

# ROOTED

BOURGOGNE, FRANCE

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BY KATE DARSEY

## DESCRIPTION OF PRODUCT

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A high-quality annual guide, website, and Instagram showcasing authentic agricultural practices in a region of France. The platform promotes local tourism and businesses while immersing the public in the agriculture community.

# COMPETITIVE MARKET MAP



# TARGET AUDIENCE

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Those, abroad or local, who are traveling in Bourgogne, France, and want an authentic experience with reliable recommendations.

Socio-Demographics: Males and Females between 20-65. Middle to high class and Income. Occupation allows holidays.

Generational: Gen X, Millennials and Gen Z

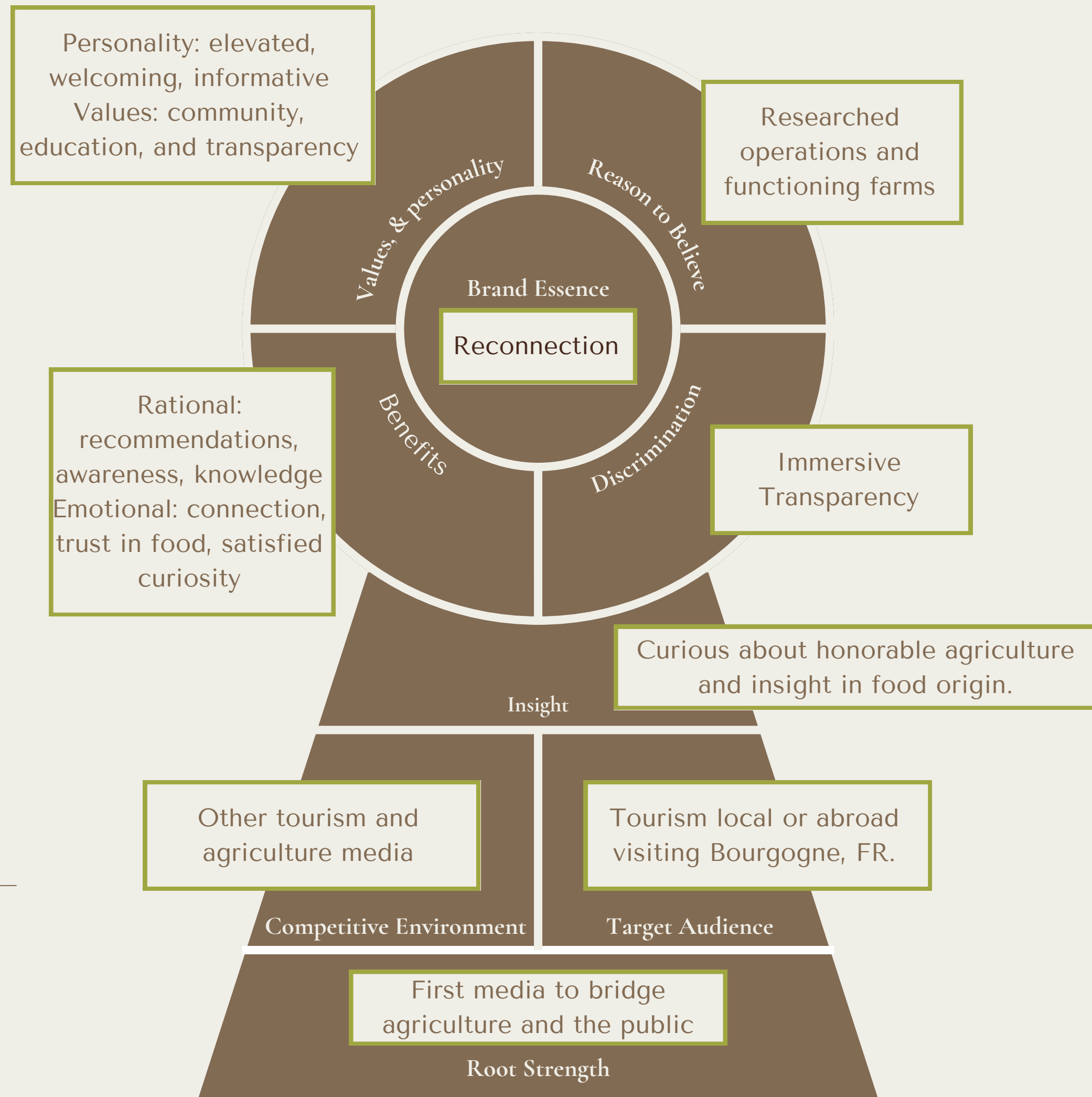
Psychographic: Love to travel, conscientious eater, experience-driven, sustainability interest, want a friendly community, believers

# SOURCE OF BUSINESS

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Tourists or locals in the region who are curious about buying or understanding agricultural products and the communities producing them.

# PROJECT BRAND KEY



# BRAND POSITIONING STATEMENT

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To travelers in Bourgogne, France:

This guide showcases the authenticity within the agriculture community by unveiling the region's noble agricultural operations through reliable, researched recommendations.

Brand Essence



Reconnection

Fundamental/Self-Expressive Human Value



Fulfilled Curiosity

Emotional Benefits



Sense of Trust

Rational Benefits



Recommendations

Core Competence/  
Product Attributes



Transparent Agriculture

BRAND  
LADDER

## BRAND SIGNATURE

“WHERE ROOTS AND  
PEOPLE FLOURISH”

## BRAND LOGO



# BRAND UNIVERSE



ICONOGRAPHY



# COLORS

P  
R  
I  
M  
A  
R  
Y



# MOOD



# TYPOGRAPHY

KENAO SANS SERIF

Aa

Used for title in all Caps.  
subheadlines in upper and  
lowercase

CRUSHED

Aa

used for headlines and  
subtitles in all upper-case

MONTSERRAT

Aa

Used for text and  
subtext

## BRAND NARRATIVE

Agriculture has been the foundation of my life. From morning chores to feed our livestock to learning the processes of food production to advocating for agricultural topics, I was able to learn the value of agriculture to our society. I found it humbling to understand what farmers and ranchers go through to provide food for families they will never meet across the world.

As I began to move out of my small rural town, I was surprised to learn my peers were not given the same opportunity to connect to their food sources and there was in fact a disconnect and lack of agriculture literacy.

In a world that often overlooks the origins of its food and crafts, we exist to reconnect people with the land, the farmers, and the artisans who shape France's rural identity. Our mission is to foster appreciation for the beauty and significance of agriculture while promoting sustainable tourism and local businesses. We offer the opportunity to embark on a journey to witness and savor the soul of French Agriculture.

## BRAND STORY

“This magazine Rooted was the perfect guide during our trip to Bourgogne, France, this past summer. It was full of recommendations about local farms here, we were opened to a new side of Bourgogne where we could connect with locals and learn more about how our food is made. The experience of seeing how crops are grown and animals are raised not only deepened my appreciation for agriculture but also reconnected me to nature in a way I never expected.”

~ Kylee, 28

“As a French native, we are proud of our agricultural products such as wine and cheese, but I have never seen the process first-hand. The stories in Rooted of farmers' generations and how they've adapted to change made my farm tour an unforgettable learning experience. It's one thing to read about agriculture, but being there, surrounded by it, makes it come to life. There is no better feeling than supporting honorable agricultural practices in my community.”

~ Paige, 53

# BRAND CONCEPT

Humans have an innate longing to connect with nature, however, through rural outmigration, a disconnect has been created between consumers and producers in agriculture. This gap has sparked a growing curiosity in consumers about the origins of their food and the people behind the curtain.

*Rooted* strives to bridge this divide by immersing readers in the authenticity of French agriculture while simultaneously supporting agriculture practices and local tourism. We are committed to uplifting honorable farms and ranches through careful research, providing our audience with curated, reliable recommendations they can trust.

By reading and experiencing our guide, we hope each consumer's curiosity is satisfied by offering new knowledge, recommendations and meaningful experiences while fostering deep connections and trust in our food. Our mission is to rebuild the bridge between consumers and agriculture, one page at a time.

THANK

YOU!