

# EXECUTION

**WHEN IDEAS MEET  
REALITY**

# **WINE INDUSTRY'S MOST COMMON MISTAKES**

- 1. Underestimating the effort and resources required to successfully market a brand.**
- 2. Not planning from the consumer backward.**

***“.....if I make great wine, it will sell itself”***

# **BRAND BUILDING**

# **=**

# **ART + SCIENCE**

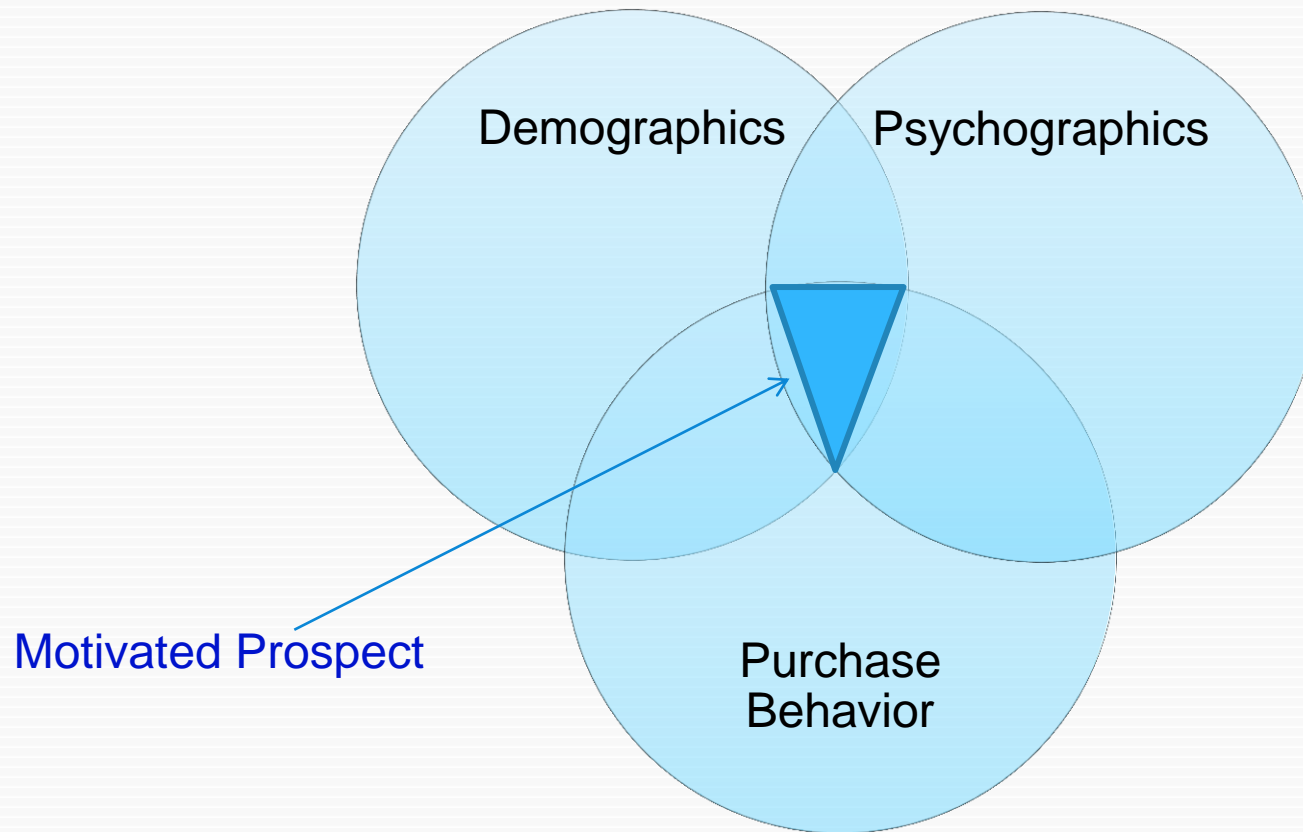
**Requires the ability to:**

1. Conceive an idea.
2. Execute the idea.

# RELEVANT BRAND PROPOSITION

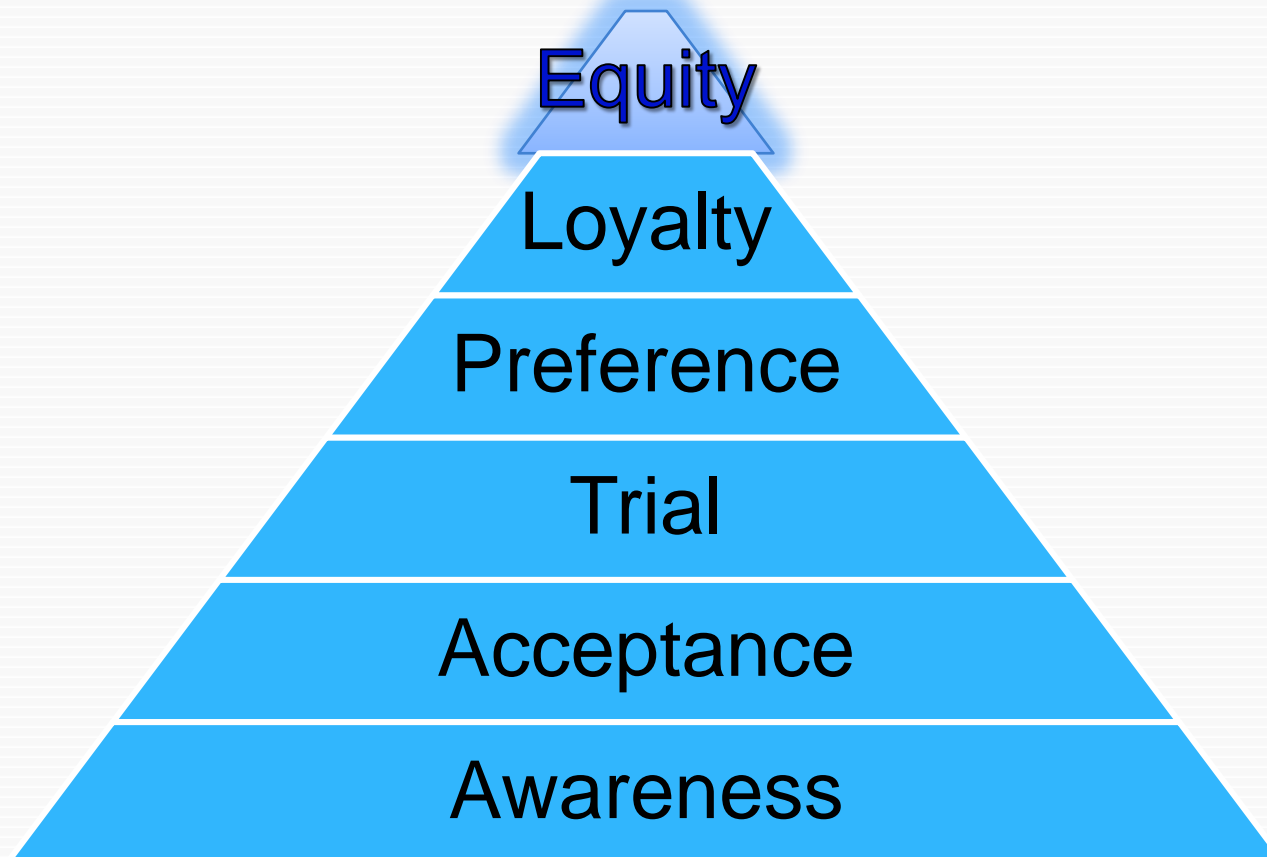
1. Understanding the market and the consumer.
2. Brand position.
3. Distinguishing characteristics - competitive advantage.
4. Access to market strategy
  - Channels
  - Distributor management
  - Direct to consumer
5. Pricing strategy - trade and consumer.

# WHY PEOPLE BUY



# BRANDING IS A LONG TERM PROCESS

No instant successes



# TOO MANY WINES?

An overpopulated, cluttered category



# DARE TO BE DIFFERENT

## Build relevant “buzz” around:

- Value
- Identity
- Utility
- Lifestyle



# THE GREAT MISCONCEPTION

## **Brands are not:**

- Packages
- Labels
- Names
- Trademarks
- Advertising
- Wine

## **Brands are *an experience*:**

- Experience + Context = Brand Impression

# **“MARKETING 101”**

- **Perception = Reality**
- **Customers define value**
- **Marketers help influence customer perceptions**
- **Acquiring a new customer costs five times more than retaining an established customer**
- **Gatekeepers require direction, management and supervision – *“People do what you inspect, not what you expect.”***

# BRANDING IS AN INVESTMENT

## Manage and track it like any other investment

- ROI
- Value creation
- Cost accounting systems that measure tactical effectiveness

## Brand building = A discipline of managing

- Tangibles:
  - Place, price, product, promotion
- Intangibles:
  - Perception, peripheral (*competition*), performance, people

# **BUILDING BRANDS REQUIRES BUILDING RELATIONSHIPS**

## ➤ **People make brands personal & memorable**

Luxury brands require personal contact and interaction:

- Tasting rooms
- Wine shows
- Regular communication
- Trade contact
- CRM – (customer relationship management)
- Reinforce mass communication with personal communication

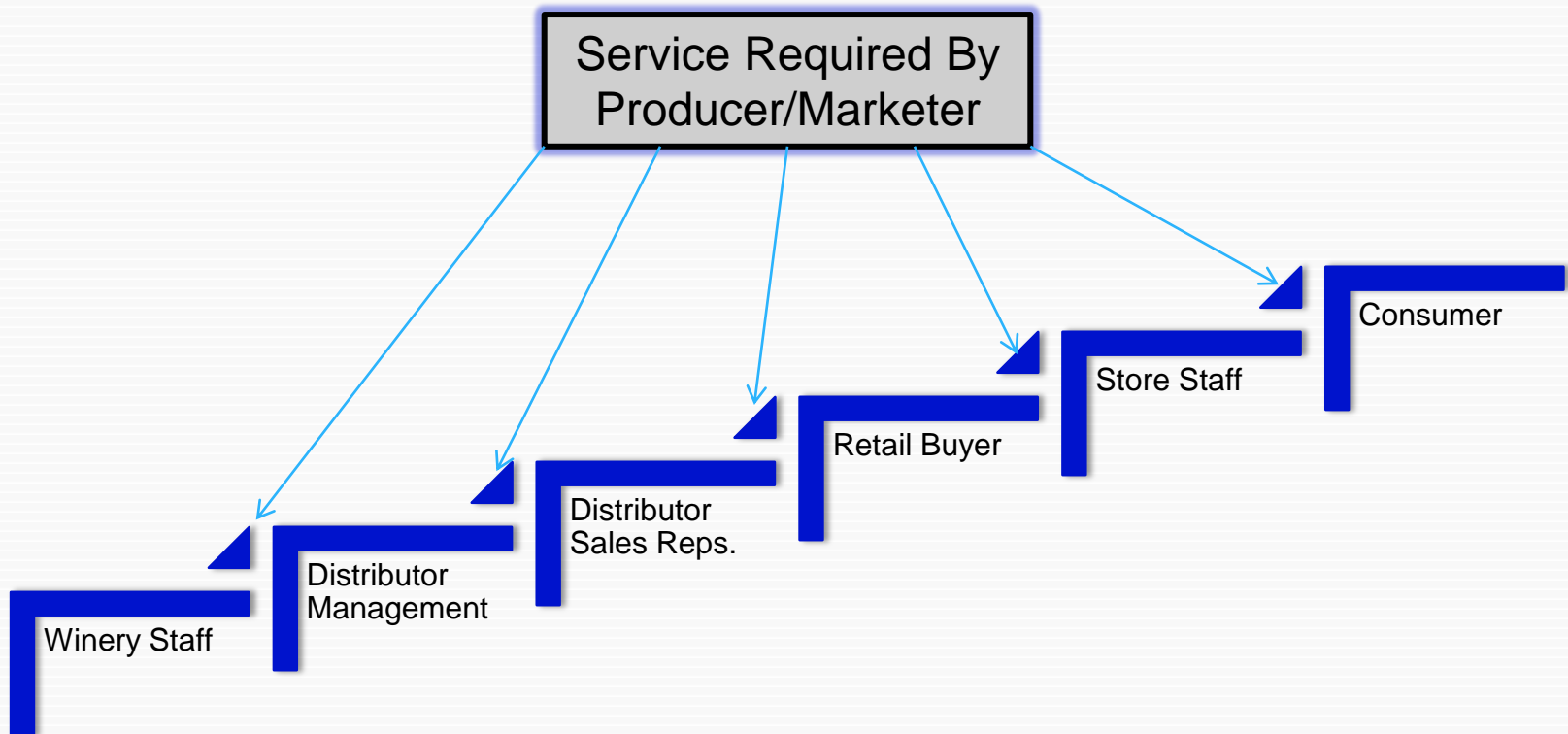
# **K.I.S.S. THE BRANDING CHALLENGE**

- 1. Simple - uncomplicated**
- 2. Common vocabulary**
- 3. Practical**
- 4. Relevant communication**
- 5. Accessible**
- 6. Executable** – *“The operation was a success but the patient died!”*
- 7. Sequential** – *“Ready, shoot, aim!”*

# BRANDING ADDS VALUE – VALUE IS NOT PRICE

- ***“Price is what you pay, value is what you get”*** (Warren Buffet)
- Consumers won’t spend ten times more for something that is only three times better.
- Pricing is not about money, but the meaning of money.
- Value is personal – what it’s worth to me, not how much it cost to produce.
- Align brand values with your consumer’s values: (“green”, cause marketing, artisanal, etc.)
- Consumers now demand that a product over-deliver against their expectations – meeting expectations is no longer enough.

# TRADE MARKETING & MANAGEMENT



**The best brands will fail without attention to all 6 customers**



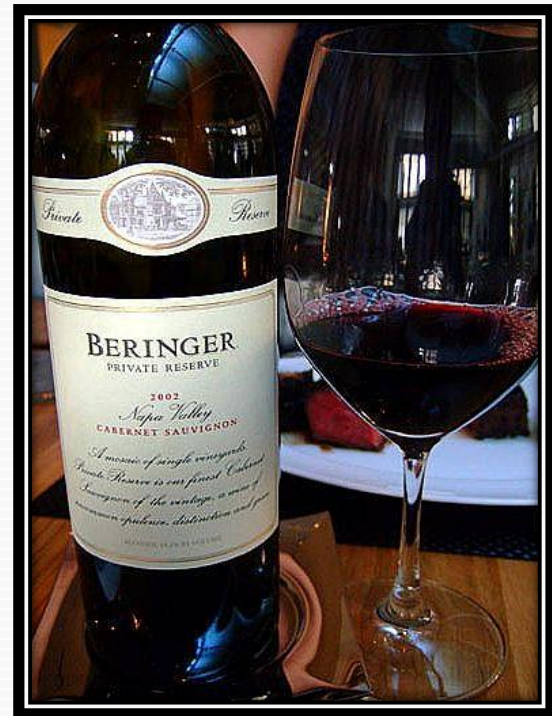
By: Martin Jones  
(With help from Al & Laura Ries  
"The 22 Immutable Laws of  
Branding")



# THE WISE MAN'S GUIDE TO MARKETING

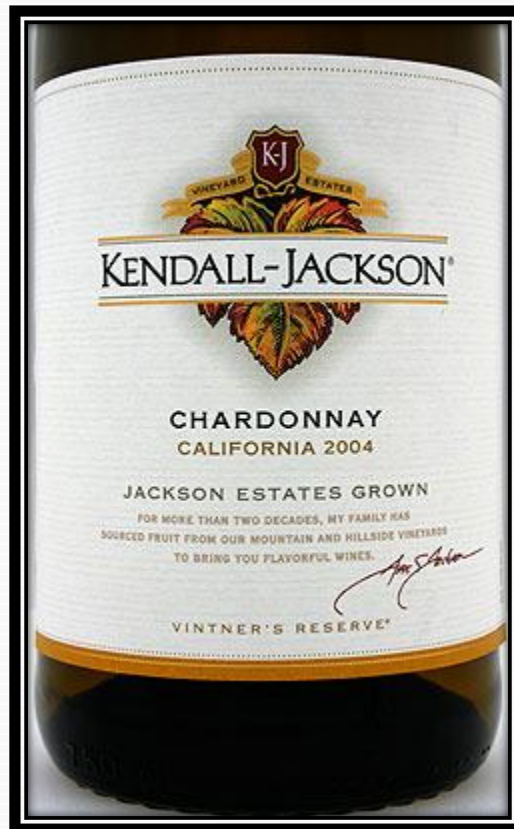
1. Be singular and direct – don't overextend the brand.

*"The power of a brand is inversely proportional to its scope".*



# THE WISE MAN'S GUIDE TO MARKETING

2. Narrow your focus. Contraction can build power.



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## 3. Publicity creates brands; advertising reinforces and expands awareness.



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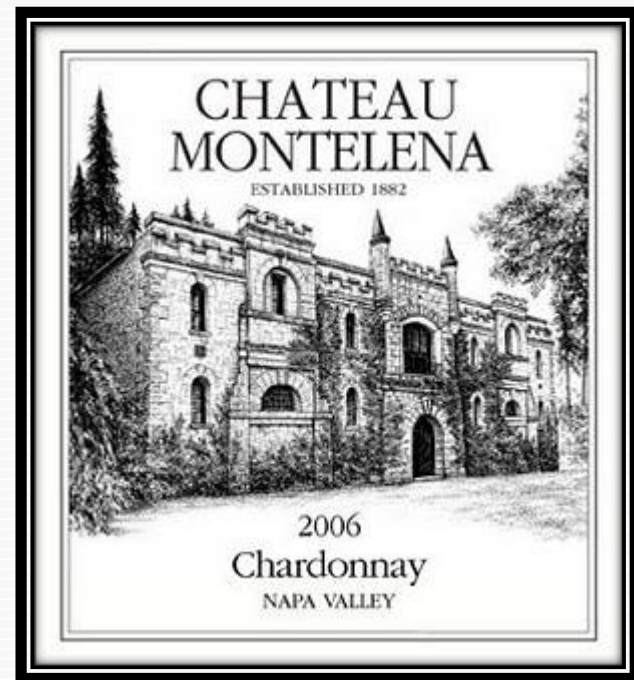
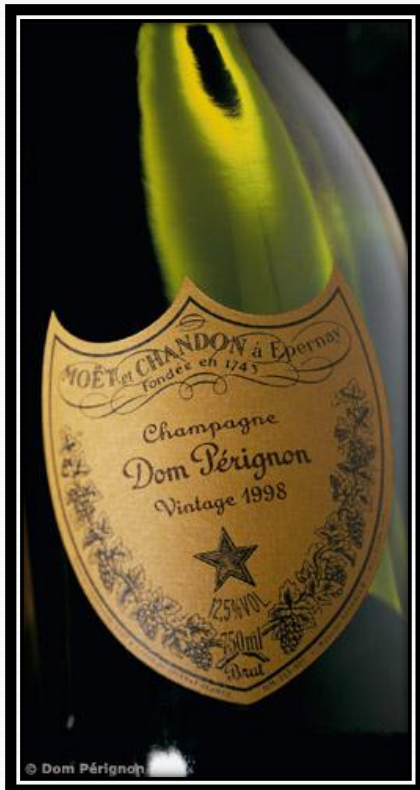
4. Names and words must be owned to have strong meaning – there's no place for generics.





# THE WISE MAN'S GUIDE TO MARKETING

5. Build credentials – the crucial ingredient in success is its claim to authenticity.



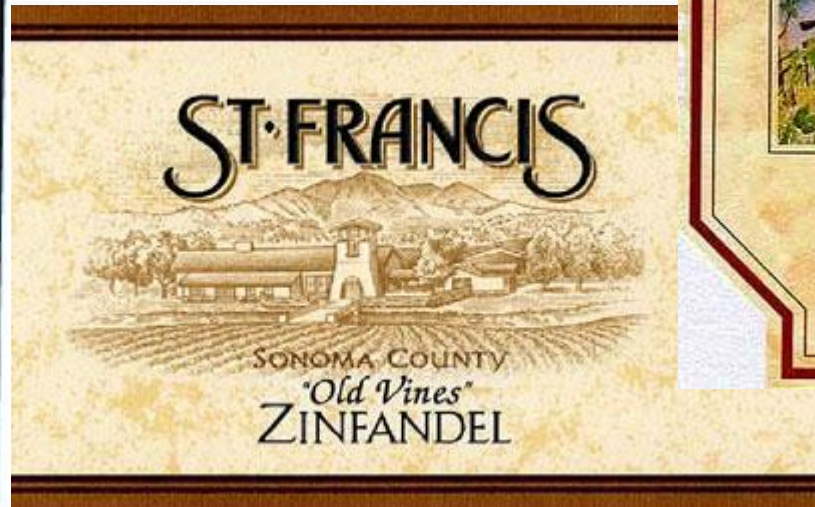
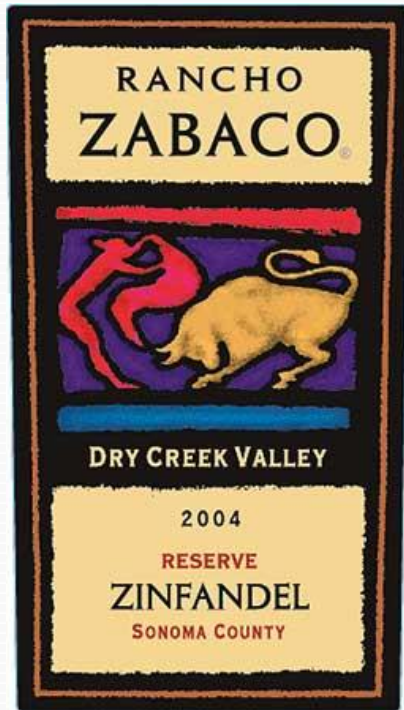
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6. Quality is important, but brands aren't built on quality alone.



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## 7. Build the category, while building the brand.





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## 8. Be visible – be intrusive.

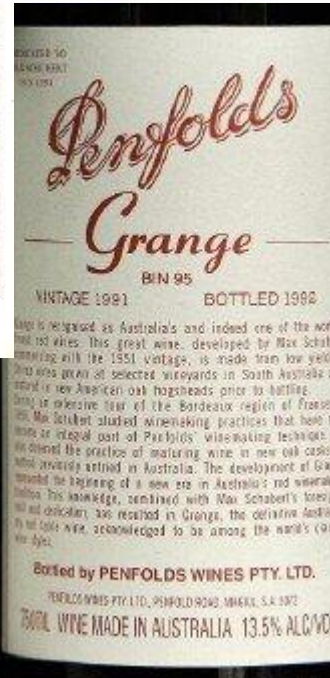
- Can your label be read from 20 feet?
- Is your brand part of the culture its attempting to reach?





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9. Be consistent – brand success is measured in decades, not years.



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10. Change to remain relevant – consistency does not mean avoiding change or ignoring a changing consumer.





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- 11. Mortality is a reality – no brand lives forever. Know when to cut your losses and remain objective.**



# IN CONCLUSION.....

***Great marketing is not the art of selling what you make, it is the science of knowing what to make and then delivering it in an artful way as a relevant, memorable and satisfying experience. Its success is not only measured in profit, but its ability to engage consumers and bring them back for more.***



*Competitive Advantage  
Through  
World-Class Experience*

