


Hors Concours



PROJECT

Brand: Hors Concours

Industry: Tech and Alcoholic Beverages

Brief: Logo

Responsibilities: Strategy

Deliverables:

- Brand Essence
- Brand Offer
- Brand Touchpoints(physical and digital aesthetics)

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 launch the service properly. In one hand they have this incredible service idea, the expertise of curating rare beers of small producers and a well structured importer service, yet they lacked of having a compelling 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.

Objectives

Create a Brand

Develop a compelling 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.

BIG IDEA

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.



3. Finally, the service more than bringing special products to its consumers, had as a goal to expand a culture of appreciating quality beers in the right way. The cultural backbone of this niche is to have an '**explosion of experiences**', with the right people, with the right beer, eating the right food.



The detail makes
the whole
experience



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

Visual Identity



Website



Other Materials

