

# oneteam™

DRIVEN BY



**AFFINITY**  
CREATIVE GROUP



**kabookaboo**  
DIGITAL MARKETING

# About Us



Welcome to oneteam™. A modern partnership between Affinity Creative Group and kabookaboo, developed with one objective in mind: to provide our clients more...

- more experience.**
- more creativity.**
- more strategy.**
- more results.**

# Our Path



BRAND • WEB • RETAIL

Beautifully Designed Experiences

Deeply Insightful Approach

Experienced, Thoughtful Partners

Since 2012



DIGITAL • SOCIAL • CONTENT

Strategically Driven

Influencing Customer Behavior

Nimble, Transparent Partners

Since 2001

# Our Foundation

## WE'RE A TEAM

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Learn together.

Work together.

Succeed together.

## WE'RE IN IT WITH YOU

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Less meeting. More interaction.

Follow through. Follow up.

Your success is our success.

## GO FURTHER

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Dive deep into strategy.

Connect brands & creativity.

Guide from ideation to execution.



# Bringing Brands To Life



BRAND DEVELOPMENT

PACKAGING DESIGN

DIGITAL MARKETING

CONTENT CREATION



# Brand Development

- Brand Naming
- Brand Identity Creation
- Corporate Branding
- Brand Positioning
- Story, Voice, Look & Feel
- Brand Guidelines



At its essence, a brand represents a promise. This promise ensures clarity in the brand positioning, develops alignment with the target audience, and entices the consumer through a visual connection.



ESPAÑOLA

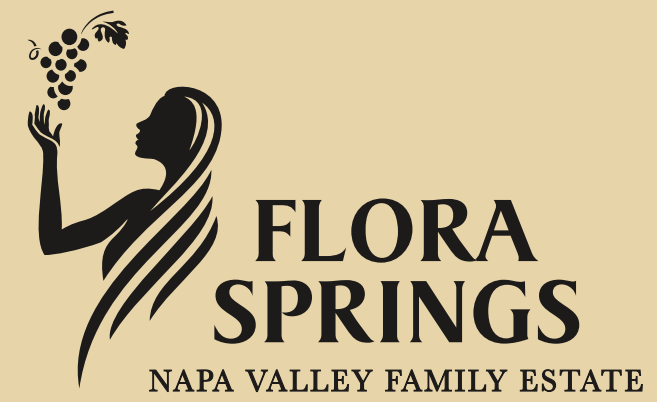
*The Scoundrel*



3  
THREE FINGER JACK

IL  
MULINO  
DIVINO™

WYNWOOD WALLS®



ESTD 1924  
DELICATO  
*Family Wines*

SHANNON  
FAMILY OF WINES

CHAMISAL  
VINEYARDS



DOUGH  
BALL  


STAXUS

SONOROSO





# Packaging Design

- Label Design
- Brand Refresh
- Premiumization
- Portfolio Tiering
- Franchise Expansion
- Custom Glass
- Unboxing Experiences



A powerful tool for differentiation and engagement, a beautifully crafted and expertly executed package design attracts attention, connects with consumers, and communicates brand value. Memorable packaging will always equate to significant impact.









# Digital Marketing

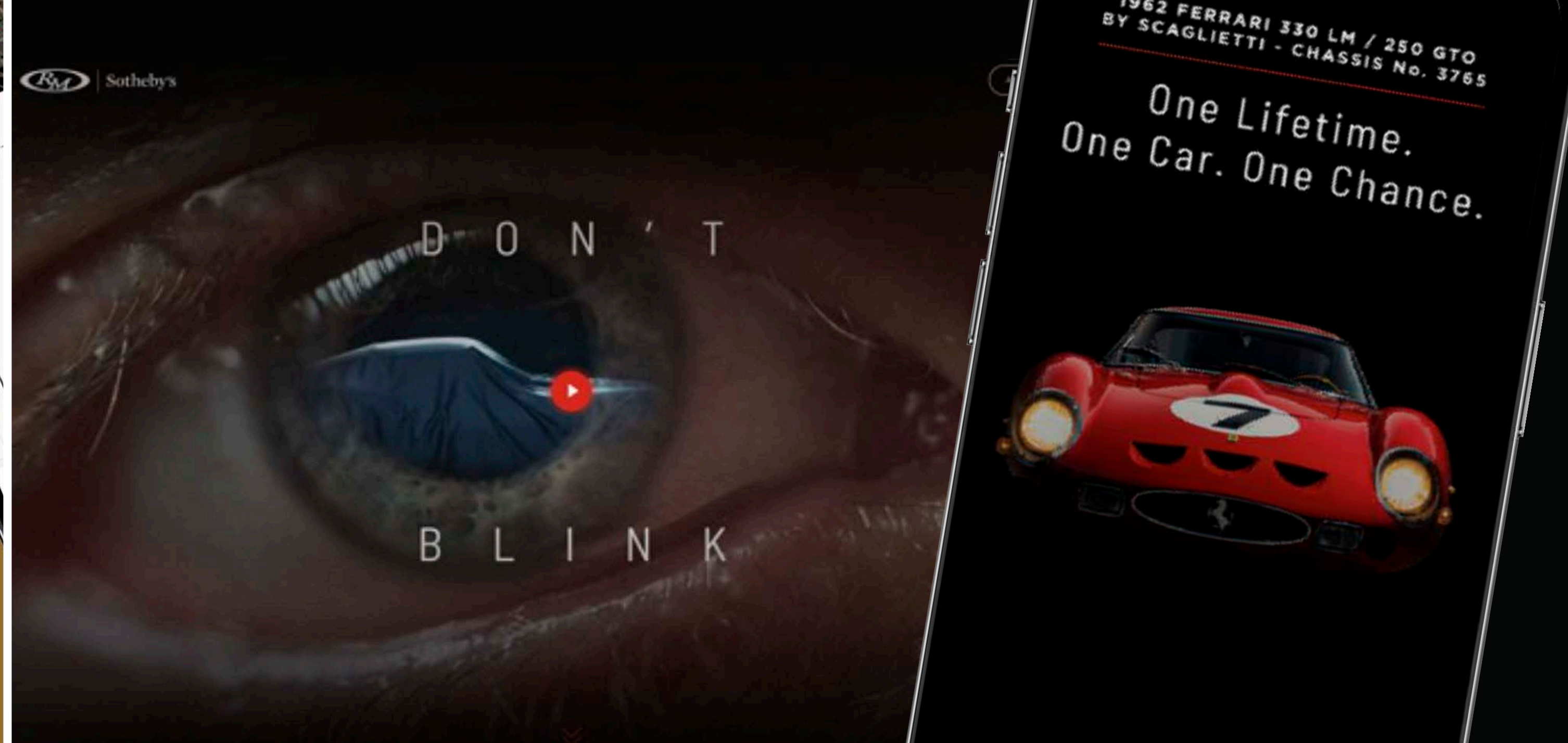
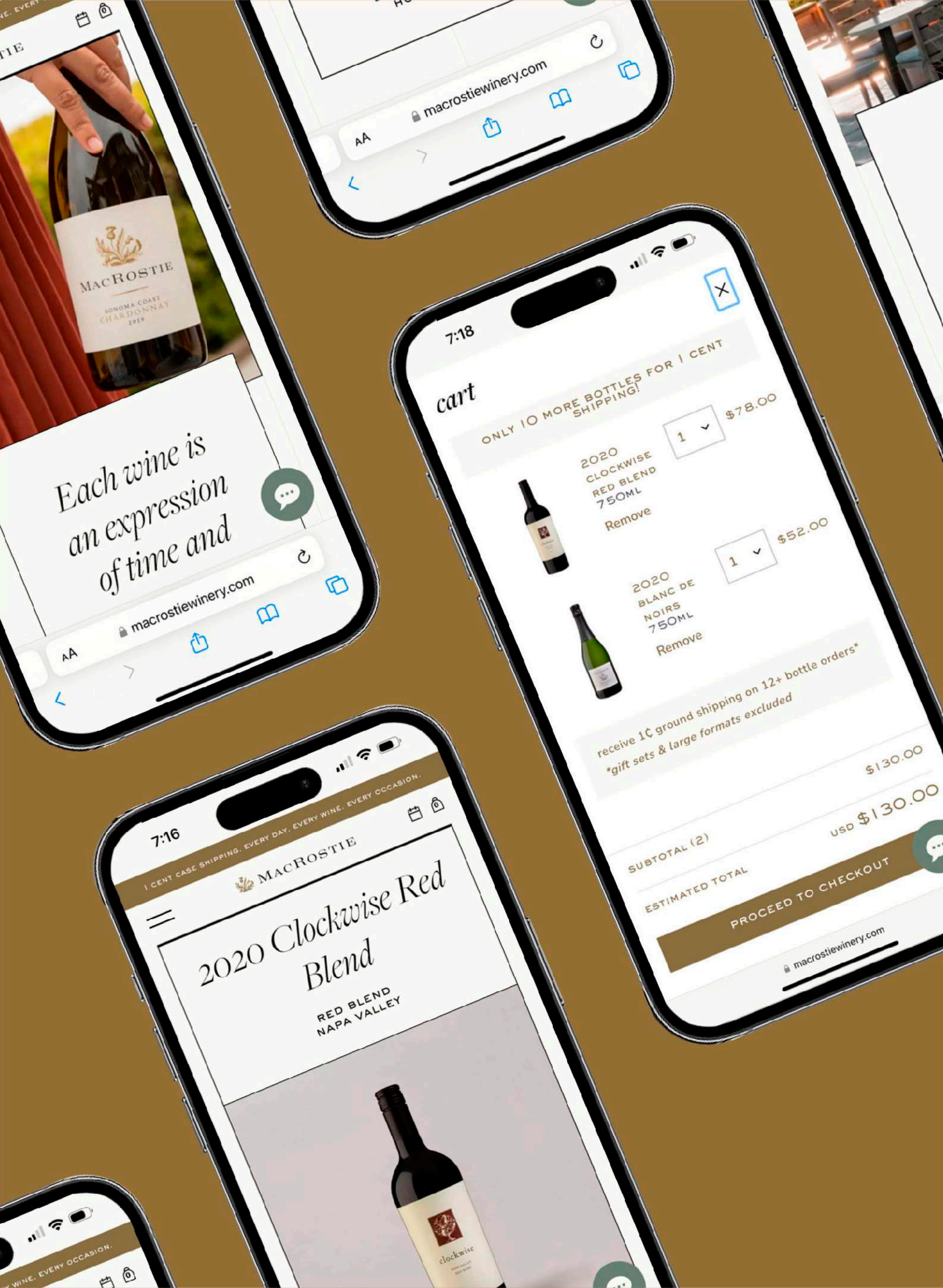
- Bespoke Websites
- Ecommerce
- Social Media
- Advertising
- Email/CRM
- SEO/SEM/PPC
- Influencer Marketing



Masterful website design and digital marketing are critical for any brand's success. They impact customer satisfaction, conversion, and engagement and in turn, drive business growth, emotional connection and overall brand affinity.



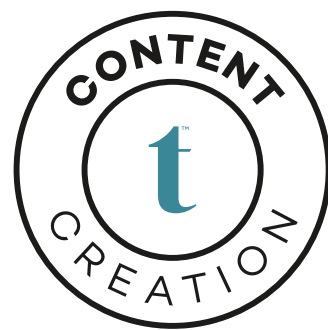






# Content Creation

- Brand Anthem Videos
- Lifestyle Videos & Photos
- Studio Videos & Photos
- Social Stories
- Custom Illustrations
- Copywriting



Strategic content development fuels digital marketing, engages audiences, and builds brand authority. When done with the right balance of creativity and strategy, it drives customer acquisition and retention while driving increased revenue opportunities.









# Credentials

*Since 2001, we have specialized in the wine & spirits industry.*

*Today, our clients include more than 350 brands as well as 9 of the top 10 and 30 of the 50 largest producers in the U.S.*

## SELECT WINE BRANDS & PRODUCERS

14 Hands  
1924  
1000 Stories  
Acidity Trip  
Apothic Wine  
Beckstoffer Vineyards  
Bell Wine Cellars  
Bien Nacido Vineyards  
Black Stallion Estate Winery  
Bogle Vineyards & Winery  
Boisset Wines  
Bota Box  
C. Mondavi & Family  
Cakebread  
Carlo Rossi  
Chamisal Vineyards  
Chappellet Winery  
Charles Krug  
Chateau St Michelle  
Cline Family Estate  
Columbia Winery  
Constellation Brands  
Copper Cane  
Coppola Diamond Collection  
Crimson Wine Group  
Cuvaision Estate Wines  
Cycles Gladiator  
Delicato Family Vineyards  
Deutsch Family Wine & Spirits  
Distinguished Vineyards  
Donum Estate  
Dreaming Tree  
Duckhorn Vineyards  
E&J Gallo Winery  
East Side Crossing  
Edna Valley Vineyards  
Fantasca Estate  
Fetzer Vineyards  
Flat Top Hills  
Flora Springs Family Estate  
FN Cellars

FRE Alcohol-Removed Wine  
Force & Grace  
Freixenet USA  
Gary Farrell Winery  
Gato Negro  
Gerard Bertrand  
Gloria Ferrer  
Ghost Pines  
Gnarly Head  
Graffignia  
Hahn Family Wines  
Hand on Heart  
Harney Lane Winery  
House of Smith  
Jackson Family Wines  
King Estate  
Louis M. Martini  
MacRostie Winery  
Markham Vineyards  
Menage a Trois  
Mercer Bros.  
Merriam Vineyards  
Miller Family Wine Co  
Noble Vines  
O'Neill Vintners  
Oak Ridge Winery  
Oliver Wine Company  
optik  
Paul Hobbs Winery  
Pine Ridge Vineyards  
Peju Province Winery  
Portlandia  
Priest Ranch  
Raymond Vineyards  
Riboli Family Wines  
Robert Mondavi Private Selection  
Rodney Strong Wine Estates  
Rombauer Vineyards  
Saint Clair Family Estate  
Scheid Vineyards  
Seaglass Wine  
Shannon Ridge

Simi Winery  
Sommerston Wine Co  
Stags Leap  
St. James Winery  
Talbot Vineyards  
Terlato Wines  
Textbook Wines  
The Wine Group  
Three Finger Jack  
Trinchero Family Estates  
Trinchero Napa Valley  
VSPT  
Wente Family Estates  
Whitehaven  
Wine Hooligans  
WX Brands  
Z. Alexander Brown Wines

## SPIRITS & RTDS

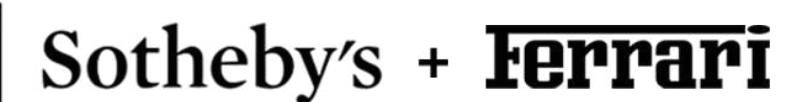
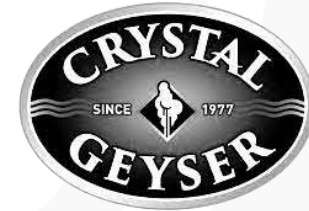
Anchorage Distillery  
Authentico Tequila  
Bacardi Rum  
Camerena Tequila  
Doughball Whiskey  
E&J Brandy  
El Fumidor Tequila  
Freshie Tequila Seltzer  
Grey Goose  
HIRSCH Whiskey  
Johnnie Walker  
Mi Campo Tequila  
Miami Cocktail Co  
Monaco Cocktails  
Muralist  
New Amsterdam Vodka  
Old Potrero Rye  
Redwood Empire Whiskey  
RumHaven  
Sabe Cocktails  
Scotch Malt Whiskey Society  
St. Petersburg Distillery  
Tres Agaves Tequila



# Credentials

*Our deep experience in the Wine & Spirits industry also bridges over to Premium Lifestyle Brands.*

*We are privileged to serve a range of leading brands across speciality consumer products, premium hospitality and ultra-luxury collectibles.*



Let's talk!

Our oneteam™ philosophy means that one person's success is everyone's success, and in this case, **your success is our success.**

We're excited about the opportunity to partner with your team.

**oneteam**™

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