



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

NAMES

MENDOCINO CULINARY ARTS FESTIVAL

MENDOCINO FOOD FARE

MENDOCINO GASTRONOMY

SAVOUR MENDOCINO

MENDOCINO FOODIES FESTIVAL

MENDOCINO FOOD CRAFT

FEAST MENDOCINO

Thank you