

TO-DOS: WHY CULTIVATE TOGETHERNESS



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