

# Make direct-to-consumer BOOM! with the Brand Story Marketing System

## What it is and what it does

Ever wondered how to build brand value and drive online sales at the same time?  
**The Brand Story Marketing System is the key.**

Developed by Guy Taylor and Tim Hodgkinson (more about us ↓ ) using insights from work undertaken for Tourism Tas, Tourism NT, Tourism WA, Wine Australia, Wine Tasmania, AHA, and Cider Australia this online self-directed learning shows you **how to capture your differentiation, evolve your unique story, amplify that to market and systemise your marketing processes.**

*Online direct to consumer is **booming**. In the most recent quarter Nike is up 75% and Lululemon by 68%.*

Economist, July 26th

If your brand is not getting its share of the online pie then come to the **free Brand Story Marketing System workshop (online)** where we will introduce the tools that make brands boom.

## FREE 45 min online workshop for members

We are offering 40 NSW Wine members an **exclusive 45 min online workshop** on brand differentiation, amplification and systemisation.

Fast, fun and educative. The tools are quick and simple to apply. Click [HERE](#) to book.





## About the creators

**Guy** led the evolution of the Tasmanian Tourism brand and the Tasmanian Wine brand along with recent brand evolutions for Tourism Northern Territory and Tourism Western Australia. He co-developed the ‘Who is James Boag?’ strategy helping build a \$300 million brand out of a small regional brewer.

**Tim** has a long history in marketing process systemisation and has applied the methodologies in Tourism, Wine, Cider, Hospitality, and Tech startups. As the former General Manager of Pooley wines Tim took the Pooley Wine Club to stunning new heights using process driven systemisation.

## Praise

*'An innovative process...gave us all a detailed understanding of how, as a state, we differ from our competitors'*

**Brodie Carr - Managing Director  
Tourism WA**

*'...a very strategic process managed by Guy Taylor ... not only enjoyable but enlightening.'*

**Ian Rankine - Managing Director**

## **Innkeepers**

*'When we systemised our marketing our direct-to-consumer sales grew over 300%.'*

**Mardi Ellis - Owner**

**Meadowbank Wines**

*'Brand story marketing system delivers the tools you need to get your marketing sharp and shiny, quick smart - jump on it!'*

**Frieda Henskens - Winemaker**

**Henskens Rankin Winery**

*'I jumped at the opportunity. My brand story is something I know has been missing, but any attempt to try and define it had failed; ... but now it's clarified, articulated and on paper – hallelujah... I am very happy with the outcome so far.*

*My advice - Just Do It.'*

**Bec Duffy - Winemaker**

**Holm Oak Vineyards**

## **Contact**

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