

TRADECRAFT
/OFFLINE SITE

wine



No one on earth owns the category in which they operate. Even the race to space is one fraught with competitors looking for brand exposure. Finding your place in a busy market can be challenging. At Tradecraft, we believe business is personal. You work hard and you are invested both financially and emotionally. We think it takes time to understand you and your goals so we can identify what makes you unique. Once we've worked out who you are, we get stuck in to work out how you can stand out from the crowd.

Wine:

Dacey . Not Serious Wine Chats . Ata Rangi . Huia Estate . Grava . Jules Taylor . Mana Winegrowers . Champagne Collet . Escarpment . Family of Twelve . Rockferry Wines . Greywacke . Auntsfield Estate . Rockburn Wines . Poppies

not wine



We're deeply experienced with winery brands but we aren't always knee-deep in chardonnay. Since Tradecraft was established in 2015, we've worked across a number of industries. We've had the pleasure of helping drive export sales, produce global marketing assets and manage event activations and partnership solutions for one of Aotearoa's leading bottled-water brands based in Whakatāne. We've also worked alongside a wallpaper designer who hand prints his works from a beautiful little workshop in the Wairarapa and we've even dabbled in helping butchers reach their customers better in Tāmaki Makaurau.

Not wine:

antipodes water co . Paperhands Wallpaper . Neat Meat . Hallertau Brewery . Kate Sylvester . Upstock . Fortland Park . Prego Restaurant . Floriditas Restaurant . Apéro Food & Wine . Machine Ltd . Restless Soul Records . Shen Clothing

services

Strategy development

Market assessment & brand placement
Brand identity and renovation
Marketing concepts
Partnerships & sponsorship
Sales strategy

Management

Distribution assessment and assistance
Sales support
Liaison for partnerships & sponsorships,
Communications including all digital, SEO and PR
Copywriting and feature writing
Social Media
Supplier management

Creative Concepts

Campaign concept and activation
Event concept and executions
Content concept and creation - video & photography

Production & creative project management

Design
Photography
Video
Events
Web design and development

case studies

Dicey
2018 – present

We worked closely with brothers, Matt & James Dicey to assess the sales performance of an existing family brand. The first assignment was to help secure a trusted distributor for NZ sales. Working in conjunction with the new distributor to glean market feedback and after establishing the brand was no longer relevant for the market in which it was aiming to compete, a complete brand renovation strategy was recommended, designed and implemented. Dicey was born.

Ata Rangi
2020 – present

We completed a digital brand refresh and renovation. This included website design and build, copywriting and management of all related digital communications including e-newsletters and social media. We assisted and liaised with design suppliers for a wine label refresh for domestic and export markets and created distributor assets that helped introduce the global sales teams to the new look wine.

antipodes water co.
2008 – present

We were actively involved in sales & marketing strategy that included distribution support and communications. Included in that support was budget forecasting and planning. We managed all partnership & sponsorship management, trade communications along with wine & water education. We project managed all social media from content creation including film production, execution, and including end-consumer and trade communication. Event activation and global consumer communications were overseen and managed by Tradecraft. Brand Ambassador representation; Bragato Wine Conference, Pinot Noir New Zealand, Distributor Sales Conferences etc. Film production & Creative Direction. Photography.

Neat Meat
2017 – 2021

We assisted with a brand audit and crafted business strategy and planning around those findings. We executed marketing strategy & sales support.. We completed a total digital brand refresh that included product design, web design & build. This work included copywriting, social media (content creation, execution, comms), film production and photography.

case studies



antipodes – the essence

<https://www.youtube.com/watch?v=yT6x9tYCYQI&t=3s>)

Film by Popular

Produced by Tradecraft

Music by Claire Cowan

Tradecraft people

Morven McAuley
Founder

A brand visionary and sales and marketing strategist with over 20 years experience in the wine industry and the deep connections that come with it. Morv originally trained as a Goldsmith, working in New York and London before returning home to get back into the family wine business in Central Otago. She oversees the contract management of the family vineyard today as her winemaking folks enjoy their retirement.

Morv is the founder of Tradecraft. Before this, she was an account manager for a leading NZ wine industry distributor, Negociants NZ and the sales and global marketing manager for Antipodes Water Company. She is deeply passionate about seeing New Zealand's boutique producers thrive and find their place in the hands of passionate foodies across Aotearoa and the world.

Courteney Peters
Consultant

Courteney is a storyteller and digital communications strategist with a history in media, marketing, start-ups and tech. As a teenager, Courteney had her commercial pilot's licence before she could drive a car. In 2012 she co-founded new media start-up, gather & hunt, which garnered a close relationship with key hospitality folk across NZ but particularly in Auckland. She was a key player in the transformation of the local media landscape in Auckland. She's spent the past 3 years immersed in NZ's innovation ecosystem while working as the marketing, comms and brand manager for Techweek NZ.

Most recently, Courteney became a Mum to her second child, a little sister to a big brother, and she wants to work with aspirational, artisan producers doing things in a way that means her children have the best possible future ahead of them.

Courteney works on a freelance basis for Tradecraft.

accolades

2019 – Best Awards – finalist

Tradecraft was listed as a finalist at the Designers Institute of New Zealand Best Awards for the small brand identity for MANA Winegrowers.

2021 – Best Awards – gold pin

Tradecraft collected a gold pin in conjunction with design company, Inhouse, at the Designers Institute of New Zealand Best Awards.

Category: Product design for Dicey.

press

2020 – Metro Magazine

Morven McAuley – listed in the top 100 Most Interesting and Influential People in Auckland - Taste Maker section

2023 – MindFood Magazine

Morven McAuley – listed in MindFood for 'The Toasts of the Town' piece on wine people making impact in the NZ Wine industry for Tradecraft and notably for the work done with Not Serious Wine Chats NZ.

contact

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