

2HAWK VINEYARD & WINERY

TYPES OF PROJECTS CREATED

- Logo/Visual Identity/Branding
- Graphic Identity Kit (Business Cards, Envelopes, Labels, E-Letterhead, E-Signatures, T-Shirts)
- Wine Labels, Tech Sheets, Tasting Cards, Shelf Talkers, Menus, Wine Tasting Kit
- Brochures, Mailers, Postcards, Folders, Forms, Gift Cards
- Airport Signs, Awnings, Banners, Canvas Prints
- Print Ads & Digital Ad Campaigns
- Social Media Management (Facebook, Instagram, Twitter)
- Blog-Writing & E-Newsletter Campaigns
- Website Design & Development
- SEO Research & Analysis, Online Marketing Strategy

ADDITIONAL DETAILS

Contacts: Jen Allen, Co-Owner | **Client Since:** 2016 | **Website:** 2hawk.wine

jen@2hawk.wine | 541.779.WINE (9463)

Description: We began working with 2Hawk Vineyard & Winery a couple of years after Jen and Ross Allen purchased the winery. They were still transitioning from the old graphic identity and had not yet updated their website or publications. We developed a comprehensive graphic identity, including refining the existing logo and creating additional variations, colors, typography, and photography guidelines. We produced a wide range of publications for 2Hawk, from ads and airport signage to wine labels, tech sheets, tasting cards, and shelf talkers. We developed a showstopping website reflecting the new visual identity.

When 2Hawk participated in the Telluride Wine Festival in Colorado and Cork & Barrel Wine Event in Bend, Oregon, we created social media ad campaigns on Facebook and Instagram to boost brand awareness and engagement. Highly geotargeted to maximize engagement with event attendees, each campaign consisted of four sets of ads: a Facebook single image post, Instagram multi-image "carousel," Instagram story, and Instagram/Facebook video. The Telluride campaign garnered 53,699 ad views, reached 15,504 unique people, and resulted in 2,120 estimated people with brand awareness of 2Hawk. The Cork & Barrel was even more successful, collecting 100,220 ad views, reaching 33,600 unique people, and raising brand awareness of 2Hawk for approximately 5,350 people.

We have conducted in-depth SEO research and analysis for 2Hawk, producing a Plan of Action, Online Marketing Strategy, and monthly SEO reports. We implemented the recommendations in the reports and measured the resulting success in Google rankings, traffic, and engagement. In addition, we handle all of 2Hawk's social media communications on Facebook, Instagram, and Twitter.

We continue to work closely with 2Hawk to fulfill their publication, website, social media, and other creative needs.

Comments by Jen Allen:

- "I love the website! It's so much better than anything else in this local market. It's on par with well-established wineries from places like Sonoma and Napa."
- "This looks amazing—you [Chris Cook] and Melissa have done a great job."
- "I am really loving the site... It sure is beautiful."
- "IT ROCKS!!!"
- "I love your eye and attention to detail."

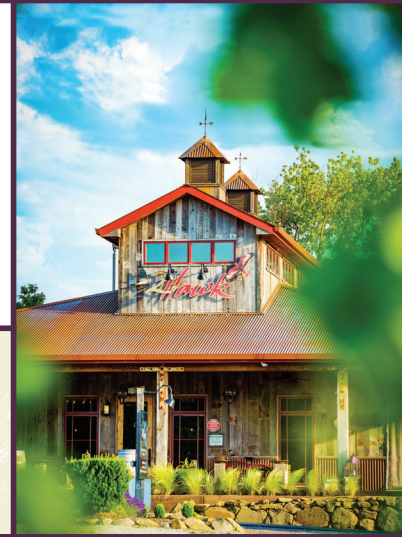
2HAWK VINEYARD & WINERY AIRPORT DURATRANS

WINE MAKES EVERY MOMENT AN OCCASION



*Our passion for producing premium
wines flows from the soil to the bottle.*

~ OWNERS JEN & ROSS ALLEN



Take yours to new heights



Savor award-winning
wines and chef-
inspired pairings while
enjoying bocce ball,
fire pits, and beautiful
views. Just off I-5.

*Tasting room open
1 to 7 pm daily*

2335 N. PHOENIX ROAD
MEDFORD, OR | 541.779.WINE
WWW.2HAWK.WINE



2HAWK VINEYARD & WINERY ADS

WINE MAKES EVERY MOMENT AN OCCASION
Take yours to new heights



Since its original planting, our vineyard's skies have been graced by two red-tailed hawks—our namesakes. They remind us of our connection with the earth and inspire in us mindfulness and gratitude. Our estate-grown, handcrafted wines express the vineyard's natural beauty and unique terroir. We invite you to share in its bounty. **JEN & ROSS ALLEN, OWNERS**



2Hawk VINEYARD & WINERY


Voted favorite winery in the Rogue Valley, 2Hawk offers sumptuous small plates and sweeping views of the beautiful Rogue Valley and majestic Mt. Ashland.

Tasting room open daily 1 to 7 pm



2335 N. PHOENIX RD. | MEDFORD | 541-779-WINE
WWW.2HAWK.WINE

1859 Magazine

WINE MAKES EVERY MOMENT AN OCCASION



Take yours to new heights

Owners Jen & Ross Allen invite you to savor handcrafted, award-winning wines with chef-inspired pairings in their rustically elegant tasting room, voted favorite winery in the Rogue Valley.




2Hawk VINEYARD & WINERY

Tasting room open daily
1 to 7 pm • Just off I-5

2335 N. PHOENIX RD. | MEDFORD | 541-779-WINE
WWW.2HAWK.WINE

Southern Oregon Magazine



Wine makes every moment an occasion. *Take yours to new heights.*

Just 3 minutes off I-5 at Exit 24.

2Hawk VINEYARD & WINERY

WWW.2HAWK.WINE

Southern Oregon Winery Association

2Hawk VINEYARD & WINERY

WINE MAKES EVERY MOMENT AN OCCASION
Take yours to new heights



Owners Jen & Ross Allen invite you to savor handcrafted, award-winning wines with chef-inspired pairings in their rustic tasting room, voted 1st place winery in the Rogue Valley. Just off I-5

Tasting room open daily 1 to 7 pm

2335 N. PHOENIX RD.
MEDFORD, OREGON
541-779-WINE
WWW.2HAWK.WINE

Walkabout



WINE MAKES EVERY MOMENT AN OCCASION





Take yours to new heights

Thank you for voting for us! It is our utmost pleasure to be your #1! Mention this ad and receive 10% off your next order. Offer expires April 1, 2018.


2Hawk VINEYARD & WINERY

Tasting room open daily 1 to 7 pm

2335 N. PHOENIX RD. | MEDFORD | 541-779-WINE
WWW.2HAWK.WINE

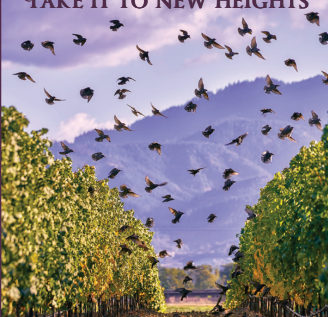
Medford Sneak Preview

2HAWK VINEYARD & WINERY ADS



Daily 1 to 7 pm

TAKE IT TO NEW HEIGHTS



Sweeping Rogue Valley Views | Award-Winning Wines | Gourmet Small Plates

2335 N PHOENIX RD. | MEDFORD
WWW.2HAWK.WINE | 541.779.WINE

Oregon Wine Press

WINE MAKES EVERY MOMENT AN OCCASION

Take yours to new heights



Since its original planting, our vineyard's skies have been graced by two red-tailed hawks—our namesakes. They remind us of our connection with the earth and inspire in us mindfulness and gratitude. Our estate-grown, handcrafted wines express the vineyard's natural beauty and unique terroir. We invite you to share in its bounty. JEN & ROSS ALLEN, OWNERS




Tasting room open daily 1 to 7 pm

Voted one of the best places to visit in the Rogue Valley, 2Hawk offers sumptuous small plates and sweeping views of the Rogue Valley and Mt. Ashland.

2335 N PHOENIX RD. | MEDFORD | 541.779.WINE
WWW.2HAWK.WINE

2Hawk VINEYARD & WINERY

Oregon Wine Touring Guide



WINE MAKES EVERY MOMENT AN OCCASION




Take yours to new heights

Owners Jen and Ross Allen invite you to savor handcrafted, award-winning wines and chef-inspired pairings in their exceptional tasting room—voted one of the best places to visit in the Rogue Valley. Just minutes from Ashland on I-5.

Tasting room open daily 1 to 7 pm

2Hawk VINEYARD & WINERY

2335 N PHOENIX RD. | MEDFORD | 541.779.WINE
2HAWKWINERY.COM

Oregon Shakespeare Festival



WINE MAKES EVERY MOMENT AN OCCASION



Take yours to new heights

Savor award-winning wines & chef-inspired pairings while enjoying bocce ball, fire pits & lovely views.



2335 N PHOENIX ROAD
MEDFORD, OR | 541.779.WINE
2HAWKWINERY.COM

Sunset Magazine

WINE MAKES EVERY MOMENT AN OCCASION

Take yours to new heights



Savor award-winning wines & chef-inspired pairings in our elegant yet rustic tasting room with stunning views of the Rogue Valley. Open daily 1-7 pm. Across from Centennial Golf Club.

2Hawk VINEYARD & WINERY

2335 N PHOENIX RD. | MEDFORD
541.779.WINE | 2HAWKWINERY.COM

Golfing Oregon

WINE MAKES EVERY MOMENT AN OCCASION



Savor award-winning wines & chef-inspired pairings while enjoying bocce ball, fire pits & stunning views.

Take yours to new heights

Tasting room open daily 1 to 7 pm

2Hawk VINEYARD & WINERY

2335 N PHOENIX RD. | MEDFORD | 541.779.WINE
WWW.2HAWK.WINE

Craterian Program




2HAWKWINERY.COM

Southern Oregon Visitors Association



WINE MAKES EVERY MOMENT AN OCCASION



Take yours to new heights

Savor award-winning wines & chef-inspired pairings in our exceptional Rogue Valley tasting room. Tasting room open daily 1 to 7 pm

2335 N PHOENIX RD. | MEDFORD | 541.779.WINE
2HAWKWINERY.COM

Sip Northwest

TRAVEL SOUTHERN OREGON WEB ADS



*Tasting room open daily
1 to 7 pm*

2335 N. PHOENIX RD. | MEDFORD | 541.779.WINE
WWW.2HAWK.WINE



Wine makes every moment an occasion. Take yours to new heights.



*Tasting room open daily
1 to 7 pm*

2335 N. PHOENIX RD. | MEDFORD | 541.779.WINE

WWW.2HAWK.WINE



WINE MAKES EVERY MOMENT AN OCCASION



Take yours to new heights

Tasting room open daily 1 to 7 pm

2335 N. PHOENIX RD. | MEDFORD | 541.779.WINE

WWW.2HAWK.WINE