



T R I A L T O

Wines of People, Place and Time®

AN INTEGRATED MARKETING COMMUNICATIONS STRATEGY

Presented by Blue Moose Marketing



EXECUTIVE SUMMARY

The purpose of this report is to evaluate the current wine industry and the opportunities that are available, with a recommendation of an integrated marketing campaign.

In a fast-paced world where everyday consumers have to constantly juggle between changing priorities, setting time aside for leisure and loved ones is important. The Trialto Wine Group stands out as a company who understands this and cares. With strong culture and value, the company has grown in the last 19 years into a national leader of the premium wine market in Canada. However, to maintain this position, Trialto must stay current and original among a competitive wine market.

With over 200 importers per province, Trialto must strive to stand out from the crowd, especially among smaller scale premium importers. The competitive analysis indicates that most of those companies' have a longer history with more experience in the business, but are currently trade focussed. Secondly, those companies are weak in terms of online and digital marketing.

Opportunities exist in the midst of those two key observations. In addition, wine consumption is steadily increasing in the country, and Canadians are the top consumers of imported wine. To make the most out of those opportunities, Blue Moose Marketing recommends to utilize the company's strengths—through existing B2B relationships and its exclusive rights of wine brand distribution. In addition, it is also important to improve on gaining brand recognition among the everyday consumer and stay up-to-date with the ever changing field of technology.

In order to penetrate the B2C market, a clear, well-defined target audience is needed, which is at the very essence of this recommended campaign. By shifting the focus to a more psychographic driven target, the campaign's message will surely resonate and capture brand awareness and engagement.

Entitled "From Our Family to Yours", this campaign is set to launch in June 2016 to May 2017. The main focus revolves around Trialto's core brand value of "family"—a simple word that can be defined by the audience themselves, yet hold much meaning. The campaign will position Trialto as a brand that people can share and enjoy with their loved ones, especially during the best of times.

Recommendations include a mix of different marketing elements, such as PR and events, out-of-home, and magazine advertising, along with various promotional tactics and digital media. With a budget of \$250,000, the campaign caters toward four main geographic locations: Vancouver, Toronto, Calgary, and Montreal.

By the end of this campaign, Trialto will gain significant consumer brand equity that is visible through an increase of website traffic, search volume, positive social media engagement, and earned media impressions. More importantly, From Our Family to Yours will help establish Trialto as a brand that consumers can trust, increasing loyalty and affinity.



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INTRODUCTION

As one of Canada's leading premium wine agencies, Trialto has enjoyed continuous success over the past several years within the B2B wine industry. With a knowledgeable team of 60 staff, they represent over 250 wineries worldwide (Dudley, n.d.). Four of those wineries are from Canada while the rest range across the globe, including countries such as Italy and France (Dudley, n.d.).

Trialto prides itself on its premium positioning. With a keen eye for quality, they only pick wineries with products that fit with the company's motto—"People, Place, and Time." With passion, they believe in building and maintaining strong relationships with partners and consumers alike. The company aims to deliver excellent service and knowledge, while continuing to search for new flavors to satisfy those with the most exquisite taste palettes.

Despite their success in the B2B market, Trialto now faces a new challenge—how to duplicate this success in the B2C market by gaining brand recognition amongs consumers, with the long term goal of establishing customer loyalty.

The following report aims to answer this question. Through careful research and thoughtful analysis, this report offers a recommendation of a fully integrated marketing campaign that is set to launch from June 2016 to May 2017.

SITUATIONAL ANALYSIS



GROWTH IN THE CANADIAN WINE MARKET

Canadian wine consumption has been steadily increasing over the past years at a faster rate than beers and spirits (Government of Canada, 2015). Canadians are one of the top consumers of imported wine, and wine consumption is expected to increase by 7% by 2018 (Wright, 2015). Canadian consumers are drinking more fine and premium selections of wines, preferring to consume less in quantity but better in quality (Euromonitor International, 2014). Further, red wine continues to be the most favoured amongst consumers (Euromonitor International, 2014).

A national report on wine consumption by the National Post revealed that wine made up 79% of alcohol sales in Quebec. In British Columbia, wine sales have been steadily rising while Ontarians are choosing more expensive bottles of wine. Meanwhile in Alberta, beer remains the dominant alcoholic beverage of choice (Boseveld, 2015).

INFLUENCERS

Word-of-mouth has always been one of the most important aspects in the successful marketing of any brand. Today's social media landscape has amplified the importance and effects of capturing the attention of influencers. According to Nielsen, "90% of consumers trust peer recommendations, while only 33% trust ads" (Hitz, 2014). Additionally, "74% of consumers rely on social media to inform their purchasing decisions" (Hitz, 2014). Influencers have significant networks and capturing their attention is an effective way for a brand to cast a wider net.

THREAT OF LOCAL WINERIES

The Canadian wine industry, particularly in B.C., continues to rise in popularity as they are gaining more international recognition from wine experts (Government of Canada, 2015). Local wineries are garnering the affinity from Canadian consumers. Wine tours and tastings at local wineries are a popular activity amid wine enthusiasts (Government of Canada, 2015). This could be attributed to the fact that consumers want to know where their products are coming from. The locality of the wine builds trust in the consumer's mind and appeals to the consumer.

SHIFTS IN CONSUMER BEHAVIOUR

Three vital aspects of the modern consumer to consider have been identified as a thirst for knowledge, pre-purchase researching, and a desire for meaningful brand connections.

Thirst for Knowledge

The modern consumer has a thirst for knowledge in regards to where their food and beverages come from (Loney, 2015). Wineries and breweries have taken advantage of this shift in behaviour by hosting tours or tastings in order to provide an educational experience for consumers. The abundance of niche food and beverage trade/consumer shows is also evidence of this fact. Additionally, the Canadian consumer finds comfort in the growing movement to "buy local" as they know exactly where their food is sourced (Loney, 2015).

Online Pre-Purchase Research

In parallel with consumers' thirst for knowledge, there has never been a greater abundance and availability of information to access. The surging advancement in technology over the past few years has subsequently led to the accessibility of information at the consumer's fingertips. According to AdWeek, 81% of shoppers go online to research products before making their purchases, while 61% will read online product reviews to facilitate their purchase decision (Morrison, 2014). Additional online research activities include using search engines, comparing product prices, reading user reviews, visiting multiple online stores, and reading product information (Morrison, 2014). Further, blogs are a common forum where consumers go to find genuine reviews. Additionally, apps such as Vivino Wine Scanner are a social hub for wine reviews, recommendations, and ratings.

Desire for Meaningful Connection with Brands

A study done by Edelman revealed that 87% of people desire meaningful interactions with brands (Bush, 2014). This means that it is no longer sufficient to appeal to consumers' rational and emotional needs; their societal needs must also be met (Bush, 2014). Consequently, they will show loyalty to a brand that aligns with their core beliefs. Authentic engagement is key. Telling and sharing stories help to keep the brand to consumer relationship alive (Bush, 2014).

HOW CANADIANS DRINK WINE

Where?

Overwhelmingly, 74% of people consume alcohol in a home environment, 58% in their own homes and 16% in another person's home.

When?

66% drink in the evening hours between 5pm to 10pm.

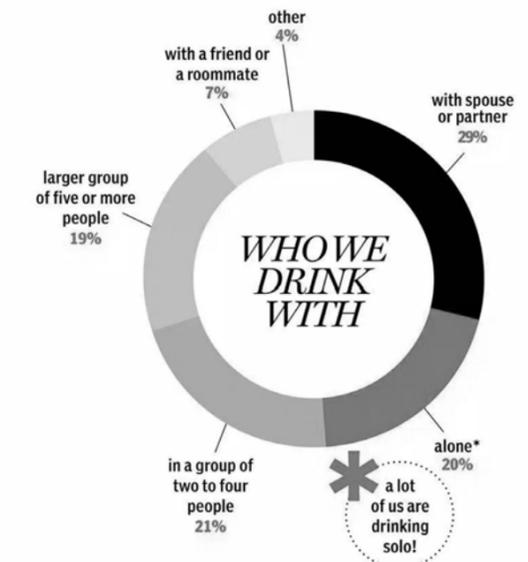
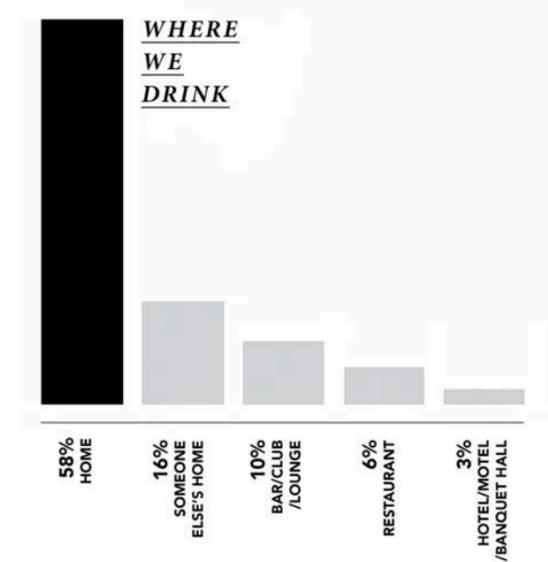
With Who?

As expected, an overwhelming majority of people consume alcohol in a social setting. 72% of people are drinking with someone else. Surprisingly, 20% of Canadians report drinking alone.

How Much?

According to the National Post, Canadian women consume an average of 10 drinks a week and men have 15 drinks a week.

(Boseveld, 2015)



PRIMARY RESEARCH

In order to support, verify, and build on secondary findings, primary research was conducted through 13 in-depth interviews. Two different questionnaires were prepared, with one directed towards industry professionals and another for wine enthusiasts. Candidates were chosen and divided based on two criteria: either a career in the food and beverage industry or an interest in wine.

OBJECTIVE

The objective was to gain further insights regarding consumers' behavior and attitudes toward wine, with the hopes of uncovering values and influential factors.

RESEARCH TOPICS

Topics that were discussed during interviews include:

- Components that affect the decision-making process
- Successful sales promotions
- Perceived knowledge of wine and wine distributors
- Frequency of consumption and purchases

METHODOLOGY

Two industry professionals were contacted for interviews - David Quan is a sales associate at the BC Liquor Distribution Branch and Jason Harris is the executive sous chef at the Fairmont-Vancouver Airport. Interviews were conducted outside business hours over the phone. In addition, 11 in-depth interviews with wine enthusiasts were conducted with those that matched the demographics of the target market. The interviews were conducted face-to-face at the BCIT Campus, in a small Starbucks coffee shop, or over the phone. All participants were approached through personal connections with friends and family of Blue Moose Marketing.

LIMITATIONS

Limitations for this research include:

- Time constraints
- Small sample pool, therefore not an accurate reflection of the population
- Potential bias with candidate selections

RATIONALE

In-depth interviews with industry professionals were chosen as a medium to gather research due to time constraints inhibiting focus groups. As professionals with years of experience in their field, it can be assumed their insights are recent and accurate. Additionally, wine enthusiasts approached were plausible members of the target market, thus their insight are accurate reflections of current perception.

SAMPLING PLAN

Industry professionals were chosen based off their availability, relationship working with wine or the target market, and their degree of experience. Whereas, wine enthusiasts were chosen based off how well their demographics aligned with those of the target market.

For a list of questions asked during the primary research process, please refer to [Appendix A: Primary Research Questions](#)



“I often like to try new wines and do not feel intimidated by the wide selection. Its fun to discover new wines.”

RESEARCH FINDINGS

Behaviour

According to industry professionals, consumers associate wine with food and thus, pair their choice of beverage accordingly. They also agreed that most consumers know what they want to buy, with some who enjoy asking for recommendations.

Among wine enthusiasts, the majority stated that they consume wine at least once every two weeks. They are social drinkers, and will often consume wine when dining outside with friends or family. There is also a distinction between what they buy regularly and what they buy on special occasions. Over half of the interviewees said that they are willing to pay over 50% of what they normally spend on a bottle of wine for a special occasion.

Influences

Brand alone will not motivate the audience to consume or purchase a bottle of wine. Instead, they are more influenced by the origins of wines. Although, a few respondents did share common views of brand importance if they encountered positive experiences with quality.

All respondents reported that their sources for wine recommendations are either from the internet or through word-of-mouth. Blue Moose Marketing also discovered that contrary to the common belief, wine consumers do not feel intimidated when they purchase wine or when asking for recommendations.

Familiarity is a key factor that steers purchase decisions, whether it was from seeing an advertisement, hearing reviews or previous sampling of the product.

Sales Promotions

According to industry professionals, the most successful form of promotion that drives sales is in-store tasting. Tastings usually occur during busy weekends or near holidays. Other successful promotional tactics include highlighting exclusive wines, advertising product consultant picks, and offering flyer discounts.

Knowledge

A few wine enthusiasts revealed they have been to wine tasting classes, wine tasting events and trips to wineries. However, the vast majority have not. Regardless of their experiences, they identified themselves as beginners.

When inquired, none of the wine enthusiasts showed knowledge about wine distributors. They can only identify and recall wine brands. It is interesting to note, that even though they are interested in wine, they are only willing to learn more about the topic if it is convenient. Hence, most gather their information online or even through apps, such as Vivino.



“I drink wine because it is more refined, as compared to beer, and not as harsh as hard liquor like whisky or port.”

COMPETITIVE ANALYSIS

INTERNATIONAL CELLARS

Established in 1983, International Cellars have 30+ years of experience. It is one of the largest independent companies in Canada. Dealing exclusively in wine, International Cellars uses dedicated staff to bring the good product at competitive prices (International Cellars, 2015). However, they have a limited national reach distributing only in British Columbia, Alberta, Saskatchewan, and Manitoba. They have a small online following, poorly functioning website, and do not offer e-commerce sales.

SELECT WINES

With 34 years of experience, Select Wines is a successful private import wine agency based out of Vancouver, B.C. They distribute nationally within Canada (Select Wines, 2016). They currently do not offer e-commerce to consumers and have poor website content and quality.

LANDMARK SELECTIONS

A medium sized company from British Columbia, Landmark Selections is relatively young with 11 years in the industry. It competes competitively with the longer established brands. Landmark Selection sells over 100,000 cases of wine in a year and offers a diverse wine portfolio (Landmark Selections, 2016). However, their distribution is currently limited to B.C. and Alberta only. It has a small website, limited content, and no e-commerce sales.

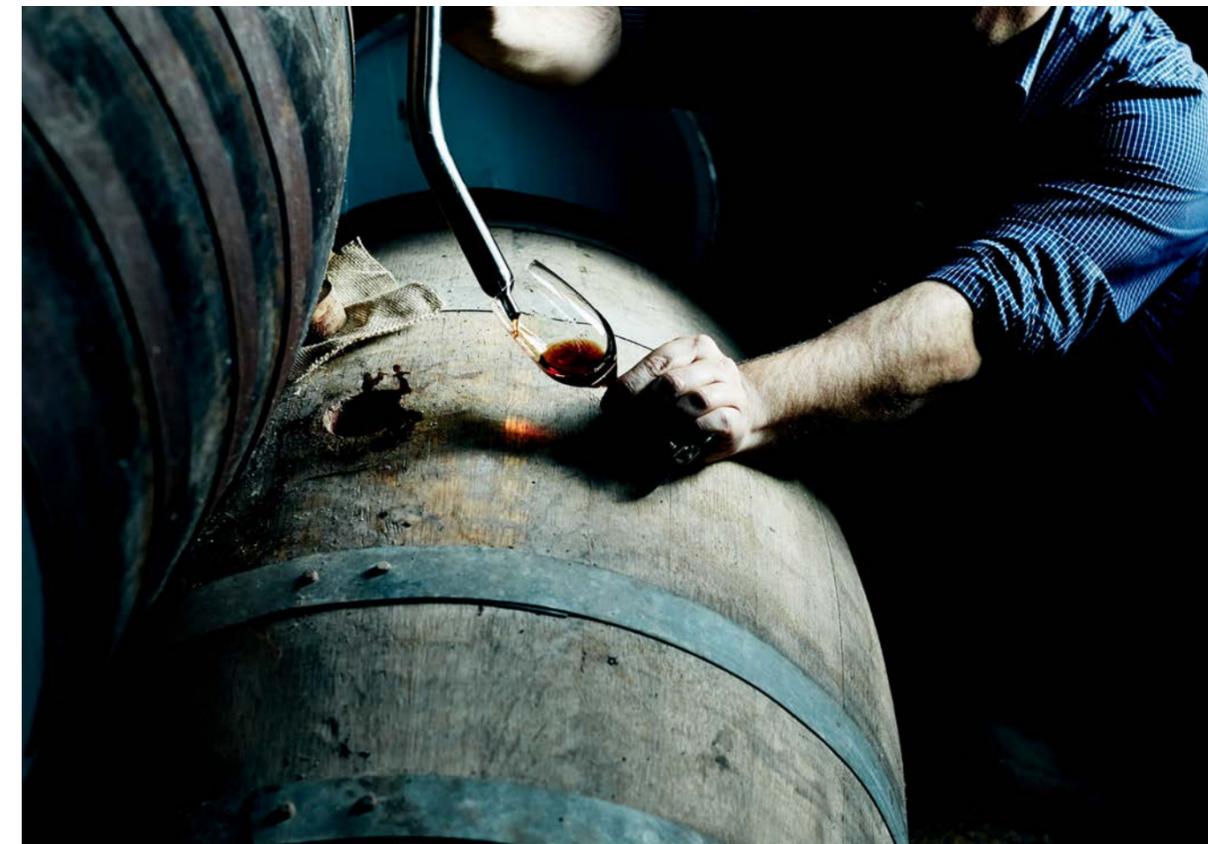
ANALYSIS

Trades Focussed Strategy

The main competitors identified for Trialto are mainly trades focussed companies. Up to this point, there has been a limited focus on marketing to consumers. It has been identified through primary research and in-depth interviews that these distributors are unknown to the consumer. The competitors in the industry have not gained a consumer following or customer loyalty. Yet, in today's marketing landscape, consumers are overwhelmed with choice and therefore hold the buying power.

Online and Digital Marketing

In today's consumer landscape, online and digital channels are vital for a brand's communication with consumers. Trialto's competitors have failed to leverage this important aspect in their marketing efforts. Their websites are poorly designed with unengaging content, which leads to a missed opportunity to represent their brand and provide the information that consumers want. Additionally, they have an insubstantial following on social media. This is a missed opportunity to engage with consumers on a one-to-one level.



TARGET MARKET

To establish the target market for Trialto's upcoming campaign, information was pulled from Environics Analytics' newest handbook and included portions of the following segments: Arts & Affluence, Cosmopolitan Elite, Heritage Hubs, and Nouveaux Riches (Environics Analytics, 2015). Blue Moose Marketing has identified the segment "Fortune and Family" as the primary target market that Trialto will target in this campaign.



FORTUNE & FAMILY



MEET RACHEL

Rachel is a 31 year old financial advisor who just purchased her first home with her fiancé Matthew. Rachel was born in Vancouver and lived in this city her whole life, with yearly vacations to New York and London, where her relatives reside.

Rachel graduated from UBC and obtained her Bachelor of Commerce. She drives her car from West Vancouver to Downtown to get to work each day. Rachel and Matthew have a combined income of \$160,000 a year.

With the wedding plans starting to unveil, Rachel spends a lot of her free time looking at wedding blogs and Pinterest for ideas and inspirations. She constantly asks her friends and family for advice on the big day.

Career-focused, she doesn't cook, and the couple dines out regularly throughout the week. They enjoy discovering new flavours, believing that food can teach them about different cultures. On the nights when they do stay at home, they enjoy catching up on Netflix with a bottle of wine, and a platter of cheese and crackers to snack on.

On the weekend, Rachel and Matthew enjoy hosting and attending dinner parties, or exploring their city by attending

special events. Every year, they make sure to see at least three movies from the Vancouver International Film Festival. With a love for the fine arts, the couple have memberships to the Vancouver Art Gallery and visit regularly.

They are social drinkers, and wine is very popular in their social circle. Recently, Rachel has been constantly trying new wines from different regions, hoping to find her favorite to spoil her guests on the day of the wedding.

She doesn't mind splurging on quality, and sees it as a sign of social class and affluence. On Father's Day, she always gives her dad a bottle of premium wine that costs more than double of what she usually spends on herself. She believes that her family deserves nothing but the best.

Being raised in Vancouver with two working parents, Rachel has always felt that wealth is an important measure for success. She often shops in designer stores, looking for the latest handbag to add to her growing collection. She enjoys being pampered and frequently gets her nails and hair done. Her favorite salon is Suki's, and she would even change her schedule to make sure she gets an appointment with her favorite stylist, who she believes is one of the best in the city.

MEET ALEXANDRE

Alexandre is a Montréal native, and is married to Eloise. He is 50 years old, and they have a 20 years old daughter, who resides with them in a penthouse condo that he owns. His residence is luxurious and comfortable with breathtaking views of Mount Royal, the Montréal skyline and majestic St. Lawrence River.

He is the VP of Sales and Marketing at IBM and has been with the company for over 25 years. Despite other offers from international companies, he remains loyal to IBM, believing strongly in the company who has given him everything he has today. He earns a household income of \$200,000.

Although Alexandre is not in the Millennial age group, he is very comfortable with technology, and always brings home the newest gadgets for his family. His wife, Eloise is a stay at home mom, who has been taking ballroom dancing for over three years. Alexandre is supportive of his wife's hobby and accompanies her to all her competitions.

In his spare time, he loves to golf and has even participated in local golf tournaments. Despite his age, Alexandre loves sports and his second favorite hobby is skiing. He and his wife visit Whistler every winter, where they stay at the Fairmont Chateau.

The couple's favorite restaurant in Montréal is La Garde Manger, opened by Canadian celebrity chef, Chuck Hughes. With a keen eye for quality, he is picky over his choice of wines and insists that it must be paired accordingly to the food he is eating. With a mature taste palette, he prefers finer wines that cost over \$40 per a bottle.

Alexandre believes that his money is well-deserved and enjoys spoiling his family with luxury items such as cell phones, clothes, and cars when need be.

WHY FORTUNE & FAMILY?

“Fortune and Family” has been chosen as the most favourable segment for Trialto to target, as they will resonate the strongest with Trialto’s brand. With a higher household income than the national average, they carry strong purchasing power and enjoy spending their money on high-quality items, such as premium wine. Fortune and Family represents 662,00 Canadians.

Target market research was driven primarily by behavioural and psychographic factors and supported by demographics, geographic, and socioeconomic.

BEHAVIOURAL

Social Individuals

One of the most significant aspects of this segment’s behavioural traits is that they are extremely social individuals. They spend most of their time surrounded by their peers and those who are important to them. They enjoy hosting and attending dinner parties and take pride in staying involved with the events in their local communities. Usually at the center of these social gatherings with family and friends are wine and food. In regards to wine, European varieties and red wine are the preferred choices. As well-traveled individuals, they frequently vacation to discover new cultures with their family, and support symphonies, theater, art galleries, and sporting events.

Premium Purchasers

They tend to shop at high-end stores such as Holt Renfrew and Harry Rosen, and drive cars such as BMWs and Audis. Additionally, they show an interest in new items, however, usually stay loyal to their favourite brands and do not hesitate to spend more for quality. Additionally, they enjoy going out to the city’s best restaurants and keep up to date with what is happening in the local food scene. This all plays a part of their need to portray a self-image of wealth and social acceptance.

Pre-purchase Researchers

When making purchases, they spend a moderate amount of time researching products online and seeking the opinions of those around them as the most trusted source. Social media, blogs, and reviews from credible sources are also significant influencers in their purchasing decisions. They are likely to research about a brand through its website. Additionally, they are highly influenced by the quality of design and content, and will differ from websites that appear unprofessional.

PSYCHOGRAPHIC

Family and Community Oriented

In regards to personality and lifestyle, the Fortune and Family segment place strong value on family and strive to build a legacy for their children through investments. When it comes to social responsibility, this segment tends to think more on a local scale. They believe strongly in giving back to the cities they reside in and stay connected with local charities through time involvement and donation.

Attitude Towards Marketing Tactics

In regards to marketing considerations, the target, particularly the older demographic, values traditional advertising methods such as television, magazines, and newspapers. However, they are also comfortable with technology. This translates into frequent smart-phone usage and an interest in Instagram and blogs. They are most trusting of earned media, especially when it comes from a credible source. Additionally, word-of-mouth is a significant driving force in their opinion of a brand.



Usually at the center of these social gatherings with family and friends are wine and food.

SOCIOECONOMIC

High Household Incomes

Consequently, the Fortune and Family segment have some of the highest average household income in Canada. Ranging from \$118,160 to \$469,88, they hold incomes well above the Canadian average of \$92,000.

Highly Educated

Being highly educated, over half of this segment have university degrees. 43% work mostly white-collar jobs in the management, finance, and science sectors.

GEOGRAPHICS

The Fortune and Family segment live in well-established neighbourhoods, such as Westmount and Granville, where they own their own houses or semi-detached homes. They dwell in close proximity to metropolitan city centers. This campaign will focus primarily on the top four Canadian wine drinking cities: Vancouver, Calgary, Montreal, and Toronto.

DEMOGRAPHICS

There is an equal split between women and men in the Fortune and Family segment. That being said, it is common that men are slightly higher consumers of wine, as per LCBO in 2014. The segment includes over 662,000 Canadians, approximately 5% of the total population. In regards to life stage and marital status, 38% of the target is married and since the majority of individuals of this target are between the ages of 25 to 54 years old, 43% are couples with children in their household. Although a large spread, there is nearly an equal amount of these groups who are 25 to 44 years old and 46 to 54 years old. 26% of the population is in the younger portion, whereas 15% are the latter. Further, the target group has a medium cultural diversity, where over 60% have immigrated to Canada prior to 2001; these families typically display low ethnic presence, primarily European-Canadian, French-Canadian, and English-Canadian descent.

CAMPAIGN OBJECTIVES

MARKETING OBJECTIVE

The marketing objective for the recommended campaign is to sell an additional 12,000 bottles, equivalent to \$275,000, throughout the duration of this campaign. This will help Trialto to achieve an ROI of 15% from the \$250,000 campaign budget.

COMMUNICATIONS OBJECTIVES

The communications objective is to build consumer brand equity for Trialto. This is represented by the acronym “TALE”:

- 01. TRUST**
To develop trust with the consumer that Trialto delivers premium quality wines.
- 02. AWARENESS**
To generate awareness of the Trialto brand name and portfolio of premium wine products they represent.
- 03. LOYALTY**
To develop consumer loyalty, capture lifetime value, and have consumers purchase repeatedly from Trialto’s diverse portfolio of wine.
- 04. ENGAGEMENT**
To generate engagement in Trialto’s wines and focus on Trialto as their primary source for wine knowledge and recommendations.

MEASUREMENT

In order for Trialto to see if this year-long campaign is a success, specific measurement tactics will be used. By focusing on the communications objectives of “TALE”, the marketing objective of selling 12,000 extra bottles of wine a year should come easily.

It is important to note that because this is Trialto’s first consumer brand campaign, there is relatively no consumer brand equity established thus far. This campaign will help Trialto establish new consumer benchmarks to measure the growth of its brand.

Digital measurement will be the primary way to evaluate the growth of Trialto’s brand equity for the duration of this campaign.

TRIALTO WILL MONITOR:

- Social media “likes”, “shares”, “mentions” and “follows”
- Site traffic – The goal is to have site traffic increases from 4000 clicks per month (January 2016) to 6000 clicks per month in the first three months of the campaign
- Growth in Google Search volume
- Increasing click through rates
- Database growth
- E-newsletter opt-ins
- Subscription program opt-ins
- Attendance of campaign events

Monthly reviews will be made to review campaign progress and adjustments will be made to the campaign benchmarks and expectations accordingly.

Looking at previous financial records, this campaign will use the marketing objective of selling 12,000 extra wine bottles as a way to determine success. These measurements will take place from June 2016 to May 2017, which is the start of the campaign to the finish.





KEY INSIGHTS

After thorough research, the following insights are the driving factors that Blue Moose Marketing considered when developing this campaign:

- 01.** Canadians are drinking more wine and are gravitating towards imported premium wines.
- 02.** Canadian consumers want to know what they are consuming, where it is coming from and whether the source is trustworthy. They find the answers to their own questions through online research and brand backstory.
- 03.** Consumers' purchase decisions are informed by their peers and product category influencers.
- 04.** Competition is high in the wine industry and consumers hold the buying power. Therefore, it is important to generate customer loyalty.
- 05.** To the target audience, wine is a social product and often an expression of their image.
- 06.** Consumers show loyalty to brands that align with their core beliefs. "Family" is the core value that is dearest to the Fortune and Family segment.
- 07.** The Fortune and Family segment is time starved and are looking to connect with the people that matter in their life.



*Family is something we all have
in common, whether through
blood or bond.*

CAMPAIGN CONCEPT

From Our Family To Yours

Trialto is more than a company that just sells wine. Trialto represents real people and real families. This campaign will seek to engage the target audience by leveraging Trialto's core brand value of family. Family is not restricted by blood. Family can look like your best friend who you've known since high school or the couple that opened up their home when you first moved to a new city. Childhood friends, grandparents, local community groups, parents, adult children, roommates, brunch buddies; whatever family looks like, Trialto is the glue that keeps loved ones together.

WHY "FAMILY"?

Family wineries are one of Trialto's unique value propositions and a core brand value. This aspect is a strong emotional driver that will resonate profoundly with the target audience. As identified in the Target Market section, the Fortune and Family segment place a strong value on family and their local community. They strive to provide the best for their children in hopes to build a family legacy. Amidst their busy lifestyles and social lives, it is easy for them to lose track of those closest to them. Whether it is their retired parents, close circle of friends, or children who have moved out of home, the target audience desires to stay close with the ones they hold dear. It is recommended that Trialto position itself as the brand that understands the social bond that wine creates.

OUR FAMILY

Trialto will share the stories of the wines and families that they represent. The target audience will be invited to discover the wide collection of premium wines that are offered and the stories attached to them. Family is something we all have in common, whether through blood or bond. Developing this commonality will allow Trialto to connect with customers on a deeper level.

YOUR FAMILY

Throughout the campaign, Trialto will create opportunities for the target audience to connect with loved ones and build their local community.

STRATEGY

This campaign will build consumer brand equity of the Trialto brand and their premium wine collection of "People, Place, and Time". By leveraging the concept of family, Trialto will be able to connect with the target audience in a meaningful way. Additionally, leveraging food and wine influencers will establish Trialto as a credible brand. The combination of tactics will promote Trialto as a trustworthy consumer brand, cultivate interest in the portfolio of Trialto wine, and create consumer loyalty and lifetime value.

POSITIONING

Trialto is your partner in keeping close with those you love the most.

BRAND ESSENCE

Authentic Community

tone & feel

Authentic, intimate, accepting, luxurious, premium, and sincere.

TIMING

June 2016 to May 2017

TRIALTO FAMILY DINNERS



Family dinners are an intimate and precious space where friends and family gather around a table with food and wine, and spend time cultivating a mutual bond. As identified in the Target Market section, the target audience are social individuals who enjoy being a part of gatherings and celebrations. But more than ever, they want to keep close with those who are most dear in their life. Blue Moose Marketing recommends that Trialto host “Trialto Family Dinners” where the target audience is able to connect with loved ones. These events will allow the target audience to step into the world of the Trialto family, have a meaningful brand experience, and understand the essence of “People, Place, and Time”.

Event marketing allows Trialto to have ‘face time’ with customers, while offering the opportunity for them to experience what it means to be part of the Trialto Family. According to a study conducted by the Event Marketing Institute and Mosaic, 74% of event attendees have a more positive opinion about the company and brand after an event (Pesin, 2015). In addition, 87% of event attendees report purchasing from the brand after an event (Pesin, 2015).

THE EXPERIENCE

Trialto Family Dinners will feature an evening of delicious food, premium wine, and sincere stories. Upon arrival, guests will be given a glass of champagne and enjoy a reception with light entertainment as people arrive. Dinner will be prepared by well-known local chefs and the food will be paired with a selection of Trialto Family wines to sample. Trialto will facilitate an intimate community experience and the dinner will resemble fine dining in a traditional dinner table setting. Additionally, Blue Moose Marketing recommends that Trialto fly in a winery family to share their personal stories and experiences. These dinners will be held in a lavish local household resident or estate for a truly intimate family experience.

ATTENDEES

Approximately 80 to 100 seats will be available for the general public to purchase through Eventbrite. In addition, it is recommended that Trialto offer invitations to key influencers including local foodies, wine experts, and community figures in order to leverage their network and gain earned media.

COSTS

The cost to attend is \$130 per ticket that includes wine and a full course dinner. The revenue made from the tickets will help to cover costs for the event. Please refer to the budget section for a breakdown of costs. A portion of the ticket sales will go towards the chef as per the sponsorship agreement. The main budgetary goal is to breakeven for this event, not to make a profit. Yet, it is important to note that if these events sell out, a small profit will be made that can be reinvested into other brand initiatives.

TIMING

It is recommended Trialto host three dinners in Vancouver, Calgary, Montreal, and Toronto. These dinners will be held in the winter, spring, and summer months.

The target audience are social individuals who enjoy being a part of gatherings and celebrations. But more than ever, they want to keep close with those who are most dear in their life.

ADDITIONAL CONSIDERATION

To add a cause-related component to these dinner events, Trialto may consider sponsoring a local charity and donating a portion of the tickets towards it. When deciding on specific dates and timing, it is recommended that Trialto consider special dates on the calendar where loved ones spend time with each other, such as Valentine’s Day, Family Day, and Mother’s Day. Additionally, Trialto has the opportunity to create themed dinners, for example with a key focus on Italy or France.

PROMOTIONS

Trialto Family Dinners will be promoted through Trialto’s owned social media platforms, website, and blog space. The partnered chef will also utilize their own platforms and networks to promote these events. Additionally, it is expected that partnering with a well-known chef and inviting social influencers will allow for an extended reach through positive earned media. Trialto will formally invite influencers such as wine blogger Jamie Goode and Instagram foodies Adrian Harris and Jeremy Inglett (@thefoodgays), among others to cover this event. The campaign initiatives outlined in the following sections will seek to drive the target audience to attend a Trialto Family Dinner.



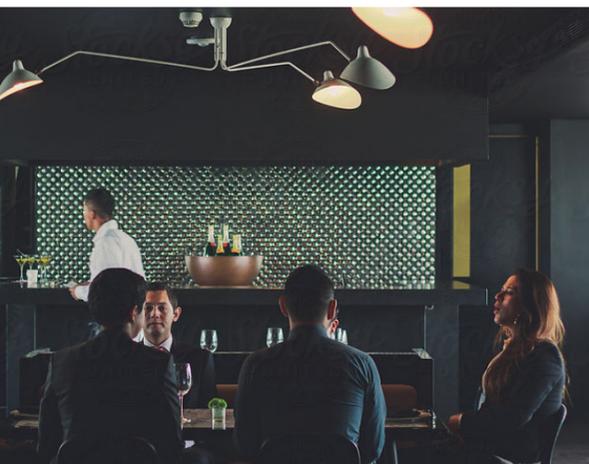
CHEF AND RESTAURANT PARTNERSHIPS

As identified in the Target Market section, the Fortune and Family segment enjoy eating at the city's best restaurants and participating in the local food scene. Additionally, they are highly trusting of the recommendations of individuals who they believe are credible. During this campaign, Blue Moose Marketing recommends that Trialto partner with established chefs and restaurants in Vancouver, Calgary, Montreal, and Toronto. This will benefit Trialto by affiliating its brand to a well-known chef who is a community influencer and a source that the target audience trusts. With these strategic partnerships in place, there are countless marketing opportunities that can be leveraged.



RECOMMENDED CHEFS & RESTAURANTS

Vancouver	Chef David Hawksworth Hawksworth
Calgary	Chef Jamie Harling Rouge
Montreal	Chef Chuck Hughes Le Garde Manger
Toronto	Chef Doug Penfold Cava



PUBLIC RELATIONS OPPORTUNITIES

The biggest opportunity that can be utilized stems from PR initiatives. By partnering with local chefs, Trialto will be able to extend its reach and credibility within the food and restaurant industry. Additionally, these partnerships will peak the interest of other influencers in the food and beverage category to take notice of Trialto and create positive exposure for the brand through their own networks. Media releases will go out to local newspapers and local food blogs, as well as the chef's personal site or blog to inform people about the partnership and provide information about who Trialto is, and why the chef likes Trialto.

Morning Television

As the target audience is a social group and enjoy attending or hosting dinner parties with their close friends, the campaign will take advantage of an opportunity to work with a local chef to design an easy dinner party and Trialto wine pairing menu. This will be featured on morning television and help to promote the Trialto brand through a credible source. This will also be an opportunity to promote any Trialto events coming up in partnership with the chef.

Recommended Shows

Breakfast Television City TV
CTV Morning Live
Global Morning

Newspaper

Similarly to morning television, dinner party menu ideas or other related content can be pitched to a local newspaper's lifestyle section through media releases. This will be another avenue to direct the target audience towards events, the website, the subscription program, and their local liquor store.

Earned Media

Based on our research, the target audience places a lot of trust into blogs and the people behind them. With a strategic partnership with local chefs, Trialto will peak the interest of foodies and influencers. For this reason, it is recommended that Trialto contact influencers across the country, specifically those in Vancouver, Calgary, Montreal, and Toronto, and send them a personalized package. These packages will include Trialto branded gifts such as wine glasses, decanters, and a Trialto Family coffee table book. In addition, marketing materials and media releases will be sent. Over the course of the campaign, it is recommended that Trialto contact these influencers about Trialto Family events and promotions, especially those in association with partnered chefs.

Based on the blogger's influence over the target and the pre-existing loyalty shared between them, Trialto hopes to leverage this to generate consumer awareness, engagement, and product trial. The ultimate goal is to create customer lifetime value from these new consumers.

BLOG POSTS

Partnerships with chefs will allow Trialto the opportunity to post valuable content for the target audience on its blog site. Plausible topics of the blog post can include interview with the chef about wines, food and wine pairing ideas, as well as promoting any events done in partnership with the chef. This content will help Trialto develop credibility as a brand. Digital strategies, using Google AdWords and native advertising will drive consumers to the blog site so they can learn more about what Trialto offers.

For a list of influencers, please refer to [Appendix B: List of Influencers](#).



TRIALTO FAMILY WEDDINGS

Trialto has the opportunity to be part of a significant and intimate milestone of the target audience's life.

Weddings are a unique and exciting time, not only for the bride and groom, but for their closest family, relatives, and friends as well. It is a time of celebration for everyone involved. With Trialto's family-oriented brand positioning, wedding expos are a large opportunity to engage with the target audience. Trialto has the opportunity to be part of a significant and intimate milestone of the target audience's life. In doing so, a positive emotional experience is attached with the Trialto brand in the mind of consumers. The average Canadian bride is 30 years of age (O'Brien, 2015). By capturing the lifetime value of the target at a young age, repeat purchase will be generated. Moving into the future, Trialto will continue to be a part of more significant moments and occasions to come.

WEDDING EXPOS

Blue Moose Marketing recommends that Trialto attend wedding expos in order to communicate one-on-one with the target audience directly. At the booths, Trialto brand ambassadors will speak to brides, wedding planners, and their friends and families in order to sell Trialto's wine for their wedding celebration. It is recommended to present a selection of popular red, white, and sparkling wines that would appeal best for a large party. At the booths, brand ambassadors will have the opportunity to communicate who Trialto is and hand out communications material for the target to learn more with the goal of inspiring purchase.

TRIALTO FAMILY WEDDING SWEEPSTAKES

In order to create engagement with the target audience, Blue Moose Marketing recommends that Trialto hold a sweepstakes called "Trialto Family Wedding Sweepstakes". Brides will have the opportunity to post a photo with their significant other and share their favourite memory together with the hashtag "#TrialtoWedding". One winner will be chosen in each of the four cities for a honeymoon trip to visit one of Trialto partner wineries in Europe.

Promotion

This sweepstakes will be promoted through Trialto's social media and online channels. Additionally, it will be promoted at the wedding expos to help attract brides to the Trialto booth. This sweepstakes will create user generated content, create a database, and encourage the target audience to engage with the brand.

Timing

This sweepstakes will be held from September 2016 to the end of January 2017, in parallel with the dates of the wedding expos.

BLOG CONTENT

It is recommended that Trialto create and post blog content targeting Canadian brides as they are planning their wedding. "Brides spend an average of 4.5 hours per week online reading wedding-related material" (O'Brien, 2015). A variety of topics to write about include: wine and hors d'oeuvres pairing, basic tips for hiring caterers, and destination winery wedding ideas. The purpose is to create added value to the target audience and redirect them to learn more about Trialto.

Native Advertising

Native advertising will be used in order to promote and redirect the target audience onto Trialto's wedding blog content. Native advertising will be placed on Pinterest, Instagram, and popular wedding blogs. Overall, "consumers looked at native ads 52% more frequently" than traditional display ads (Sharethrough, 2013). Additionally, native ads are proven to be more effective in gaining brand favourability, purchase intent, and social sharing (Sharethrough, 2013). Brides scrolling through social media and blogs are more likely to interact with native ads and engage with Trialto.

RECOMMENDED EXPOS

Vancouver

Vancouver Wedding Shows Inc.
September 18, 2016
January 14-15, 2017

Calgary

The Wedding Fair
January 15, 2017

Montreal

Let's Get Married
September 4-5, 2016

Toronto

Canada's Bridal Show
September 9-11, 2016
January 6-8, 2017



CHARITY EVENTS

As identified in the Target Market section, the Fortune and Family segment places a high value on building their local communities. Based on the target audiences' income level and sense of community values, Blue Moose Marketing recommends that Trialto take the opportunity to show their support of local communities and families through cause-related marketing.

Sponsoring well-known and reputable charities in Vancouver, Calgary, Montreal, and Toronto, which have family focussed initiatives, will help reinforce Trialto's positioning and engage the target audience. This will increase trust and brand loyalty from the consumers to Trialto. Additionally, many individuals in the target audience will be participating and attending these charity events. In this, consumers will be encouraged to sample different wines within the Trialto Family portfolio and to look to Trialto for wine insights and recommendations in the future.

RECOMMENDED CHARITIES AND EVENTS

Vancouver

The Crystal Ball
B.C. Children's Hospital Foundation
November 2017

Calgary

The Vida Ball
Make-A-Wish Foundation Canada
February 25, 2017

Montreal

Dolce
Montreal Children's Hospital Foundation
February 20, 2017

Toronto

The Argyle Affair
Sunnybrook Research Institute
July 7, 2016

EVENT WINE SPONSORING

It is recommended that Trialto sponsor a wine and champagne reception at these formal, black-tie charity galas. Sponsoring wine during the dinner portion of the gala can also be considered. Brand ambassadors will attend the events to engage in conversation with the target audience and communicate who Trialto is and its core brand values of "People, Place, and Time." Blue Moose Marketing also recommends that Trialto donate gift baskets and other prizes for silent auctions or raffles at the event. This act helps create an opportunity to drive the target audience towards Trialto events and subscription program.

It is also recommended that where appropriate, Trialto offer sponsorship to community events to plant themselves within local communities and become recognized as a company that cares. These events will relate well with Trialto's brand image, and will be events that the target frequents and looks forward to attending with their friends and family.

PROMOTION

Trialto's name and logo will be on all charity marketing communications material for the sponsored event. This includes: website, social media, brochures, programs, posters, and dinner menus as applicable. Additionally, Trialto will promote their involvement in charities through their owned online platforms.

Trialto will send media releases to local community newspapers, bigger provincial newspapers, and local radio stations to promote their involvement in the event. Following the event, Trialto will also send media releases to the same media outlets to discuss the success of the event, the amount raised, and what the money will be used for in the community.

Utilizing PR and selective media outlets that are relevant to the target audience, Trialto will capture a larger reach and frequency.

For a list of recommended publications to contact, please refer to Appendix C: Public Relations Media Publications

TRIALTO FAMILY WINE SUBSCRIPTION

Based on what was identified in the research and target market sections, consumers enjoy discovering a variety of new wines and prefer more high-quality wines. Additionally, consumers want to know where their products are coming from and the stories behind them. Blue Moose Marketing recommends that Trialto create a wine subscription program to be launched in June 2016. This program will introduce consumers to Trialto's Family of wines and help them discover a broad selection of premium wines. Additionally, it will be an opportunity to share the stories and families behind Trialto's wines with customers and create a meaningful connection with them.

HOW IT WORKS

The program will have two tiers, the "Heritage Subscription", and the "Legacy Subscription". The Heritage Subscription will offer consumers the opportunity to try three wines a month based on preferences, or the season. (For example, December will feature one bottle of sparkling wine for New Years). The Legacy Subscription will offer six wines a month with an option to get a whole case for an extra cost. Each package will include postcards providing the story behind the wines, a letter from the makers, and a description of the wine. Additionally, promotional material for other campaign initiatives, such as Trialto Family Dinners, will be included. There will be an initial one month trial, with a one year commitment there after.

Heritage Subscription	Legacy Subscription
Three wines a month	Six wines a month
\$75 per month or \$850 per year	\$150 per month or \$1,700 per year
Special premium in first package	Special premium in first package

It is recommended that wine packages be delivered to the subscriber's door through FedEx or Canada Post. Adult signatures and valid photo I.D. will be required to receive the package (Wine Collective, n.d.).

For a look at Canada Post's regulations on delivering wine, please refer to Appendix D: Canada Post Regulations.

DATABASE BUILDING

Upon joining the loyalty program, it is recommended that Trialto gather the consumer's information to build a database. Based on a brief questionnaire Trialto will gain intelligence on the consumer's sex, age, location, preferred wines, and preferred means of communication. This helps Trialto on numerous levels. Firstly, Trialto can use this information to segment advertisements specifically tailored for these demographics. Secondly, having them sign up for the loyalty program shows that the consumer is interested in wine and Trialto. Trialto now has at least a year long commitment with this consumer to build a relationship leading to a lifetime value.

ADDITIONAL PREMIUMS

Once signed up, it is recommended that Trialto send out the Trialto coffee table book with the first order, and two Trialto wine glasses. The book will be an elegant premium that includes the history and values behind Trialto, stories of the winery families, and recipes and content from partnered chefs.

This book will be a premium offer that consumers will want to have. A coffee table book is a great way to get the Trialto name out based on public place circulation. Friends, and family coming over will have access to look at the book, ask questions, and learn about Trialto.

DIGITAL STRATEGIES

Digital tactics are essential to this campaign due to the target’s educational background along with lifestyle trends. Canadians are one of the biggest users of the internet, with an average of spending 36.3 hours online monthly (CBC, 2015). They are also more engaged, with an average of 3,238 page visits per a month (CBC, 2015).

As outlined earlier, one of the weaknesses of Trialto’s competitors lies within their lack of presence online. None of them have a large social media following and websites are weak in terms of design. Therefore, success is more likely within reach; Trialto can seize this opportunity to establish a wow factor.

There are two main objectives for digital strategy.

- 01.** The primary focus is to increase brand equity by raising consumers’ awareness and encouraging them to drink Trialto’s wines.
- 02.** The secondary objective is to optimize other initiatives within the campaign—to promote PR activities and sales promotions.

Thus, the digital strategy is integrated with the campaign’s offline marketing tactics, maintaining consistency, coherency, and continuity throughout. The digital tactical plans aim to improve/ implement the following:

<i>Website</i>	<i>SEM</i>
<i>Social media</i>	<i>Native advertising</i>
<i>Direct email</i>	<i>Mobile marketing</i>
<i>SEO</i>	

Key performance indicators (KPI) that can help measure success include:

- Achieving the 15% ROI objective*
- Increasing social interactions (mentions, shares and likes)*
- Increasing website engagement (percentage of new web visits, time spent on website and click through rate)*
- Generating leads (opt-in registrations for wine subscription and newsletter sign-ups)*
- Marketing metrics (cost per lead and search engine ranking)*



SOCIAL MEDIA

In a 2015 study by Forum Research, Facebook ranks the highest in terms of usage, followed by Twitter and then Instagram. Canadians use Instagram six times per week and 18% of those users are earning between \$80K to \$100K (McKinnon, 2015 Canadian Social Media Usage Statistics, 2015). In addition, Canadians use Twitter five times per a week and Facebook approximately nine times per a week, with 75% of those earning between \$80K to \$100K (McKinnon, 2015 Canadian Social Media Usage Statistics, 2015). Therefore, those platforms are ideal tools to create a two-way conversation with the target in order to gain awareness and push other marketing activities. This includes content from Trialto’s website, along with additional information about sweepstakes, events, and other news with the hopes of generating interest for the campaign.

Since Trialto operates multiple social media accounts that are separated by regions, the same cover photo is recommended for all in order to create a sense of unity during the campaign’s time frame.

Giveaways

In order to create more social media engagement, smaller giveaways will be hosted bi-monthly in all four cities (Toronto, Vancouver, Montreal, and Calgary). Giveaways prizes will be four tickets to local events. To enter, people are encouraged to send in their own photos that tell a meaningful story of food and travels with their loved ones. This can be done on Facebook, Instagram, and Twitter with the hashtag #TrialtoFamily.

DIRECT EMAIL

In 2014, mobile open rates for emails was at 53% and since then, email lists have continued to grow at 15% to 20% every year (McKinnon, 2014 Canadian eMail Marketing Trends, 2014). Therefore, direct emails are still an effective and affordable way to connect with consumers.

Blue Moose recommends redesigning the Trialto newsletter to make it more personalized. Every week, a personalized newsletter will feature content such as recipes, wine pairing ideas, dinner party ideas, winery stories, and promotional information. Newsletter opt-ins will ask profiling information in order to better personalize the email newsletters.

Additionally, the newsletter will advertise wine subscriptions by giving newsletter subscribers brief peeks of what they could be receiving. Current members for wine subscriptions will receive offers for exclusive deals, along with invitations to events within their newsletter.

Lastly, to ensure a higher open rate, Trialto will send emails under the sender name of Trialto Wine opposed to the current name of Jenn Duggan. This will help subscribers identify who the sender is and prevent the email from being averted as spam or junk.



SEARCH ENGINE OPTIMIZATION

SEO is an important tactic that can help Trialto gain organic listings, and have their website remain at the top of the list through google searches. The goal is to have Trialto appear on the first page when the following keywords are searched. At the moment, there are 3987 total clicks, 614 for “Trialto”, 92 for “Trialto wine group”, and 113 clicks for “Trialto wine(s)”. Blue Moose Marketing aims to improve this number and gain a total of 6000 clicks within the first three months of the campaign’s time frame.

There are two main elements that can be improved on to help achieve this objective. The first involves relevancy of content. It is important to generate content related to the targets’ needs and wants, while staying true to the Trialto brand. This ensures that consumers will be satisfied with the site and may return in the future. The second focuses on establishing an online voice of expertise, authority, and trustworthiness about wines.

Recommendations for on-page SEO techniques include using more images within context, internal linking, and using certain key words, such as “title tags, meta descriptions, heading tags, and alt text” (Rende, 2014). Ideally, this would be through a long tail strategy, since the objective is to get consumers to know the brand that aligns with what they are looking for and become their partner in staying close with those you love the most. This will help achieve a more desirable position, where Trialto will target the right people at a lower cost (Garcia, 2013). Compared to a short tail strategy, it is also less competitive and lower in cost in terms of PPC.

As for off-page SEO techniques, recommendations include active social media engagement, the use of social bookmarking sites, forum submission on wine forums, article submissions, image submissions, and finally blog directory submissions. The idea is to get other high-quality sites to link back to Trialto.

Keywords for website:

Premium wine in Canada
Canadian premium wine
Best wine in Canada
Premium wine in Vancouver
Premium wine Calgary
Premium wine Quebec
Premium wine Toronto
Trialto premium wine

Keywords for Trialto Family Sweepstakes’ landing page:

Wedding contest Canada
Trialto Family sweepstakes
Trialto Family contest
Win a honeymoon to Europe
Honeymoon sweepstakes Vancouver
Honeymoon sweepstakes Calgary
Honeymoon sweepstakes Montreal
Honeymoon sweepstakes Toronto

Keywords for blog:

Food and wine pairings
Best wine recommendations
Wine expert Canada
Wedding wines to serve
Wedding wine Canada
Best Wedding wines
Wine tips and reviews
Wine Buying Guide
Fine-dining wine Canada
Wines at Dinner Canada
Family wine Canada

Keywords for Trialto Family Dinners’

landing page:

Trialto Family Dinners
Trialto Dinner Parties
Dinner event Vancouver
Dinner event Calgary
Dinner event Montreal
Dinner event Toronto

SEARCH ENGINE MARKETING

Just as important, SEM can greatly increase the brand and the campaigns’ online visibility. Although more costly than SEO, SEM will be a great benefit during the early stages of the campaign when Trialto is only beginning to initiate events and engagement (viewership, shares, clicks) is low. Since Google is the most dominant search engine in the market (Sumner, 2014), Blue Moose Marketing recommends focusing on Google AdWords.

The benefits include:

Measurability — every aspect is traceable through CTR, CPC, CPA, etc.

Cost efficiency — you set the bid, although traditionally the higher the better

Relevancy — matching user’s search query to Trialto’s brand identity

Highly targeted —in regards to language, time, auto-tagging, location and mobile (Canlas, 2014).

Keywords:

Buy wine Canada
Where to get wine Vancouver
Where to get wine Montreal
Where to get wine Calgary
Where to get wine Toronto

Keywords for Trialto Family Dinners:

Wine tasting Vancouver
Wine tasting Calgary
Wine tasting Montreal
Wine tasting Toronto

Keywords for Trialto Family Wine

Subscription:

Wine memberships Canada
Wine recommendations
Monthly wine subscription Canada
Wine clubs in Canada
Wine club in Vancouver
Wine club in Montreal
Wine Club Toronto
Wine Club Calgary

It is important to note that this keyword strategy would need to be updated again after six months of the campaign’s launch in order to ensure success. These keywords were chosen because individuals are knowingly looking for content with the intention of eventually spending money. Therefore, bids placed will lead to clicks, which will eventually lead to revenue for Trialto. Therefore, SEM can be seen as a short-term investment.



NATIVE ADVERTISING

Another key element that will help promote the campaign and the Trialto brand is through the use of native ads, which will increase the chances of the ads being read. In recent years, the CTR on traditional display advertising, such as banner ads have dropped to approximately 0.1% (Yin, 2013). The standardized look of banner ads has led consumers to develop banner blindness. However, it is harder to ignore native ads since they match the form and style of the platform they are on. Users are also more likely to read it if they are actively engaged with the content on the site (Yin, 2013). Furthermore, 32% of users are more likely to share native ads versus 19% for banner ads (Charalambous, 2015). Blue Moose Marketing recommends two type of native advertising for this campaign: in-feed social ads and sponsored content.

The platforms that will be utilized for in-feed social ads include Facebook, Twitter, and Pinterest which align with our target's usage. In order to ensure success for Facebook in-feed ads, both the headline and copy will be kept short and to the point, along with a link. No more than 5 words for headlines with a clear call-to-action (Tate, 2015). There will also be a few variations of creatives for segmentation purposes. The target will be based on locations (Vancouver, Calgary, Quebec, and Toronto), along with interests, such as fine dining, bridal, partnered charities, and of course wine.

For sponsored content, it will be on mostly food and wedding focused blogs. When browsing on these blogs, the target is most likely looking for recipes and wedding elements. The importance of wine in their event or meal has yet to come to mind. Therefore, Trialto sponsored articles will trigger this thought, and spark interest. The main focus for sponsored articles on these blogs is to resonate with Trialto's website content—the purpose is to be helpful and to establish a reputation as not only a distributor of fine wines but a “distributor of knowledge” (Pollitt, 2015) about the topic. This way, it can drive awareness, increase traffic to Trialto's website, generate conversions and leads (Pollitt, 2015).

Examples of blogs to contact include:

Canadian Living
A Canadian Foodie
Life without Lemons
The Pretty Blog
Wedding Bells

In order for Trialto's sponsored content to be successful, articles must stand out from the typical content found in each blog, yet still remain relevant to the readers. The blogs listed above have articles related to wine with recommendations and reviews, and thus are excellent choices.

MOBILE MARKETING

Since 40% of Internet users spend their time on the web using their mobile devices (Marrs, 2013), it is important to utilize this area in a way that enhances the campaign's impact and interactivity among the target.

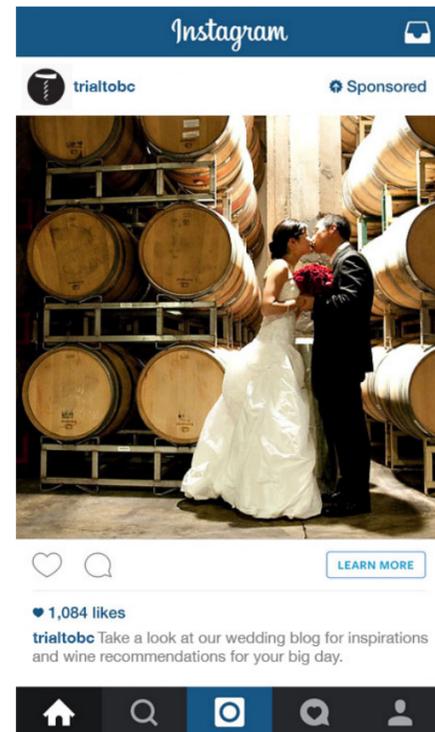
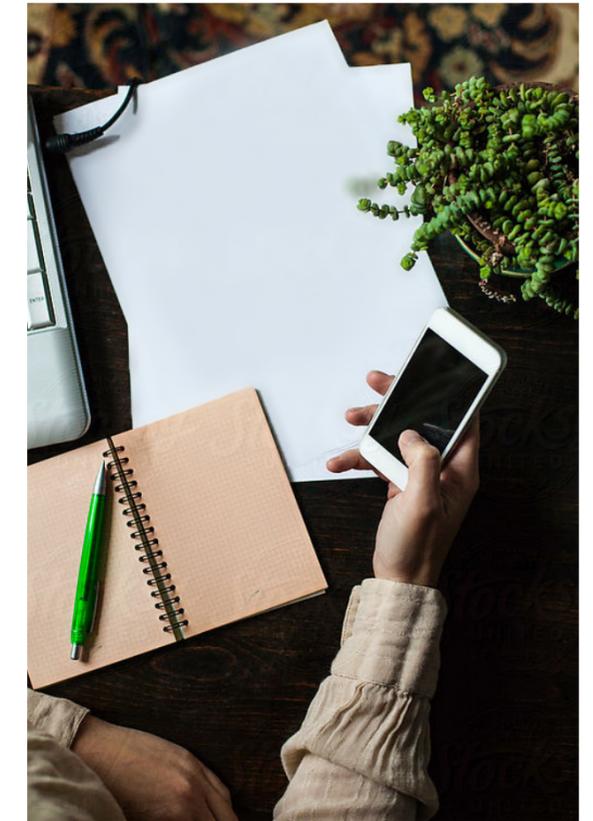
Certain benefits of mobile marketing include:

Immediacy — messages are delivered within seconds
Accessibility — around the clock access to people who are on the go
Sense of intimacy — since the target is accustomed to using their phones for personal messages (Johnston, n.d.).

Blue Moose Marketing recommends in-app ads since they perform twice as well than in-Browser (Hof, 2014). The app chosen for the following campaign is Instagram.

Advertising on Instagram is predicted to be one of the top mobile marketing trends in 2016 (Gerber, 2015). The reach is massive and the algorithm used is similar to Facebook's, which offers specific targeting options (Long, 2015). Ads can be distributed according to location, age, gender, and most importantly interests and connections (Long, 2015). Similar to the campaign's other social media strategies, ads on Instagram will be targeted for users who are in Vancouver, Calgary, Montreal, and Toronto (along with nearby cities), with interests in food and wine, travelling to different wineries, and those who are looking for wedding inspirations.

Another opportunity that can be explored in the realm of mobile marketing is through mobile search ads, which are “basic Google search ads built for mobile” (Marrs, 2013) with add-on extensions. Google offers Enhanced Campaigns for AdWords, which allows users to take the Google search ads that they already have, and simply adjust the bids for mobile devices. This makes things a lot easier to manage across various devices and locations. Additionally, the enhanced version offers other benefits, such as mobile site links, the option to post a coupon or discount, click-to-download ad extensions, and local ad extensions (Marrs, 2013).



WEBSITE DESIGN

A company's website is one of the most important brand building communication tools when reaching consumers. According to a Stanford study, 75% of individuals make judgments about a business's credibility based off their website (Kocurek, 2013). The Trialto website currently has a bounce rate of 49% – suggesting that 49% of visitors did not find what they were looking for, or that the Trialto website is hard to navigate (Kusinitz, 2014). Thus, we can assume that this results in a poor first impression of the brand. Further, Trialto's bounce rate is average amongst content websites, but high compared to the industry average of 30% to 50% bounce for lead generation websites (Kusinitz, 2014).

WEBSITE OBJECTIVES

In order to engage website visitors and decrease bounce rate, Blue Moose Marketing recommends that Trialto will:

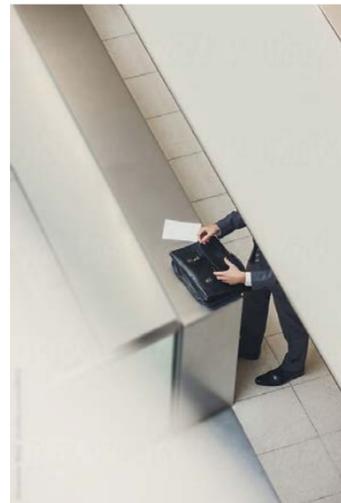
- Separate the website server into consumer and business pages
- Reorganize pages and content
- Modify page layouts
- Emphasize a family positioning and “authentic community” brand essence

These actions will result in a more consumer oriented website and a lower bounce rate of 40%.

MEASUREMENT

The website success for the duration of this campaign will be tracked through:

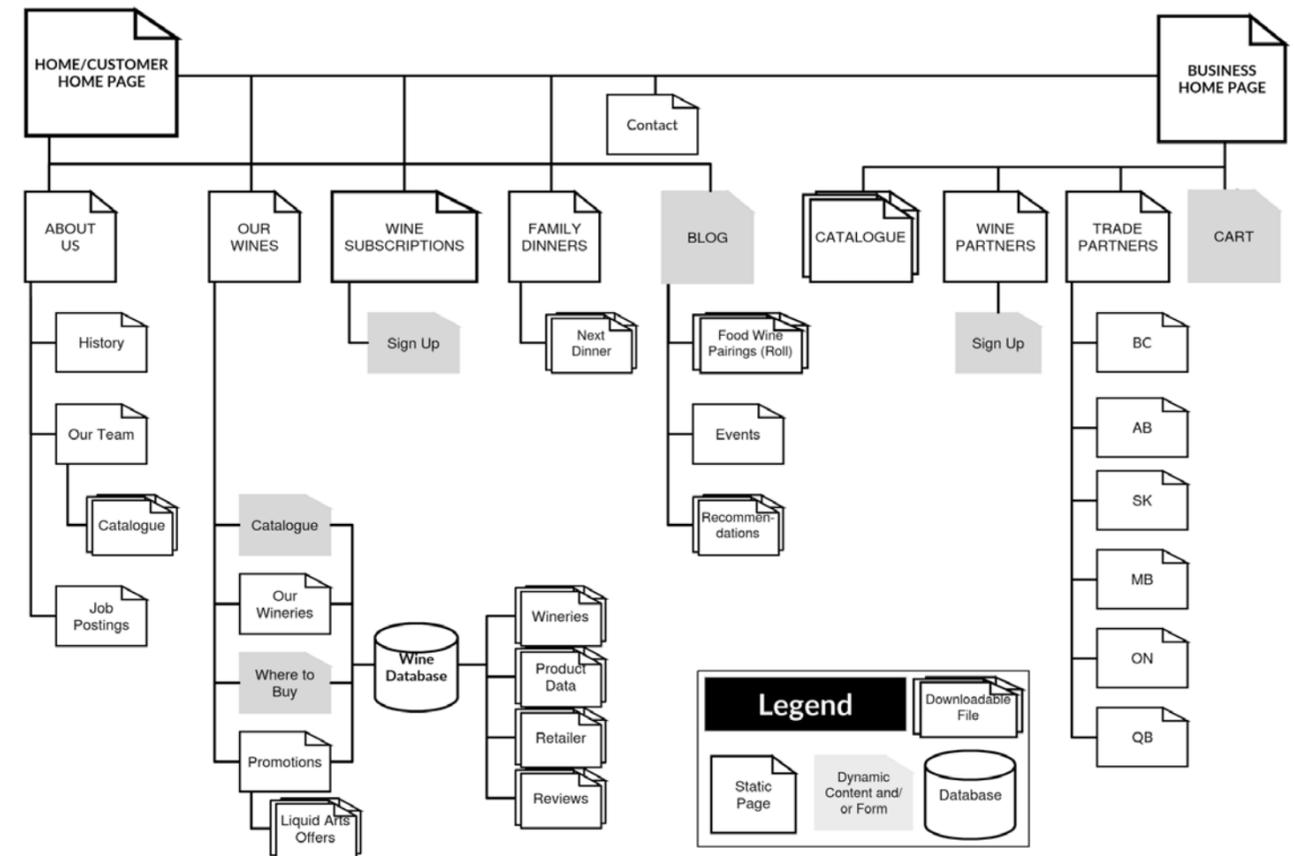
01. Increasing the average unique visitors per month by 2,700, from 4,000 to 6,700 visitors.
02. Decreasing the 49% website visitor bounce rate by 9%.
03. Generating 7000 new newsletter subscribers amongst returning customers, resulting in 18,900 total subscribers.

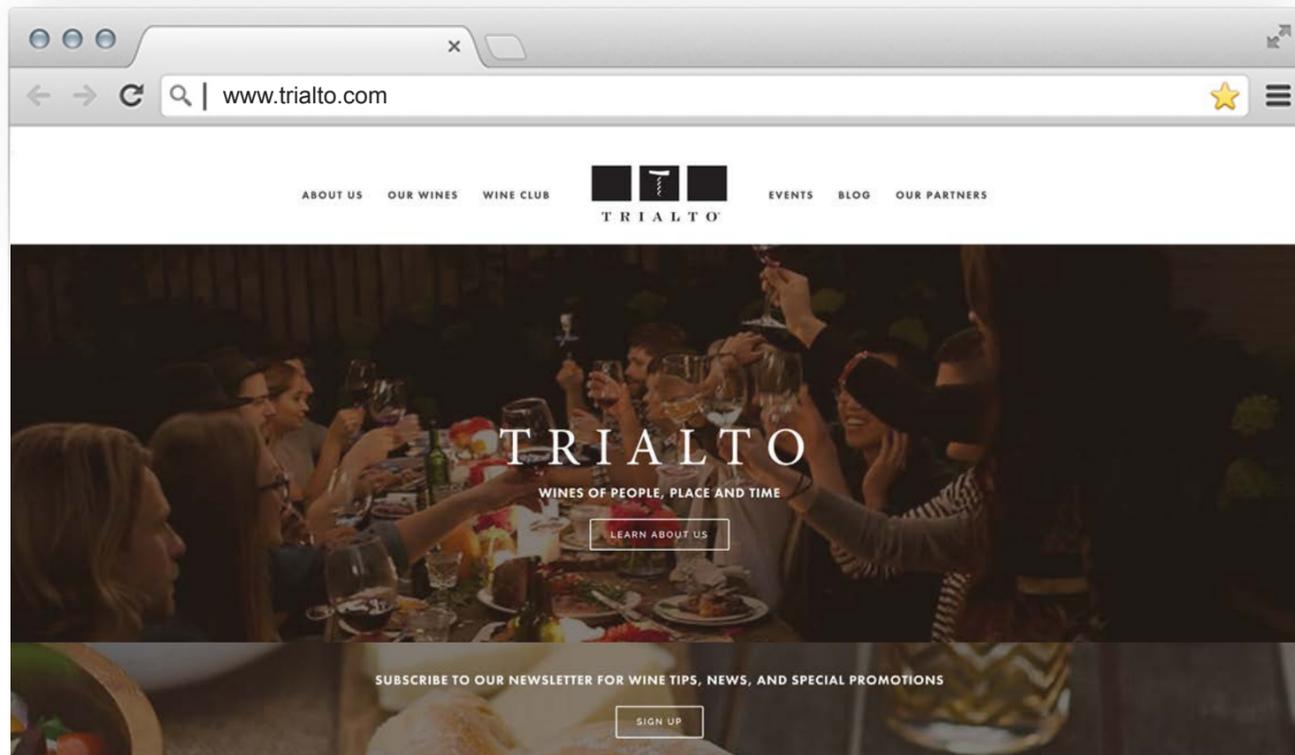


INFORMATION ARCHITECTURE

It is important for site visitors to not feel overwhelmed with information when visiting and to be able to easily find the information that they are looking for. Therefore, it is recommended that Trialto reorganize its existing website to make it more user friendly by creating separate index pages for customers and business partners. By applying this architectural design, Trialto will be able to provide relevant content centered around customers (Kusinitz, 2014).

As per the campaign initiatives, the functions that the target audience will be using the most are the blog, subscription program's landing page, and Family Dinner's landing page.





FROM OUR FAMILY TO YOURS

THE WINES WE REPRESENT TELL A STORY ABOUT PEOPLE AND THE FAMILIES WHO MAKE THE WINE. COME MEET OUR WINERY PARTNERS, HEAR THEIR STORY, AND DISCOVER OUR FAMILY PORTFOLIO OF PREMIUM WINES.



[EXPLORE OUR WINE PORTFOLIO](#)



LAYOUT

The home page is the first impression of the website, therefore, Trialto will differentiate the home page from others by implementing a one-page scrolling format with a changing content gallery of promotions and articles. This change will help differentiate Trialto from its direct competitors Landmark, and Select Wine, whom utilize Z-layouts and F-layouts. Additionally, a scrolling layout will aid in better user experience from desktop to mobile with a modern feel.

This layout approach will continue throughout the website, except for the blog pages where it will switch to a L-layout content within the blog page. This layout allows the visitor easy navigation when searching amongst other blog posts. Therefore, they will be more motivated to browse and look for content.

LOOK AND FEEL

To communicate Trialto's brand positioning, it is recommended that images of winery families and celebratory gatherings are used within nearly every page. Inputting more images will section large content quantities, and allow easy scanning for the audience. Additionally, Trialto will adapt their website colour pallet to a warmer and more inviting tone. Changing the colour palette and layout to include more white space will make the website feel more modern and easier to focus on the content.

WINE CATALOGUE

A key element that is recommended to modify is the layout of Trialto's wine catalogue. The catalogue page is the only non-mobile friendly page within the Trialto website, which is inconvenient to the mobile-using target market. In order to improve upon this, Trialto will first enable its catalogue to be viewed only in display block format. This format is commonly used by other ecommerce websites, such as Ebay, and easily converts to fit mobile devices. Trialto already has the option for the catalogue to be viewed in this format, thus making this a low cost design adjustment.

MINOR IMPROVEMENTS

Website visitors are on guard when they first enter an unfamiliar site. Errors such as broken links and grammar mistakes often hinder the trust in said brand (Ballantine, 2015), therefore, resulting in a poor first impression.

Minor adjustments that will be made to prevent this from occurring include:

- Condensing the footer
- Fixing broken links
- Upgrading the Google Maps connection
- Resizing and moving social media handles

These minor website enhancements will ensure that the audience develops a positive first impression and are less likely to navigate from the website due to wavering trust. It will also increase the chances of consumers visiting Trialto's social media platforms, and consequently, generating conversation and engagement that may not have been established otherwise.

COSTS

Trialto will hire a digital agency, such as Graphically Speaking, Studiothink, or Acolyte Communication to redesign its website. According to the Teccarbs Website Development Cost Calculator, the cost of redesigning the Trialto website will range from approximately \$12,000 to \$20,000 (Teccrab Inc., n.b.). Updates and maintenance will be performed semi-annually and the revamp process will occur in May, one month prior to the official launch of the campaign.

CALL TO ACTIONS

Trialto will create a pop-up newsletter sign-up form and subscription program advertisement for repeat visitors. These pop-ups will inform and spark curiosity amongst repeat visitors, which will lead to them performing further research before they finally purchase a bottle of wine or sign-up for a wine subscription.

PRINT ADVERTISING

In order to further push the campaign to gain maximum awareness and engagement, print advertising will be utilized through the placement of ads in various magazines that resonate with the target.

Benefits that magazine ads have over digital include:

Tangibility — readers might keep the magazine, whereas web content can disappear

Credibility — provides readers with a sense of legitimacy

Target Marketing — speciality magazines can successfully reach a niche market

Engagement — higher levels of retention (Newtek, 2012)

THE CONCEPT

The concept of the ad revolves completely around brand and positioning. Print ads will remain consistent with the campaign and echo the same idea: Trialto is your partner in keeping close with those you love the most.

With an authentic, warm, serious, yet conversational tone, this one-page spread connects the diversity of wines to people, with an underlining message of how a family appreciates everyone for who they are.

TIMING

These ads will run twice a year — once in the summer and another time during the winter.

RECOMMENDED PUBLICATIONS

Over the 12-month campaign, Trialto will spend approximately \$84,000 on magazine advertisements that will provide coverage in Vancouver, Calgary, Toronto, and Montreal. A total of five publications will be used, each having two advertisements.

<i>Magazine</i>	<i>Location</i>	<i>Cost per Ad</i>	<i>Circulation</i>
TASTE Magazine	Vancouver	\$7,700	130,000
Vancouver Magazine	Vancouver	\$6,950	44,426
Western Living	Calgary	\$7,220	62,466
Now Magainze	Toronto	\$7,985	386,000
Cellier	Quebec	\$12,170	400,000

For a detailed summary of each publication, please refer to [Appendix E: Magazine Publication Details](#)



FROM OUR FAMILY TO YOURS

Family is something we all have in common, whether through blood or bond. We have selected from the finest wineries across the world, weaving stories of generations together for you and your loved ones.

Explore our premium portfolio of family wine on social media or at www.trialto.com



OUT-OF-HOME



Out-of-home (OOH) was chosen as it offers a large reach and significant exposure. OOH also provides the opportunity to target a specified area where a large portion of the demographic would go about their day. For the amount of reach that it has, OOH is one of the most cost efficient mass media tools with a low CPM. Additionally, it allows for creative visual imagery that will speak to the target in an impactful way. For this reason, mall posters are recommended as a medium to support campaign initiatives and generate awareness.

CREATIVE CONCEPT

It is recommended that the creative execution for mall posters be simple yet impactful. The target audience will likely be on the move and will see the posters in passing. For this reason, it is important to create an attention grabbing headline and a short copy. Visually, the posters will feature a photograph appropriate for the season and timing of the execution. These photos will express Trialto's brand positioning and tone of "authentic community". All posters will direct the target audience to engage by visiting Trialto's website and social media handles.

TIMING

The timing and dates chosen for this campaign are centered around holidays and times that malls will see a large increase in volume, and when the target audience will be together with their family. During these seasons, the target audience will be thinking about their families more and therefore make the creative execution more relevant and important to them.

Mall posters used at the following times to correspond with Father's Day, Thanksgiving, Christmas, New Years, Valentine's Day, and Mother's Day.

<i>Father's Day</i>	<i>June 5th - July 2nd 2016</i>
<i>Thanksgiving</i>	<i>September 11th - October 8th 2016</i>
<i>Christmas / New Years</i>	<i>December 4th - December 31st 2017</i>
<i>Valentines</i>	<i>January 15th - February 11th 2017</i>
<i>Mother's Day</i>	<i>April 16th - May 13th 2017</i>

COST

Each location will feature one poster in high-traffic areas at a cost of \$850 per poster. This will result in a total cost of \$34,000.

RECOMMENDED LOCATIONS

Vancouver
Pacific Centre
Oakridge Centre

Calgary
Chinook Centre
Core Shopping Centre

Montreal
Rideau Centre
Les Cours Mont-Royal

Toronto
Square One
Sherway Gardens

The recommended malls are more upscale shopping centers featuring luxury stores such as Holt Renfrew and Harry Rosen.

SALES PROMOTIONS

Blue Moose Marketing recommends that Trialto utilize shelf talkers, end displays, free standing displays, super thematic or industry displays, window displays, and tastings to build brand recognition of Trialto and its family of wines. Both private and provincial liquor stores will be utilized as a channel to reach the target audience. However, working with private liquor stores allows for greater ease and opportunity for sales promotions tactics as there are fewer regulations than provincial retailers. Trialto will target its promotions in retail locations where the target audience resides. These areas are closer to urban centers and have a more affluent and educated demographic. Additionally, it is recommended that Trialto look at past sales records to identify retail locations that have shown the highest sales of its wines in order to target its promotions.

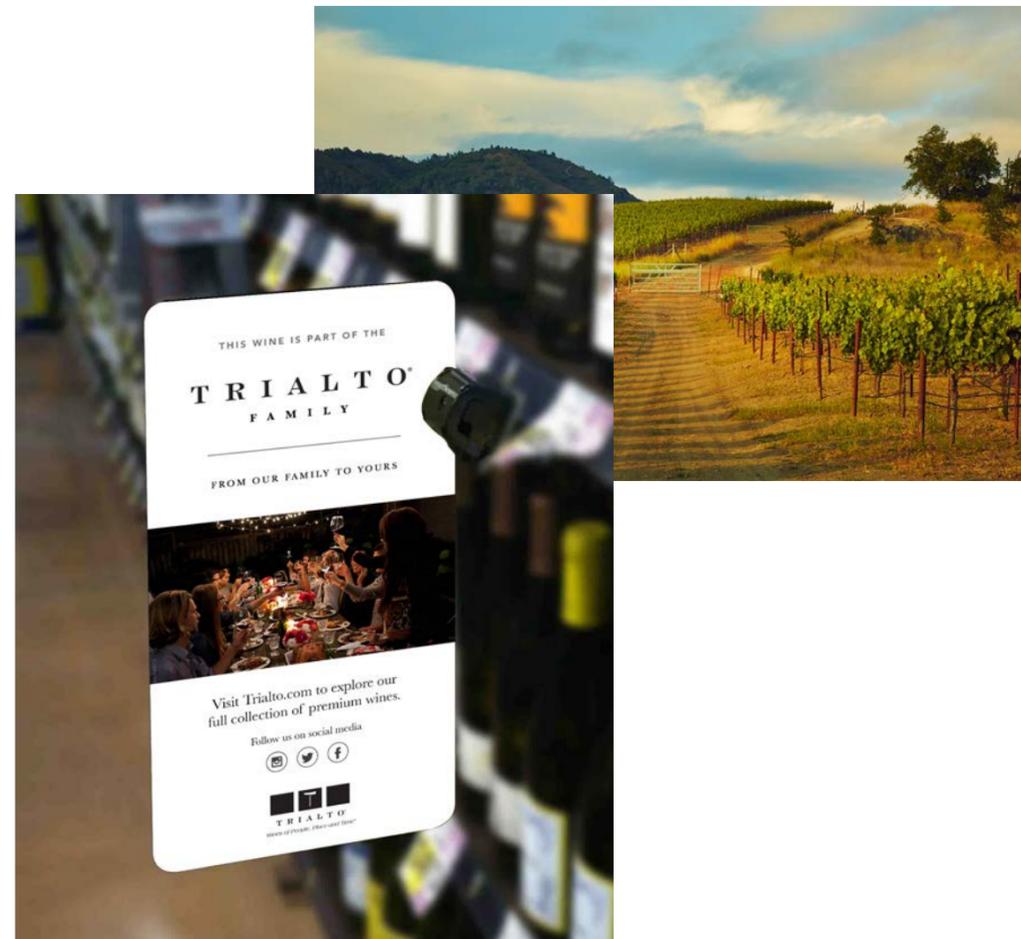
SHELF TALKERS

Shelf talkers are one of the most successful marketing tools in the beverage alcohol category (BC Liquor Stores, 2011). A range of four to eight shelf talkers will be used to identify which wines are in the Trialto Family. Utilizing shelf talkers will help draw attention to Trialto's wines, with the hopes of staying in the consumer's mind while they are shopping. The shelf talkers will include a call to action to allow consumers to further engage with the brand and find out more information. For the highest level of effectiveness, it is recommended that Trialto concentrate its shelf talkers within one aisle or one category per a month for increased visibility. A call to action will be included, promoting Trialto's subscription program and redirect consumers toward online channels. Additional considerations include selecting wines that varies in prices and flavours.

For a closer look at a shelf talker example, please refer to [Appendix F: Shelf Talker Sample](#).

DISPLAYS

Free standing, super thematic, industry, window, and end displays will all be utilized throughout this campaign. Each of these tactics will bring the Trialto brand to the center of the store and in front of consumers. As opposed to displaying one brand of wine, Trialto will use this opportunity to showcase the variety of wines within the Trialto Family. This will build brand recognition of Trialto and its range of premium wines. With the right signage and design elements, the Trialto Family will be emphasized. A call to action will be included promoting Trialto's subscription program and redirect consumers toward online channels. Additional considerations are selecting wines with a specific theme in mind, wines in a variety of price ranges, and wines that are most popular.



BUDGET

With the total allocated budget of \$250,000, this campaign will reach the Fortune and Family target segment primarily through event marketing, public relations, and digital strategies, with support from traditional tactics. Digital Marketing will have a budget of \$25,000.00. This will include Instagram, Twitter, Facebook, and Pinterest ads. Additionally, there is budget allocated towards Google AdWords and selected blog site advertisements. Event marketing costs will be covered by ticket sales, with the opportunity to earn a profit. The majority of the budget is going towards traditional marketing, such as Out-of-Home (\$34,000.00) and magazine advertisements (\$84,050.00).

TOTAL BUDGET \$250,000

<i>Events</i>	\$57,450
<i>Charity Sponsorship</i>	\$44,030
<i>Sweepstakes</i>	\$24,000
<i>Public Relations</i>	\$8,000
<i>Coffee Table Book</i>	\$19,440
<i>Digital</i>	\$25,000
<i>Website Maintenance</i>	\$20,000
<i>Magazine</i>	\$84,050
<i>Out-of-Home</i>	\$34,000
<i>Sales Promotions</i>	\$8,600

Sum of Costs \$324,570

Profit from Events (\$74,570)

\$250,000

For a more detailed breakdown of the campaign budget, please refer to [Appendix G: Budget Details](#).

For an overview of the campaign timeline, please refer to [Appendix H: Campaign Timeline](#).



CONCLUSION

From Our Family to Yours is a campaign built around the emotional aspect and the core brand value of “family”—a concept that will surely resonate with the target audience. In order to build overall brand equity, Blue Moose Marketing recommends a series of activities including: Trialto Family Dinners, Trialto Family Weddings, Trialto Family Wine Subscription, chef and restaurant partnerships, charity events, and even an appearance on morning television.

At an age where technology has been integrated into the everyday lives of consumers, strong digital strategies are necessary. This includes redesigning the website and mobile site to fit with the overall idea of the campaign, adding practical and user-friendly functions.

All creative executions in this campaign will focus primarily on repositioning Trialto as your partner in keeping close with those you love the most. Through an “authentic community” brand essence, the campaign will set a luxurious tone that includes elements of sincerity and intimacy. This will be further promoted through the use of print and out-of-home advertising, sales promotions, and various channels of digital media. In addition, PR activities that sit at the very core of this campaign will help generate a fair amount of earned media, thus further establishing a positive brand image.

With a budget of \$250,000 and a duration of 12 months, from June 2016 to May 2017, the campaign will launch in four main cities: Vancouver, Calgary, Toronto, and Montreal. With confidence, Blue Moose Marketing believes that this campaign will help Trialto increase sales by \$275,000, which is an ROI of 15%. Furthermore, it will meet the communication objectives as defined earlier by the acronym “TALE”—increasing consumers’ trust, awareness, loyalty, and engagement.



Penfolds Wines Pty. Ltd.
SYDNEY ADELAIDE
VINTAGE 1945
BIN 56 BOTTLED 21/1964
GRANDFATHER PORT
A blend of well-aged Ports made from
Shiraz grapes grown in the Barossa Valley
and matured in small oak casks.
PRODUCE OF AUSTRALIA
NET 1 PINT 6 FL OZ



AN INTEGRATED MARKETING COMMUNICATIONS STRATEGY

PREPARED FOR *Trialto Wine Group*

PREPARED BY *Blue Moose Marketing*

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PRESENTED ON *March 4, 2016*



TRIALTO

Wines of People, Place and Time

