

# DIGITAL MARKETING

FEBRUARY 2021 | **GLOBANT**

**LINK RECORDED SESSION**



## 1. INTRODUCCION

Opportunities

Brand Positioning

Audience

## 3. MARKETING PLAN

Fundamentals

Vino Argentino Campaign

## 1. MARKETING STRATEGY

- Campaign Strategy
- Marketing funnel
- Annual Calendar
- Media Mix
- Media Calendar
- Media Strategy





# 1

# Introduction

There are some trends that are impacting our consumers creating opportunities and new challenges.



## Recreate outside/inside moments

Loss of On Premise.  
Consumers try to recreate moments at home that they lived in bars and restaurants.

## Polarization

Increase in demand for premium products or inexpensive products, eroding the middle segments.

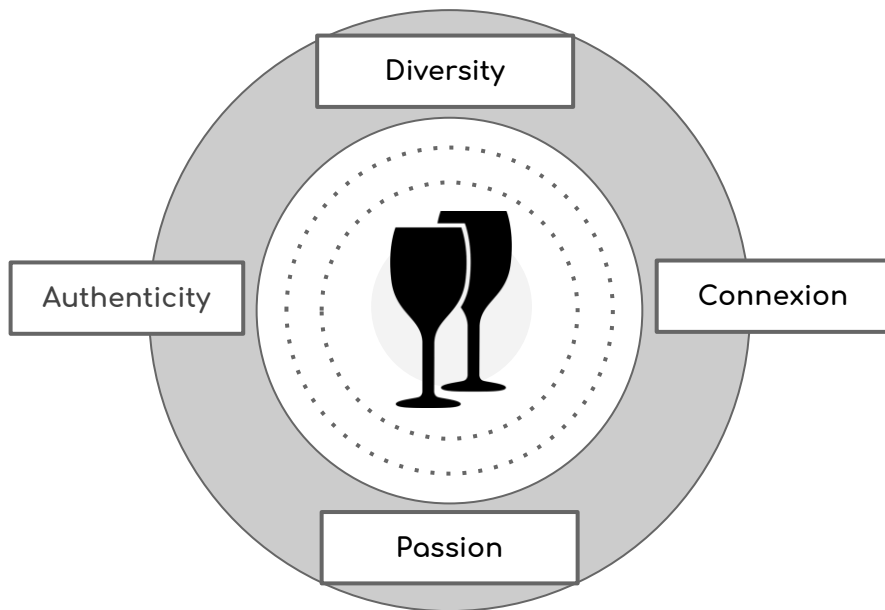
## Varietals

As a consumer driver for the category, the most demanding consumers.

## Consumption

The consumption of alcoholic beverages increased in the USA during 2020.  
There was a constant consumption throughout the year even in the summer

# 1. BRAND **POSITIONING**



## #VinoArgentino

Diversity: Argentine wine can be **complex and diverse**. We have been producing wine since 1551, but the new generation has reversed and modernized that tradition.

Authenticity: Who we are is reflected in the wine we produce. Argentina and its wines are sincere and transparent. Wines **with little intervention** thanks to the characteristics of the terroir.

Connexion: #VinoArgentino generates a moment of **connection not only with others, but with oneself**. It is a moment of mature enjoyment: I choose this wine because it is the one I like, I can express myself through that choice.

Passion: Part of our idiosyncrasy. We are **passionate, entrepreneurs, patient, determined, creative**. We have the ability to reinvent ourselves.

## 2. DEFINITION OF **AUDIENCES**



# KEY AUDIENCES

## Buyer Person Occasional Consumers

Laura

Edad 26  
Ocupación Marketing  
Status Soltera  
Location Miami, FL  
NSE Medio

**Reseña**

- Estudia y Trabaja
- Al no disponer de tiempo, realiza todas las compras de forma online.
- Busca precio: Siempre esta en búsqueda de promociones y descuentos.
- Aventureros, les gusta viajar y estar con amigos
- Tienen a ser influenciados por comentarios y opiniones posteadas en redes sociales.
- On Premise: Les gusta probar nuevos tragos/opciones

### Reto y necesidades

- Menor grado de exigencia
- Consumo de variedades de una tanta blanca como trinta en importar la mesa
- No les importa que comprar más caro si el precio sea correcto.
- La variedad y el país de origen son menos relevantes

### Cómo podemos ayudarlos?

- Están dispuestos a realizar una carta de vino virtual (Streaming)
- Brindarle información sobre cuáles son los vinos más dulces.
- Recomendación de vinos de acuerdo a las comidas (Meridap)

### ¿Dónde encontramos a nuestro consumidor?

- Mobile
- Social Media
- Search
- Music Streaming
- Video Streaming Series/Películas



## Buyer Person Enthusiastic Consumers

Steve

Edad 35  
Ocupación Gerente RRHH  
Status Casado, un hijo  
Location Dallas, TX  
NSE Alto

**Reseña**

- Trabaja más de 30hs semanales
- Es el comprador principal del hogar. Desde el Covid, realiza todas las compras de forma online.
- Busca Calidad, vale la pena pagar por productos de calidad.
- Off Premise: Consume una copa de vino todos los días
- On Premise: Consume una vez por semana y suele gastar al rededor de U\$D 30 en una botella de vino
- Confía en líderes de opinión expertos en la material: Sommeliers, Enólogos.

### Reto y necesidades

- Consumidor exigente
- Le gusta probar productos de vino importados
- Mayor respeto que la media de consumo de variedades de una tanta blanca como trinta
- Por excelencia prefieren el Malbec
- Es permeable a probar nuevas variedades

### Cómo podemos ayudarlos?

- Brindarle información sobre las diferentes variedades del Vino Argentino
- Clasificación online con expertos
- Degustación online
- Información sobre E-commerce

### ¿Dónde encontramos a nuestro consumidor?

- Internet News
- Mobile
- Social Media
- Search
- Videos en Streaming
- Portales de deportes



## Buyer Person KOL

Eric Asimov

Edad 63  
Nacionalidad Estadounidense  
Location New York  
Facebook 8.9k  
Twitter 81.8k  
Instagram 34.7k

**Reseña**

- Reconocido periodista estadounidense y crítico de vinos con más de 35 años de experiencia.
- Jefe de crítica de vinos y columnista del New York Times en la sección "Food" para las columnas "The Pour" y "Wines of the Times".

### Reto y necesidades

- Audiencia que necesita mucho relacionamiento
- Alta competencia entre otras organizaciones
- Credibilidad
- Exposición
- Público y seguidores

### Cómo podemos ayudarlos?

- Capacitaciones sobre vino argentino y material promocional
- Experiencias de catas y eventos
- Viajes y hospitalidad

### ¿Dónde encontramos a nuestro consumidor?

- Internet News
- Blogs especializados
- Redes sociales



## Buyer Person TRADE

wine.com  
The world's largest wine & spirits store

**Reseña**

- E-commerce: se enfoca en brindar una excelente experiencia al consumidor durante la compra y post venta
- Tipos de compras online:
- Tiendas físicas con su sección de compra online.
- Plataformas 100% ecommerce.

### Reto y necesidades

- Adaptabilidad a nuevas condiciones de mercado, restricciones comerciales, consumo, etc.
- Respuesta rápida al consumidor final
- Rotación de inventario (Francia, Italia, etc.)
- Variedad en la oferta
- Incrementar ventas
- Aumentar la relación precio-calidad
- Promociones/incentivos al consumidor

### Cómo podemos ayudarlos?

- Capacitaciones sobre vino argentino
- Campañas al consumidor para incentivar la compra
- Disponibilizar información relevante (guías, premios, datos, etc.)
- Disponibilidad de producto y Variedad de oferta
- Canales de contacto para consultas

### ¿Dónde encontramos a nuestro consumidor?

- Wine.com
- Nuestros canales de comunicaciones: RSS/Blog
- Diferentes E-commerce







# 2

## **Marketing Strategy**

**Distribute efforts** throughout the year as part of the communication strategy, to generate a greater brand presence and **create a long-term relationship with the consumer.**



## Always On

Always on campaigns with evergreen content (timeless) that are constantly active, during the campaign, the budget is allocated to more exploratory audience segments or lookalike audiences. The objective is to benefit from the regularity of the content, if the consumer never disconnects, why not take advantage of it to be always present?



## SPECIAL CAMPAIGNS

There are 6 special campaigns that will focus on the defined objectives. The structure includes the pre-during stage and the maintenance stage. These types of actions are aimed at a particular promotion or event that may attract greater interest in the consumer.

# ANNUAL CALENDAR



Always On Paid

#VinoArgentino  
(PAID)

Malbec World day  
(PAID)

Summer Edition  
(PAID)

Winter Edition  
(PAID)

Thanks  
giving  
(PAID)

Xmas  
(PAID)

Google  
Analytics

Best  
Practices  
Content  
and Social  
Media 1/2

Best  
Practices  
Content  
and Social  
Media 2/2

Dashboarding  
Foundations  
(Google Data  
Studio)

Management of  
digital  
campaigns

SEO

SOMMCON

SOCIETY OF WINE  
EDUCATORS

FULL CIRCLE

TEXSOM  
INTERNATIONAL  
WINE AWARDS

WINE.COM

WINE FOLLY

VIVINO

JAMESSUCKLING.COM

### CONNECT



#### Facebook

Numerous paid media segmentation options. Contact with boomers and GenX

### REPORT



#### Twitter

Position ourselves as curators of relevant information, news and timely content

### ENTERTAIN



#### YouTube

Enhance audiovisual content to improve the visibility of campaigns

### EDUCATE



#### Blog

Communicate the diversity of Argentine wine and the regions.

### INSPIRE



#### Instagram

Associate Argentine wine with an experience of connection and pleasure

# MEDIA CALENDAR



Always On Paid (Social, SEM, YouTube, Display, KOL)

#VinoArgentino (PAID)	Malbec World day (PAID)	Summer Edition (PAID)	Winter Edition (PAID)	Thanks giving (PAID)	Xmas (PAID)
SOI: 20%	SOI: 35%	SOI: 15%	SOI: 30%		

Media  
Mix



KPIS

**Impressions:** 30MM  
**VTR/ER/CTR:** Overcome 2020 Benchmarks

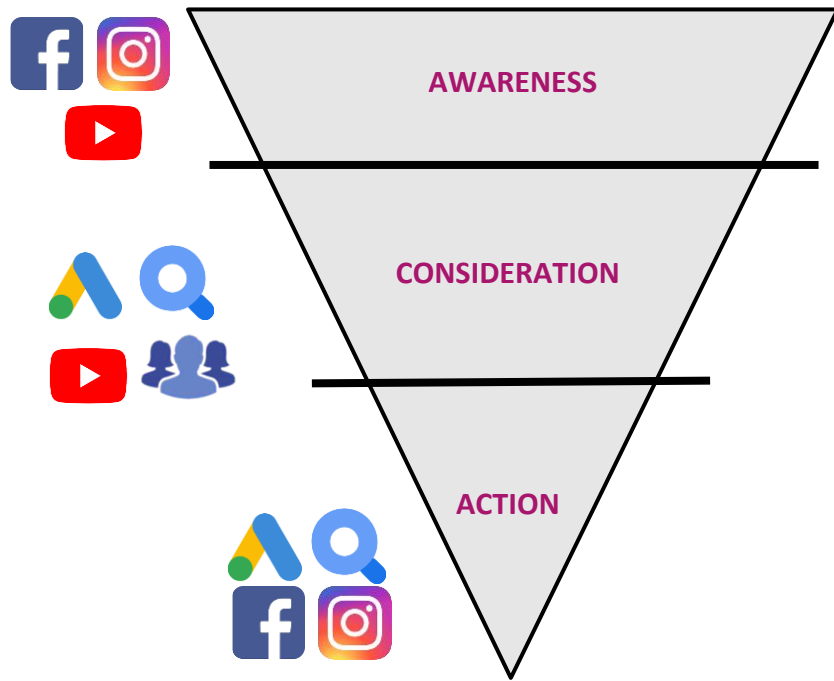
**Impressions:**50MM  
**VTR/ER/CTR:** Overcome 2020 Benchmarks

**Impressions:**20MM  
**VTR/ER/CTR:** Overcome 2020 Benchmarks

**Impressions:**40MM  
**VTR/ER/CTR:** Overcome 2020 Benchmarks

*\*\*On the last days of the month, the content grid will be sent to show you the planning and to be aligned with all the activations that we are going to have.*

\* SOI: Share of investment  
ER: Engagement Rate  
VTR: Views Rate  
CTR: Clic Rate



## Awareness:

Generate Brand Awareness of #VinoArgentino with a simple message for all users to remember

**KPI: Reach**

## Interaction

Produce relevant content designed for the enthusiastic consumer and that will increase the interaction with the posts

**KPI: Engagement Rate**

(Reactions + Shares + Clicks on the link + Saved posts + Comments) / Scope)

## Site Traffic

Call to Action to encourage the user to visit the website where they will find information about Argentine wine and the ECs where they can purchase the product.

**KPI: CTR**

(Clicks on the link / Impressions)





3

# Marketing Plan



## OMNICHANNEL

It is about creating a better experience for the user by being present at each point of contact with a coherent message and fluid communication adapted to the medium.

## PERSONALIZATION

Personalizing means creating relevant consumer communications based on their interests and behavior.

## ENGAGEMENT

We want to create a long-term link between the consumer and the Vino Argentino brand, rather than generating conversions based on specific actions

## CONTINUITY

We want to create an ongoing conversation. Be present with actions throughout the year adapting the message to the medium and delivering the communication at the right time.

# 1. MARKETING PLAN **VINO ARGENTINO** **CAMPAIGN**

# CAMPAIGN CONCEPT

Last year we dressed in joggers, got comfortable and got used to an indoor routine.

And although we spent more time than ever within four walls, we kept longing for the outside.

Of course, everything we love is outside... but it doesn't have to be that way.

But we can create special moments every day, even when t home. By trying a new wine, for example.

How about an Argentine wine?



**They are US men and women with ABC1 middle class socioeconomic profile.**



**Primary group:** young professionals from 21 to 35 years old, independent, living alone or with a partner, without children. They live in urban areas. They are foodies, who like to experience new things and share them with their friends on social media, they are the ones who invest the most time and money in the search for new opportunities.

**Secondary group:** men and women over 35 years of age who drink wine in general, with a medium / high level of education, living in urban areas. They are more conservative and are willing to pay more for a quality product. They are influenced by opinion leaders such as sommeliers, winemakers and critics.

## Insight

Discover a whole new world,  
try new experiences take a  
break from your routine.

## Rational

We have a huge variety of wines,  
and blends to offer. There is an  
Argentine wine for each  
consumer. Find yours.

## Concept

Try something new, try  
#VinoArgentino

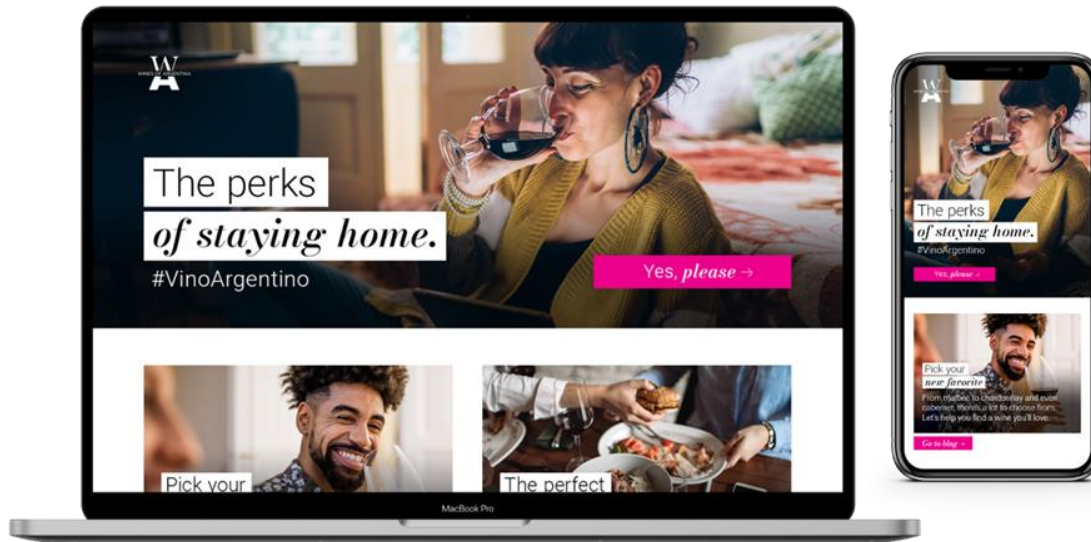
Same sweatpants?

How about a different wine?

*Try Argentinian.*

#VinoArgentino





## Contents:

### Hero / Value proposition

**CTA:** Scrolls to the Where to Buy section

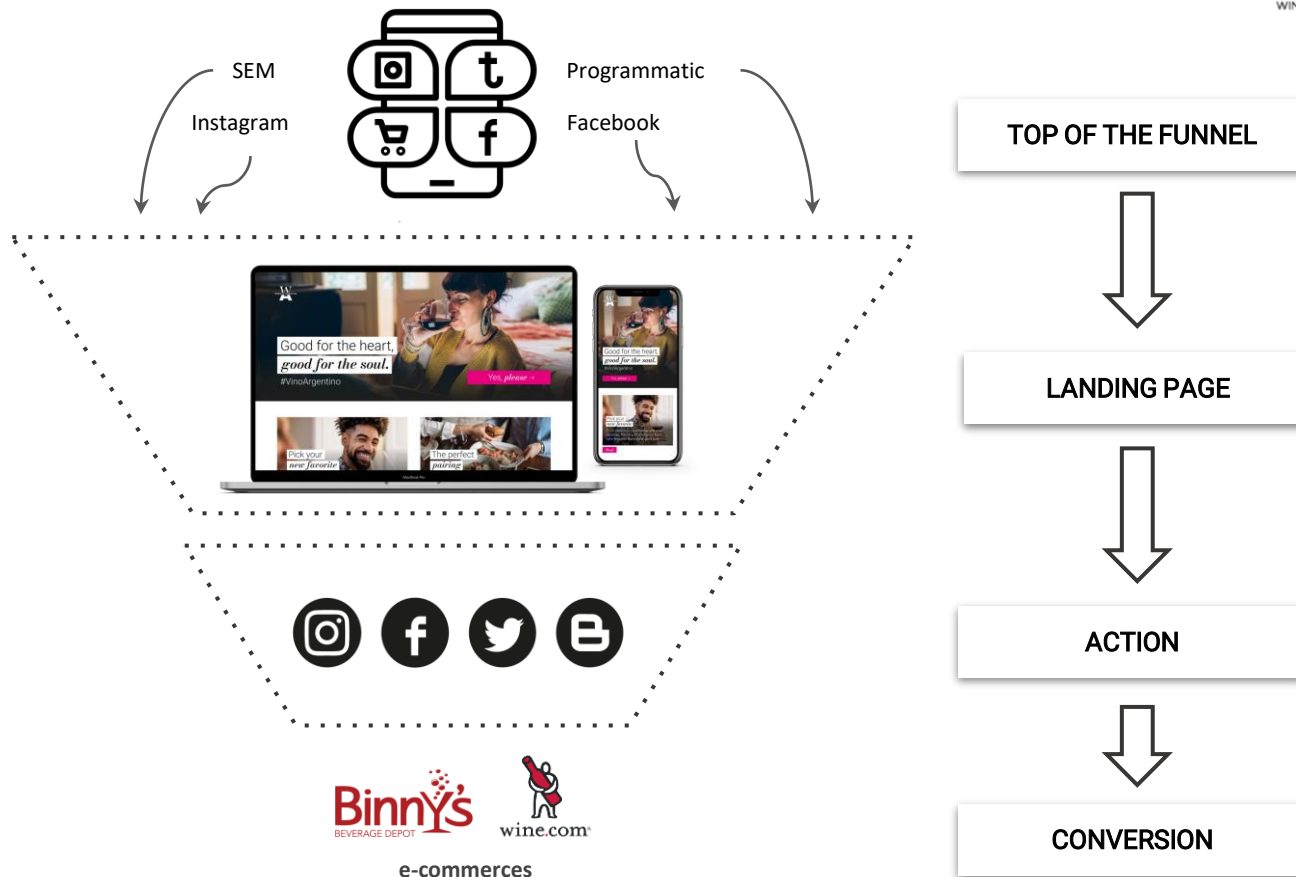
**Pick your new favorite:** guide to choose a wine, simple and visual, for the primary audience.

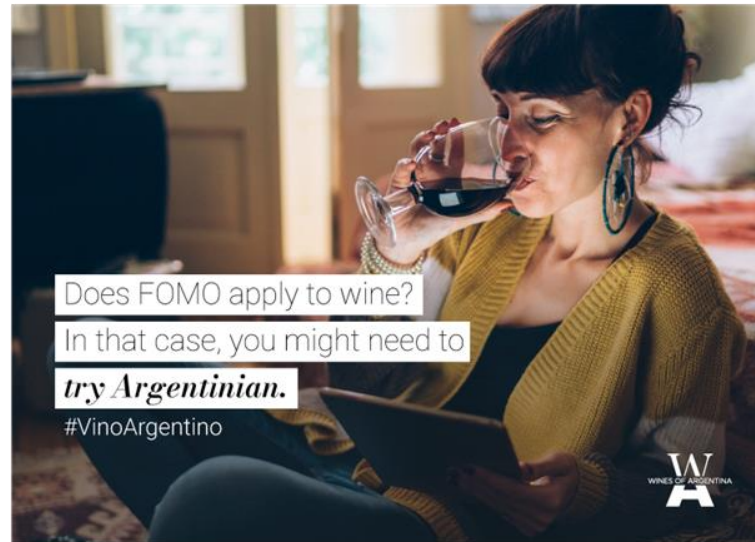
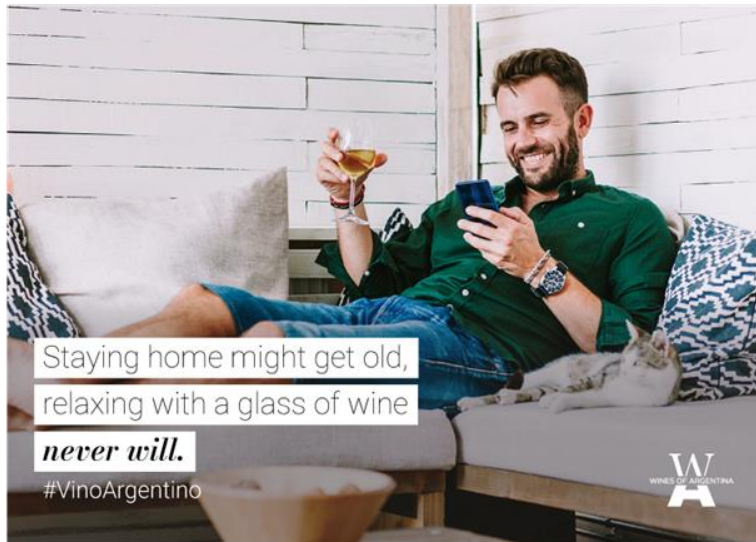
**Perfect pairings:** pairing guide, more detailed, but also very visual, for secondary audiences.

**Where to buy:** E-commerce logos linking to each site.



# LANDING WORKFLOW





Target: jóvenes

## EXAMPLES



# COPY PROPOSAL



Target: todos

## Social

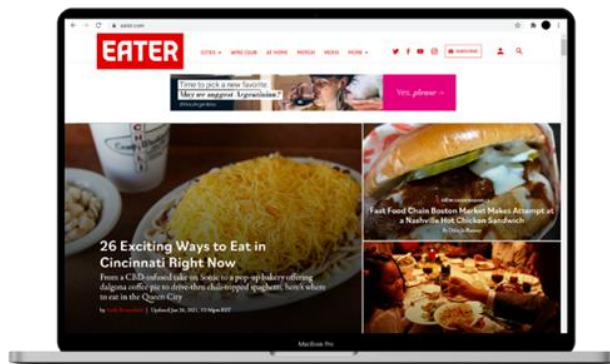


Feed



Story

## Display



Desktop



Mobile



# ¡MUCHAS GRACIAS!

