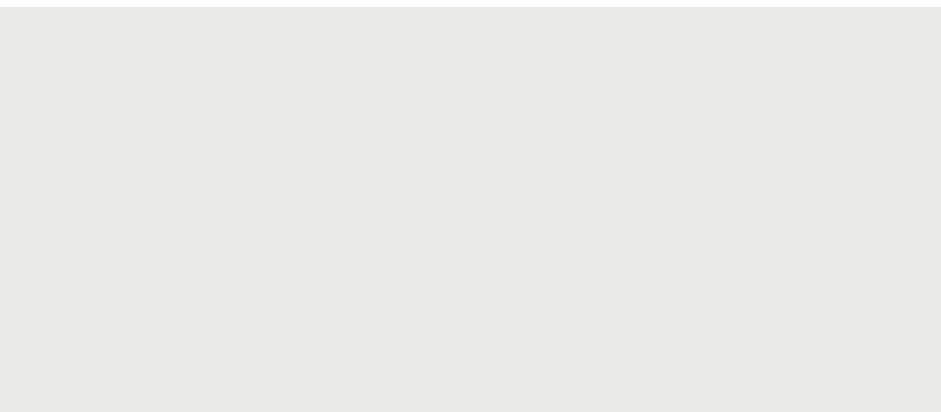


VINEYARD COMPANY

BRAND BOOK & COMMUNICATION STRATEGY



May, 2023





Overview

YOUR MARKETING STRATEGY

This document invites you to the analysis of current marketing activities and brand communication at Vineyard Company and suggestions for improvement.

It guides you through the tools and techniques, which need to be implemented to achieve your marketing goals.

What was done:

01 Market research:

Your target audience and product fit for their needs / problem solution

02 Competitors Analysis:

Your target audience and product fit for their needs / problem solution

03 Customers Interviews & Target Audience :

Insights for audience pain points, problems and solutions needed

04 Brand Positioning:

How your brand fulfills needs differently

05 Brand Mission:

Your impact on the people you serve

06 Brand Vision:

Where you want to be in 10 years

07 Brand Story:

A succinct articulation of who you are as a brand

08 Brand Values:

The backbone that sets your company apart from competitors

09 Brand Voice:

How your brand should communicate and connect with its audience through messaging and customer interactions

10 Audit & Communication Strategy:

How your brand communicates brand values and promises. Guidance on how to attract the target audience and convert them into customers

Market Research

Market research is the process of gathering information about your target market and customers to verify the success of a new product, help your team iterate on an existing product, or understand brand perception to ensure your team is effectively communicating your company's values.

1

CUSTOMERS INTERVIEW

2

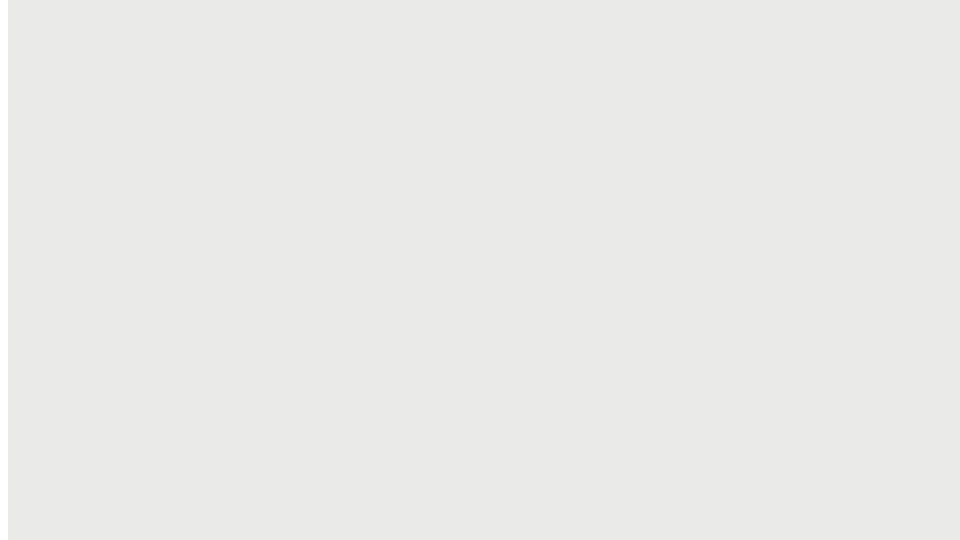
COMPETITION

3

TARGET AUDIENCE

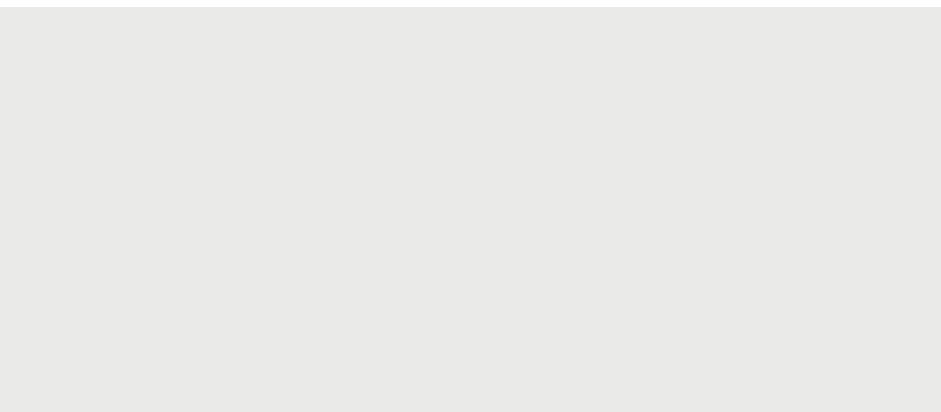
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PRODUCT ANALYSIS



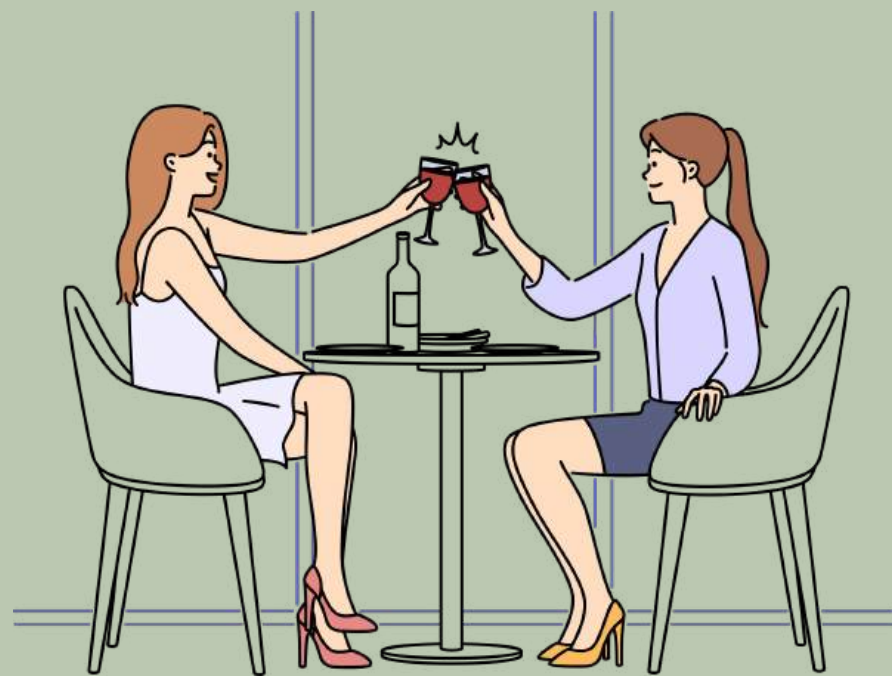
CUSTOMER INTERVIEWS

INSIGHTS



Wine Tasting Attendees

- All are ex-pats.
- Income below 130k/year.
- Similar hobbies like food, sport, and nature.
- Social Media usage 50/50 (keep using
- MeetUp, Improve website SEO, use Google ads).
- No Certification and so far not much interest in taking it.
- People want to try different wines.



- People want to have more social interaction and a bit less learning.
- Generous pouring. Pour less for tasting, but give a chance to pour more after the event.
- Event day and time. Test Friday and starting at 6 pm with Aperio.
- People like to be part of the discussion and share their wine stories.
- People would buy wine after events but don't want to be sold aggressively.

Competitive Overview:

Competitive analysis helps businesses identify competitors' strategies, capitalize on opportunities, and create informed plans for market success.

1

Prestige Château

2

Vinum Lab

3

Schola Vini

4

The Wine Scholar Society

Prestige Château

Positioning: The “expert” wine educator for professionals and wine lovers.

Brand Personality: Sophisticated, mature, serious

Credibility Claims:

- Was founded in France in the 70’s and has been teaching since 1981
- Considered one of the top 10 out of over 600 WSET wine schools worldwide
- Renowned lecturers are constantly educating themselves

Additional Notes:

- Brand voice is very formal
- Website focuses on quality of educational offerings, touting “renowned lecturers”



Vinum Lab

Positioning: World acclaimed wine programmes provide you with broad and up-to-date knowledge on wines (focus on WSET courses)

Brand Personality: Approachable, friendly, down-to-earth

Credibility Claims:

- Founder is former VP of tastings at (company).com
- Offers WSET level 1, 2 and 3 in English or French

Additional Notes:

- Social presence is unpolished with low resolution photos
- Focus is on WSET courses
- No brand mission or vision on website
- 4 locations



Schola Vini

Positioning: City's social hub for wine lovers

Brand Personality: Social, Young, Fun Loving

Credibility Claims:

- The largest wine club with over 2,000 members in the city
- Founder is WSET-certified and a member of the Sommelier Association
- Known for organizing a Wine Festival



The Wine Scholar Society

Positioning: Bringing excitement to the world of wine for people who want to “drink different”.

Brand Personality: Outspoken, passionate, edgy

Credibility Claims:

- People can experience the brand by visiting their physical stores and festivals

Additional Notes:

- Brand effectively differentiates itself with a unique personality within the wine industry





TARGET CUSTOMER

WHO IS THE IDEAL CLIENT FOR VINEYARD COMPANY



Who is our Target Consumer?

Age: 30–55 years

Language: English speakers

Gender: 60–65% men, 30–35% women.

Household Income: 70–150K/year

Marital status: Mostly couples with no children in the household or singles.

Location: City area and nearby cities (in the future English speaking online courses worldwide) *podcast

Occupation: Mostly working professionals in finance, tech, academic research, gastronomy and hospitality.

Hobbies: Travel, foodies, art, hiking, sports, outdoors



Customer Segmentation

Wine novices (Wine Tasting + WSET Level 1)

Possible needs:

- Education and Information
- Diverse Selection of Wines
- Tasting Notes and Guidance
- Appropriate Glassware and Serving Conditions
- Pairings and Food Options
- Comfortable Venue and Atmosphere
- Accessibility and Inclusivity
- Purchasing Opportunities
- Networking and Social Interaction
- Value for Money
- Customized Experience for Different Levels

Occupation: Mostly working professionals in finance, tech and academic research.



Wine enthusiasts (Wine Academy)

Possible needs:

- Structured Learning
- Access to Study Materials
- Tasting Practice
- Experienced Instructors and Mentors
- Networking Opportunities in Industry
- Practical Experience
- Exam Preparation and Practice
- Career Guidance and Support
- Access to a Wide Range of Wines

Occupation: Mostly working professionals in gastronomy, hospitality and wine-related business owners.





Core Products

1

Wine Tasting Events (Tripwire + Community)

At the school, 3h

2 times per month

Up to 15 people

- Intro to Wine & Wine-Tasting 75€
- Thematic Wine-Tasting 85-95€
- Exclusive Wine-Tasting 125€

TOTAL 50%-100% attendance: 1,155 - 2,475€ / month

2

Wine Academy (Core Product)

At the school, Offline

Later Online as well

Up to 10 students ?

WSET Level 1 - 6h 490€
WSET Level 2 - 18h 1085€
WSET Level 3 - 32h 2050€

TOTAL 50%-100% attendance: 18,125 - 36,250€ / month



Additional Products & Services

3

Wine Club

Membership 125€ / year

100 memebtrs

-cost of the wine basket
+management of system

<1000€ /month

4

Corporate Tastings / Trips

+/- the same as non-corporate

TOTAL 50%-100% attendance:
1155 - 2475€ / month

TOTAL 50%-100% attendance:
4,500 - 9,000€ /month

5

Wine Trips

1950€ / 5 days Trip

4 trips / Year

12 people in the group

TOTAL 50%-100%
attendance: 3,900 -
7,800€ / month

6

Wine Social Parties

70€ / person

4 parties per year

60 people

TOTAL 50%-100%
attendance: 700 -
1,400€ / month

POSITIONING



HOW DOES IT FULFILL NEEDS
DIFFERENTLY FROM ITS COMPETITORS?

What is a positioning statement?

IS:

An internal statement used to help your teams create and deliver on-brand user experiences

Used to convey the distinct value your brand offers customers

A summary of your products or services and how they fill specific needs for your target audience

IS NOT :

Intended to be used for external consumer-facing messaging (it is not a tag line or mission statement)

POSITIONING STATEMENT



We provide engaging, fun and enriching wine experiences and education for everyone, from wine novices to aficionados.



BRAND MISSION

WHAT YOUR BRAND AIMS TO ACHIEVE
AND HOW YOU'LL ACHIEVE IT

BRAND MISSION



To make the world of wine more approachable through engaging, fun and enriching wine experiences and education.



BRAND VISION

THE WIDER IMPACT YOUR BRANDS AIM
TO CREATE

BRAND VISION



To be Europe's go-to destination
for wine experiences and
education.



BRAND STORY

THE STORY THAT ENCAPSULATES YOUR
BRAND IN A NUTSHELL

BRAND STORY

Wine is more than a beverage: It's a portal to understanding culture, cultivating connection, and enriching our life experiences.

Our founders are on a mission to share this revelation with wine lovers of all experience levels. After years of living in Northern California and experiencing the region's extensive wine culture, they doubled down on their passion for wine and moved to Dijon, France so that one of them could pursue his Wine & Spirits MBA from the Burgundy School of Business. With a vast expanse of wineries available to explore across Europe, they set a goal of visiting many wineries in order to master the art of wine. Along the way, the founders saw an opportunity to reinvigorate the traditional wine tasting and education experience here in Europe. They saw a need for more unique wine experiences and education offerings that are both enriching and fun, and that connect with wine enthusiasts of all experience levels. Ultimately, Vineyard Company has grown from a singular goal to a larger vision.

Through our thoughtfully curated wine tastings, experiences, events, and course offerings (coming soon), we aim to foster a sense of curiosity, discovery and growth. Here at Vineyard Company we're setting a new standard for wine experiences that combine knowledge, entertainment, and a touch of adventure.

PRESENTATION STATEMENT



We help **wine enthusiasts** who **struggle to choose and enjoy wine** to **understand the art of wine** through **engaging and fun wine experiences and education**.

Use formula:

Who (target audience)

What (problem)

What (desired result)

How (approach)

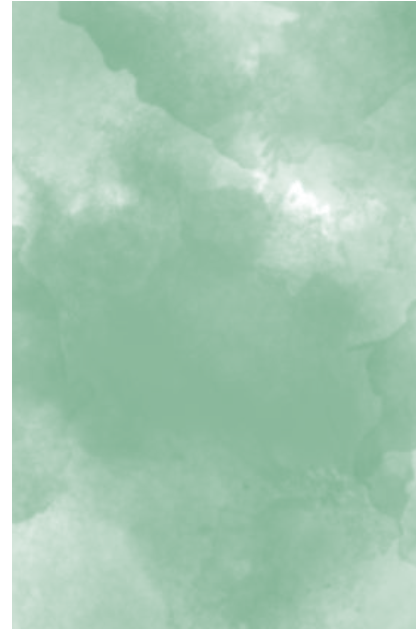
We help hospitality professionals who want to level up their careers to get a new prestigious and well-paid job through certified, yet fun and engaging wine education.



BRAND VALUES

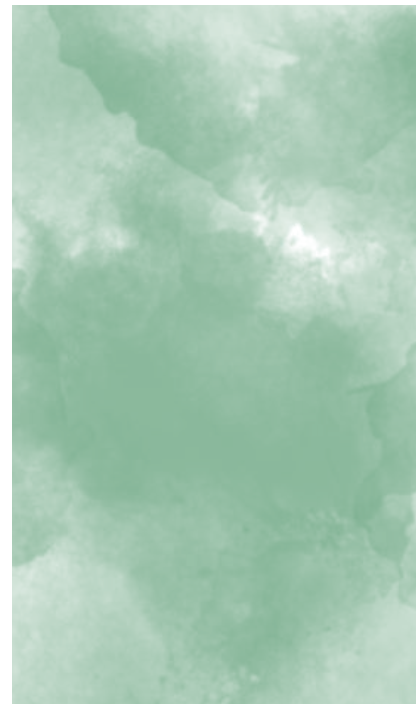
THE FOUNDATIONAL BELIEFS YOUR
COMPANY STANDS FOR

BRAND VALUES



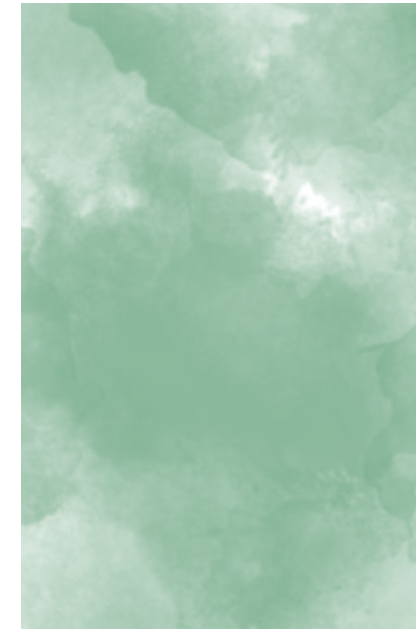
EXCELLENCE

We set impeccably high standards for our experiences and events (down to the details), striving to go above and beyond our consumers' expectations.



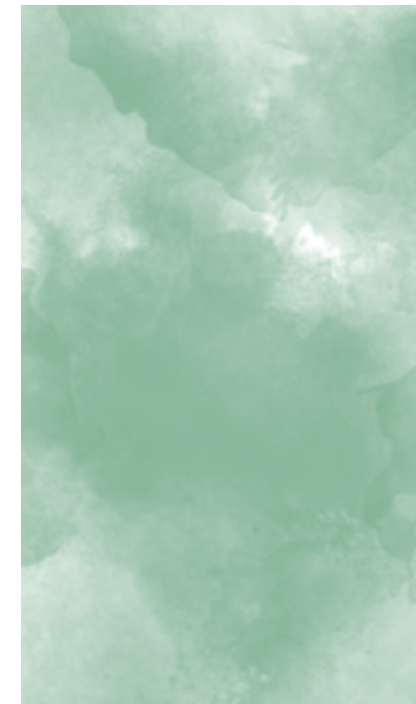
INCLUSIVITY

We welcome wine enthusiasts of all experience levels and all backgrounds. We are committed to providing experiences that make wine relatable and less intimidating.



AUTHENTICITY

We genuinely love what we do, and are as honest and transparent as we can be in every part of our business.



PASSION

Our deep passion for wine fuels our continual commitment to our mission and vision. This passion can be felt in each and every one of our experiences!

tone of voice

- **Tone of voice** helps you connect to your consumers in a voice they'll identify with immediately
- It expresses your **brand personality** to help you **stand out from the crowd**
- This set of guidelines should guide **all consumer-facing communication** (website copy, blogs, social content, even customer service)



TONE OF VOICE GUIDELINES

Vineyard Company tone of voice is:	Description	Do:	Avoid:
Enthusiastic	We're passionate about what we do and this should permeate throughout our messaging.	<ul style="list-style-type: none"> -Infuse enthusiasm and energy into writing -Use action verbs -Use language that is descriptive and colourful 	<ul style="list-style-type: none"> -Overusing exclamation points, emojis and superlatives -Using passive voice
FRIENDLY	<p>Our tone should be upbeat and conversational, as if we are giving advice to a friend.</p> <p>We translate overly technical or confusing terms into everyday</p>	<ul style="list-style-type: none"> -Keep sentences conversational -Humanize the way we write, infusing warmth and personality where appropriate -Feel free to use contractions ("we're vs "we are") to keep things casual -Break down confusing or complex concepts/terms as if explaining to a friend -Use humour to help people feel at ease 	<ul style="list-style-type: none"> -Using language that is too much casual (avoid slang or jargon) -Being too much humorous so as not to be taken seriously
SMART	We're confident in our expertise and knowledge, and are passionate about sharing it with our consumers.	-Share knowledge, but in a helpful, friendly way, encouraging a two-way dialogue	<ul style="list-style-type: none"> -Using overly complicated language. -Sounding overconfident
PERSONAL	We're dedicated to creating the best possible experiences for our consumers, and are always anticipating their individual needs.	<ul style="list-style-type: none"> -Channel your inner concierge, using a helpful tone of voice -Address the consumer directly in messaging. Example: "This event is for you if you're looking to learn more about the basics of wine in a fun, interactive way." 	<ul style="list-style-type: none"> -Using cliché marketing phrases -Using formal language that sounds too impersonal

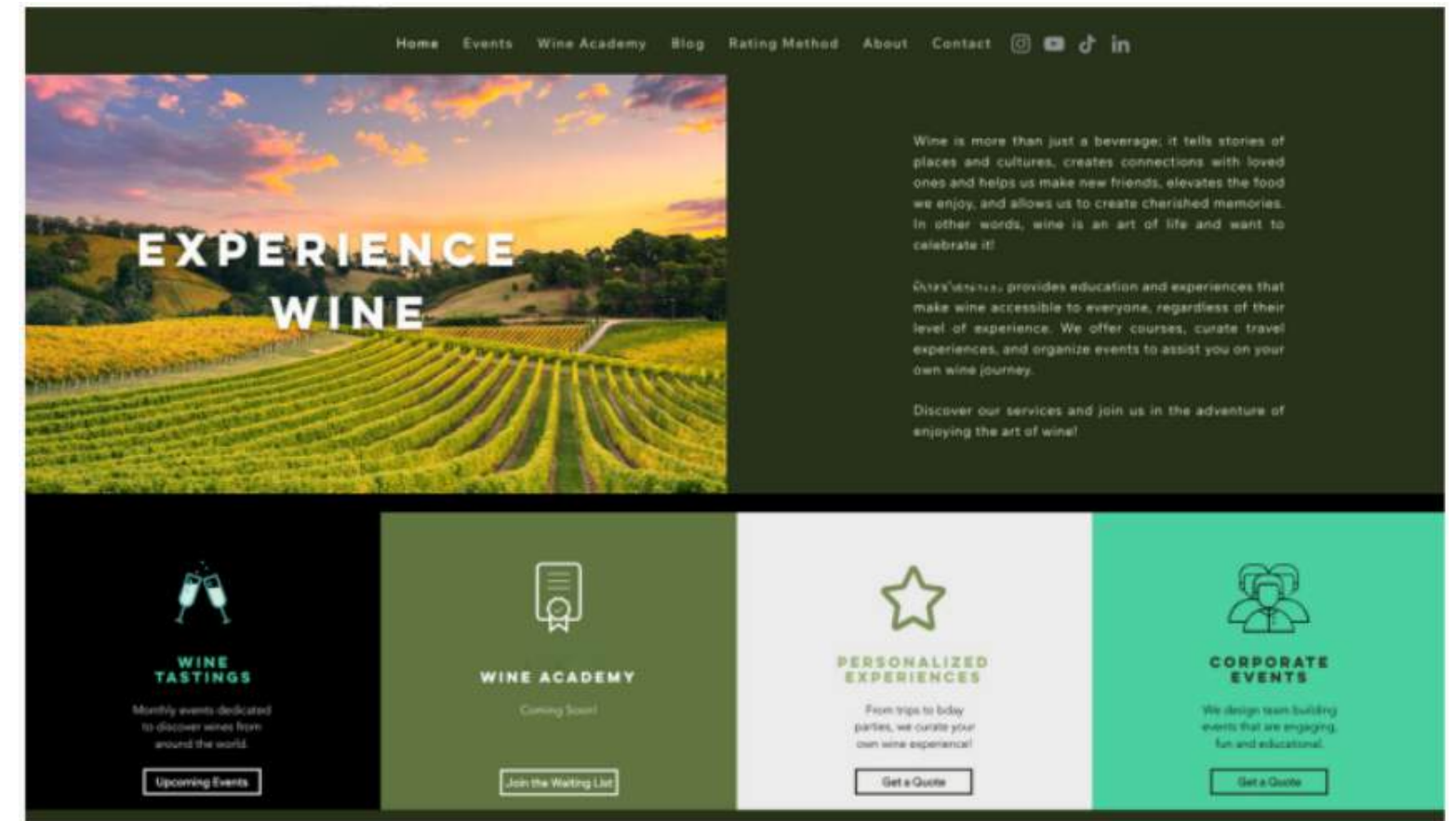
WEBSITE AUDIT

DESIGN | COPYWRITING | NEWSLETTERS

WEBSITE

Recommendations and comments:

- Overall, the website looks much better than before
- Adjust the first paragraph (see new text on the right)
- Change the black colour of "Wine Tastings"
- Waiting list form add "Full name" and a few sentences about the wine academy
- To get a quote is also better to send them through form submission.
- The events page shouldn't be empty
- In the blog try to select your best photo for the cover page to grab attention.
- Remove the count of views in the blog
- The contact page should be a form
- About us: change the black colour to your brand green. It looks too corporate, consider changing the photos and redesigning the page.
- Add the company story block first.
- Change brand mission.
- Consider redesigning the website in the future to increase user experience and bookings
- Start building email list and send newsletters



Intro Paragraph Text:

Wine is more than a beverage: It's a portal to understanding culture, cultivating connection, and enriching our life experiences.

Vineyard Company provides engaging, fun and enriching wine experiences and education for everyone, from wine novices to aficionados.

We offer WSET courses (coming soon), curate travel experiences, and organize wine-tasting events to assist you on your own wine journey.

Discover our services below and join us in the adventure of enjoying the art of wine!

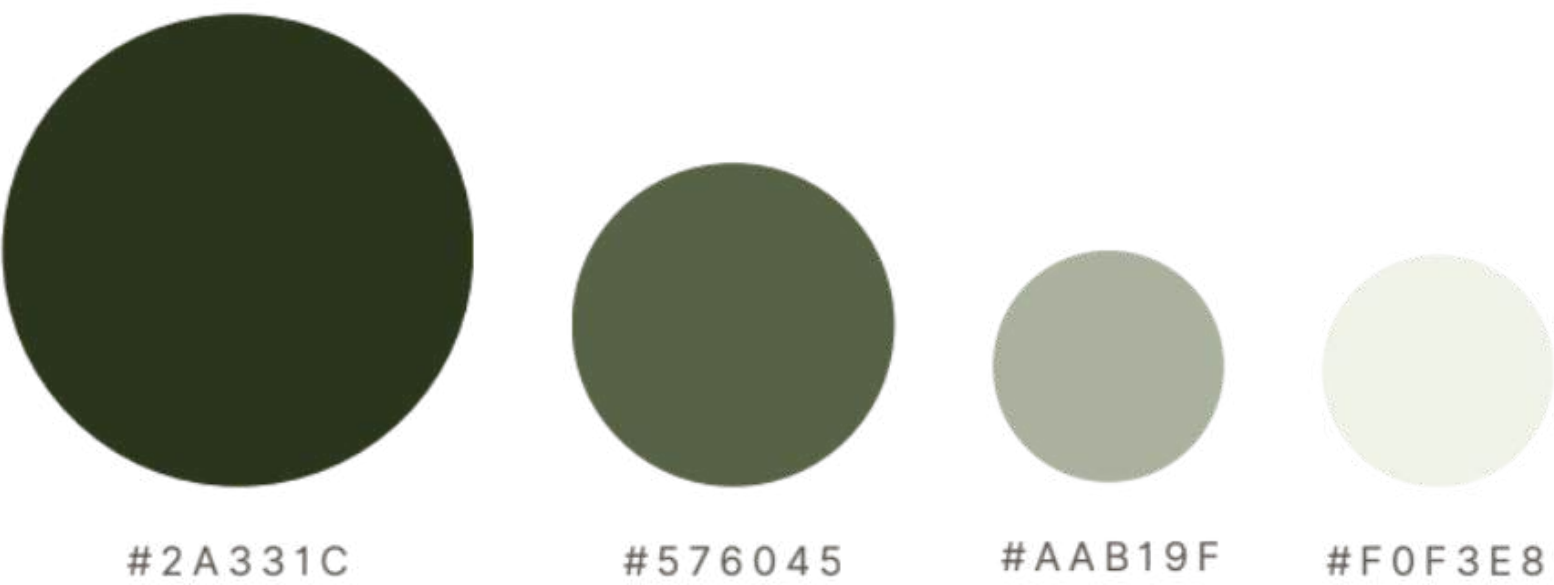
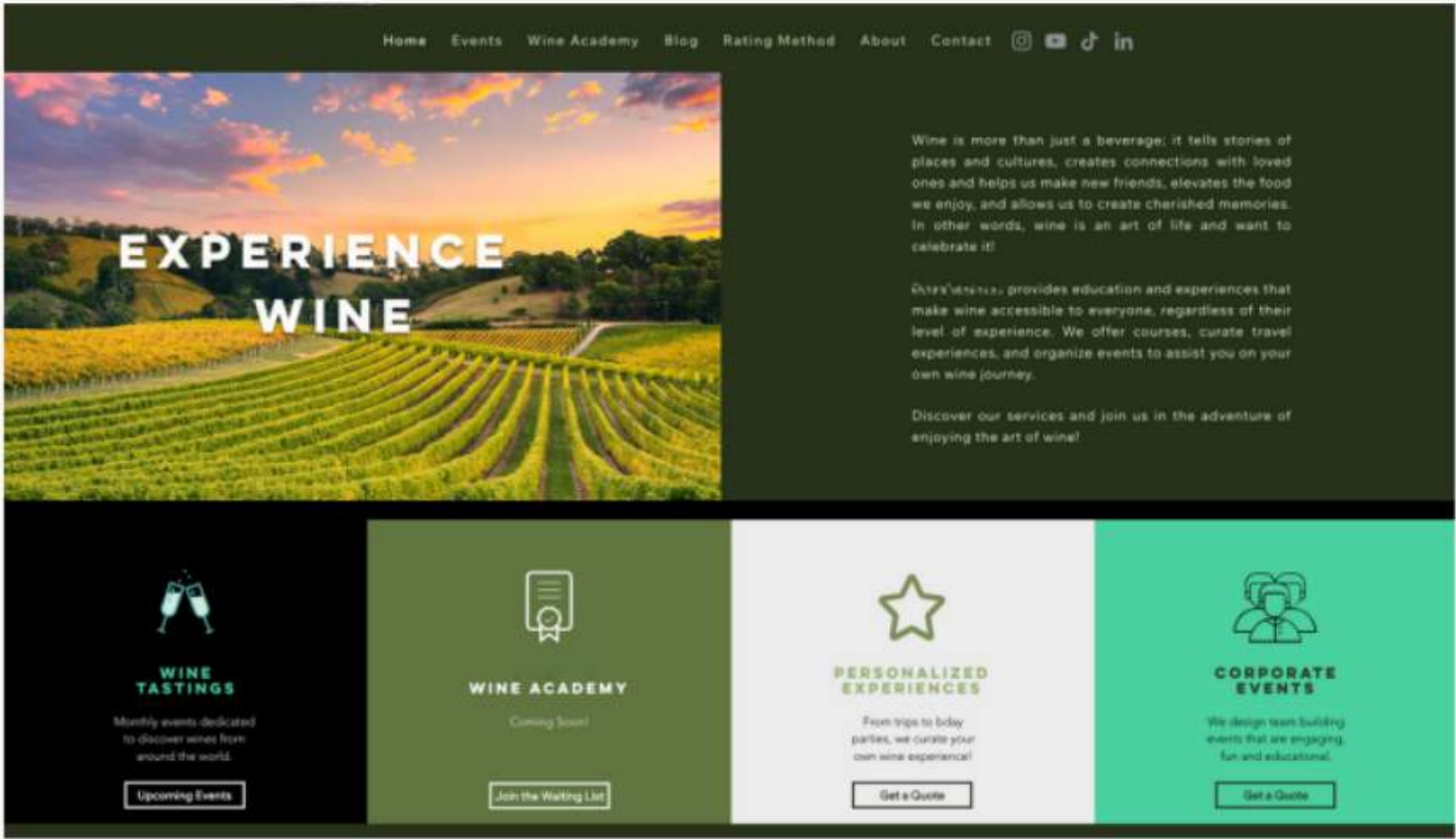
WEBSITE

Colours:

Primary colour: foundation for the brand

Secondary colour: complements the primary hues.

Tertiary colour: minimally used in support of hues from the primary and secondary tiers.





OFFLINE EXPERIENCE

VENUE | LOYALTY SYSTEM | BRAND ENHACEMENT



VENUE

Recommendations and comments:

- Cosy environment
- Easy to access
- Easy to find
- Should have brand elements
- Is easy and quick to set up
- Occasional tastings in the restaurants, dinner included, more social activity
- Wine casino. Especially for corporate team-building events.
- Big summer party (June) at the lake or BBQ. And one Christmas (beginning of December) party with a DJ.
- Food catering partners (thematic like Spanish wine - Spanish Tapas / Paella or South American wines - South American food)
- Try to get food for free in exchange for publicity on your social and during the event (+/- 15 people) or allow around 15 - 25€ /person budget.
- Get partners for wine glasses/decanter/coravin, etc to offer discount codes to participants
- Think about what people can photograph to share on their social media with your logo?
- You should take photos during the event to have content and share the Google Photos album with people the day after. Asking in the beginning if there is anyone who doesn't want to be in the photos.
- Ability to buy wine that was tasted.



LOYALTY SYSTEM

Recommendations and comments:

- Personalised Wine Passport with your logo in your green colour.
- People can collect stamps for each attended wine tasting to get -20% off every 4th event and -50% on the 12th event.
- Plus the ability to make notes of favourite wines by colour/region, etc. Inspiration
- People will like the personalisation + many will take a picture and share it on social media.
- Referral program. Bring a friend get a discount



OFFLINE BRANDING

Recommendations and comments:

- Consistent printable materials
- Portable Roll Up Branded banner
- Merch (wine related + humor)
- Participate at Expovina (November) and Primavera (April)
- Goodie bags for wine tasting and students
- Wine glass Charms or stickers with your logo for a welcome during glass (Inspo)
- Laser cut logo on all / welcome drink glasses (Example)



SOCIAL MEDIA AUDIT

INSTAGRAM | YOUTUBE | TIKTOK | LINKEDIN

INSTAGRAM

Account name

No keywords, change to:
Wine Education & Events
Wine Education & Events in ____
WSET School ____

Title






The entrepreneur is not aligning with the business,
change to: Education or School or Educational Website.

Highlights

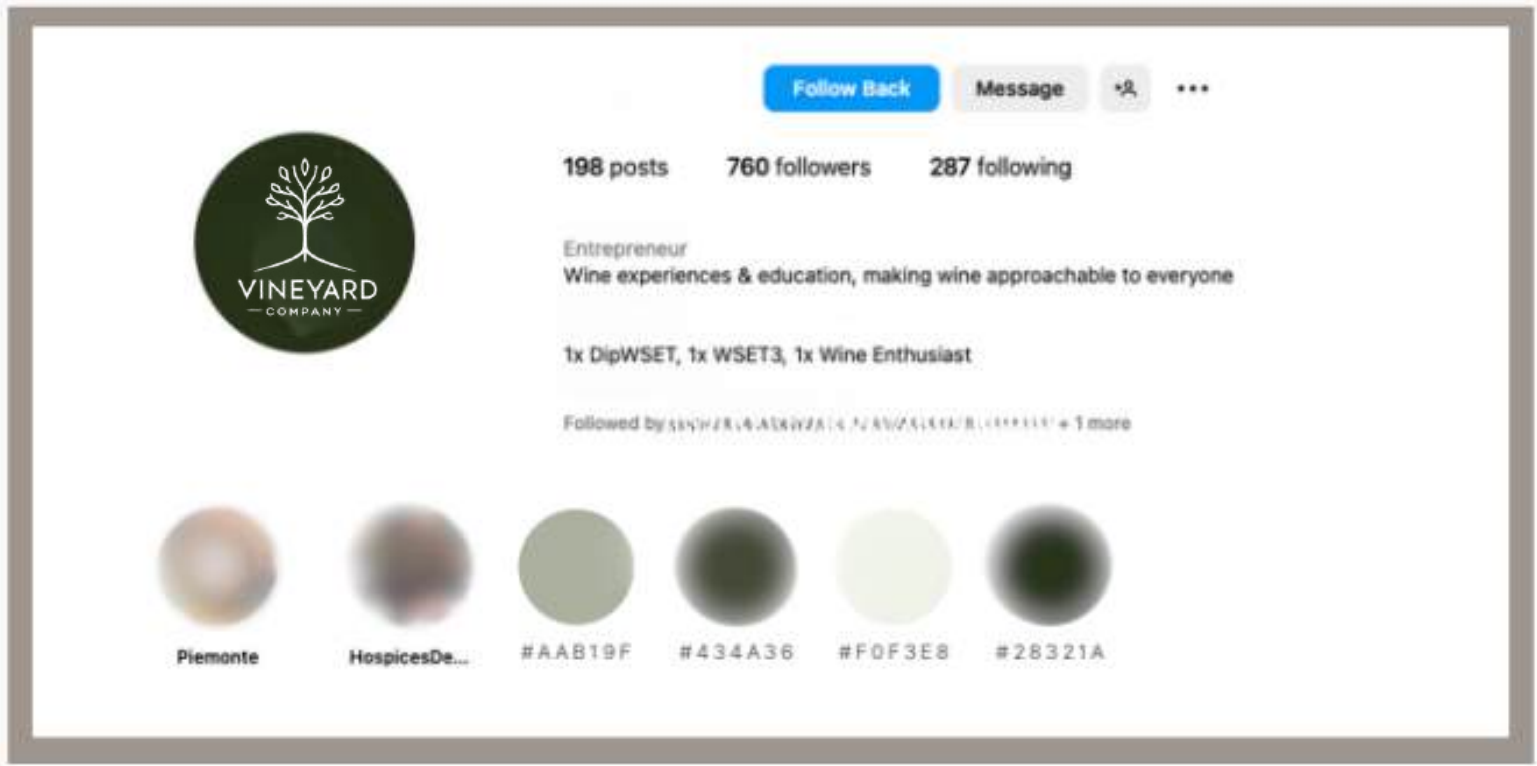
You need 5 - 8 highlights (otherwise looks empty and
not performing its marketing goal)
Courses | Tastings | About Us | Trips | Educators | Our Story

Develop highlights design in your brand colours.

Example:



Courses **Tastings** **About Us** **Trips** **Educators**







Bio

Remove the link it is not clickable

Fun and engaging wine experiences & education
WSET courses | Wine Tastings
From wine novices to aficionados

CTA:

- FREE Wine Selection Checklist 
- Join our next wine tasting 
- Upcoming courses and events dates 
- Sign up for courses and wine tastings 

Instagram: Feed and Visual Content

Use more photos done with a camera and fewer smartphones.

Come up with a unified design and font for posts with text. Make sure it has your brand colours.

Don't put similar photos next to each other. Use a chess grid.

Use a variety of shots and objects. Close-up, details, wide shot. Group of people, wine glass, grape, drone shot of winery, one person, wine bottle, books, booklets, etc.

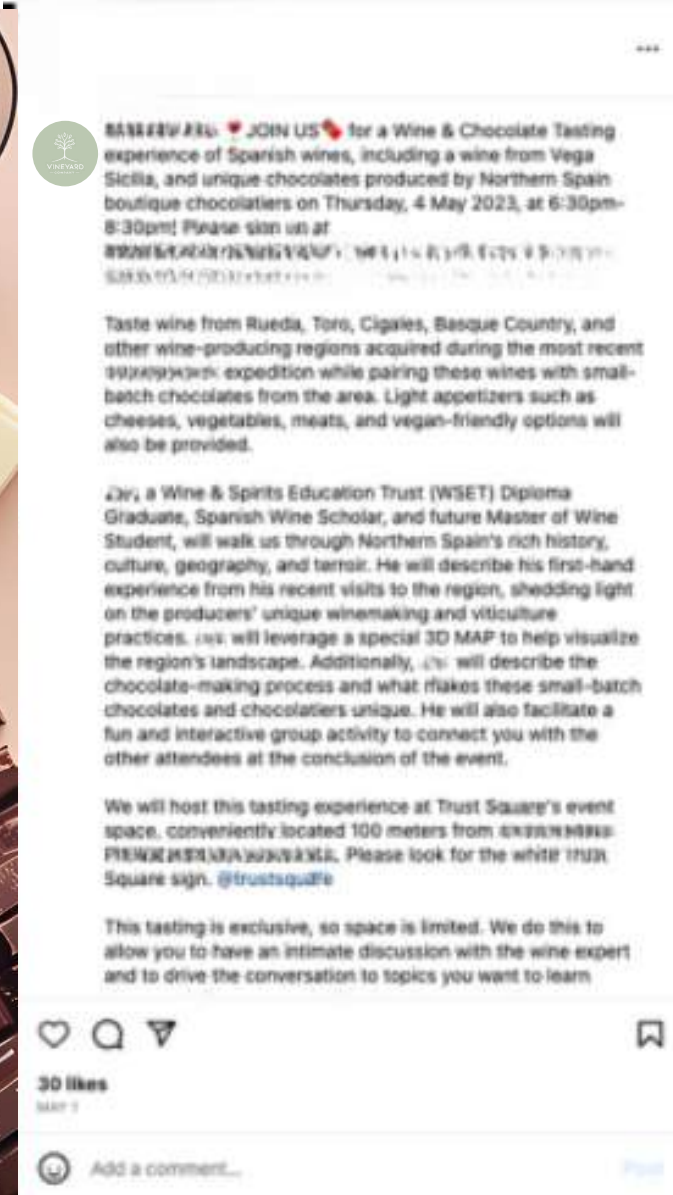
Leave more air on photos and in the feed.

Follow accounts in your niche, add accounts that produce great content to favourites.



INSTAGRAM POSTING

- Aim for at least 2-4 posts per week. Use Reels, Carousels and Posts
- Too much text in the caption and on the visuals
- Don't tag location. Say instead: Booking link in bio:
- Use the same graphics, fonts and colours
- Reels change shots faster 1-3 sec maximum per shot
- Reels ideally 5-10 seconds long
- Content Mix: Education, Inspiration, Entertainment
- Create posts that people will save or share
- Speak more in stories and some reels, show your personality



INSTAGRAM CAPTION

- Your caption should be in this format:
 - a. Hook
 - b. Intro line (optional)
 - c. Value
 - d. Call to action (CTA)
- The hook gets people to read the caption while viewing your reel/post
- The intro line explains what the value is about. You can also share something to make people curious.
- The value is the information about the hook you used in your reel. This should be short, straightforward and in bullet points.
- The call to action should be something that adds to what action the users feel like taking. If you give educational content, they will want to save it, so encourage them to save it with a CTA: "SAVE this for later!"
- If you promote something, then CTA should guide people to take action like "Buy now", "Join the wine tasting", "Book the course" etc.



Barolo is known for its rolling hills, dramatic vistas, unbeatable gastronomy and, of course, its complex and age-worthy red wines.

Its reputation for the latter is in large part thanks to [Cascina](#), an historic estate that became one of the first to export Barolo and Barbaresco to the UK in the 1950s.

On Wednesday 28 June, we're offering you the chance to join [Cascina](#), the fifth generation of the family, for a tasting that will celebrate the best of [Barolo](#).

This will include the lesser-known but complex "Piodilei" Chardonnay and a horizontal flight of Nebbiolo including the single-vineyard "Il Bricco", "Ornato" and "Mosconi" wines.

Finally, you'll end the evening with a pair of back vintage Barolo and Barbaresco that will show off Nebbiolo's legendary ageability.

As ever, a selection of cheese, charcuterie and snacks will be served alongside the wines.

For more details and to book tickets, tap the link in our bio and select "Tastings and events". Only 10 spaces left! 🍷

SOCIAL MEDIA AUDIT

INSTAGRAM | **YOUTUBE** | TIKTOK | LINKEDIN

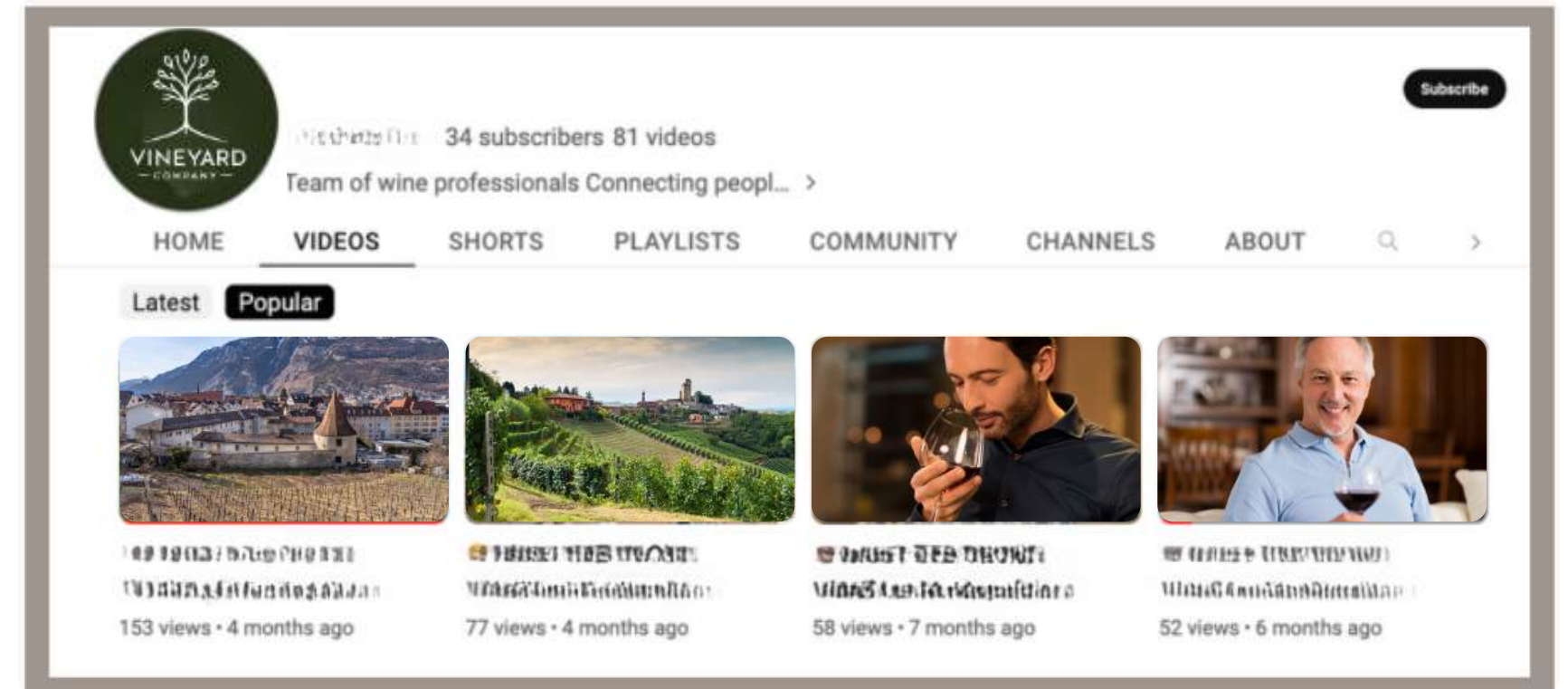
YOUTUBE

Account name

Add keywords, change to: Vineyard Company

CONTENT

- Use the same content mix as for Instagram
 - Education, Inspiration, Entertainment
 - Think about how to solve your target audience's problems and address their needs with your content.
 - Be consistent with shorts reposts
 - Try to produce 1 video a week or at least 2 per month.
 - No need for long videos. Anything between 2- 10 minutes is perfect
 - Change shots when a new line of text appears
 - Add links, about us in the video description.
- Repeat the same for each video.
- Add wine and the city related content.



SOCIAL MEDIA AUDIT

INSTAGRAM | YOUTUBE | **TIKTOK** | LINKEDIN

TikTok

Bio

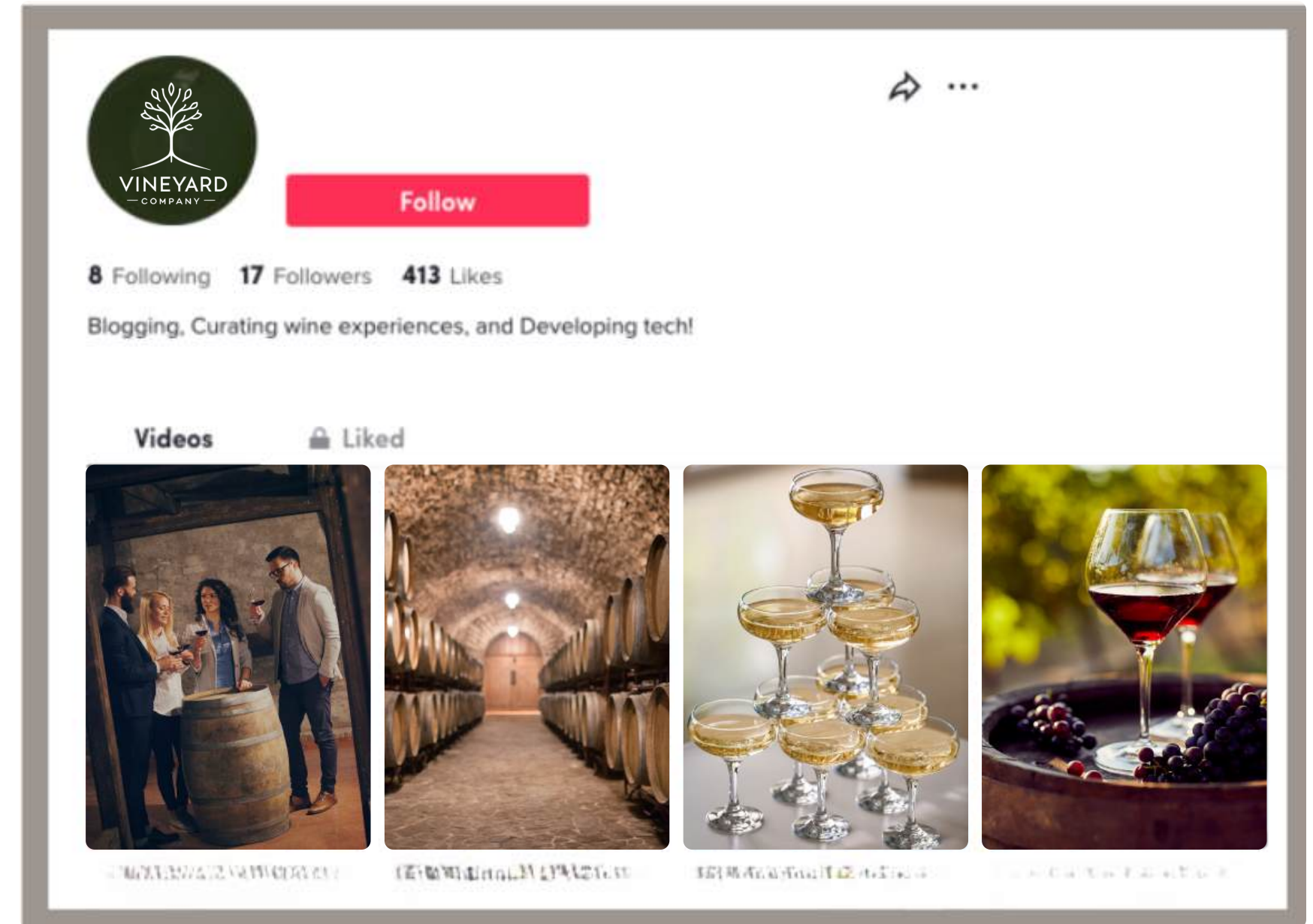
Change the text:

Fun and engaging wine experiences & education

WSET courses | Wine Tastings

CONTENT

- Use the same content mix as for Instagram
- Education, Inspiration, Entertainment
- Think about how to solve your target audience's problems and address their needs with your content.
- Be consistent with reels reposts
- Try to post 2-4 times per week
- Follow accounts in your niche



SOCIAL MEDIA AUDIT

INSTAGRAM | YOUTUBE | TIKTOK | **LINKEDIN**

LinkedIn

Description

Change the text:

Fun and engaging wine experiences & education
WSET courses & Wine Tastings

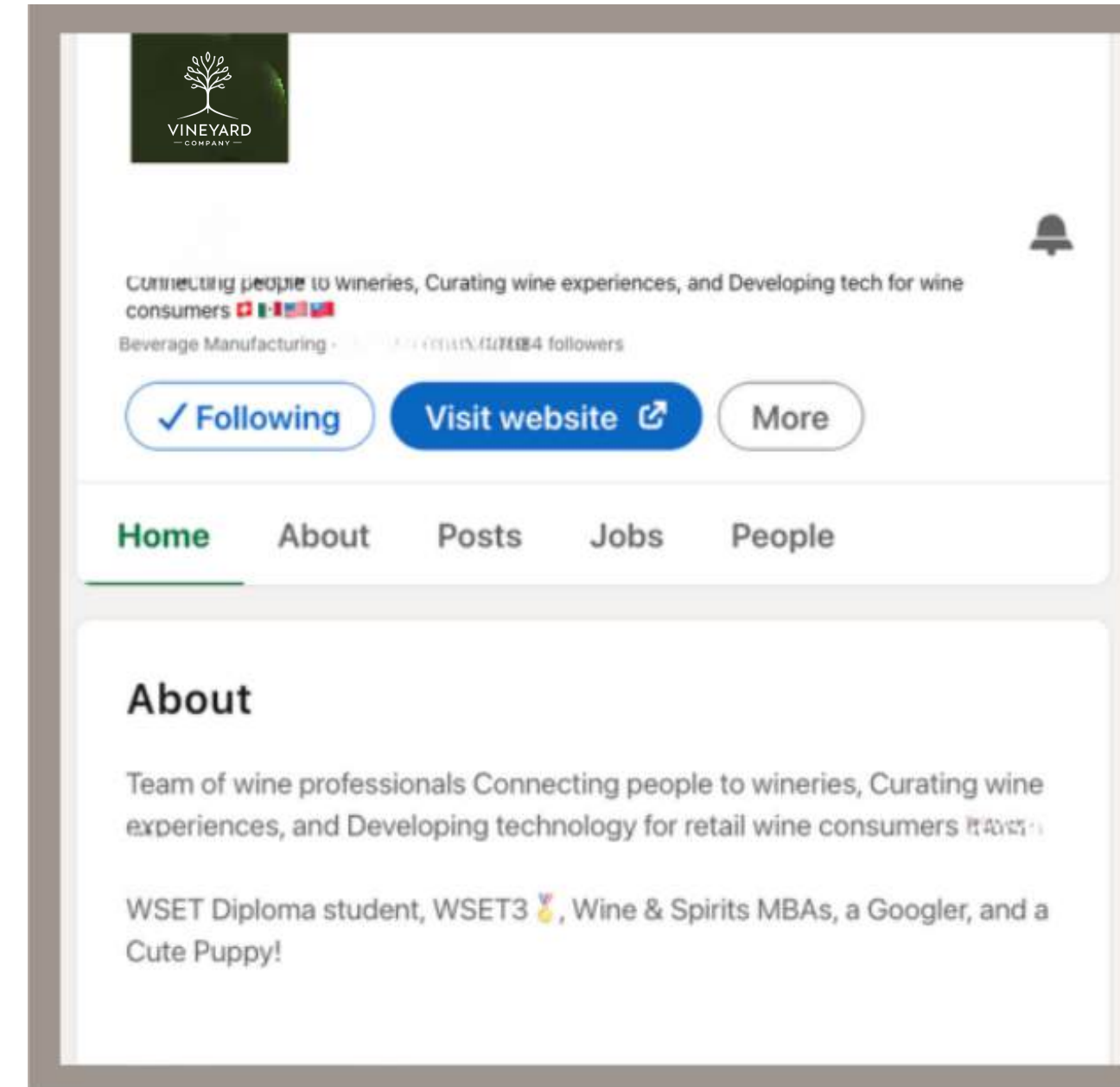
ABOUT

It is not about you, it is about your customers. How you can help them. Change to:

We help wine enthusiasts who struggle to choose and enjoy wine to understand the art of wine through engaging and fun wine experiences and education.

Our mission is to make the world of wine more approachable for everyone, from wine novices to aficionados.

Follow us on social media and join us for our wine-tasting events!



CONTENT

- Use the same content mix as for Instagram Education, Inspiration, Entertainment (for format add more text-consuming posts)
- Repost every post to your personal account
- Target both professionals who need to spend time after work and professionals who need to get WSET certificate to level up their career

HOOKS & CTA EXAMPLES

ENGAGEMENT & REACH INCREASE

Accounts and Posts

HOOKS

- Somebody had to say it...
- The _____ no one is talking about
- You've been doing _____ wrong
- Don't make these mistakes...
- This will change how you think about _____
- This is your sign to _____
- Help me decide _____
- What to do if _____
- 3 things that will change your view on _____
- When someone says _____
- What does _____ ACTUALLY look like?
- The one thing you need to _____
- 3 easy steps to _____
- Have you been feeling _____?
- 5 things to look for when _____

CTA

- Double tap if this was valuable
- Like this post if you agree
- I'd love to hear your thoughts in the comments
- Leave a comment what is your favourite tip
- Comment an *emoji* if you agree
- Save this post for later
- Hit "SAVE" to not forget it
- Save this to not lose it
- Follow for more (tips like this)
- Follow for part (x)
- Want to learn more about ____? Follow for more tips
- Send this to a friend who needs to see this
- Share this post if you learned something new
- Sign up for ____
- Get your free gift - Tap the link in bio