



Total Wine **Mock Campaign**

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Meet Sam Blum



Director of Marketing, Media & Planning at
Total Wine & More

- Graduated from University of Maryland with a BS in Marketing
- Started as a marketing intern at the National Aquarium in Baltimore, has since worked in the **food industry**
- Most notable position: Oscar Mayer Wienermobile Spokesperson and Brand Ambassador



Interview **Takeaways**

“Embrace every opportunity to explore different facets of marketing and PR; each experience is a chance to learn and grow!”

There are Limitations all over PR

- Private company PR is different than large corporate companies
- Total Wine & More has more limitations but a higher budget
- Through Blum’s experience at &Pizza, he learned that working in smaller companies can put limits on budgeting
- Whilst working in the wine industry, Blum has also see a decrease in wine demand as people are shying away from wine



Challenge **Summary**

Globally, wine consumption has decline in recent years.

- People are buying less wine due to inflation and increased prices
- More people are prioritizing their health and wellness
- There is less interest in being part of the culture
 - Especially younger generations

Assumptions of Wine & Alcohol

Wine is Expensive

Fine wine has a variety of prices points

Price = quality

Not necessarily true

Wine is Pretentious

Historically, wine was not reserved for only elites

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6

Alcohol causes harm

Dangerous when heavily used

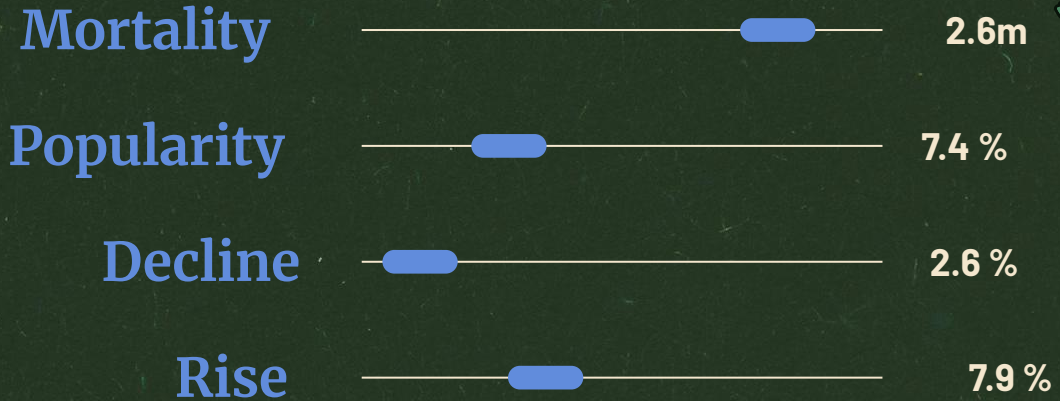
Alcohol is unhealthy

Wine is a drink of moderation

Marijuana is a safer drug

Legalization of cannabis and medical use

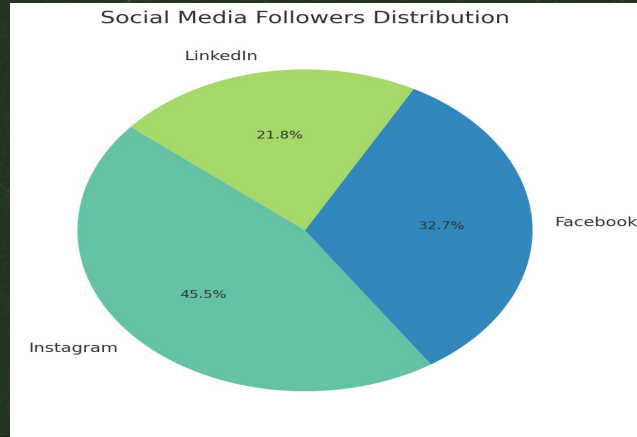
Data Analysis



Statics

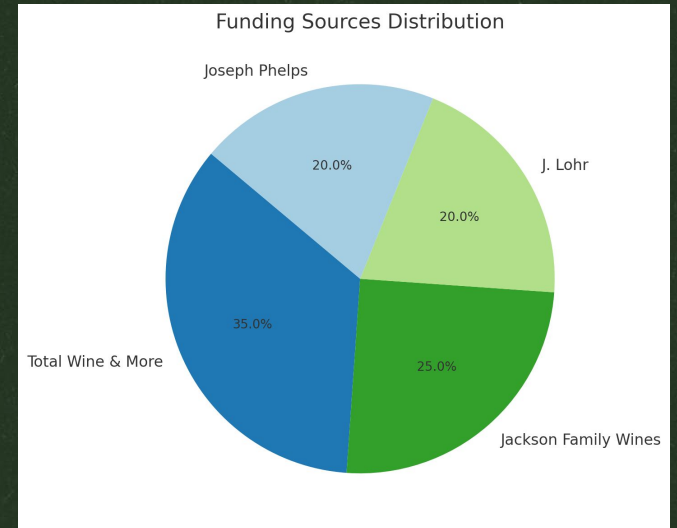
Global wine consumption hit a 27-year low in 2023, dropping 2.6% due to economic and geopolitical issues (Hamaide). With alcohol causing 2.6 million annual deaths, health-conscious trends like "Dry January" are driving demand for non-alcoholic options, including Guinness 0.0 (WHO, Grand View Research, Kelley, Reuters).

Data Analysis



Social Media Followers Distribution: This chart shows the proportion of followers across Instagram, Facebook, and LinkedIn.

Funding Sources Distribution: This chart illustrates the breakdown of financial contributions from major sponsors.



Exhibits & Schedules



Come Together For Wine

Started by The company that created the Come Over campaign. Total Wine was a sponsor of the campaign.



Wine Enthusiast

Includes suggestions on how to celebrate Come Over October.



Wine Educator Tiktok

Creator gives wine suggestions and promotes campaign as a great way to socialize with others.



Press Democrat

The Sober Movement spreads the narrative that alcohol is harmful to people's health.



Wine Spectator

There is a higher risk for elders with existing health issues and socioeconomic struggles to die from alcohol. Drinking wine with a meal reduces the risk of death, especially from cancer.



Podcast Episodes (4)

Supports campaign cause by sharing the social benefits of drinking wine.

Our Recommendations *and* Implementations



Recommendation 1

Make it more accessible
through providing at
events/creating outdoor
game events



Recommendation 2

Make wine
understandable for new
consumers through the
packaging/store area
itself



Recommendation 3

Collaboration with
health/nature oriented
businesses/events

Recommendation #1

Make it more accessible through providing at engaging places people regularly would attend.

TACTIC 1 - Providing at Kickback events

- Total Wine supported kickback events featuring cornhole, live music, and food and discounted local wine stands.
 - Target new residential areas near and inside cities will bring people in their 20s-30s.
- Can also provide stands at a lot of different established events fitting your demographic (such as red bull does)

TACTIC 2 - Working with local casual dining restaurants

- Work with chefs at casual dining restaurants to provide wine tastings that goes well with appetizers they already have, or introduce new limited time appetizers that fit well.
- Serving it with a slip of paper explaining it could get people engaged

Recommendation #2

Make wine understandable for new consumers within the store

TACTIC - Explanations within the packaging/room itself

Using simple descriptions/likert scales to show new/average buyers the differences in simple ways. It won't get people in the door, but it will make it easier to come back

Recommendations:

1. Barcode scanner that brings up a profile on each bottle
 - a. (much like the ones on their online store, but even simpler)
2. Pamphlets/board of information when you walk in on good introductory wines



“Name of the Wine”

Dry ——— |  | ——— Sweet

 **Flavoring:** (Primary Aroma)

 **Fermentation:** (Secondary Aroma)

 **Aged in:** (Tertiary Aroma)

 **What it will taste like:**

 **ABV:**

Recommendation #3

Collaboration with health/nature oriented businesses/events to target occasional alcohol consumers

TACTIC 1 – Farmers Markets Collaboration

Create or partner with established Farmers Markets to provide local wine makers goods supported by Total Wine



TACTIC 2 – Work with established businesses for collaboration campaigns

Working with a business with a semi-health conscious base (such as Trader Joe's), with a social media promoted collaboration campaign with unique limited time wines to spark new interest

Evaluation

In conclusion, after studying **why** the sales of wine was decreasing globally, we were able to understand the necessity of the campaign **Come Over October**, started by owner of Come Together for Wine, Karen MacNeil, and endorsed by Total Wine & More. We researched the statistics of success on the campaign and then came up with strategies that Total Wine & More could implement to make wine more popular in their stores.

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Thanks!

Do you have any questions?

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