

Laura Kerbyson



SALES & MARKETING MATERIALS



Chateau Ste. Michelle
Ste. Michelle Wine Estates

Second Half Advertising Marketing Information

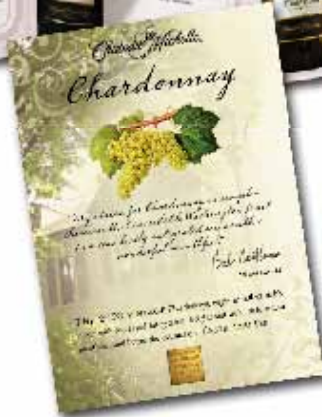


Chateau Ste. Michelle, Columbia Crest
Ste. Michelle Wine Estates

Sales Sheets, Wine Tech Sheets

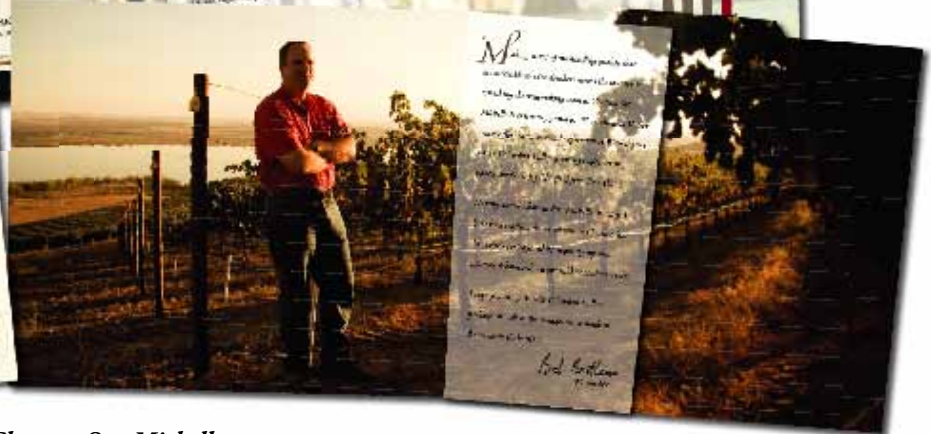


SALES & MARKETING MATERIALS



Chateau Ste. Michelle
Ste. Michelle Wine Estates

Tasting Card Sales Sheets (set of 4)



Chateau Ste. Michelle
Ste. Michelle Wine Estates

New Packaging Launch Brochure

[Originally assigned as a letter-sized brochure, I presented this concept, using the new label design shape as the basis for the brochure. It proved to be a winning solution and successful marketing tool]

Laura Kerbyson



SALES & MARKETING MATERIALS



Snoqualmie Vineyards
Ste. Michelle Wine Estates

*Conceptual Drawings and Final Items for
On and Off-Premise Sales Promotions*



Domaine Ste. Michelle - Luxe Sparking Wine
Ste. Michelle Wine Estates

*Sales Card Leave-Behind
[Originally conceived by the brand manager as a rectangular, business
card sized piece, I presented this, round, fold-out piece. Printed on
pearlescent stock this unexpected design better conveys the elegance of this
sparkling wine, as well as create a more memorable take-home piece.]*

Laura Kerbyson



PACKAGING



Chateau Ste. Michelle
Ste. Michelle Wine Estates

*Artist Series labels and capsules.
[Innovative design includes the artist's signature and painting titles.
Capsules are printed matte with gloss pattern of artist's imagery.]*

Laura Kerbyson



PACKAGING



Concept sketch presented to client



Final bottle released to Ste. Michelle Wine Club

Orphelin
Ste. Michelle Wine Estates

Label and capsule design

Laura Kerbyson



PACKAGING



Before



After

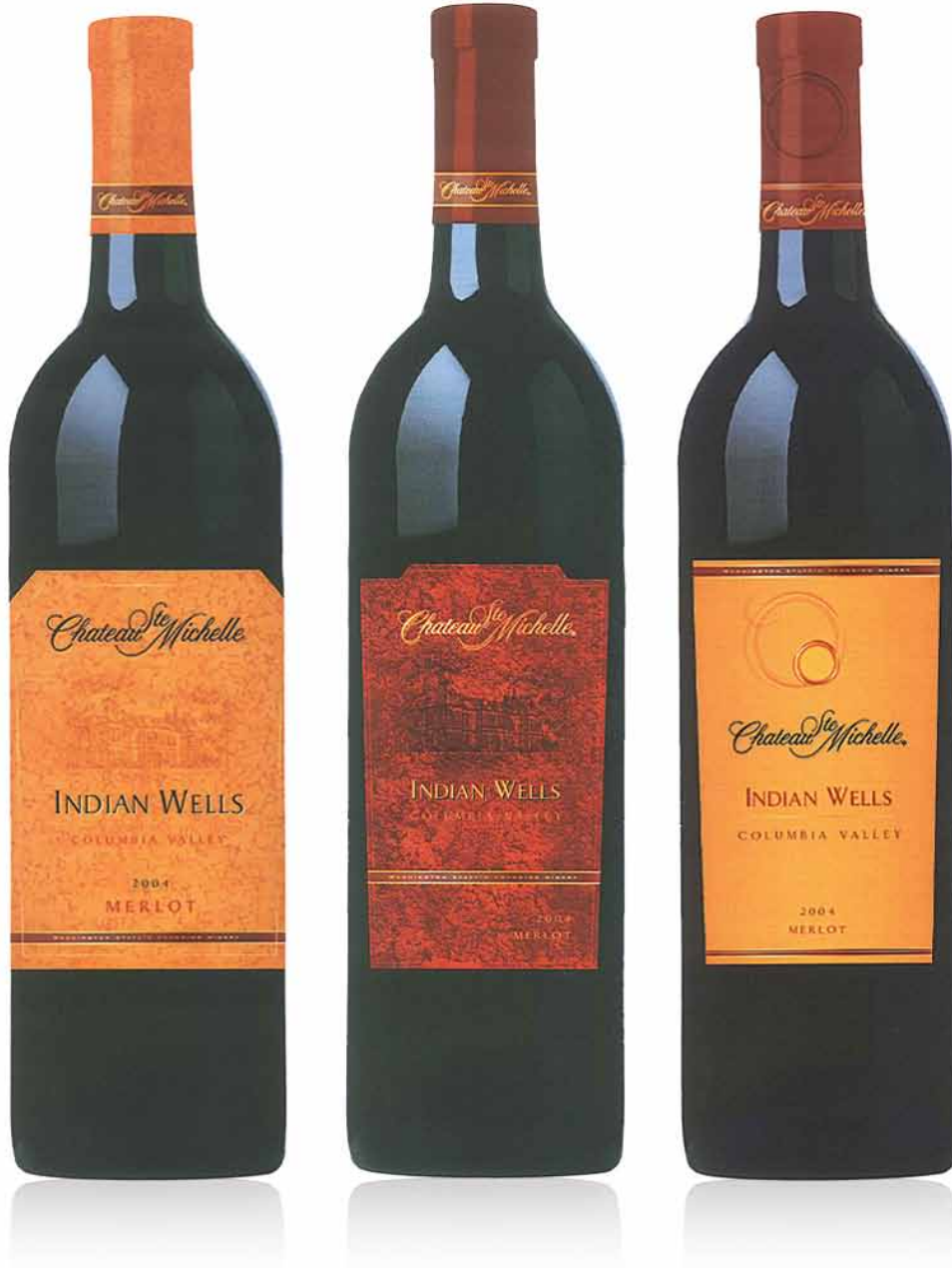
St. M Riesling
Ste. Michelle Wine Estates

Label and capsule design - needed update to be cleaner and contemporary design, and highly visible in bar and restaurant locations, where it is primarily sold.

Laura Kerbyson



PACKAGING CONCEPTS



Chateau Ste. Michelle
Ste. Michelle Wine Estates

Indian Wells Single Vineyard Label and capsule concepts focusing on the arid climate of the area.

Laura Kerbyson



PACKAGING



*Partnership/Napa Marsh [Cargill]
Walcott-Ayers Group*

*Packaging, Illustration
[Wine label front, back and neck designed for
a presentation attended by the Governor of California.
Letterpress printing]*



*Saint Arnold Brewing Company
Walcott-Ayers Group*

*Packaging, Illustration and Identity
[The identity for this new microbrew was then extended to everything from
labels, cartons, and caps to beer taps, wearables, etched ale glasses, even the
delivery truck.]*

Laura Kerbyson



PACKAGING



iPrint Ribbon
Jacquard Products

Branding, Package and Logo Design



Fusion Tie Dye Kits
Jacquard Products

*Branding, Package and Logo Design,
[also, PhotoShop masking and color correction]*

Laura Kerbyson



PACKAGING

Before



Tie Dye Kits
Jacquard Products

[Before and After]
Branding, Package and Logo Design

Laura Kerbyson



PROMOTION



Pop Stars [front]
Icon Design and Display, Inc.

Christmas Promotion - Vinyl Record and Album Cover, signed by all staff. Included iTunes Gift Card.



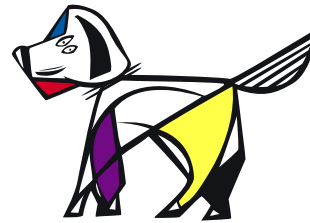
Pop Stars [back]
Icon Design and Display, Inc.

Christmas Promotion

Laura Kerbyson



PROMOTION



Walcott-Ayers Group
Walcott-Ayers Group

Logo for Design Firm



Bowling for Pinot [Saintsbury]
Walcott-Ayers Group

Invitation, Shirt, Flip-Book



EXHIBIT



Chateau Ste. Michelle
Ste. Michelle Wine Estates

3-Dimensional Murals for Winery Tour (4 ft x 18 ft)