

Winning Back Wine Drinkers

Objective

The wine industry in a South American country, wanted help to promote the consumption of wine and re-establish it as drink for all social classes.

Background

The amount of wine consumed in the client's country had declined by 40 percent over 20 years. During this time, the perception of wine had changed from that of an everyday beverage to an exclusive drink for special occasions. Its once prominent place on the dinner table had been replaced by beer and soft drinks.

Analysis

Our client embarked on a large scale advertising campaign to increase consumption of wine. However, our tracking and communications analysis showed that the ads were not appropriate for the first stage of the campaign - they lacked impact and product linkage was weak.

Recommendations

We suggested that the campaign should refocus on gaining visibility and popularity by showing situations that all consumers could recognize and relate to the wine category. To overcome the weak product linkage, we recommended giving more prominence to the product in the ad scenes.

Action

The client followed our recommendations. The new campaign focused on re-introducing wine into daily life, showing activities like cooking and football, which consumers could strongly identify with. TV and outdoor communications were brought in line to achieve synergy, and ad spend was increased to boost presence in the category. The client also organized a special event called "Toast Week" and utilized non-traditional advertising and ad spots during sporting programs.

Results

The new campaign was a success. The greater ad spend helped to significantly raise product recognition by 24 percent. Consumers' attitudes towards wine consumption became more positive; the wine category's image improved in all areas surveyed; and the visibility of wine within the beverages category also improved. Wine consumption increased, surpassing both the average growth of the category, and that of its main competitor - beer.