

OREGON WINE



P O R T L A N D

SYMPOSIUM

MARKETING SEMINAR I
OREGON WINE SYMPOSIUM

BULLS EYE!

Developing Your Brand Identity
and Targeted Distribution Strategy

Moderator

Jessica Endsworth – Angela Estate

Speakers

Clare Carver – Big Table Farm

Glen Grisham – Locus Wine Consulting

MARKETING

“The performance of business activities that direct the flow of goods and services from producer to consumer.”

– *American Marketing Assoc. 2005*

“Marketing prepares the ground, sales harvests the crop.”

– *Wine Marketing & Sales: Success Strategy for a Saturated Market 2nd Edition*

“There are more than 6,000 wineries in the USA (*Wine Business Monthly* 2009), but fewer than 10% of this number have clear marketing strategies to achieve category leadership.”

– *Wine Marketing & Sales: Success Strategy for a Saturated Market 2nd Edition*

Jessica Endsworth

IDENTIFY YOUR BRAND

EXERCISE 1

Start with a blank page and write down the 10 second elevator pitch about your brand. Take a moment to jot down a few terms to describe your winery.

TERMS TO RE-THINK

CRAFT
SMALL-PRODUCTION
BOUTIQUE
SUSTAINABLE
FARM-TO-TABLE
BURGUNDIAN
SEXY
LUXURY

CULT
FAMILY-OWNED
ARTISINAL
ORGANIC
NATURAL
TERROIR-DRIVEN
OLD VINE
AFFORDABLE

It's not that you cannot use these words to describe your brand, they just can't lead. They apply to **everyone** in this wine community. These are adjectives and terms that you need in your messaging. They can also be applied to MANY other industries that you may not want to align with. These terms are what makes our Oregon niche in the wine industry special, but does not make your brand **individually** special.

Jessica Endsworth

CULT



Jessica Endsworth

FAMILY-OWNED



Jessica Endsworth

CULT / FAMILY-OWNED



Jessica Endsworth

CRAFT / FARM-TO-TABLE / SEXY?



Jessica Endsworth

CLARE CARVER

BIG TABLE FARM

IDENTIFY YOUR CATEGORY & MESSAGE

“A category is a segment of the market that is statistically significant to the consumer.”

– *Wine & Marketing Strategy*

1. Your pitch should IMMEDIATELY define certain specific facts of your winery.
2. Start by asking the who, what, when, where, why and how – just like writing a headline.
3. Identify your assets from your deficits – ie. winemakers and owners who can & will travel to promote the brand, a strong sales team, a facility & staff to execute events, accessible or remote tasting room, active AVA group, close winery & business neighbors, ethnic heritage, historic significance, etc.

SWOT: 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!

Jessica Endsworth

NICHE

“For consumers, the single major factor in determining category is price.”

– *Wine & Marketing Strategy*

1. Now that you have answered all of these questions, what is your niche? What is your voice? What makes your brand unique?
2. The goal is to be first, second or third in a category.
3. If you can't be a category leader, develop a smaller segment where you can be.
4. Be sure that the consumer & trade recognize that category.

Examples:

1. First planted vineyards in Eola-Amity.
2. Only biodynamic winery in Dundee.
3. Largest or smallest vineyards in Dundee.
4. The only winery owned by South Africans.
5. Highest elevation in Oregon.
6. First astronaut winemaker in the US.
7. Angela Estate paradox

YOUR VOICE

1. Now that you have identified your brand message, category, strengths, weaknesses, threats and niche you have a **VOICE** for your brand. Every person on your team should speak about your brand with the same message, in the same voice. **The voice of your brand may be different from the people who work there.*
2. By identifying your message, voice, assets, deficits & niche, you can now identify your **target demographic** - your customers, where you will find them & how you will reach them. **Your target demographic may be different from the people who work for your brand.*
3. Your social media, donations, events, website, marketing materials, logos, labels, boxes should all be written in the **same voice** with the target demographic in mind.
4. Identify the markets (states) that your target demographic is found in. Pursue distributors in those areas with a plan. Give your distributors the **strategy** in which to successfully sell your brand.

GLEN GRISHAM

LOCUS WINE CONSULTING

RE-IDENTIFY YOUR BRAND

EXERCISE 2

Start with a blank page and write down the 10 second elevator pitch about your brand. A few sentences to describe your winery.

Try to do it in 10 words!

TOOLS

- Wine Marketing Strategy: Success Stories for a Saturated Market, 2nd Edition; Wagner, Olsen & Thach
- Tincknell & Tincknell, Wine Sales & Marketing Consultants
- Awkward Family Photos, The Interweb