



WINE MARCOM 2020

Sixth Annual Member Workshop

Thursday, November 5, 2020



WINE MARCOM 2020 AGENDA

10:00-10:10 | Welcome

10:10-10:55 | What Would Wine Journalists Do If They Were You?

10:55-11:40 | Visual Storytelling: Why Images and Video Are the Key to the Success of Any Social Media Program

11:40-12:40 | Coming "Clean" about Sustainable, Organic, Natural and Traditional Wine: What Do These Terms Really Mean and How Can Producers Who Embrace Them Work Together

What Would Wine Journalists Do Right Now If They Were You?



Jeanne Sullivan Billeci
Consultant & Coach
Sullivan Says PR & Coaching



Virginie Boone
Contributing Editor
Wine Enthusiast



Ziggy Eschliman
The Wine Gal
KRSH Radio Personality



Mary Orlin
WineFashionista, Edible Silicon
Valley, Sip, Sip, Hooray!

Visual Storytelling: Why Images and Video Are the Key to the Success of Any Social Media Program



Adrienne Young
Founder & Owner
Poppy Social Media



K.C. Cornwell
Collaborative Partner
Poppy Social Media



James Collier
*Photographer &
Videographer*



Aida Mollenkamp
Founder
Salt & Wind



Visual Storytelling



“Don’t shoot what it looks like, shoot what it feels like”

– David Alan Harvey

Visual Storytelling

Why?

1. To set your brand apart
2. Create an emotional connection with your customer
3. Build a relationship with your customer
4. Keep the part of your business customers already know top-of-mind, and share additional lines of business





Visual Storytelling



"You don't take a photograph. You make it."

-Ansel Adams



Visual Storytelling

How?

1. Be Human
2. Create Impact
3. Establish Visual Guidelines






Visual Storytelling

- 4. Always Test
- 5. Plan
- 6. Collaborate with Creatives

Instagram Top Posts & Stories
Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance...

By Lifetime Engagements

Post/Story	Total Engagements	Likes	Comments	Saves
 <p>What does this cute little cow have to do with California wine? Biodynamic wineries use cover!</p>	1,141	952	84	105
 <p>Here's a gorgeous way to keep your wine cold! Our friends @cagrowofficial shared this</p>	728	431	20	277
 <p>Have you visited the Field of Light? This stunning art installation in Paso Robles feat...</p>	650	575	29	46





Visual Storytelling



“Photography is the story I fail to put into words”

-Destin Sparks

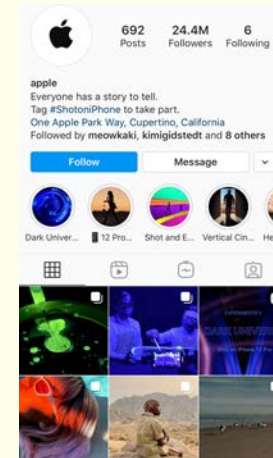


Visual Storytelling

Deployment of Visuals

Where are you deploying and WHY?

- Website or blog
- Social Media: Facebook Instagram, Twitter, YouTube, Pinterest
- Partner channels (visitor bureaus, influencers, wine associations), digital advertising

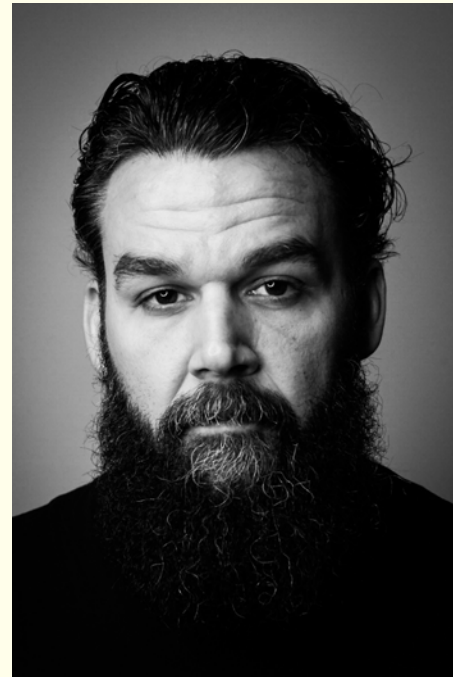




Visual Storytelling Panel



Aida Mollenkamp

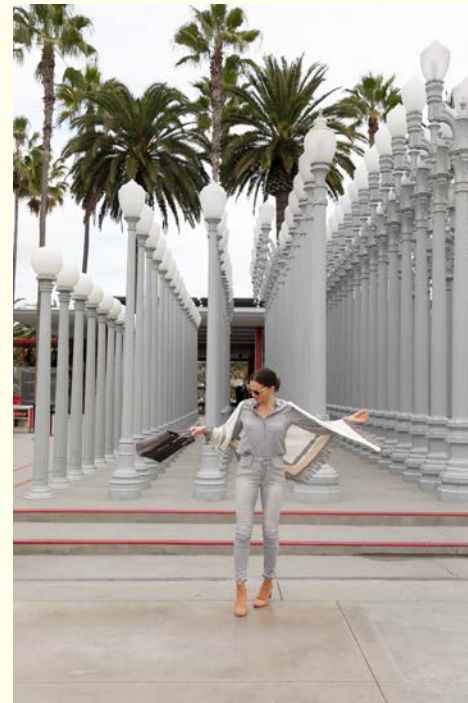


James Collier

Visual Storytelling



Energy



Visual Storytelling



Intimacy



Visual Storytelling



Practical



Visual Storytelling

Wanderlust



Visual Storytelling



The Fail



Visual Storytelling



The Fail



Visual Storytelling



Process



Visual Storytelling



Personal



Visual Storytelling



Sensory



Coming "Clean" about Sustainable, Organic, Natural and Traditional Wine: What Do these Terms Really Mean and How Can Producers Who Embrace Them Work Together



Kimberly Noelle Charles
DipWSET, Founder & Owner
Charles Communications Associates



Brian Freedman
Contributor
Food & Wine Digital, Forbes,
Departures online



Allison Jordan
Executive Director
California Sustainable
Winegrowing Alliance



Stevie Stacionis
Owner
Bay Grape



Peter Work
Winegrower & Winemaker
Ampelos Cellars



Terms used in making wine choices





Sustainable Winegrowing

Being a sustainable winegrower means:



Producing high quality grapes & wines



Protecting the environment



Being a good neighbor & employer



Maintaining a thriving long-term business





Sustainable, Organic, Biodynamic

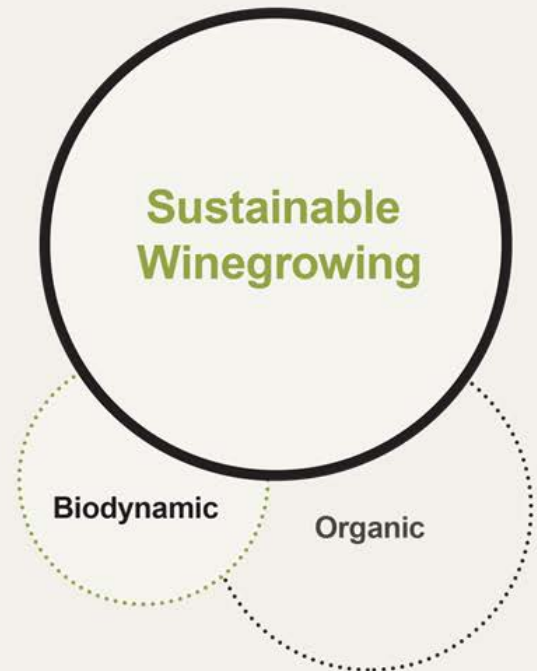
Sustainable + Organic + Biodynamic®

-  Annual Certification
-  Third-Party Audit
-  Soil Health
-  Integrated Pest Management
-  Biodiversity and Habitat
-  Water Quality
-  Ecosystem Management

Sustainable

-  Water Conservation
-  Energy Efficiency
-  Employees & Community
-  Supply Chain Responsibility
-  Waste Management
-  Air Quality
-  Economic Feasibility

Date or other info to come here



Coming "Clean" about Sustainable, Organic, Natural and Traditional Wine



Certified Vineyards & Wineries



92%

367M
Cases

157
Wineries



30%

190K
Acres

2,180
Vineyards

Another 15% of California vineyard acreage is certified to other programs in the state:



Natural Wines

- No official or regulated definition, though some new international certifying organizations
- General agreement by winemakers and adherents regarding minimal intervention (e.g., natural yeast, low to no sulfur, etc.)
- Relationship driven – winemaker, vineyard, nature and consumer





3 Key Take-Aways

1. **Walk the Walk** – Do your homework; educate yourself, your team, and your constituents about practices and definitions; be authentic, be truthful
2. **Talk the Talk** – Increase visibility by augmenting how and where you communicate; calibrate to your audience; think mobile friendly video, blogs, photos
3. **Join Forces** – Join organizations or programs to share resources; gather smaller local groups who are working towards similar goals; work together to increase recognition of beneficial approaches to wine growing and making





THANK YOU FOR ATTENDING!

QUESTIONS/COMMENTS:
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