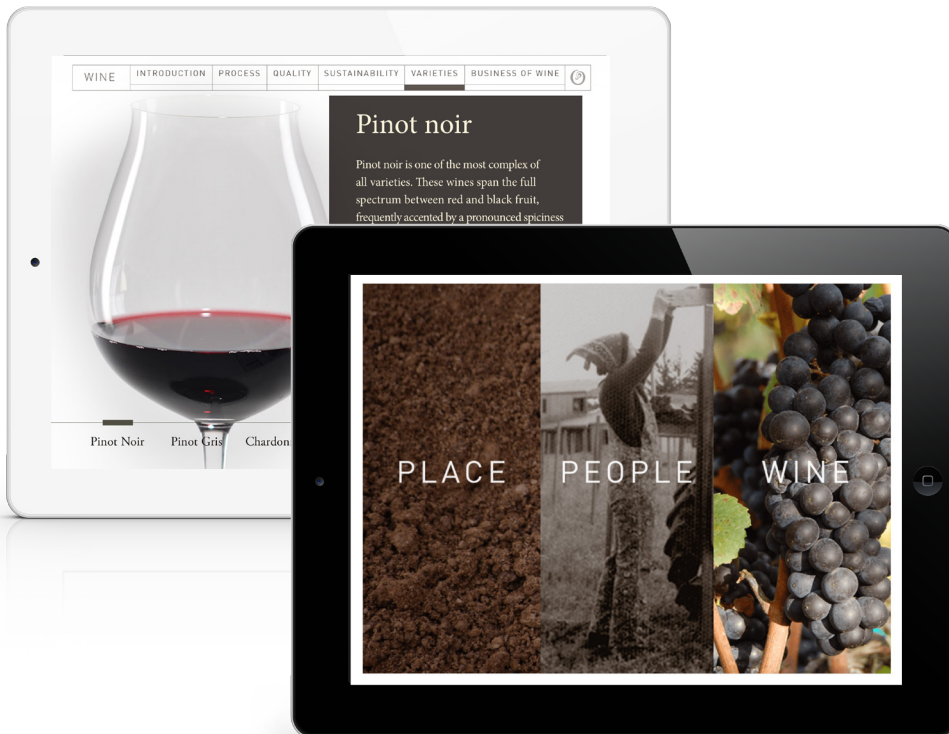# 6D global

# Oregon Wine Board

## CHALLENGE

6D Mobile loves supporting local industry, so when the Oregon Wine Board approached us to reimagine the brand story of Oregon wine for iPad, we jumped at the chance. When Storycode arrived to assess the current state of the Oregon Wine story, what we found was massive fragmentation, both in story and assets: PowerPoint slide decks with clip art and bullet points, press releases, multiple photo archives and sporadic copy about the history of Oregon wine. Needless to say, it was very difficult for anyone to access or communicate a comprehensive or exciting brand experience about Oregon Wine.

### OREGON WINE

**PROJECT**

Develop a mobile application for the Oregon Wine Board for iOS and Android devices. Services will include core information architecture design, content development, and user experience (UX) and user interface (UI) design using Adobe Digital Publishing Suite (DPS).
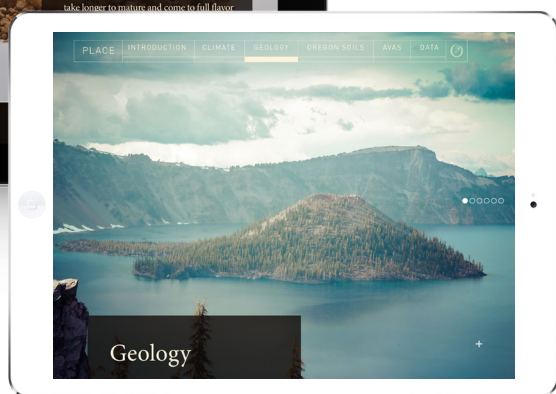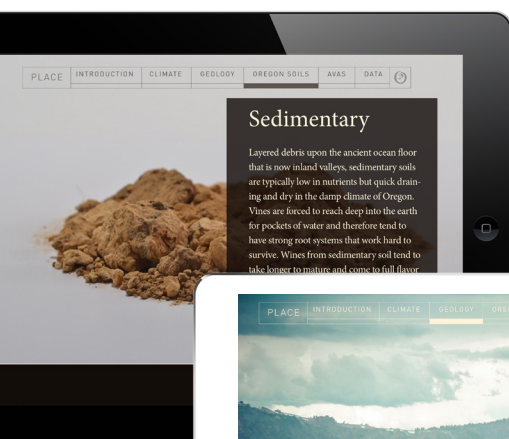
**TECHNOLOGY**

ADOBE DPS

IOS, ANDROID

## Making Digital More Human™

## SOLUTION & EXECUTION

6D Mobile consolidated the content, organized the narrative, and combined smart UX and design to create an Adobe DPS iPad app that beautifully represents the Oregon Wine brand story. It is both a presentation tool and an interactive, story-driven app that allows anyone to jump into the three key ingredients that produces great Oregon Wine: the people, the place and the wine-making process.

Breathtaking imagery collected from wineries around the region make this app not only a richly informative tool but also a stunning visual experience.



**OREGON WINE**
is available on the
Apple app store



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