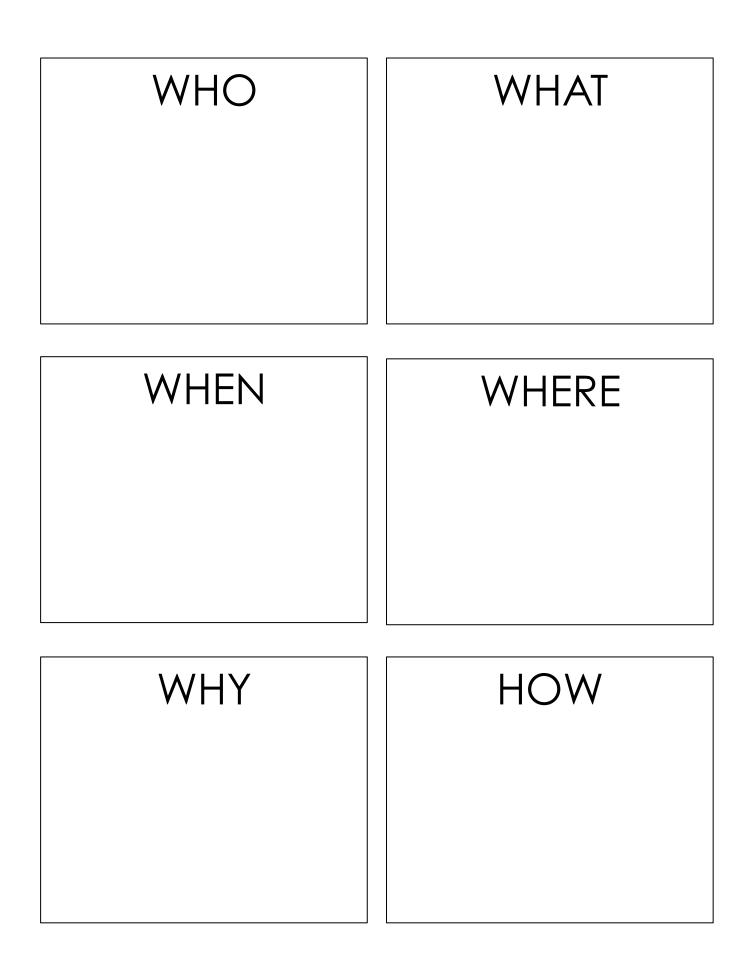


MARKETING SEMINAR I BRAND BUILDING WORKBOOK

By: Jessica Endsworth

DESCRIBE YOUR BRAND

(This is your 10-second elevator pitch.)



WHO

- 1. List the owners
- 2. List the winemaker
- 3. List the vineyard manager
- 4. List the partners
- 5. List their pedigree
- 6. Who are the key players in the field?
- 7. Who or what is your winery named after?
- 8. Who helped you get started?
- 9. Who are your neighbors?
- 10. Whom can you partner with?

WHAT

- 1. What kind of grapes do you produce? Buy?
- 2. What AVA are you located in?
- 3. What soils are you planted in?
- 4. What farming practices do you do?
 - 1. Organic, biodynamic, other
- 5. What special or unique elements do you lend to that? Or what is the philosophy behind why you choose that?
- 6. What is the message that you most want people to know about your winery?
- 7. What influenced the principals to get into the industry?
- 8. What is historic about your property?
- 9. What was planted there before?
- 10. What does your logo and name of your winery mean?
- 11. What business were you in before?

WHEN

- 1. When were your vineyards planted?
- 2. When did you start producing?
- 3. When did you decide to get into the wine business?

WHERE

- 1. Where is your vineyard, tasting room or winery located?
- 2. Where is the ownership from?
- 3. Where is the winemaker from?
- 4. Where are you sourcing grapes from?

WHY

- 1. Why did you decide to get into the business?
- 2. Why do you plant where you did?
- 3. Why do you farm the way that you do?
- 4. Why Oregon?

HOW

- 1. How do you uniquely farm?
- 2. How do you make wine in a unique way?
- 3. How do you go to market?
- 4. How do you price your wines in comparison to your competitors?

<u>SWOT</u> STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

- 1. Strengths are the internal characteristics of your winery. Financial resources, event planners, sales teams, marketing teams, location, design...
- 2. Weaknesses are also internal. Poor design, poor distribution, inflexible pricing, too few staff...
- 3. Opportunities are external. Partners, festivals, food or wine trends, good press, competitions.
- 4. Threats are also external. Bad press, rivals, issues, regulations.

Remember to have fun with this! Selling wine is not a chore, it's a pleasure. We are lucky to be in this business. It is a LIFESTYLE. Sell it!

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Re-describe your winery in your new brand VOICE

(This is your 10-second elevator pitch.)

WHAT IS YOUR TARGET DEMOGRAPHIC?

WHERE WILL YOU FIND THEM?

HOW WILL YOU REACH THEM?