

ZILLENNIAL VALUES & INTERESTS: TO DOS



Make wine a part of how they live their #bestlife

Align your brand with one or more of the four key interests



Share your behind-the-scenes stories and images

Authenticity and access is prized



Start connecting with their Creators

Follow, learn, contribute. Then sign them up



Keep it real

Raw, relaxed, relatable content connects best



Feed peer-to-peer influence with share-worthy experiences

Make your brand experiences more shareable



Make design a priority

Even a traditional brand can be presented in a fresh way