



Clink Different
EXPERIENCE THE
WINES OF EUROPE.

Sauvignon Blanc from Bordeaux?
Pinot Noir from Germany?
Take the time to savour famous European varieties.



INFO DAY
BRUSSELS, 30.01.2020

MARKET ANALYSIS:
DOS AND DON'TS

CONSEIL INTERPROFESSIONNEL DU VIN
DE BORDEAUX &
DEUTSCHES WEININSTITUT



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MARKET RESEARCH IS KEY TO BUILDING A SOUND PROPOSAL

A 3-year promotion program in 6 U.S. target states, focusing on regular wine drinkers and in particular on 2 categories of consumers.

5 months of program preparation/ compiling, reading and dissecting a LOT of market data to identify, inter alia:

- **Target states:** cross-referencing of data re demographics, wine consumption levels, maturity, average spend per state with partners' respective market shares per state.
- **Target consumers:** based on levels of engagement, awareness of wine regions, propensity to consume imported wines, average spend
- **Target distribution accounts:** based on consumer behavior
- **Most relevant activities,** per target consumer group.



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INCLUDING TO DEVELOP A RELEVANT COMMUNICATION CONCEPT

- Initial concept : “Très Kühl. The Cool Wines of Europe.”
- EU evaluation : proposal fails to demonstrate relevance re target audiences. No supporting market data...
- Final proposal: new concept to be developed and pretested
- Result of pretest (5 new concepts in 2 major target states): “Clink Different” (*overwhelmingly vs poor results for “Très Kühl”*)



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USING MANY AVAILABLE SOURCES

Examples of sources used for the BORDEUS program

Some **free** (Internet):

- French customs data (exports), CIVB statistics and data reports
- Deutscher Wein Statistik (Deutsches Weininstitut statistics)
- European Commission statistics
- U.S. Department of Agriculture, U.S. Census Bureau statistics
- IHS Markit

Some **purchased**:

- Wine Intelligence reports
- Business France reports
- The Gomberg Frederickson Annual Wine Industry Review
- Shanken's Impact Databank Review and Forecast



CONCLUSION

A little research, or a lot, goes a long way to

1. Ensure success at the proposal stage and to
2. Maximize relevance, impact and effectiveness during program implementation.



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