

oneteam™

DRIVEN BY



AFFINITY
CREATIVE GROUP



kabookaboo
DIGITAL MARKETING

About Us



Welcome to oneteam™. A modern partnership between Affinity Creative Group and kabookaboo, developed with one objective in mind: to provide our clients more...

more experience.
more creativity.
more strategy.
more results.

Our Path



BRAND • WEB • RETAIL

Beautifully Designed Experiences

Deeply Insightful Approach

Experienced, Thoughtful Partners

Since 2012



DIGITAL • SOCIAL • CONTENT

Strategically Driven

Influencing Customer Behavior

Nimble, Transparent Partners

Since 2001

Our Foundation

WE'RE A TEAM

Learn together.

Work together.

Succeed together.

WE'RE IN IT WITH YOU

Less meeting. More interaction.

Follow through. Follow up.

Your success is our success.

GO FURTHER

Dive deep into strategy.

Connect brands & creativity.

Guide from ideation to execution.

Bringing Brands To Life



BRAND DEVELOPMENT

PACKAGING DESIGN

DIGITAL MARKETING

CONTENT CREATION

Brand Development

- Brand Naming
- Brand Identity Creation
- Corporate Branding
- Brand Positioning
- Story, Voice, Look & Feel
- Brand Guidelines



At its essence, a brand represents a promise. This promise ensures clarity in the brand positioning, develops alignment with the target audience, and entices the consumer through a visual connection.



ESPAÑOLA

The Scoundrel



3
THREE FINGER JACK

IL
MULINO
DIVINO™

WYNWOOD WALLS®



ESTD 1924
DELICATO
Family Wines

SHANNON
FAMILY OF WINES

CHAMISAL
VINEYARDS



DOUGH
BALL


STAXUS

SONOROSO



Packaging Design

- Label Design
- Brand Refresh
- Premiumization
- Portfolio Tiering
- Franchise Expansion
- Custom Glass
- Unboxing Experiences



A powerful tool for differentiation and engagement, a beautifully crafted and expertly executed package design attracts attention, connects with consumers, and communicates brand value. Memorable packaging will always equate to significant impact.





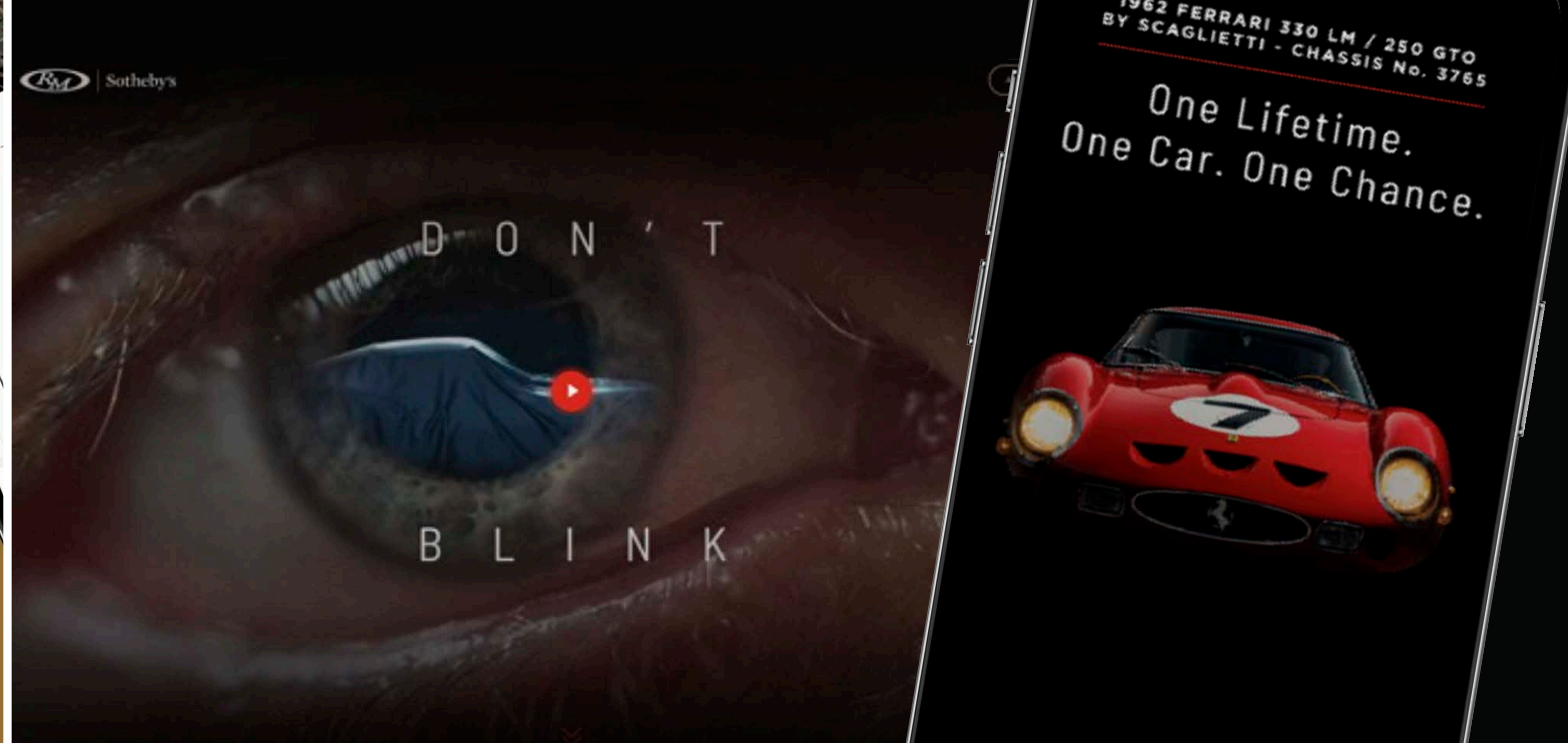
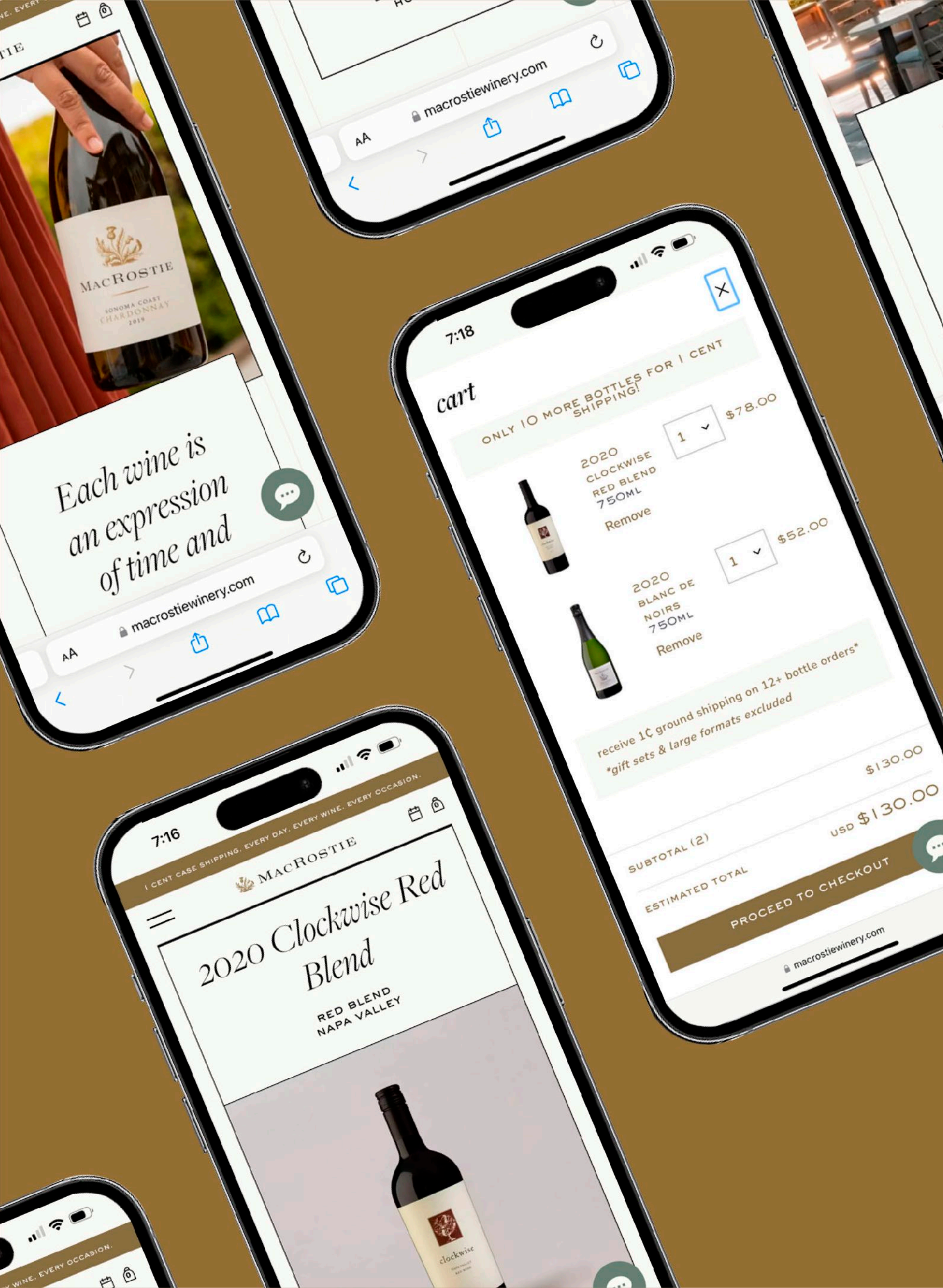
Digital Marketing

- Bespoke Websites
- Ecommerce
- Social Media
- Advertising
- Email/CRM
- SEO/SEM/PPC
- Influencer Marketing



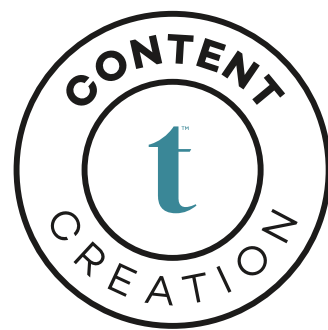
Masterful website design and digital marketing are critical for any brand's success. They impact customer satisfaction, conversion, and engagement and in turn, drive business growth, emotional connection and overall brand affinity.





Content Creation

- Brand Anthem Videos
- Lifestyle Videos & Photos
- Studio Videos & Photos
- Social Stories
- Custom Illustrations
- Copywriting



Strategic content development fuels digital marketing, engages audiences, and builds brand authority. When done with the right balance of creativity and strategy, it drives customer acquisition and retention while driving increased revenue opportunities.





Credentials

Since 2001, we have specialized in the wine & spirits industry.

Today, our clients include more than 350 brands as well as 9 of the top 10 and 30 of the 50 largest producers in the U.S.

SELECT WINE BRANDS & PRODUCERS

14 Hands
1924
1000 Stories
Acidity Trip
Apothic Wine
Beckstoffer Vineyards
Bell Wine Cellars
Bien Nacido Vineyards
Black Stallion Estate Winery
Bogle Vineyards & Winery
Boisset Wines
Bota Box
C. Mondavi & Family
Cakebread
Carlo Rossi
Chamisal Vineyards
Chappellet Winery
Charles Krug
Chateau St Michelle
Cline Family Estate
Columbia Winery
Constellation Brands
Copper Cane
Coppola Diamond Collection
Crimson Wine Group
Cuvaision Estate Wines
Cycles Gladiator
Delicato Family Vineyards
Deutsch Family Wine & Spirits
Distinguished Vineyards
Donum Estate
Dreaming Tree
Duckhorn Vineyards
E&J Gallo Winery
East Side Crossing
Edna Valley Vineyards
Fantasca Estate
Fetzer Vineyards
Flat Top Hills
Flora Springs Family Estate
FN Cellars

FRE Alcohol-Removed Wine
Force & Grace
Freixenet USA
Gary Farrell Winery
Gato Negro
Gerard Bertrand
Gloria Ferrer
Ghost Pines
Gnarly Head
Graffignia
Hahn Family Wines
Hand on Heart
Harney Lane Winery
House of Smith
Jackson Family Wines
King Estate
Louis M. Martini
MacRostie Winery
Markham Vineyards
Menage a Trois
Mercer Bros.
Merriam Vineyards
Miller Family Wine Co
Noble Vines
O'Neill Vintners
Oak Ridge Winery
Oliver Wine Company
optik
Paul Hobbs Winery
Pine Ridge Vineyards
Peju Province Winery
Portlandia
Priest Ranch
Raymond Vineyards
Riboli Family Wines
Robert Mondavi Private Selection
Rodney Strong Wine Estates
Rombauer Vineyards
Saint Clair Family Estate
Scheid Vineyards
Seaglass Wine
Shannon Ridge

Simi Winery
Sommerston Wine Co
Stags Leap
St. James Winery
Talbot Vineyards
Terlato Wines
Textbook Wines
The Wine Group
Three Finger Jack
Trinchero Family Estates
Trinchero Napa Valley
VSPT
Wente Family Estates
Whitehaven
Wine Hooligans
WX Brands
Z. Alexander Brown Wines

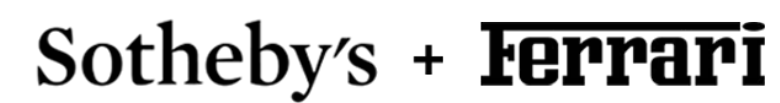
SPIRITS & RTDS

Anchorage Distillery
Authentico Tequila
Bacardi Rum
Camerena Tequila
Doughball Whiskey
E&J Brandy
El Fumidor Tequila
Freshie Tequila Seltzer
Grey Goose
HIRSCH Whiskey
Johnnie Walker
Mi Campo Tequila
Miami Cocktail Co
Monaco Cocktails
Muralist
New Amsterdam Vodka
Old Potrero Rye
Redwood Empire Whiskey
RumHaven
Sabe Cocktails
Scotch Malt Whiskey Society
St. Petersburg Distillery
Tres Agaves Tequila

Credentials

Our deep experience in the Wine & Spirits industry also bridges over to Premium Lifestyle Brands.

We are privileged to serve a range of leading brands across speciality consumer products, premium hospitality and ultra-luxury collectibles.



Let's talk!

Our oneteam™ philosophy means that one person's success is everyone's success, and in this case, **your success is our success.**

We're excited about the opportunity to partner with your team.

oneteam™

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