

THE POWER OF COMMUNITY

UNLOCKING COMMUNITY
VALIDATION

Winery Webinar Series

5



*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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SHOW UP WHERE THEY ARE

Our culturally-engaged experience-seekers share 4 big passions

**Food & Drink
Culture**



**Entertainment
& Pop Culture**



**Travel &
Experiences**



**Style &
Aesthetics**

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THEIR COMMUNITIES ARE "HIVE MINDS"

They discover, debate
and decide with peers &
influencers



BUILDING POSITIVE ENERGY AROUND WINE

Activations must provide permission, energy, momentum

- Beyond traditional wine gatekeepers
- Discovery is peer-to-peer and influencer led
- Salience
 - *Am I seeing wine in my feed?*
- Validation
 - *Does wine content generate likes?*
- Social currency
 - *Does wine elevate my personal brand?*



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GET THEM INTERESTED AND TALKING

Connect people to more and better wine stories and experiences

HOW

New engagement model

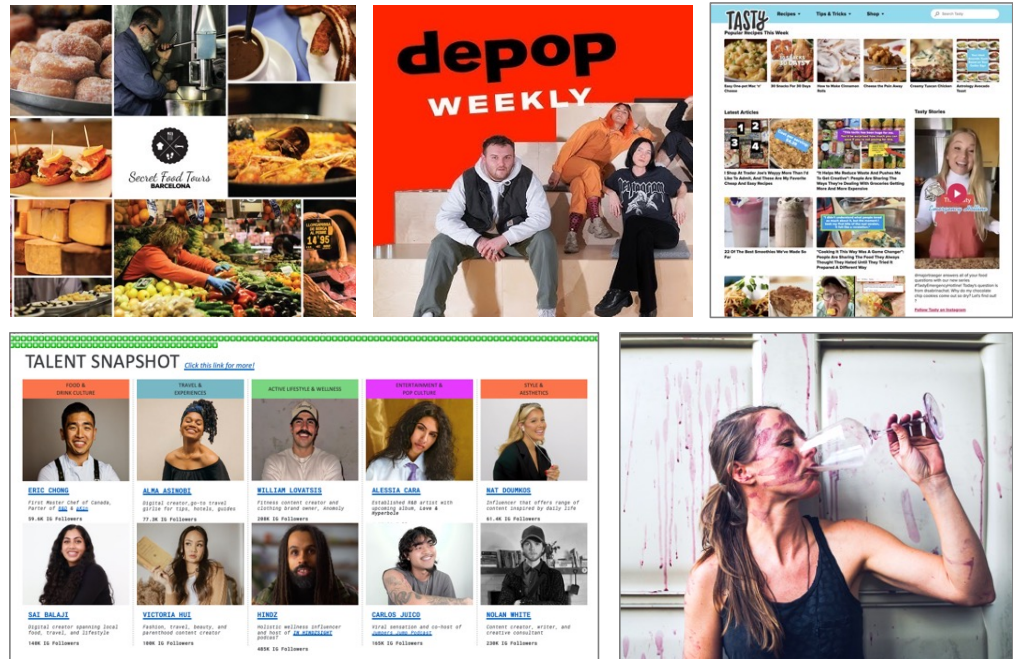
Surprise – stop the scroll, prompt, reappraisal

Engage – elicit emotion, entertain, invite

Connect – in their conversations of spaces

Validate – by influencers, peers, creators

Discover – help them find their wine



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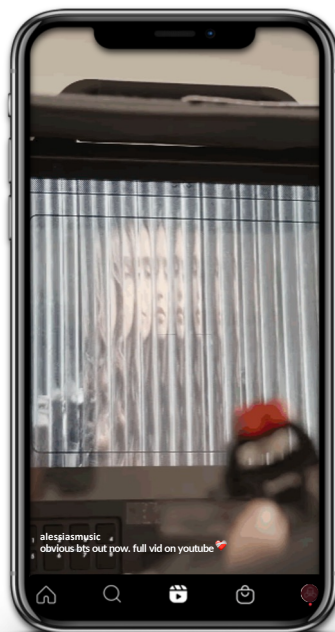
WHAT THIS LOOKS LIKE IN SOCIAL MEDIA

Surprise



Discovery

Engage



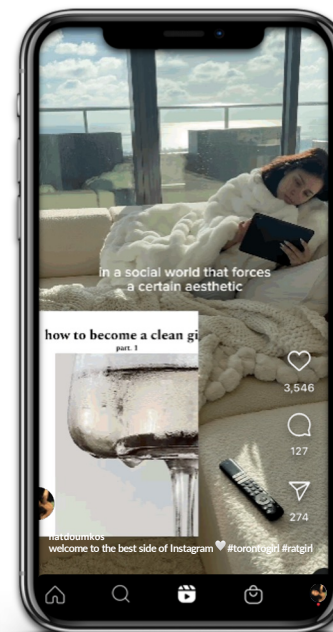
Behind the scenes

Connect



Peer to peer

Validate



Authentic

Support



Discovery

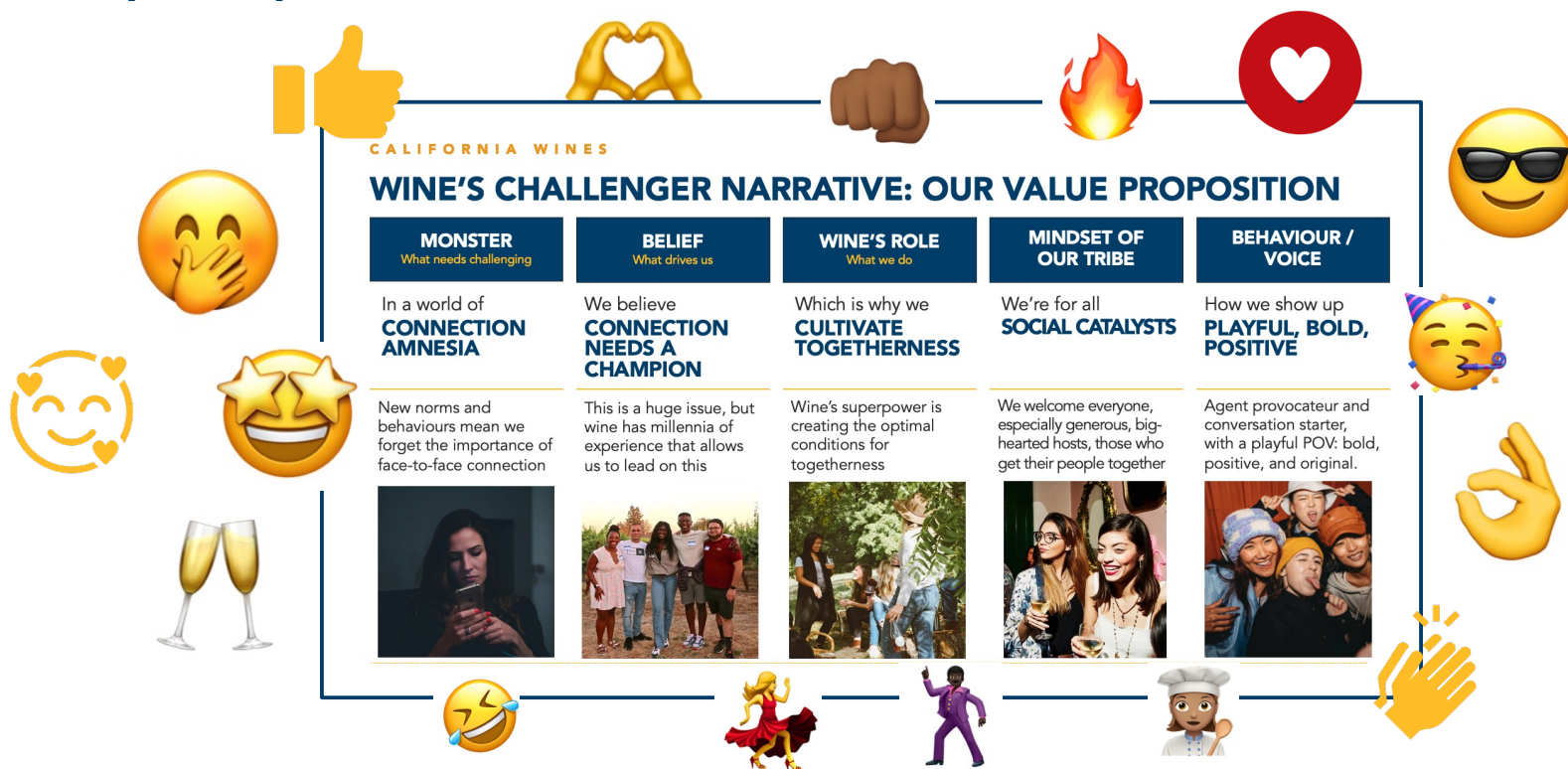
WHAT IT LOOKS LIKE IN THE REAL WORLD

- Show up unexpectedly, where they don't expect us — bring energy, positivity
- Pour wine *and* connect people — elevate influencer meet-ups
- Connect wine creators with Zillennial influencers



COMMUNITY VALIDATION BUILDS OVER TIME

Noticed, liked, shared = confidence to choose wine

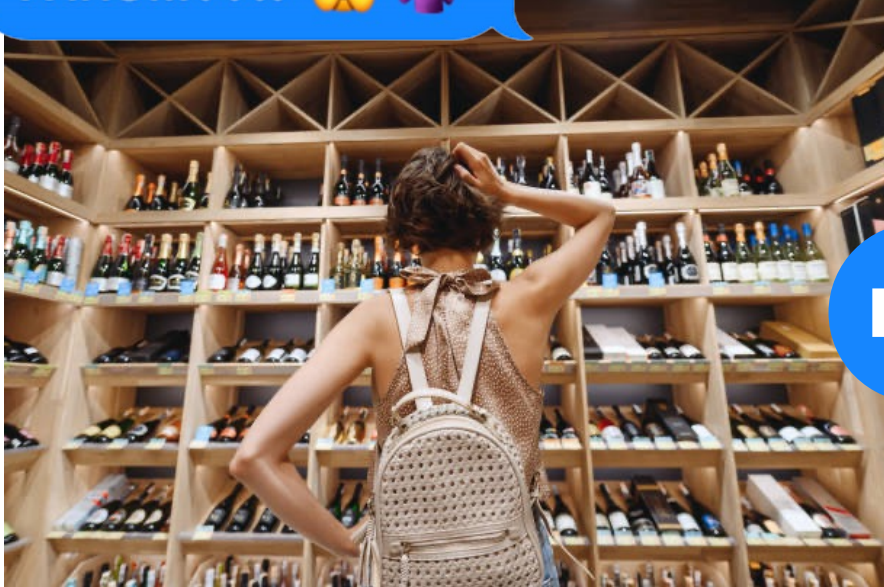


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FROM AMBIVALENCE TO ENTHUSIASM

At the moment of truth

Wine...??!! 🤔 🙄



Wine!! 😄 😎 🦊 🦸



PROVIDE VALIDATION AFTER PURCHASE

Continue to engage as consumers evaluate and commit

Track and respond to your
brand mentions

Use Google Alerts & Buzz
Sumo — free or low-cost



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USING WHAT YOU ALREADY HAVE

Everything you do can be infused with the themes from the Cultivate Togetherness strategy and contribute to shifting the narrative around wine



COMMUNITY VALIDATION: SUMMARY

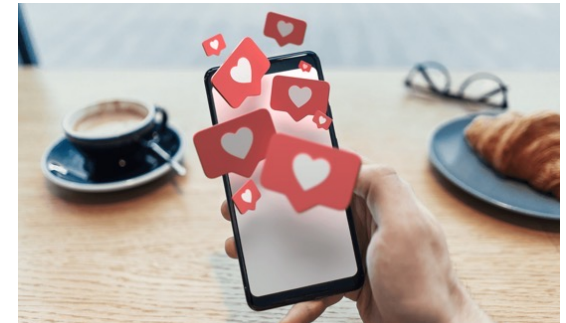
Awareness, interest and choices, develop in community with others



Marketing must create energy, momentum and permission to choose wine in those communities



**Consumers must say:
"I see wine here now" (salience)
"Sharing about wine gets likes" (validation)**



COMMUNITY VALIDATION: TO-DOS



Show your wine bringing people together

Highlight new and genuine ways people connect with your brand



Engage an influencer from interest areas

Generate an authentic share from people they follow



Use surprise to generate discovery and sharing

Start a playful conversation and invite people to join in



Create a unique real-world experience to live on online

Show your brand in a fun, fresh unexpected setting that will be shared online



Share behind-the-scenes content of your brand

Create a video on phone highlighting your real world

QUICK THINGS YOU CAN DO TODAY

Getting started

- Make a “human face” video of your own — low-key, fun, surprising, real, but connected in some way to one of the 4 interest areas
- Make your first Instagram story with it
- Identify and enroll other creators from within your organization to do same

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UP NEXT...

The slide features a background image of a vineyard with a semi-transparent orange overlay. At the top left is the California Wines logo, which consists of a stylized sunburst icon above the text 'CALIFORNIA WINES'. Below this, the title '6. UNPACKING THE NARRATIVE: Ideas and inspiration for brand activation' is displayed in large white font. Underneath the title, the text 'Winery Portal Webinar Series' is shown in a smaller white font. At the bottom left, the California Wines logo is repeated. To its right is the Wine Institute logo, which is a blue square containing a stylized sunburst and the text 'WINE INSTITUTE'.



Thank you!

