

UNPACKING THE NARRATIVE

IDEAS AND INSPIRATION FOR
BRAND ACTIVATION

Winery Webinar Series

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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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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

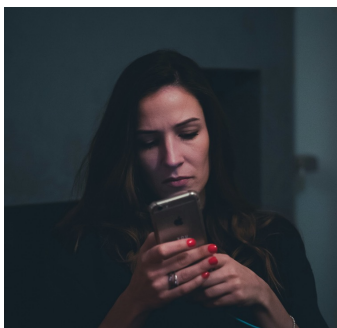
WINE'S CHALLENGER NARRATIVE: OUR VALUE PROPOSITION

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 4 ideas came from discussing what was great and unique about wine with Zillennials, and how this fits with their values

THE 4 IDEAS PROVIDE ACTIVATION INSPIRATION

Each a marriage of Zillennial core value and wine truth, that we can activate

BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBOR-LINESS
#Bestlife	Showing that you care	Everyone is Welcome	Hey, Neighbor!

Their #1 motivation

Unique to each person;
support each other's
dreams

Delicious, special, more
elegant than competition

Shows you care and
want to connect

Leave no one out

Perceived "exclusivity"
can be barrier

Break barriers

Wine a gracious gesture
that connects all kinds

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ACTIVATE GUIDED BY OUR ENGAGEMENT MODEL

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

BRING NEW ENERGY TO WINE'S #BESTLIFE

BEST-LIFE

#Bestlife

Success is about living a full life of great experiences
with people we love

Take joy seriously: energy, informality, playfulness

#showup for each other

Positivity is contagious #optimism

Wine = adulting well #bossmove

Care about #sustainability — substance behind the
positivity

Wine's been at heart of the good life and celebration
forever

We are committed to doing the right thing for people
and place



- Build out #bestlife legacy in new ways — energy, joy, positivity
- Vibe: playful, informal, everyday
- Aesthetics matter — ditch clichés, freshen up your imagery
- Advocate — remind Zillennials to #showup
- Sustainability as #bestlife for all — to preserve place and planet

EXPAND OUR SENSE OF “ELEVATED EXPERIENCE”

ELEVATED EXPERIENCE

Showing that you care

Showing you care creates intimacy and deepens the bonds we long for

Elevating experiences help make the memories that feed a #bestlife #soakitup

Especially over delicious, fresh, beautiful, varied, contemporary food

Sometimes that care is perfect just for oneself #metime

Wine is a delicious choice — and a moderate one

Hand-crafted with great care



- Elevated, not stuffy — intentional (stemware optional)
- Novel, delicious pairings, e.g., Indian pizza, Thai take-out, designer tacos
- Everyday moments we #levelup — watch party, game night
- Heighten the senses with ASMR
- Creators share elevated moments from the amazing world of wine

REACH OUT WITH OPEN ARMS

INCLUSIVITY

Everyone is Welcome

Being open-minded, empathetic, and accessible invites people in — and the more the merrier in our #bestlife

Make the effort to connect with new groups, show how wine fits their world

Help them discover a wine that's right for them
#findmywine

Wine central to so many different people and cultures for millennia.

With so much variety everyone can find a wine they like
– with our help



- Diversify where and for whom we show up
- Consider unexpected venues: ballpark, night markets, entertainment events
- Choose influencers outside of the wine mold
- Showcase how AI can help you find your wine

BREAK BARRIERS

NEIGHBORLINESS

Hey, Neighbor!

Being proactive with hospitality, seeing past differences, is part of living your best life

Act local: cultivate connection next door, step outside the filter bubble to create new, memorable experiences

Practice the “New Civility” #bekind #listening #vulnerability

Multi-generation farming families know their neighbors and build communities.

Wine is a unique ice-breaker: gracious and elevated, with easy conversation


















- Get the neighborhood to the neighborhood bar
- One rule: #bekind
- Spotlight and encourage neighborliness in social channels
- Promote the #NewCivility



WINE'S CHALLENGER VALUE PROPOSITION

"CULTIVATE TOGETHERNESS" Creating optimal conditions for more people to connect through wine				
Connection trigger	BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBORLINESS
	#Bestlife	Showing that you care	Everyone is Welcome	Hey, Neighbor!
What it means in our strategy	Success is about living a full life of great experiences with people we love Take joy seriously: energy, informality, playfulness. #showup for each other Positivity is contagious #optimism Wine = adulting well #bossmove Care about #sustainability — substance behind the positivity	Showing you care creates intimacy and deepens the bonds we long for Elevating experiences help make the memories that feed a #bestlife #soakitup Especially over delicious, fresh, beautiful, varied, contemporary food Sometimes that care is perfect just for oneself #metime	Being open-minded, empathetic, and accessible invites people in — and the more the merrier in our #bestlife Make the effort to connect with new groups, show how wine fits their world Help them discover a wine that's right for them #findmywine	Being proactive with hospitality and seeing past differences, is part of living your best life Act local: cultivate connection next door, step outside the filter bubble to create new, memorable experiences Practice the "New Civility" #bekind #listening #vulnerability
Evergreen truth this is built on	Wine's been at heart of the good life and celebration forever We are committed to doing the right thing for people and place	Wine is a delicious choice — and a moderate one Hand-crafted with great care	Wine central to so many different people and cultures for millennia. With so much variety everyone can find a wine they like – with our help	Multi-generation farming families know their neighbors and build communities. Wine is a unique icebreaker: gracious and elevated, with easy conversation
Core Value	CHAMPIONS OF RECONNECTION: Boldness, welcoming, playful, energetic, positive, original			

FOR ADDITIONAL INSPIRATION ON EACH OF THE 4 PILLARS, SEE WEBINAR #3 CASE STUDIES

BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBORLINESS
    	   	     	 

UNPACKING THE NARRATIVE: SUMMARY

The perfect moment for wine
to champion face-to-face
socializing

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CHALLENGER NARRATIVE: CULTIVATE TOGETHERNESS

MONSTER <small>What needs challenging</small>	BELIEF <small>What drives us</small>	BRAND ROLE <small>What we do</small>	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 importance 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 hosts, 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				

The ideas behind Cultivate Togetherness
are rich in insights to stimulate new
activities and actions

"CULTIVATE TOGETHERNESS"				
Creating optimal conditions for more people to connect through wine				
Connection trigger	BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBORLINESS
	#Bestlife	Showing that you care	Everyone is Welcome	Hey, Neighbor!
What it means in our strategy	We take joy seriously, especially in difficult times. We're hi-energy, informal, playful. We #showup for each other	Wine's shows you care for those you're sharing with. It creates intimacy and deepens the bonds we long for — especially over food	We welcome everyone. We want to get Big.	Act local: we will cultivate connection right next door
	We are positive — it's good for us and contagious #bestlife #optimism	Wine helps make memories that feed a #bestlife #soakitup	Build a diverse, accessible, open-minded wine culture with empathy and inclusivity #unityindiversity	Encourage people to step outside the filter bubbles and belong to their neighborhood #heyneighbor
Evergreen truth this is built on	Wine = adulting well #bossmove	Sometimes that care is perfect just for oneself #metime	Show new subcultures we "see" them.	Practice the "New Civility" #bekind #listening #vulnerability
	We care about #sustainability — wine's expertise = substance behind positivity	Wine is a delicious choice	Help them all discover a wine that's right for them #findmywine	Multi-generation farming families know their neighbors and build communities.
Core Value	Wine's been at heart of gatherings and celebrations forever	And a moderate one	Wine central to so many different people and cultures for millennia.	Wine is a unique ice-breaker: gracious and elevated, with easy conversation
	We are committed to doing the right thing for people and place	Hand-crafted with great care	With so much variety everyone can find a wine they like — with our help	Wine is a unique ice-breaker: gracious and elevated, with easy conversation
	CHAMPIONS OF RECONNECTION: Boldness, welcoming, playful, energetic, positive, original			

TO-DOS



Boost your brand energy

Bring positivity, joy, playfulness. Freshen up your aesthetics.



Be more inclusive. Get into new venues. Choose influencers who break the mold

And use AI to help newbies find their wine.



Show wine paired with new menu items and in new social situations

Pair with Indian pizza or whatever is hot now on DoorDash. Pair with the hot new watch party.



Break barriers, tackle incivility

Burst the filter bubbles - bring all kinds together.
Champion the #NewCivility

QUICK THINGS YOU CAN DO TODAY

Getting started

- Think of an event you have coming up...
- Invite more Zillennials to join you onsite
- Infuse your presence with energy, novelty, and conversation-starters
- Make sure there's one thing people feel compelled to take a pic of and share it in their socials

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UP NEXT...




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7. CREATING A MEDIA PLAN

How to put Zillennial insights to work in a media plan that suits you

Winery Portal Webinar Series

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 WINE
INSTITUTE



Thank you

