cellars farms, creates, and delivers sustainably produced wines, curated and immersive experiences focused on women, and builds community that is connected through a shared purpose.</p> <p>The PRIDE Release is the second special wine release that is using special packaging as a visual that reflects the company's commitment to the causes they support. The previous special packaging was a 3-bottle set in honor of Supreme Court Justice Ruth Bader Ginsburg. Sales of that set benefitted the National Women's Law Center. Sales of the PRIDE Release will benefit a cause focused on LGBTQ+ equality, equity, and opportunity.</p> <p>The PRIDE Release will feature 3 products. Each will be bottled in 750ml bottles. The front label will incorporate some/part/all of the poetry on the label, and the back label will have a QR code for customers to access the poet reading the poem in full length. A professional graphic designer will do the incorporating of the poem into label artwork.</p>
OBJECTIVES <i>What are you trying to achieve?</i>
<p>Our objective is to feature poems and designs on the front label of each of the three bottles. The poems and designs should be influenced by PRIDE's past, present, or future.</p> <p>We seek to engage an audience of people who share our purpose and values. Through this release, we will focus on women, women who love women, and allies in the LGBTQ+ community and convert them into consumers and ambassadors of the positive work the organization is doing. The objective of the packaging is to show this audience that we see them, support them, align with them, and are grateful to be a part of their community. We want to show our love for them during this special celebratory time.</p>

AUDIENCE <i>Who are you targeting?</i>
Those celebrating PRIDE as part of or aligned with the LGBTQ+ community. Those who support organizations that align with their beliefs and support like causes. Wine drinkers and those who gift wine.
BRAND POSITIONING <i>What is your unique selling proposition?</i>
For this release, we want to focus on our positioning around the support of Equality, Equity, and Opportunity for women. We want to show our respect and love for the women of the LGBTQ+ community through special art and poetry on our labels and by giving back to a cause that supports them directly. One of our core belief statements is "Love is Love". We want women to feel empowered and uplifted by purchasing these wines with a purpose.
DESIRED REACTION <i>What emotions should it evoke?</i>
Bold and identifiable with a desire to learn more and seek meaning. Consumer should feel purpose with purchase, uplifted, empowered and part of something bigger than themselves. Consumer should also feel with purchase they are celebrating the women of the LGBTQ+ community and "Love is Love." There should be no question what cause/value we are connecting with.

POETRY CONTEST RULES AND DEADLINES
SUBMISSION GUIDELINES
Teneral Cellars is seeking female and female identified poets to <u>submit poems by April 07, 2021</u> . There is no limit on the length of the poem. Teneral Cellars will select 3 winners, each of whom will have their poem featured on the one of the three product labels for our PRIDE wine release. All entries, including the three winners, will be included in an e-book featured on our website. Send submissions to info@teneralcellars.com
AWARD PACKAGE
<u>3 WINNERS TO RECEIVE:</u> <ul style="list-style-type: none"> • \$500 • 3-Pack of new wine release • Poet bio and inspiration featured in inserts in wine boxes • QR Code on the back of the wine bottle featuring poet doing a reading of their poem • Poet bio featured on website • Poet feature on Teneral Cellars social media channels • Poem featured in e-book