



MUSHROOM FESTIVAL REBRAND

0701.18

R1

BACKGROUND

- Time for an update
- Mushroom festival has been going on for 19 years. This year will be the 20th year
- While the Mushroom Festival has been successful, the time has come to grow it into a larger event with more participation from folks beyond mushrooms. New participants include olive oils, fermented products, beer, spirits, wine, chef talks and education, etc.
- More of a focus on culinary education.

ASSIGNMENT

- Rename the Mushroom Festival

STRATEGY

- Sound fun to an aspiring chef (visitors)
- Be unique—there are already too many “Blank, Beer & Wine festivals”
 - In fact, “Beer and wine” is already a given.
- Be approachable
- Use vernacular from the millennial/gen x target set.
- Sound “big” and worthwhile

TOP NAMES

MENDOCINO FOOD FARE

SAVOUR MENDOCINO

FEAST MENDOCINO

TAG LINE OPTIONS

(Using “Feast Mendocino” for example purposes)

FEAST MENDOCINO

tastefully educational

FEAST MENDOCINO

explore our culinary arts

FEAST MENDOCINO

explore the flavors

FEAST MENDOCINO

a tastefully-culinary experience

FEAST MENDOCINO

tastefully culinary

FEAST MENDOCINO

inspiration you can taste

FEAST MENDOCINO

5 flavorful days

FEAST MENDOCINO

tickle your culinary senses

FEAST MENDOCINO

unique chefs, unique flavors

FEAST MENDOCINO

get your masters in good taste

FEAST MENDOCINO

taste, learn, play