



## Oregon Wine Symposium 2017

### ***Panel Discussion: Walk the Talk: Bringing Your Brand to Life in the Tasting Room & Key Findings of Capiche's 2016 Oregon Tasting Room Survey***

#### **TASTING ROOM BRAND ALIGNMENT CHECKLIST—ARE YOU LIVING YOUR BRAND?**

***Start with your overall brand.*** (The brand is composed of the total of all associations that are made with your establishment—the good, bad and ugly. See next page for information on brand development.)

- Clear mission
- Brand values
- Brand messaging (content, voice/writing style, personality)
- Brand story
- Visual identity (fonts, logo, colors, photo style, etc.)
- Brand platforms (website, social media, print, etc.)
- Distinctive product(s)
- Label designs
- Target audience(s)

***Living your brand: How do you walk the talk in your tasting room?*** (an abbreviated list)

- Location / setting
- Architecture, interior design, décor and furniture
- Sales of merchandise
- Style of service (seated, standing, casual, formal, indoor/outdoor, etc.)
- Additional experiences (winery tours, private tastings, wine pairings, parties, art shows)
- Greeting guests / answering phone
- Tasting room staff style—serving, educating, sales, number in tasting room at a time
- Tasting room staff training and knowledge
- Tasting room staff compensation, benefits, bonuses
- Tasting room staff attire
- Pricing / when to waive fees
- Hours and days of week / by appointment?
- Wine club benefits
- Music—live (intimate or concert), recorded, none, genre
- Menu—food and additional beverages (beer?)
- Allow minors?
- Allow pets?
- Allow outside food?

If you are walking the talk and truly connecting with your guests, there is a better chance for conversions to wine club members—your most profitable demographic. According to the Silicon Valley Bank 2015 Survey, Oregon is only converting 4% of visitors. A great opportunity to improve your sales, given the average annual revenue per wine club member is \$725 in northern Oregon and \$512 in southern Oregon.

See ***Capiche's 2016 Oregon Tasting Room Survey*** for more insights and statistics on tasting room best practices.



## About Brand Development—Finding Your Voice

Brand development, in its entirety, begins with a thorough examination of the facts (as collected through quantitative data, a competitive analysis, a communications audit, and an examination of pertinent history) and includes a highly refined qualitative “discovery” process, followed by creative analysis, language codification and the development of a comprehensive and distinctive set of “brand tools” for long-term use.

This is a critically important process by which consciousness is raised and consistency of understanding is achieved within and beyond the organization about its distinctive message and value. When this work is done well, the “voices” of the stakeholders become a highly efficient marketing tool unto themselves, thereby substantially enhancing the reach of the marketing program.

- A “brand” is the total of all that is associated with your organization or product. It’s the good, bad and ugly. It’s what people first think of and the feeling they get when your name is mentioned.
- Every establishment has existing brand associations that it wants to emphasize, maintain and possibly lose. Brand development is the process that moves the organization from current to desired brand.
- There are two key principles of brand development: differentiation and integration.
  - Differentiation suggests that the only sustainable market position is one in which we are offering something significantly different from and better than our competitors. These “differentiators” must evolve from current brand associations and must be infused into the customer’s experience in very real ways to be credible (think tasting room experience).
  - Integration involves ensuring that all marketing communications and activities—by each and every member of the organization—reinforce the same core differentiators. In other words, integration requires that the organization is using one clearly defined “voice” across the board and up and down the line.
- Only through research can we identify an organization’s current brand associations and relevant differentiators. Effective brand strategy also requires the critical understanding of customer needs and perceptions that can only be determined through research.

To successfully hold its place in the market a winery must have a documented brand strategy. Marketing plans are fluid and change over time as new information and opportunities become available. But, the brand strategy should remain intact over a long period of time.

The entire organization should have the opportunity to contribute to the process of uncovering the organization’s brand and everyone should understand the brand and their vital role in delivering its promise. This should be part of the orientation process for every new team member as well as supporting partners and suppliers.

Leadership commitment is critical as an organization’s brand should drive all marketing strategies **and** business decisions and give the organization something to live up to. The most successful brands have brand champions and buy-in from bottom to top and inside out.

How strong is your brand? How well does your brand align with your tasting room experience? For a full brand check-up, contact Chris Cook at Capiche.

