



Strategic Challenge

Business Overview Hors Concours it is in a niche brand within the alcoholic beverages market landscape. Within the spectrum of alcoholic beverages, there were only few services where a more sophisticated collection of products could be found. Hors Concours surged as a brand to fill a very specific demand for rare beers, a niche within the premium exclusive beers.

Although, their service weren't only to import the beers, but also to create a beer network exclusive for a few 'lucky' people, which would take place within a digital platform.

Challenge

The client came with a typical demand to create a 'Logo'. However, once understood the service and the specifics of their niche market, the scope was then expanded. Hors Concours needed a 'step back' so they could launche the service properly. In one hand they have this incredible service idea, the expertise of curating rare beers of small producers and a well structurated importer service, yet they lacked of having a compeling brand to drive their business.

This way, the question became from "how should the logo be?" to "what do we want with this brand?". Once understood the real need, the challenge was to create a brand ecosystem where their target could really have the feeling of being part of something beyond exclusivity, but rare.



Create a Brand

Develop a compeling brand for the end consumers but, more importantly, a brand strategy to drive the business.

A Craft Experience

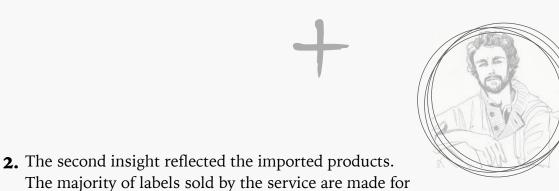
The service was unique, but there was no thinking in the consumer experience. Therefore it was highly important for the success of Hors Concours to craft a consumer journey from the bottom to the top.



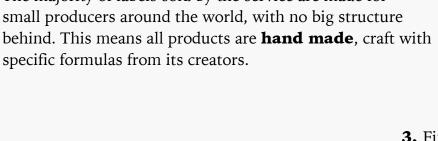
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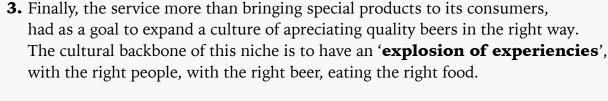
Three main insights were taken into account to develop the Hors Concours brand idea.

1. The heavy consumers of special premium beers differ from its close category such as wines appreciators. A deep diving into the consumers behaviour revealed.



Love to **explore**, are **ritualistic** in everything they do, which means they know what they want and pay attention to everything. Also, the discovery behaviour is quite sophisticated, which means no space for 'wasting time'. It is important to highlight that it is extremely important for this consumers to be seeing different, from the average beer consumer.









Visual Identity

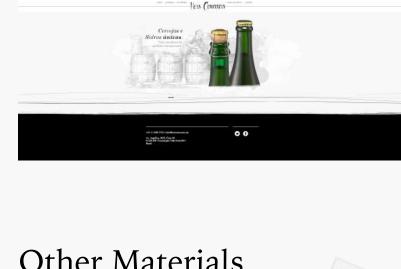
Bringing the Idea to Life

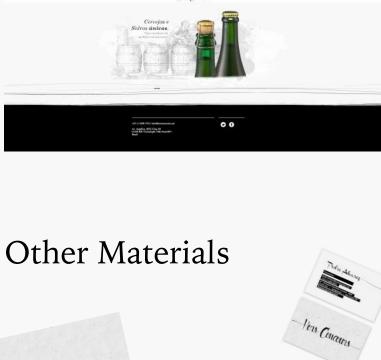
With that essence underneath the brand, Hors Concours could develop a whole strategy to drive the business and bring to life the brand.

Logo

Hors Concours

Website





Vers Concerns



