



## Copy

Client: Asynth

Re: Marketing –Oenobook website- **ABOUT COPY**

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### Scope of Work

Asynth has contracted with Galvin and Associates to provide copy for the launch of a wine app, Oenobook. This assignment is the ABOUT page of the website.

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ABOUT – BUSINESS DECK

## Oenobook

### Tache due Vin / Wine Splash

Oenobook is an app that allows a wine consumer to reflect his or her tasting experience with a fundamentally visceral response – the swipe. In a matter of moments, a visual appears that captures the taster’s sense of a wine’s flavor, scent, earthiness and other characteristics.

Since wine is above all a social beverage, Oenobook app users are encouraged to share their experiences in person and via social media.

In choosing a wine, Oenobook app users will be able to review the signature of a wine before purchase, using the visual representation provided by the vintner and data on the Oenobook app from other consumers.

As a business, Oenobook will generate revenues from sales of the app, available in both a consumer version and a premium version for wine professionals and connoisseurs. A second revenue stream is data: Oenobook will sell highly-targeted data to vintners based on consumer samplings, preferences and postings to social media.

For more information do not hesitate to [contact us](#).

## Oenobook

### Tache due Vin / Wine Splash

You've just received a bottle of wine from your in-laws, and you're guessing it will be a treat. You open, sniff, pour a glass, let it air then sip and savor. Wow - It's great!

You're going to want to remember this wine, and exactly what you like about it. And you'll want to describe it to your friends. So you can take out a pad and pencil, or sit down at the computer and...

Wait a minute. There's a better way to document what you like about a wine: the Oenobook app.

Oenobook is an app that allows a wine taster to capture his or her tasting experience with a fundamentally visceral response – the swipe. In a matter of moments, using the same motions you know so well from your smartphone, you will create a visual that documents your sense of a wine's flavor, scent, earthiness and other characteristics. The visual is called a 'wine splash' – tache due vin.

Want to share your wine splash? Of course! Simply click your favorite social media icon on the Oenobook app and let everyone know.

The beauty of the Oenobook app is that it also helps you find other wines with taste signatures similar to what you like. Click on the "similar wines" button and you'll see a whole list of wines for you to enjoy. You can also link to friends who have the Oenobook and see what wines they like.

Like any good wine app, Oenobook is loaded with information on each wine and its vineyard, year, characteristics and other tidbits that will make you sound like a wine expert.

When you're ready to upgrade your wine education, Oenobook Premium provides an even deeper and richer cache of information on wines.

Any questions? Contact us. We're always in the mood to talk wine!  
The Oenobook Team