



WILDJAC

H O M E G R O W N S I N C E 1 8 6 1 TM



BRAND
COMMUNICATIONS

CONTENTS

About Us	3-4
Brand Overview	5-8
Company Culture	9-10
What we do	11
Brand Positioning	11
Values, Mission & Values	11
The Conversation	11
Customer Profile	11
Key Communication Pillars	11
Current Marketing Channels	11
Moving Forward	11
The Role of Email Marketing	11
The Single Message	11



ABOUT US

Wildjac is a rapidly growing distillery committed to producing premium, sustainable spirits. The distillery combines the finest foraged botanicals with a serious approach to distillation, dedicated to doing good for the planet and the community.

Wildjac Distillery was founded in October 2020 by husband-and-wife team Chris and Aster Sadler. A six-generation descendent of the famous Sadler family, heralded for its craft brewing and distillation, Chris' lineage inspired him to restart his historic family business, Sadler's Brewing Co, in 2014. Aster joined the business as Marketing Director in 2017 overseeing the global partnerships with iconic brands such as Peaky Blinders.

In 2019, with the knowledge of working with a global spirits business and rooted in over 150 years' worth of family experience, Chris and Aster stepped away from Sadler's to realise a shared desire to create a wholly sustainable spirits brand. The entrepreneurs wanted to build a brand that is both passionately local and ambitiously global.

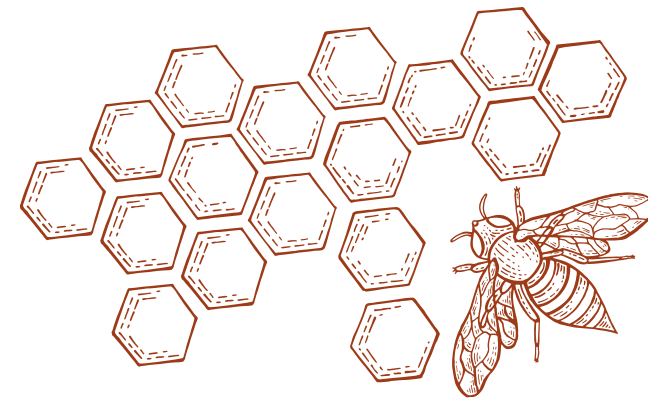
Wildjac's home is nestled in the Wyre Forest, its name a nod to the muntjac deer native to this beautiful part of the world, and its 'wild' ethos. The twin expertise of Chris and Aster can be seen in the brand and its growth over the past three years. Chris drives innovation, partnerships, sales opportunities, and new product development, whilst Aster oversees the brand's total commitment to sustainability, ethical working practices, and the brand's commitment to giving back. She is also the custodian of the brand's creative vision.

In the space of just three years, Wildjac has become a major player in a competitive and vibrant spirits industry. With a dominant regional presence and growth nationally, Wildjac's innovation and commitment to both quality and sustainability, has meant that they are rapidly growing the brand nationally.



DOING THINGS DIFFERENTLY

From the outset, Wildjac set out to do things differently. Their commitment to both quality and sustainability has driven decisions, ensuring their status as a leading spirits brand. What does this mean?



PRODUCTION

At our distillery in the Wyre Forest, we distil vodka, rum, gin, and Natural Botanical Spirits using traditional techniques whilst embracing the latest technology to ensure optimum efficiency and consistency.

Wildjac's spirits are inspired by the flavours of the English countryside, with core ingredients both foraged and local, where possible. Relationships with local producers is key to this sustainable supply chain which ensures quality.

All spirits are hand-bottled within 100% post-consumer recycled glass bottles featuring recycled sugarcane labels, FSC-certified wood stoppers and biodegradable closures. We also have alternative, innovative packaging including our Jacpacs and Frugal bottles.

With each 70cl bottle, our consumers can scan a QR code so they can be gifted a wildflower seed-pack to encourage them to affect change by supporting their local habitat. Our gift to you.

See the full range of premium, sustainable spirits [HERE](#)

PLANET

A close working relationship with charities has been part of Wildjac's ethos from the beginning. Part of the 1% For The Planet programme, Wildjac donates 1% of all turnover back to charities and organisations including Worcestershire Wildlife Trust, and Wyre Community Land Trust.

PEOPLE

The team behind Wildjac's knowledge, skills and experience drive rapid growth of the distillery.

COMPANY CULTURE

Doing what we do at Wildjac means living by a special set of shared ideals and beliefs:



PUT CUSTOMERS FIRST

Deliver quality, sustainable, delicious spirits. Go that extra mile.

BE GREAT TO WORK WITH

Every single person is vital to this business. We work together, for each other, with a mission to deliver produce the best spirits in the most sustainable way.

RAISE THE BAR TOGETHER

Strive to be the best, to keep achieving. Do all of this together, as a team.

BE CURIOUS AND ASK WHY

Encourage different ideas, and welcome challenges to your own.

CHAMPION SUSTAINABILITY

The power to save the planet comes from the power of your example.

BRAND OVERVIEW

Wildjac is different.

We are a sustainable distillery committed to producing premium spirits, that bring joy to our customers. We combine the finest foraged botanicals with a serious approach to distillation, and always dedicated to doing good for the planet and the community.



BRAND POSITIONING

WE ARE an ambitious, independent sustainable distillery, driven by a highly skilled team, passionate about our products.

WE OFFER quality, sustainable spirits crafted from natural, locally sourced botanicals, wherever possible.

WE KNOW alcohol. With a family history of brewing and distilling going back 150 years.

WE DELIVER great tasting, premium spirits with a purity that comes from proper distillation.



VISION

Our vision is to change the way that people choose their spirits and shake up the industry. Our vision is to lead by example and bring sustainable spirits to a national consumer audience. With Wildjac you can have quality, choice, and be kind to the planet.



MISSION

To enable people to make conscious choices.

To inspire people that consumer goods can do good.

To deliver on quality, taste and choice.

To create delicious products that are kind to the world we live in.



WE LIVE BY OUR VALUES



QUALITY

We maintain the highest possible standards at every step of the production process. The best, locally sourced ingredients combine with the purity of distillation process, ensuring we bring the best possible spirits to market.



SUSTAINABLE

We protect the wilderness that inspires us by choosing sustainable packaging and building sustainable production processes.



GIVING

We care about the world we live in and the impact we have – that's why we donate 1% of all turnover back to charities and organisations.

WILDJAC BRAND VOICE C

KNOWLEDGEABLE

CONSCIOUS

PASSIONATE

PURPOSEFUL

HONEST

INSPIRING

INCLUSIVE

FUN

CREATIVE

WILD

COLLABORATIVE



THE CONVERSATION

Wildjac needs to be part of the conversation. We will engage with spirits and environmental stakeholders and influencers, to position the brand, and its team, at the forefront of the industry.



WE WILL BE PART OF THE CONVERSATION

- Protecting and supporting the countryside
- Sustainable living
- Using business to do good
- Buy British / support local
- Protecting the planet
- Industry leaders / product development and innovation



OUR CUSTOMER PROFILE



B2C CONSCIOUS CONSUMERS

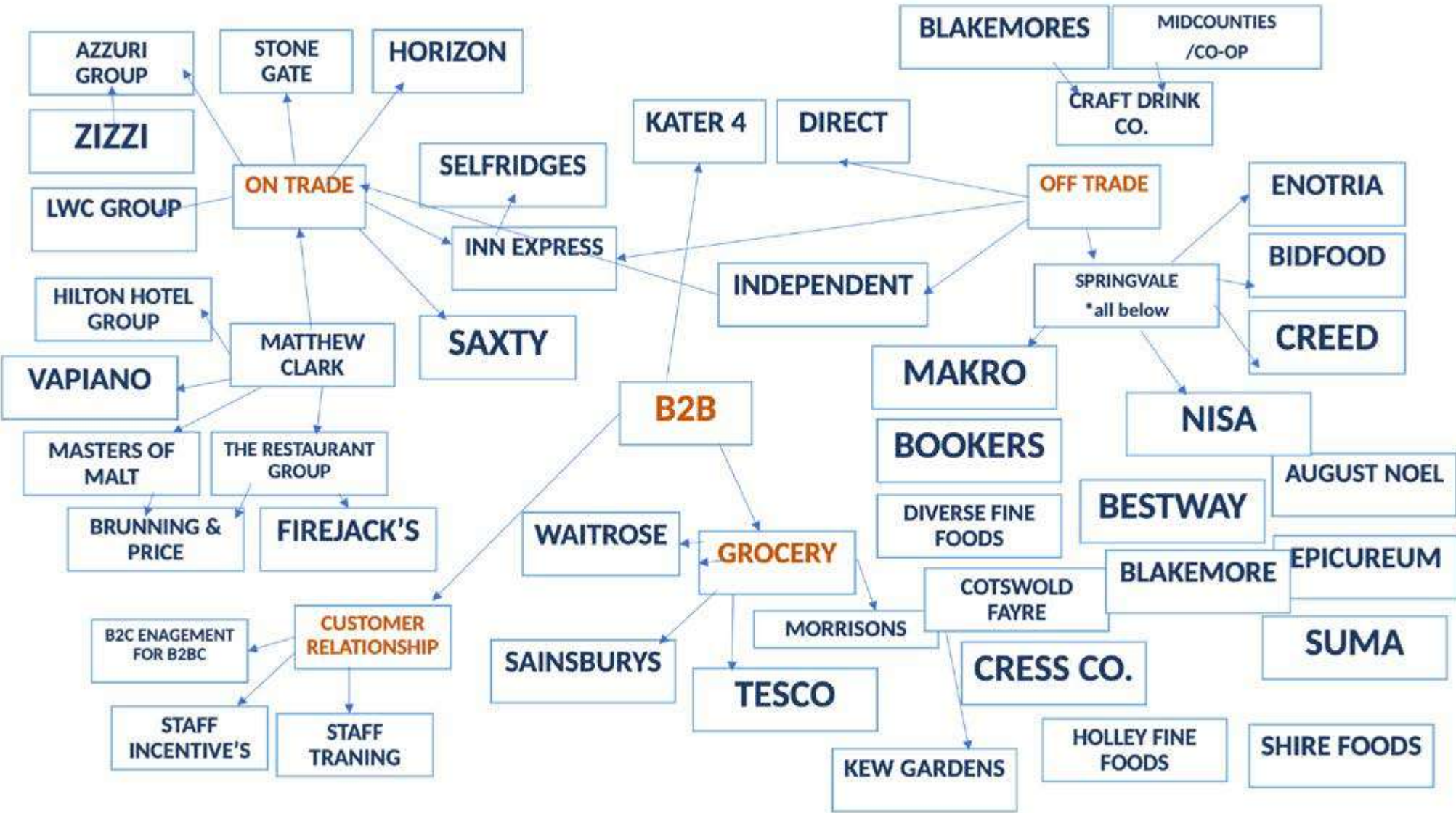
- Making buying decisions based on sustainability
- Brand loyalty formed on evidence based communication
- 25-45
- Social Media (particularly Instagram) | Blogs | Online Magazines | Influencers | Events

C EXPERIMENTERS

- Making buying decisions based on discovery of new products, new ideas, new recipes
- Brand loyalty based on innovation and creativity
- 25-45
- Social Media (particularly Instagram) | Blogs | Online Magazines | Influencers | Events



COMMUNICATION CHANNELS



KEY MESSAGES | COMMUNICATION PILLARS



INNOVATIVE



QUALITY



SUSTAINABLE



LOCAL



FUN



COMMUNITY

COMMUNICATION CHANNELS

PR

FACEBOOK

INSTAGRAM

LINKEDIN

EMAIL

WEBSITE

BLOG

COLLABORATIONS

AWARDS

CONSUMER EVENTS

TRADE SHOWS

ADS

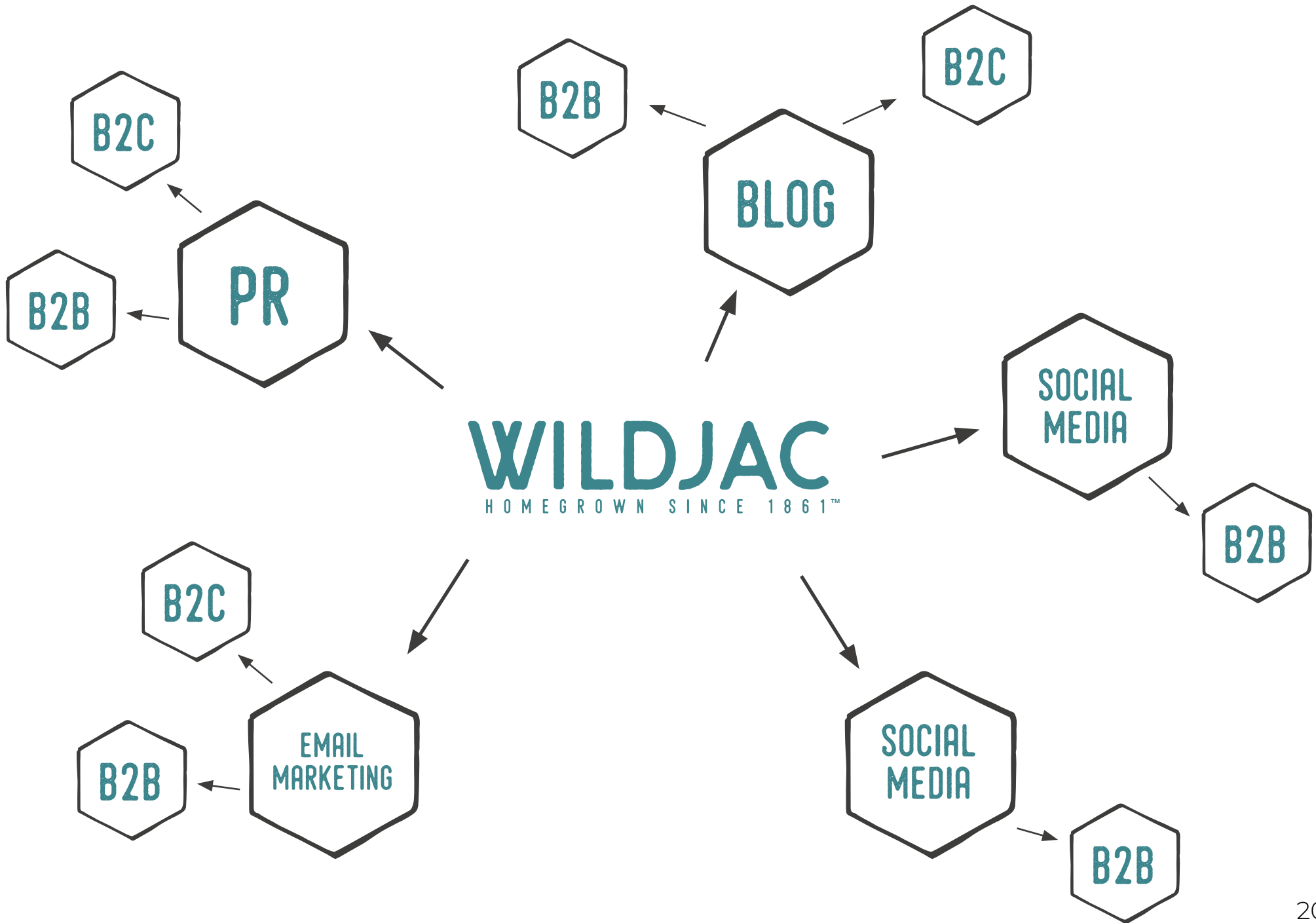


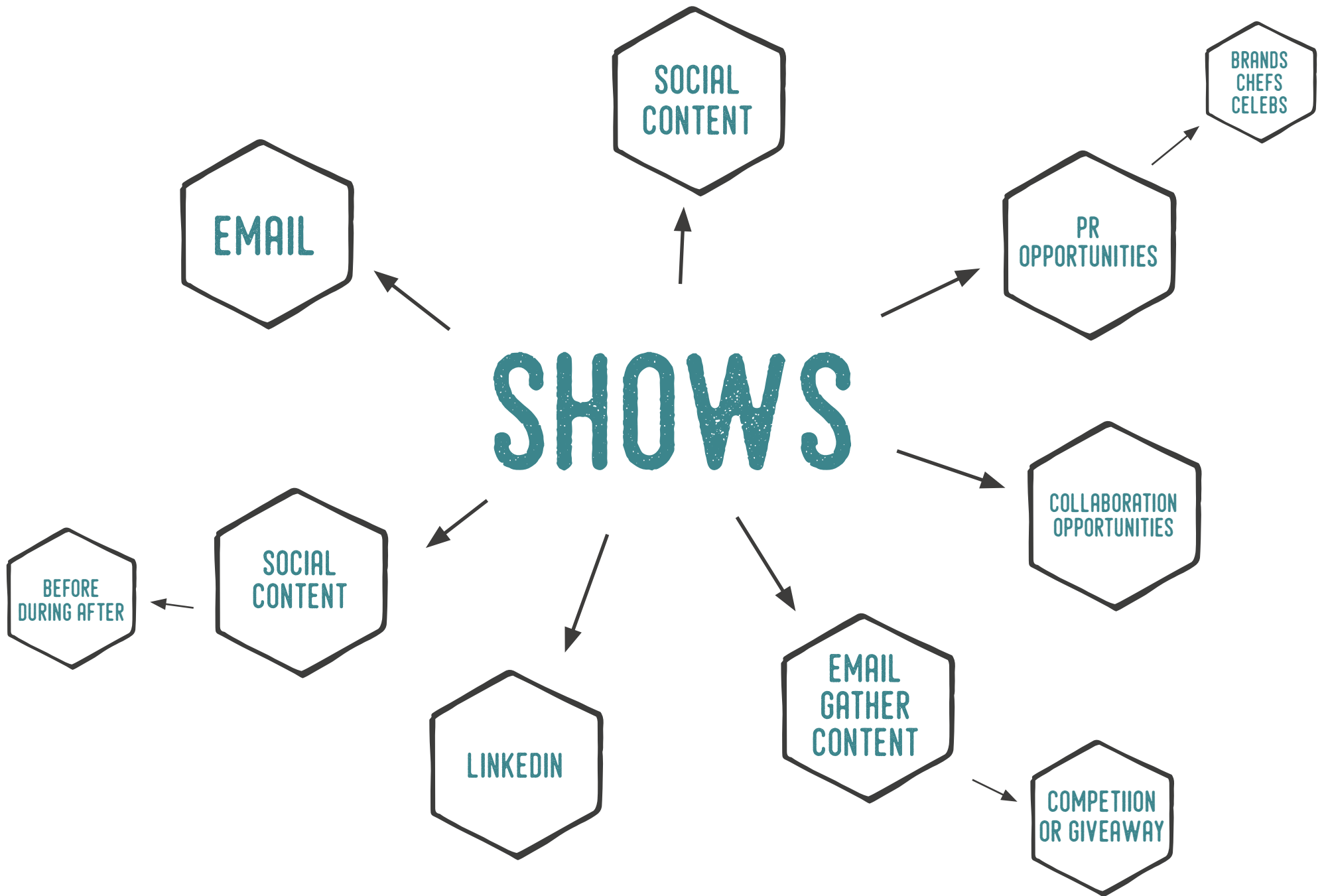
THE OPPORTUNITY MOVING FORWARD IN Q3 AND Q4

OBJECTIVE:

Strategic implementation of marketing and communications that support the growth of both B2C and B2B sales and brand awareness.







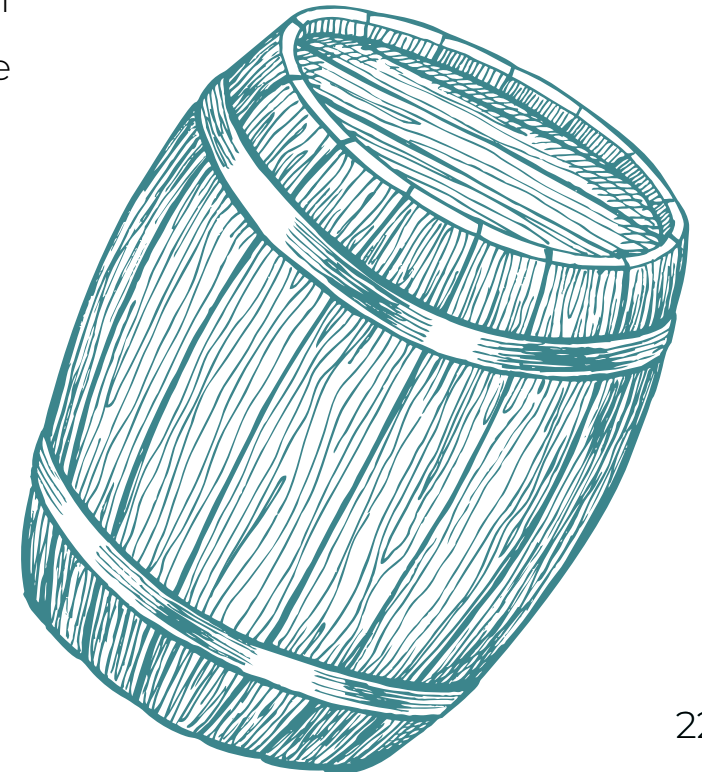
PR

Trade Opportunities:

- Frugal re-release
- Eco-Distillery
- Growth
- NPD
- Cocktail Brand
- Charitable work
- Association comms
- THOUGHT LEADERSHIP
 1. Trends
 2. Industry news
 3. Sustainability
 4. Doing better business
- Speaker opportunities
 1. Trade Shows
 2. Industry events
 3. Online

Consumer Opportunities:

- Influencers and ambassadors
- Regional press and magazines
- Collaborations
 1. Lifestyle
 2. Ethical
 3. Aspirational
 4. Sustainable
- Charity



BLOG – NATURALLY SPIRITED

(Wildjac magazine)

Monthly eZine published on the website –
Lifestyle focused Frugal re-release

- Charity spotlight
- Collaborative content
- Recipes
- Things we love

This content then informs social media
and email newsletter content.

NATURALLY SPIRITED Quarterly Magazine (PDF with some print for distillery)

- Bringing together all the stories
from the past three months.
- Design-led, lifestyle-focused, community-building



THE ROLE OF EMAIL MARKETING

B2B and B2C email marketing is vital for the growth of our business because:

They will help us build community

They will help us build our brand

They will help us build long-term relationships



EMAIL MARKETING AND WILDJAC

What we should do:

Giving creates trust

We need to give back to our customers, and in so doing build trust. We can share insights, create champions and build long-lasting relationships.

Less is more

If our email newsletter becomes something that people look forward to, then the 'do less better' strategy will pay off.

The rules of selling

When we need to sell, then we need to sell: we won't leave our customer in any doubt - it's all about the timing and the relationship we have built.

Different newsletters for different jobs

We will create two different email styles: one for giving — the inspiration, the conversation, the interest; and one for selling. We will give back first.

Email Strategy to be informed by the Wildjac Lifestyle Magazine (see later section on this)



LINKEDIN STRATEGY



COMPANY PROFILE

Wildjac is an sustainable distillery committed to producing the finest spirits, that bring joy to our customers, whilst being kind to the planet. We create premium, sustainable spirits with natural ingredients foraged from the Wyre Forest and surrounding land.

Decidedly different, we combine the finest foraged botanicals with a serious approach to distillation and dedicated to doing good for the planet and the community.



TEAM

For Wildjac to grow our LinkedIn presence we all need to engage with the content that we are putting out and demonstrate that we are working towards the same goal, the same vision. At least twice a week, you will need to go on there and share and comment on WD content. The input of the team here is crucial - we will raise our profile and achieve our mission if we all promote, talk the right language, and engage.

ENGAGE CELEBRATE AND COMMUNICATE



INVITE CONNECTIONS

A target for the Super Admins is, monthly, to invite connections to follow our page. This needs to be people who will engage with our content and find value in what we are communicating. It is vital, however, that we personalise the invite to make the connection more meaningful. If we can all aim to invite between 50 a month in this way, we will soon start to grow and get noticed.



CONTENT

Our principal objective is to increase the engagement of our page, so we need to make sure that our posts contain a range of content covering the following communication pillars:

People – champion the team and their knowledge, passion, and experience

Product – celebrate innovation, quality, sustainability, and ingredients

Positioning – what makes us better than the rest? Be part of the conversation and lead from the front

Place – English. Local. Global.



BRAND VOICE

Our brand voice on LinkedIn mirrors our values. We must, at all times, be:

- Honest
- Inclusive
- Confident
- Collaborative
- Fun
- Knowledgeable
- Inspiring



WE NEED TO MAKE SURE THAT

We all add our company page to our LinkedIn profiles and use the brand banner on our own page

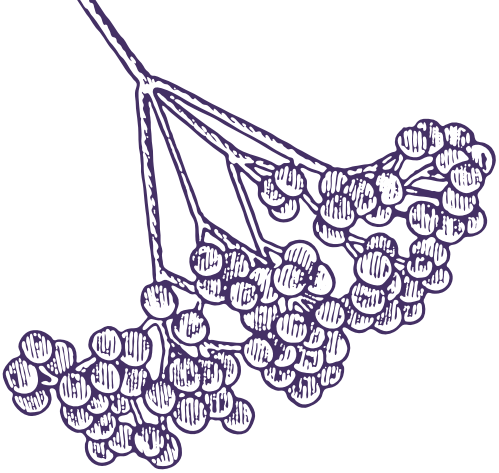
We post during business hours or schedule for peak engagement times between 6-8am

We publish articles directly to the platform

We share, like and comment on company page posts

Be proud of the organisation but be proud of ourselves and what skills we bring to the party to make this journey happen





LINKEDIN CONTENT

Brand page:

- Key message content
- Shows
- Products
- People
- Innovation
- Trends
- Serves
- Key National Days content
- B2B shout-outs/interviews etc.

Chris & Aster:

- THOUGHT LEADERSHIP
- Education
- Connecting with key influencers, suppliers, retailers and buyers
- Trends
- Growth
- Key messages
- Charities / giving back
- Share PR wins



SOCIAL STRATEGY FOR B2B SOCIAL MEDIA



WHAT IS OUR TONE

Friendly, engaged, inspirational, educational, personable, caring

WHO ARE OUR RETAILERS

Independents: We feel invested in them. We want them to feel like we are in this together, growing together. We are really engaged in making their business a success and we want them to feel this. This is a COLLABORATION, and we want to respond to the needs of the retailers.

Wholesale: share the why, bring in to the movement and community, create an imperative dynamic that drives sales.



WHAT ARE WE BUILDING CAMPAIGNS AROUND

- Quality
- Sustainability
- Local / Community
- Giving

HOW DOES SOCIAL MEDIA SUPPORT SALES

Connect with all retailers

Connect with target retailers

Network with, and engage all retailers

Share relevant content / user-generated content of current retailers

Retailer Stories feature regularly

User-generated content

Instagram Live content with brand ambassadors

Share resource, updates and knowledge for mutual growth

SHARE THE LOVE



B2C SOCIAL MEDIA

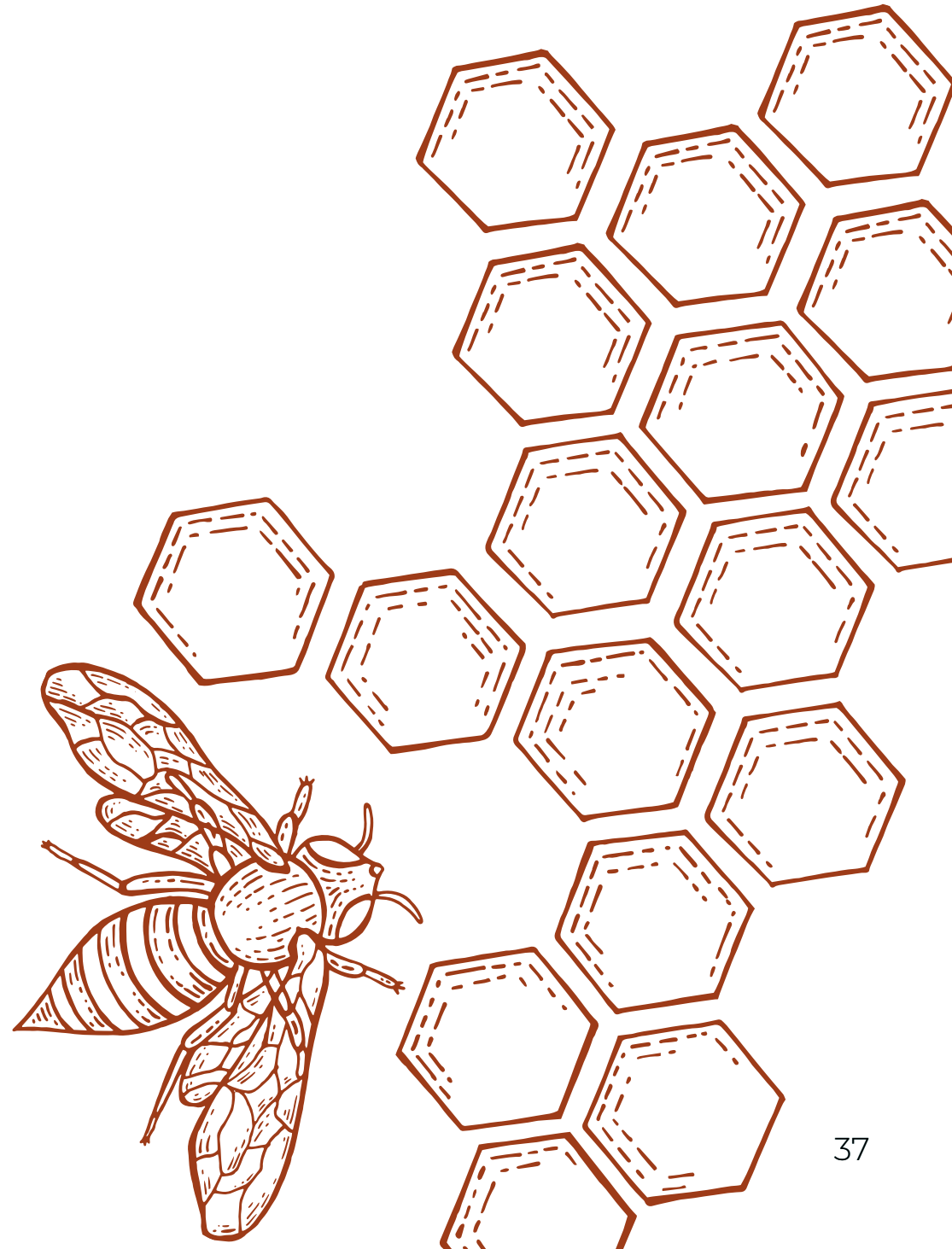
The social media content should be driven from within Wildjac and must show VOICE AND PERSONALITY

- Show the people
- Celebrate the product
- Communicate passions for place and planet

Influencers, brand ambassadors and strategic collaborations key to growth moving forward.

What are we building campaigns around?

- Quality
- Sustainability
- Local / Community
- Giving Back



What is the single message that ties sales and marketing together?

WILDJAC

NATURALLY SPIRITED | SUSTAINABLY CRAFTED



WILDJAC
H O M E G R O W N S I N C E 1 8 6 1 TM

WILDJAC.CO.UK