

WHY CULTIVATE TOGETHERNESS

ENGAGING TODAY'S WINE
CONSUMERS

Winery Webinar Series

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*Consistent with its Code of Advertising Standards, **Wine Institute** is committed to ensuring wine is promoted responsibly to those adults who choose to consume it. We offer insights and tools to help our members promote their wines to consumers of legal drinking age. Our members are required to market wine to adults in a responsible and appropriate manner. This commitment includes the responsible content and placement of all communications concerning wine.*

Note that all research, data analysis and communications referenced in the following presentation have been developed with an audience of 25–45-year-old adults self-described as existing consumers and/or purchasers of alcohol beverages.

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WHY “ZILLENNIAL” FOCUS?

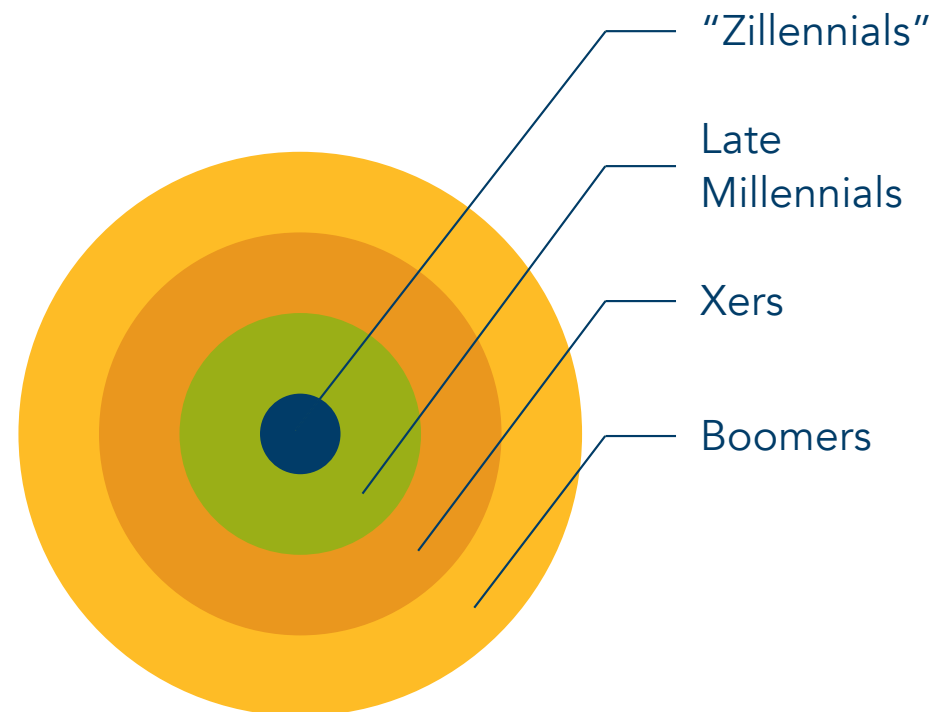
Zillennials: Future-proofing

Late Millennials: Volume & frequency

Validate with Gen X and Boomers

Understand how to engage Zillennials

Apply the insights to other demographics



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THE PROBLEM:

Wine is struggling for relevance



"...don't feel part of the wine club...don't want to join if it stays the same."

WMC: Young Adults & Multiethnic Consumers, 2024



Digital Natives see, shape and relate to the world in a radically different way



Wine is not in their world — we don't show up where they spend their time

THE SOLUTION:

Change how we engage to build life-long relationships with wine

- Show up where they are
- Talk about things they care about
- Engage influencers and creators
- Show how wine fits into their world
- Help them find their wine



WINE LACKS SALIENCE.

Rarely top of mind

Category has no perceived momentum

We're not in their world, participating in their conversations

1. Wine lacks "Brand Energy":

Refers to WPP's Brand Asset Valuator's measure of brand momentum: vision, invention and dynamism.

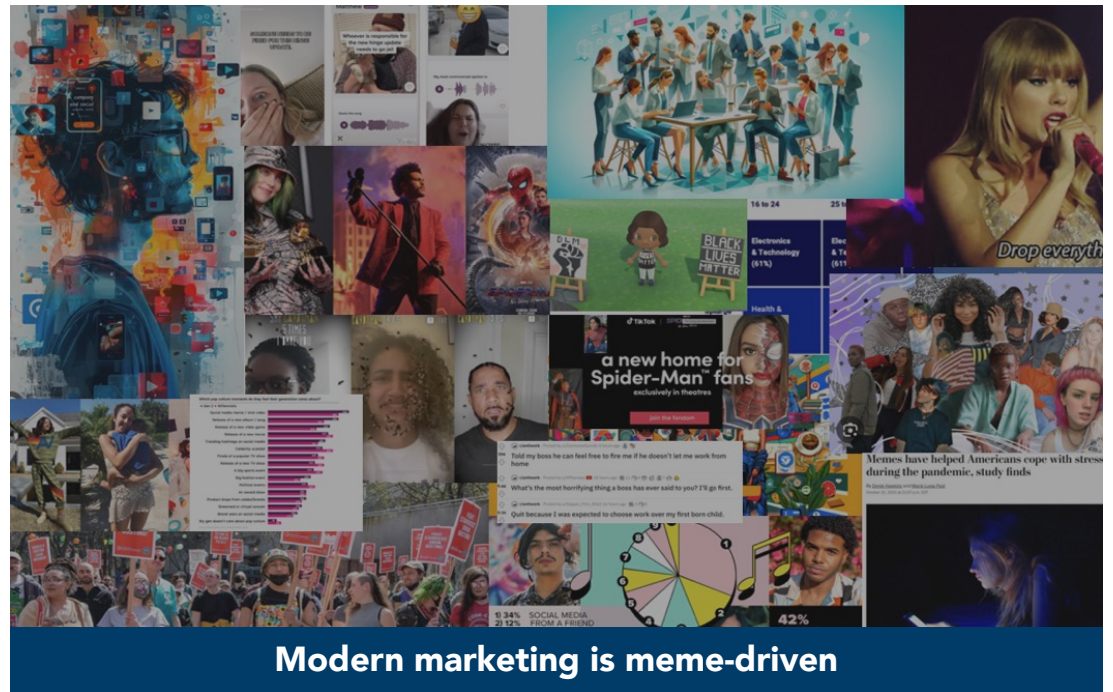
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INSIGHTS DRIVE OUR STRATEGY

#1

WINE LACKS "CULTURAL ENERGY"

We must break-through.
We must participate in their
world and their conversations



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INSIGHTS DRIVE OUR STRATEGY

#2

WINE NEEDS TO GENERATE COMMUNITY VALIDATION

We must engage and inspire the
people that shape attitudes and
preferences



Connect Content Creators with Wine's Creators

INSIGHTS DRIVE OUR STRATEGY

#3

"CONNECTION AMNESIA"

Wine can become a champion for
face-to-face socializing

It's not that we have stopped communicating with friends. In fact, we're all in constant contact, if that is what you would call it



When did we become so bad at friendship?

SOURCE: THE GUARDIAN, 1999

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ENGAGEMENT: THE WHY & THE HOW

Making wine relevant to our core consumers

WHY

Drive relevance

A strong and timely point-of-view
Address 4 key Zillennial needs
Connected to the authentic truths of wine
Told boldly, playfully, with fresh energy



HOW

New engagement model

Surprise — stop the scroll, prompt reappraisal
Engage — elicit emotion, entertain, invite
Connect — in *their* conversations and spaces
Validate — by influencers, peers, creators
Support — help them find their wine

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STRIVING TO LIVE THEIR #BESTLIFE

Qualitative Research – March 2024

EXTENSIVE AND ITERATIVE

42 participants

In-depth one-on-ones + focus groups

Diverse (gender, race/ethnicity,
geography)

Age range 25 - 45

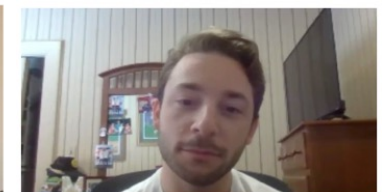
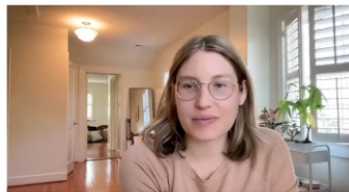
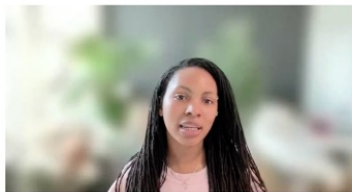
TWO SEGMENTS

Catalytics

Energized, influential wine drinkers

Potentially Lapsing

Favor other beverages, drinking less
wine



HOW THEY EXPERIENCE THE WORLD

Their Experience

Too many demands on money

Too many demands on time

Miss real-world connection

World too polarized

Surrounded by negativity

"Life is hard"

Their Response

Accessible Experiences

Take care of self and others

Crave fun with friends

Welcoming, inclusive

Cultivate optimism

Playful, funny, energetic

WINE CAN ALIGN WITH THEIR VALUES

Audience Values

Accessible Experiences



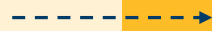
Take care of self and others



Crave fun with friends



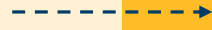
Welcoming, inclusive



Cultivate optimism



Playful, funny, energetic



Align with Wine

Experiences over accolades

Sharing rituals = care

Complement #bestlife

Welcome newcomers

Positive uplifting vibe

Make them smile/laugh

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THE GAP BETWEEN THEIR TAKE ON WINE & OURS

Where's accessibility, inclusivity, playfulness, energy...?

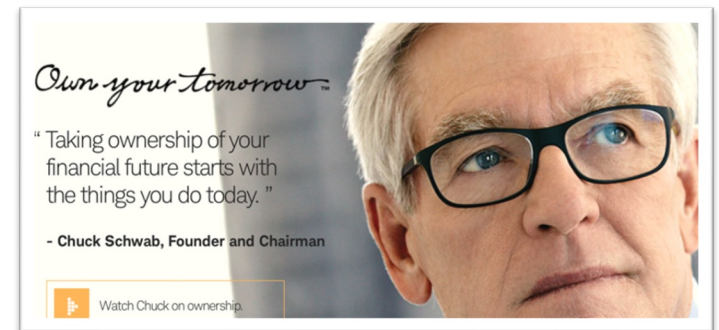


TO CLOSE THAT GAP: BE A CHALLENGER BRAND

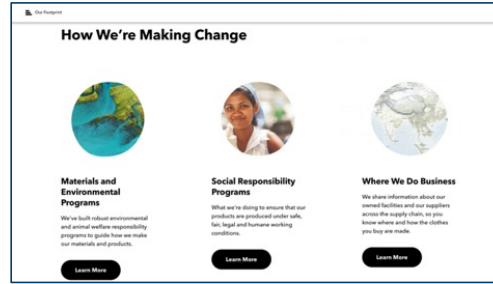
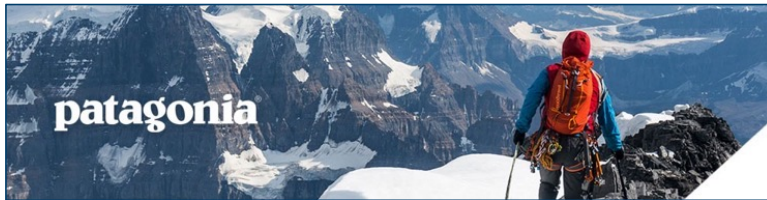
Mission-driven

Take on a big cultural issue

Challenge convention



CHALLENGER P.O.V. DRIVES ACTION TOP TO BOTTOM



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WHAT IS A CHALLENGER NARRATIVE?

MONSTER

What needs challenging

BELIEF

What drives us

WINE'S ROLE

What we do

MINDSET OF OUR TRIBE

BEHAVIOUR / VOICE

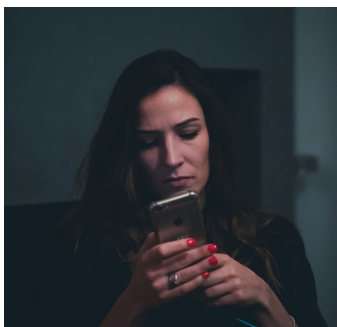
WINE'S CHALLENGER NARRATIVE: OUR VALUE PROPOSITION

MONSTER

What needs challenging

In a world of
**CONNECTION
AMNESIA**

New norms and behaviours mean we forget the importance of face-to-face connection



BELIEF

What drives us

We believe
**CONNECTION
NEEDS A
CHAMPION**

This is a huge issue, but wine has millennia of experience that allows us to lead on this



WINE'S ROLE

What we do

Which is why we
**CULTIVATE
TOGETHERNESS**

Wine's superpower is creating the optimal conditions for togetherness



MINDSET OF OUR TRIBE

We're for all
SOCIAL CATALYSTS

We welcome everyone, especially generous, big-hearted hosts, those who get their people together



BEHAVIOUR / VOICE

How we show up
**PLAYFUL, BOLD,
POSITIVE**

Agent provocateur and conversation starter, with a playful POV: bold, positive, and original.



4 KEY IDEAS SUPPORT THE VALUE PROPOSITION

WINE'S ROLE

What we do

Which is why we
**CULTIVATE
TOGETHERNESS**

Wine's superpower is
creating the optimal
conditions for
togetherness:

1. #Bestlife
2. Elevated Experience
3. Inclusivity
4. Neighborliness

"CULTIVATE TOGETHERNESS"				
Creating optimal conditions for more people to connect through wine				
Connection trigger	BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBORLINESS
What it means in our strategy				
Evergreen truth this is built on				
Core Value				

These ideas came from discussions about wine with Zillennials, and how it fits with their values

USING WHAT YOU ALREADY HAVE

- We will walk you through how to weave these ideas into some of what you are already doing
- With some tweaks and a few adds you can have a big impact on your brand and on the category



SUMMARY: WHY CULTIVATE TOGETHERNESS

**“Cultivate
Togetherness”
narrative is needed by
today’s consumer**

**It differentiates wine
from competitors by
leaning into wine’s
unique strengths**

**We will make wine
more relevant if we
approach consumers
differently**

**We will shift the
narrative of wine,
together**

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CHALLENGER NARRATIVE: CULTIVATE TOGETHERNESS

MONSTER <i>What needs changing</i>	BELIEF <i>What should be</i>	BRAND ROLE <i>What we do</i>	MINDSET OF OUR TRIBE	BEHAVIOUR/ VOICE
In a world of CONNECTION AMNESIA	We believe CONNECTION NEEDS A CHAMPION	Which is why we CULTIVATE TOGETHERNESS	We're for all SOCIAL CATALYSTS	How we show up PLAYFUL, BOLD, POSITIVE
New norms and behaviours mean we forget the experience of face-to-face connection	This is a huge issue, but wine has millennia of experience that allows us to lead on this	Wine's superpower is creating the optimal conditions for togetherness	We welcome everyone, especially generous, big- hearted folks, those who get their people together	Agent provocateur and conversation starter with a playful POV: bold, positive, and original
				

CHAMPIONS OF RECONNECTION: Boldness, welcoming, playful, energetic, positive, original



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ENGAGEMENT: THE WHY & THE HOW
Making wine relevant to our core consumers

WHY <i>Drive relevance</i>	HOW <i>New engagement model</i>
A strong and timely point-of-view Address 4 key Zillennial needs Connected to the authentic truths of wine Told boldly, playfully, with fresh energy	<p>Surprise — stop the scroll, prompt reappraisal</p> <p>Engage — elicit emotion, entertain, invite</p> <p>Connect — in their conversations and spaces</p> <p>Validate — by influencers, peers, creators</p> <p>Support — help them find their wine</p>

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TO-DOS



Start thinking about how the strategy can work with your brand

Not a one-size-fits-all prescription, but strong messages that will resonate with your audience



Share the strategy with your team

Everyone can help make wine more relevant than ever



Tune your brand touchpoints to better engage consumers

We have more communication opportunities than we think — use everything



Watch the next video, take the next step

This is a commitment and time investment that will pay off for your wines

QUICK THINGS YOU CAN DO TODAY

Getting started

- Get a “Cultivate Togetherness” strategy meeting in the calendar for your staff
- Watch this webinar together and discuss
- Decide the #1 way you might use the strategy to enhance your business
- Solicit one idea from each attendee about what you might do differently to bring that about

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UP NEXT...




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3. WHO ARE THESE PEOPLE?
Understanding Zillennial values & lifestyles

Winery Portal Webinar Series

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Thank you!

