WINE BRANDING: WHY IT'S IMPORTANT FOR BOUTIQUE WINE SECTOR GROWTH IN TURKEY?



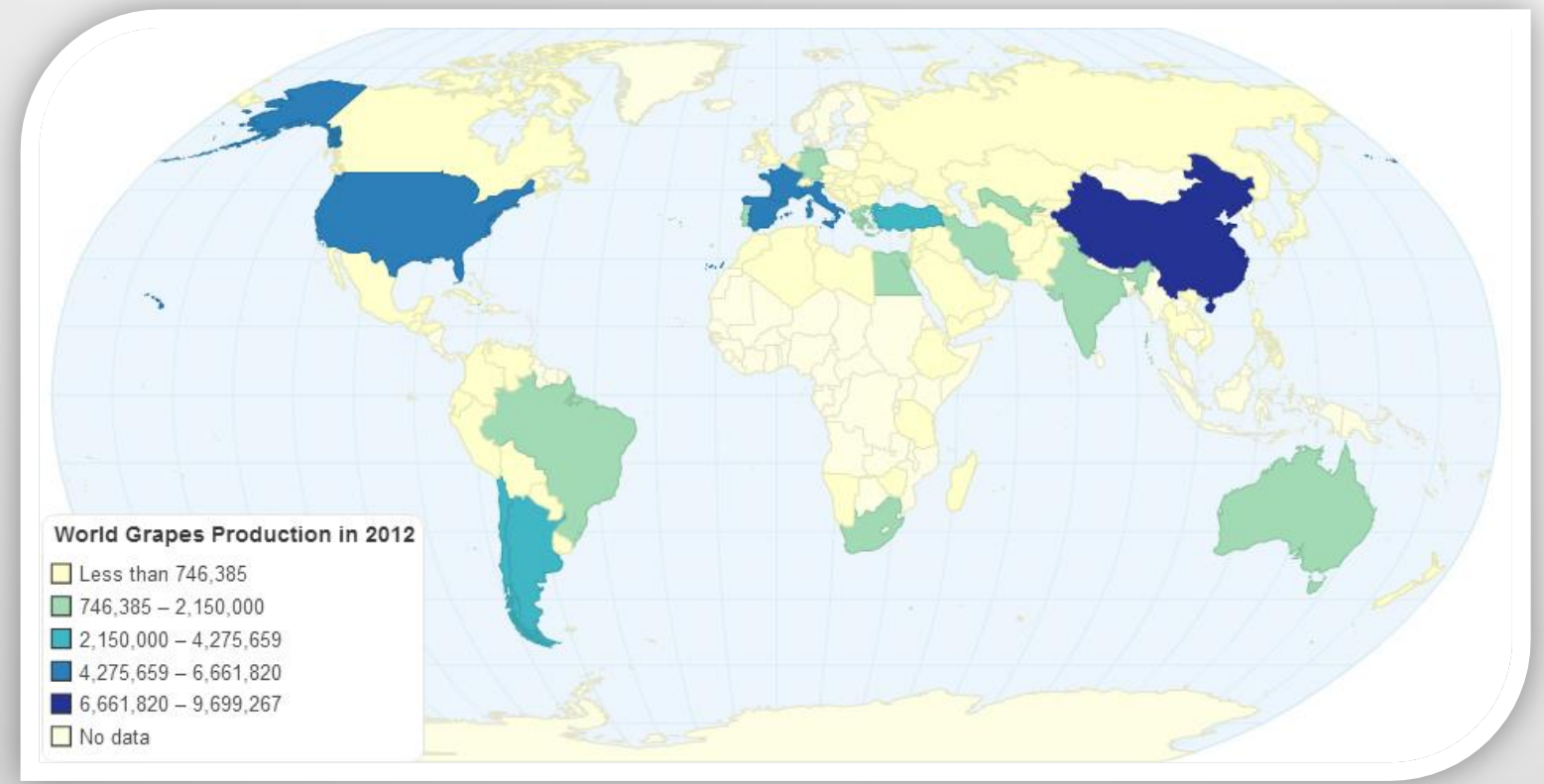
Yasemin Oraman

Fuat Yılmaz

Derya Ilkay Abdikoğlu

NKU. Agricultural Faculty, Department of Agricultural Economics, Tekirdag/ Turkey

INTRODUCTION



- A wide variety of grapes can be grown in Turkey.
- Turkey ranks the sixth in world grape production after Italy, France, the USA, Spain and China.
- Grape production is mainly concentrated in the Aegean, Mediterranean, and Central Anatolian regions

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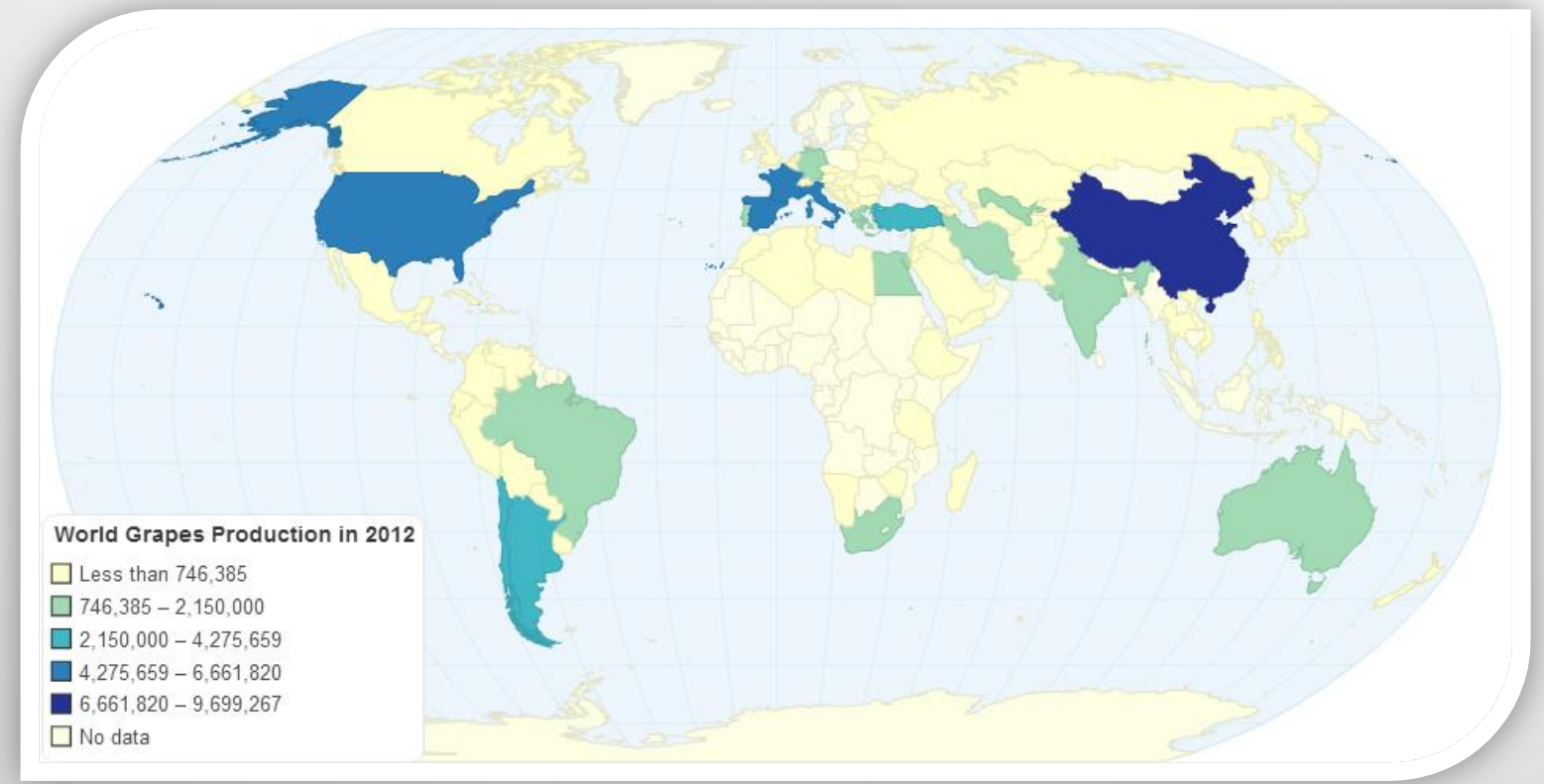
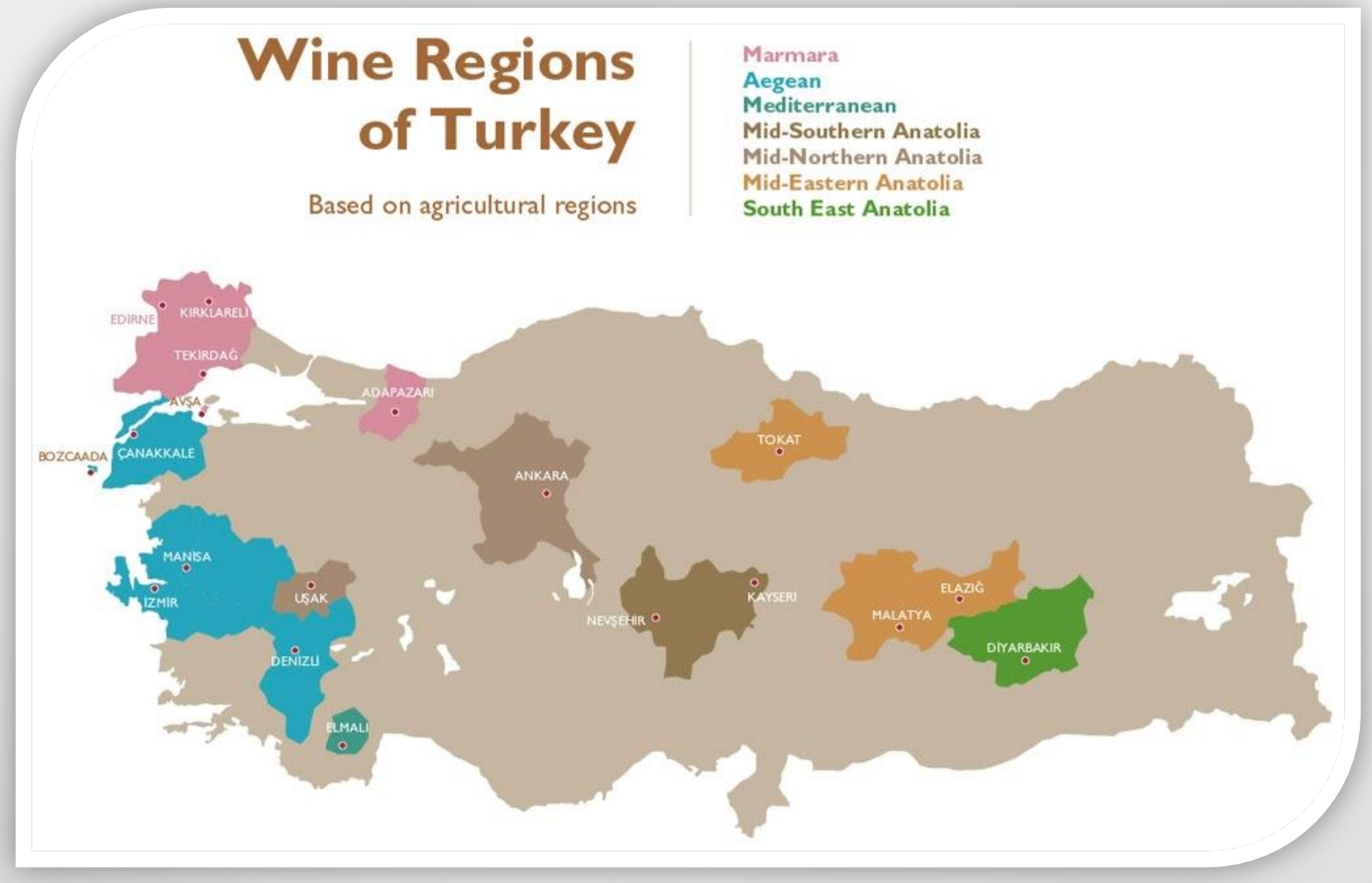
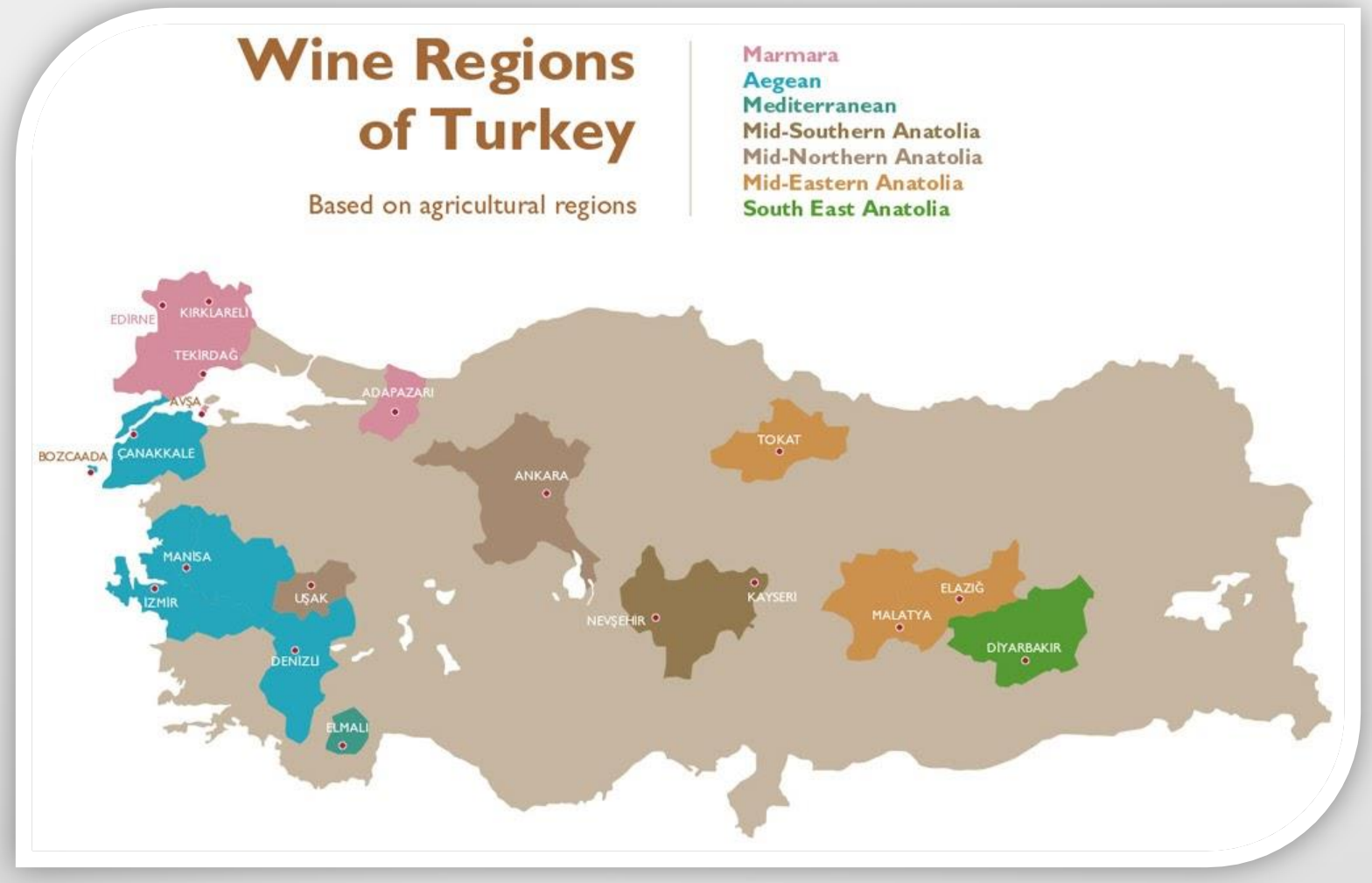


- Turkey offers a potential of growing around 1,250 varieties.
- Although Turkey has traditionally specialized in producing table grapes and raisins, it also has 34 kinds of wine grapes, 22 of which are valuable native varieties.
- The most of Turkish wines are made from native wine grape varieties.



- Turkish wine producers use the native grapes in combination with European varieties to create high quality wines with a new taste for the world wine market.
- The producers in the sector continually increase their wine production capacity and invest in modern technologies.
- Besides the large wine producing companies, there are also almost 300 small producers located in Central Anatolia, Marmara-Thrace and the Aegean region.



- Total wine capacity of the sector is about 120 million liters.
- Wine producing companies are mostly located in the Marmara-Thrace regions, the Aegean and Central Anatolian regions, especially in Tekirdag, Nevşehir, Izmir and Denizli provinces,

Boutique Wine Sector Marketing and Growth Strategy in Turkey

- Boutique wine companies have a big opportunity to provide new brandings for wine sector.
- In the past, wineries have all relied on selling a lifestyle brand of luxury. Then they focused on green marketing or discounting to satisfy the emotional brain of consumers.
- These strategies were certainly successful during the ’90’s and 00’s
- As the consumer’s needs continue to evolve, they stood still. The luxury & green messages have become generic and cliche like.



A brand is the most valuable piece of real estate in the world located in someone's brain.



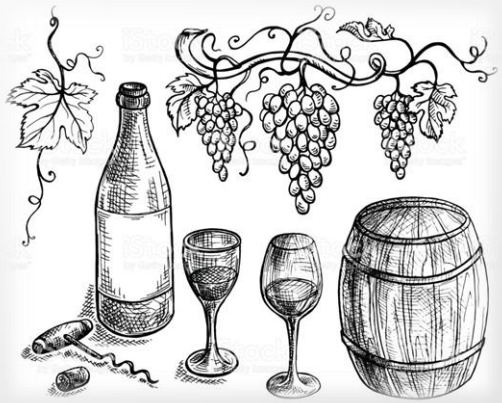
There are three keys to create an effective and successful brand for boutique winery marketing

- 1.Produce a high quality product.
  - Unreputable firms offering low quality products could potentially claim their products are of high quality, earn a profit before their product is uncovered, and then quickly disappear.



2. Create an engaging story about your winery;

- Your story should answer the following questions:
  - What is this winery passionate about?
  - Why was this winery founded?
  - Who were involved in the creation of this winery and its wine?
  - Who is the winemaker and what makes him or her special?
  - What makes this winery different from other wineries?



3. Have an ongoing Internet presence



- Internet presence, especially through social media outlets such as wine blogs, Facebook, Twitter etc.
- According to the Wine Market Council's annual consumer survey, the majority of wine drinkers get their wine information through the Internet.



To Get Started in Boutique Wine Sector to Establish Brand Position;

- Do a standard SWOT analysis
- Think about story platforms that might work and with whom specifically your stories will resonate.
- People and stories are interchangeable.
- Your stories and brand should be personally related to them while fulfilling their needs.
- Search for the examples of other wineries' stories for inspiration



To Get Started in Boutique Wine Sector to Establish Brand Position;

- Studies shown that 90% of boutique wineries haven't completed a branding or re-branding exercise.
- Almost all of boutique winery are marketing the same way — logos, websites, photos of vineyards and bottles, email newsletters, social media, festivals and events. Without a clear brand strategy and message, how are you really different than the other 90 percent of "small family, boutique, premium producers" in the marketplace?



Branding Exercises in Boutique Wine Sector

- Brand Management has 6 steps in boutique wine sector



1. Understand your consumers

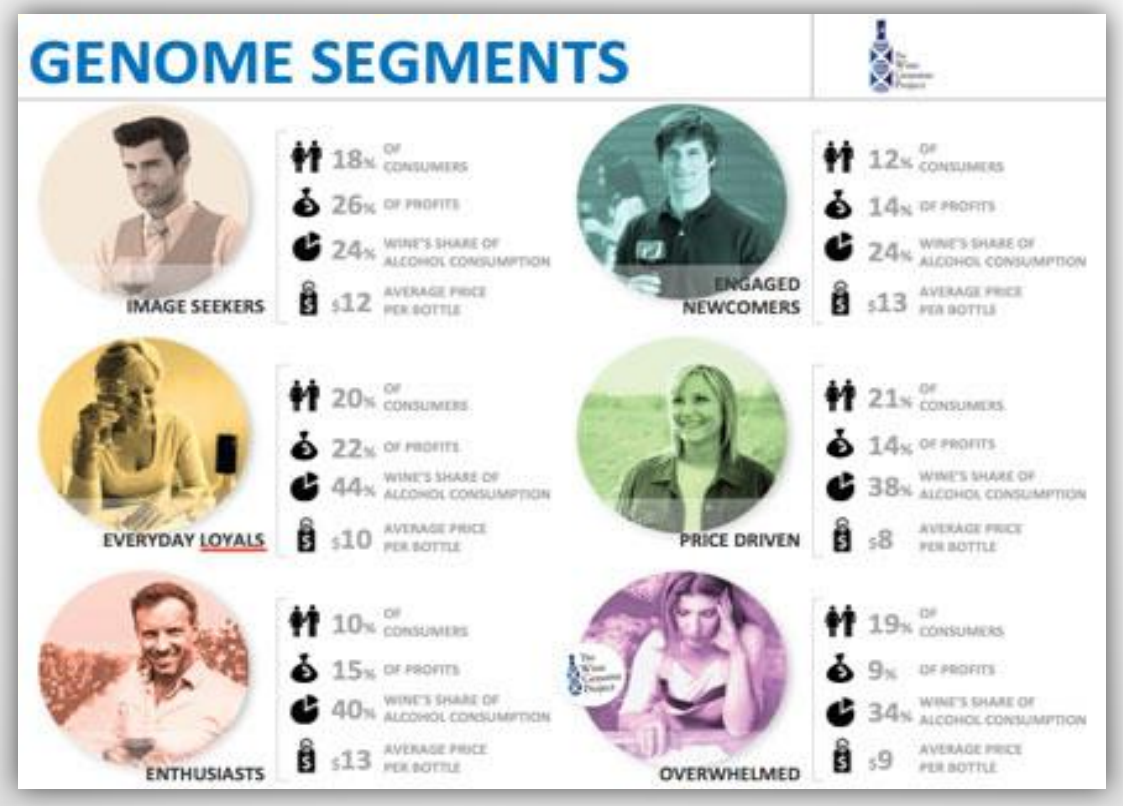


Image Seekers*; Consider wine as a* status symbol. Have basic wine knowledge. Like to be the first to try new wine. Open to innovative packaging. Prefer Merlot.

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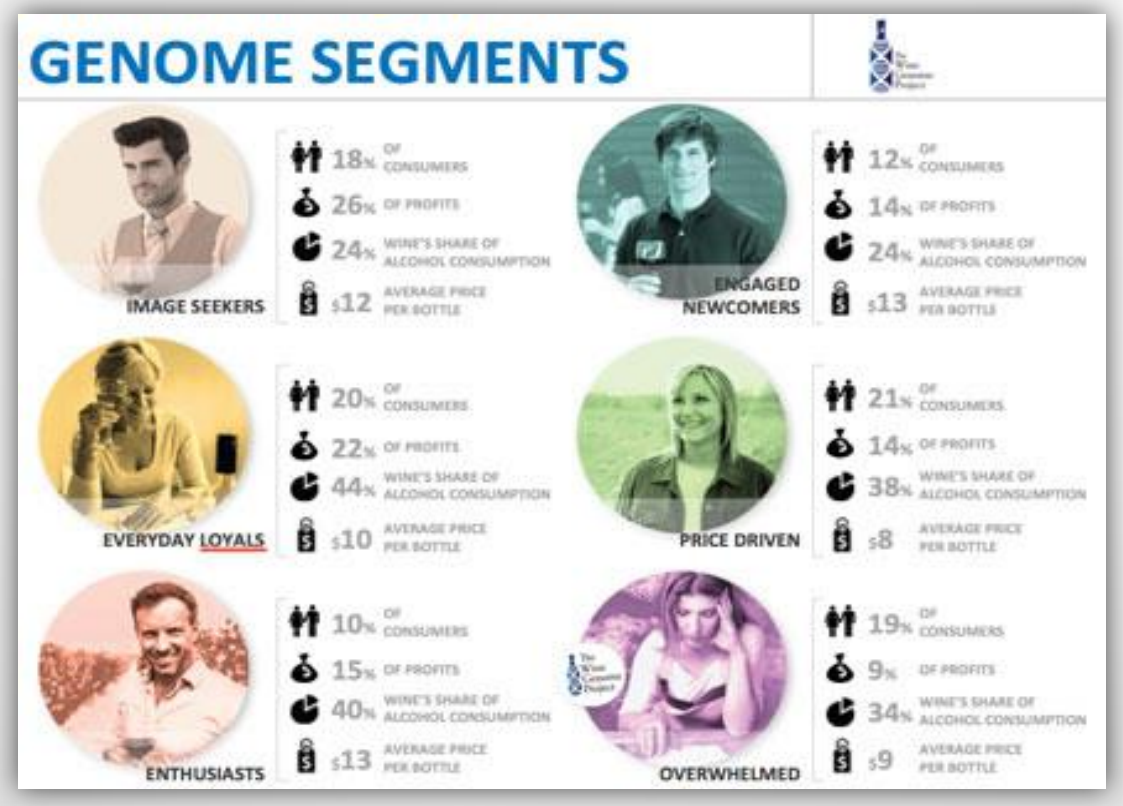

Engaged Newcomers; Don't know much about wine, just like to drink it. They are young millennials. They drink wine for socializing. Interested in learning more about wine.

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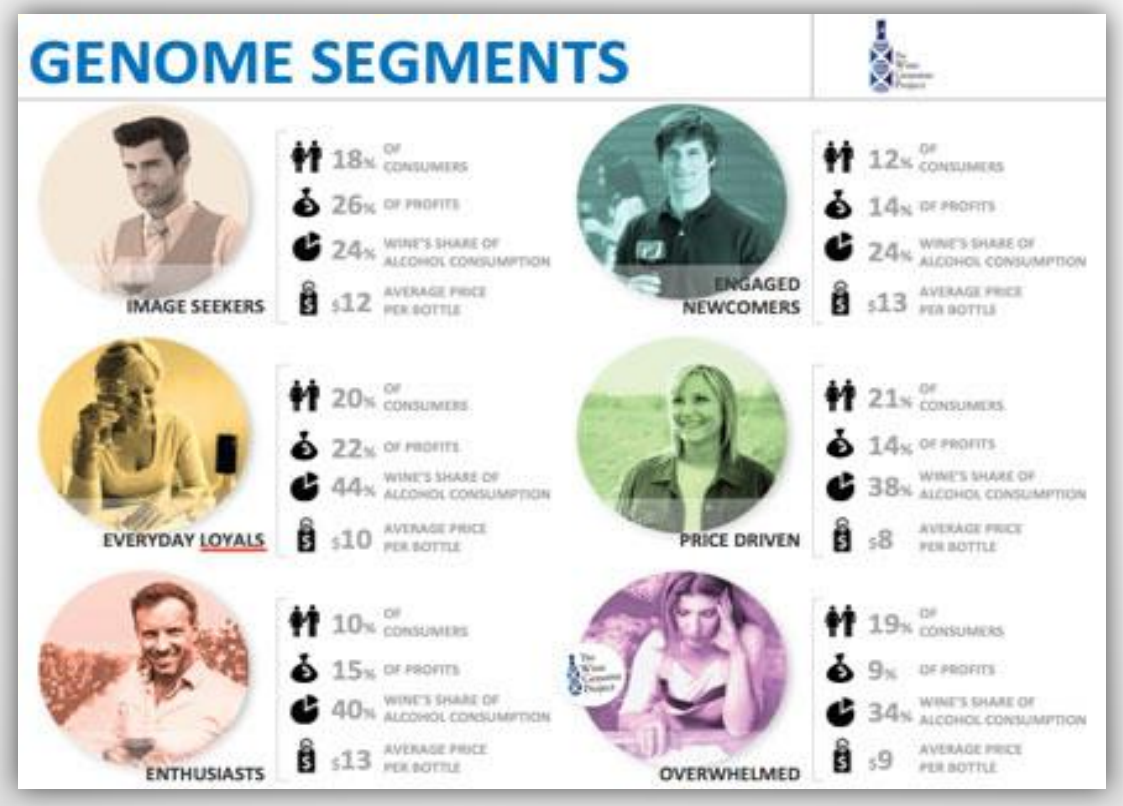

Everyday Loyal; Like wine from established wineries. Prefer to entertain at home. When they find a brand they like, they stick with it. Wine is a part of their regular routines.

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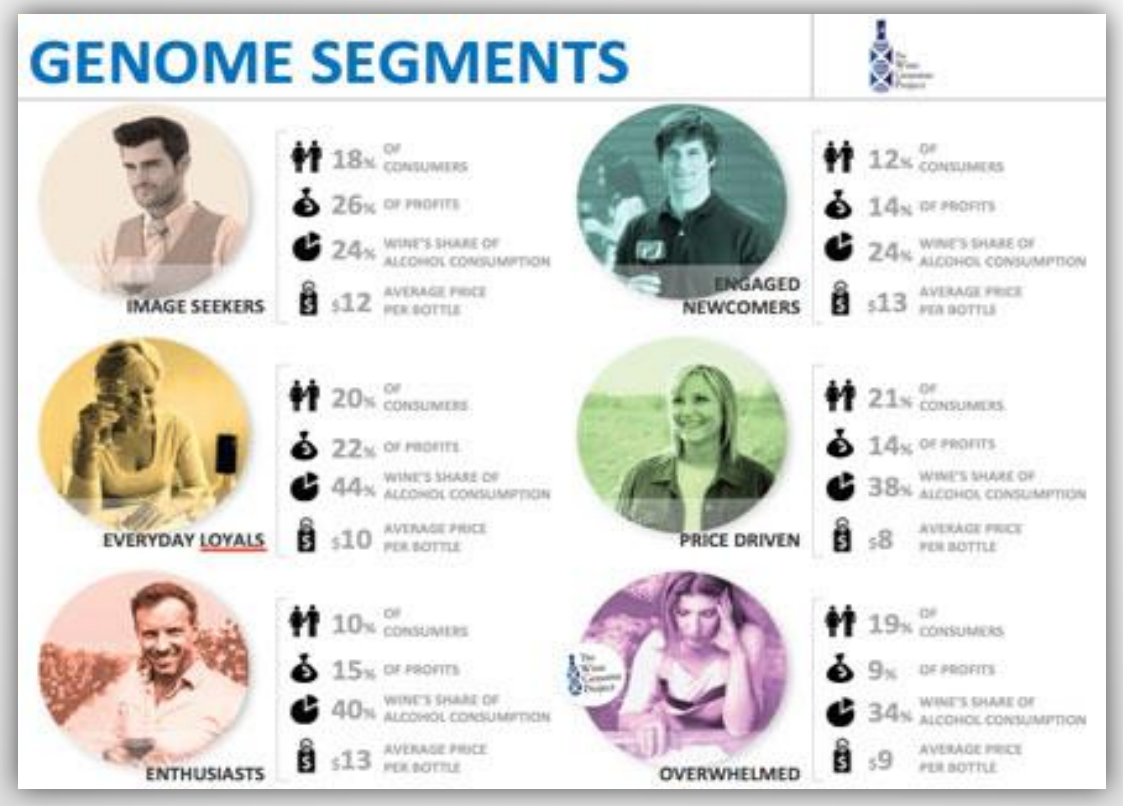

Price Driven; price is the most important feature. Shop in a variety of stores to find the best deals. Use coupons & know what's on sale ahead of time. Typically buy a glass of a house wine when dining out, due to its price.

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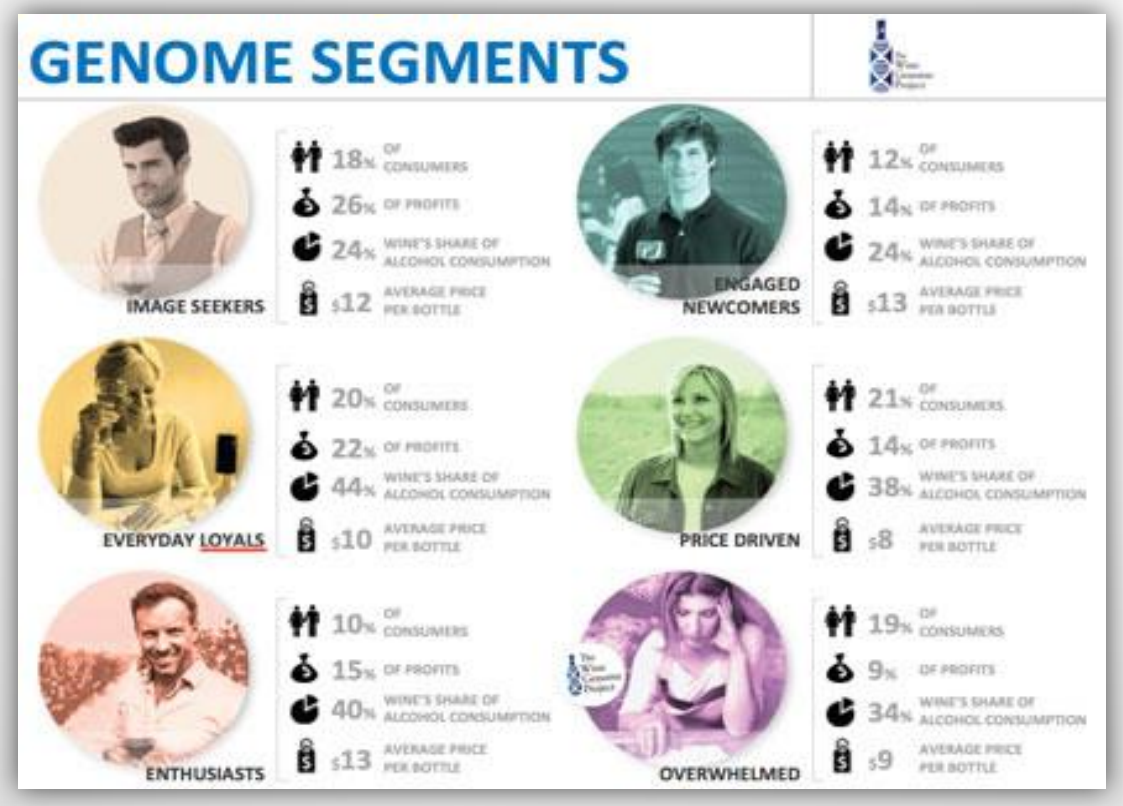

Enthusiast; Entertain at home with friends. Consider themselves knowledgeable about wine.Like to browse wine sections at stores.Live in cosmopolitan centers. Influenced by wine ratings and scores.

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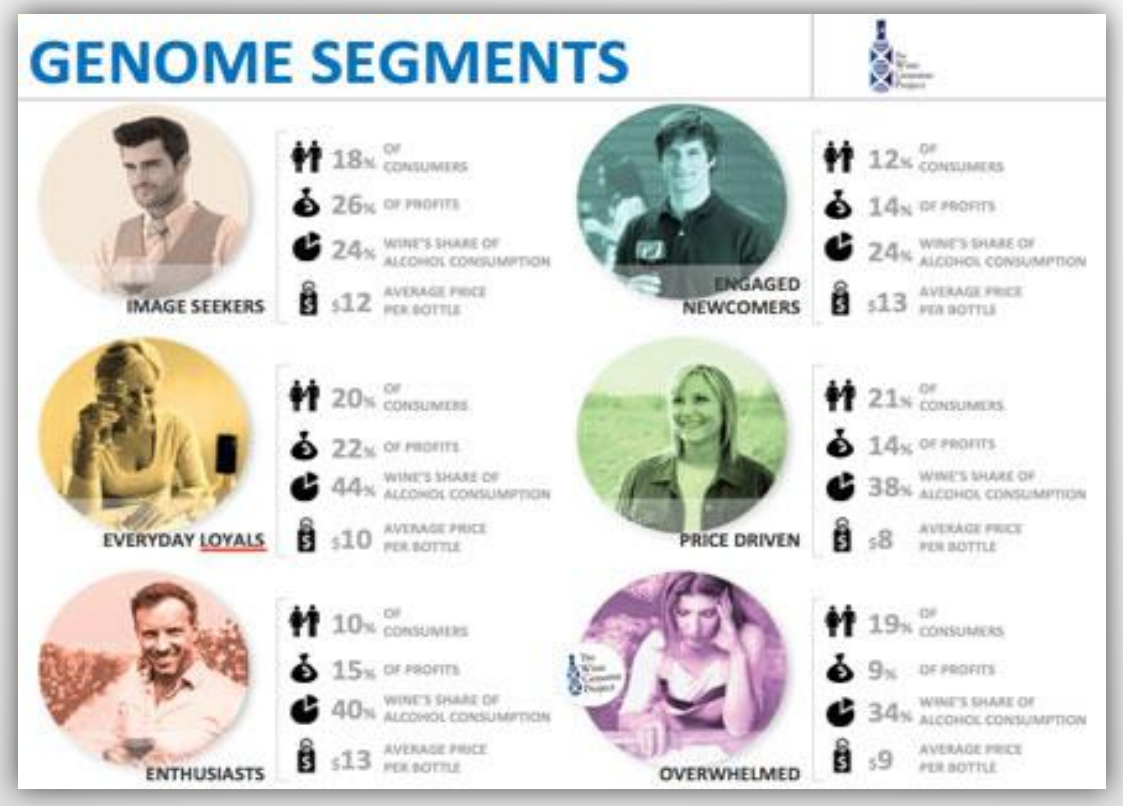
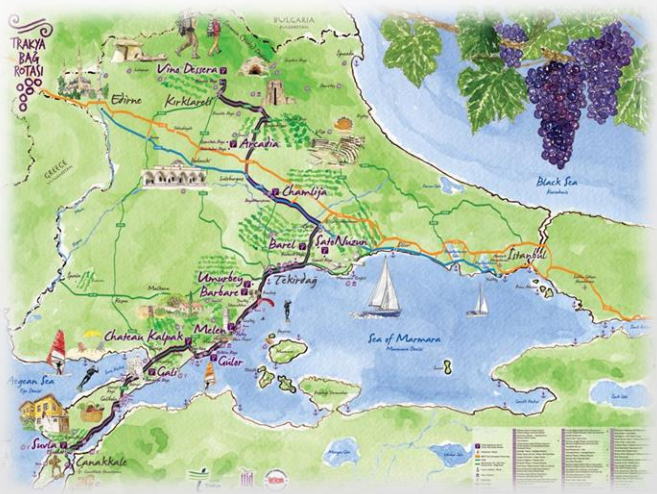


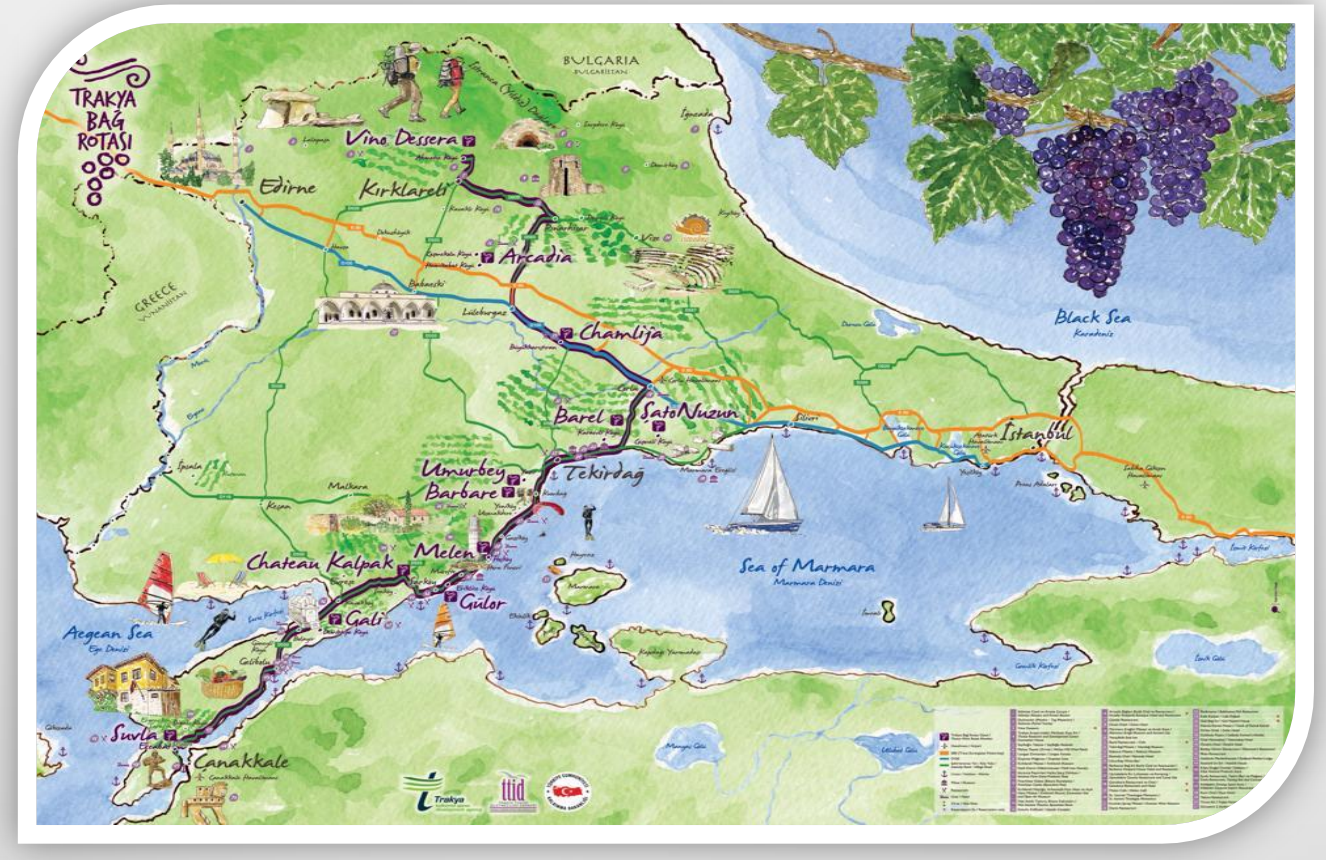
Overwhelmed; Like to drink wine, but don't know what to buy. May select by wine label design. Open to the advices. If confused, won't buy anything

2. *Analyze your competitors and look at your company goals, personalities, and stories*

- For example;
  - Thrace wine region accounts for 13.6% of all the wine produced in Turkey,
  - Has the most elegant and balanced wines in the country
  - Each region has its own distinct terroir and have fantastic diversity in vineyards.



The wineries located in Thrace region;



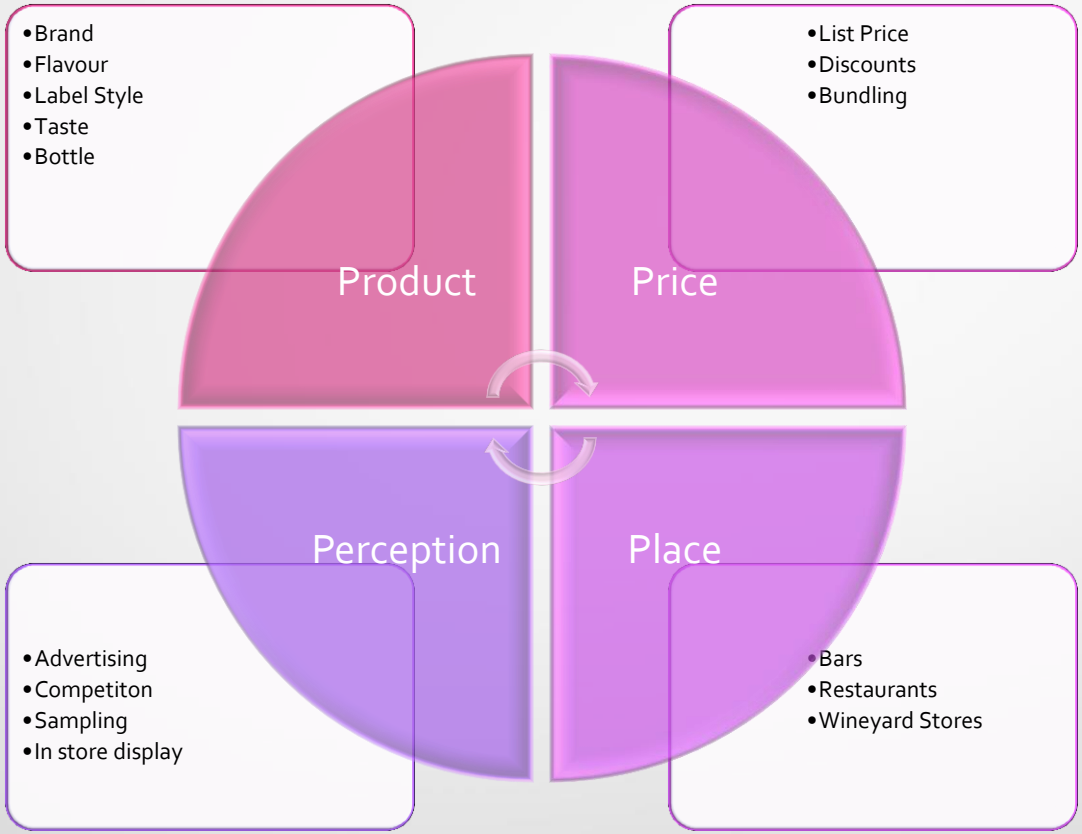
- Tekirdağ: Şato Nuzun, Barel Vineyards, Barbare Vineyards, Umurbey Vineyards
- Sarköy/Tekirdağ: Melen Vineyards, Gulor Vineyards, Chateau Kalpak
- Gelibolu/Çanakkale: Gali Vineyards, Suvla Vineyards,
- Kirklareli: Chamlija Vineyards, Arcadia Vineyards, Vino Dessera Vineyards

3. Choose your niche and Create your brand

- A key part of professional brand management is deciding on your niche or your particular group of customers.
- Once you've done this, you want other potential customers in your niche seeing people like them drinking your premium wine.
- For example; a boutique wine producer may focus on Luxury Enthusiast customer segment as well as Enthusiasts, Luxury Image Seekers or Image Seekers.



4. Review the marketing mix or 4 Ps



- Customers' image of a brand is affected by some key drivers. They could be considered a good check of your brand activity and drive your marketing activities. They are known as the "marketing mix".
- These drivers are: *Product, Price, Place and Perception*.

5. Create your marketing plan

- Conducting a Situation Analysis
- Researching Your Strengths and Weaknesses
- Brainstorming Your Marketing Plan
- Writing Your Marketing Plan



6. Review

- Brand is defined by customer's overall perception.
- A brand building process can transform the business from a small player into a successful competitor.
- As customers develop deeper level of trust for any company’s brand, they become more likely to purchase that company’s products.



Conclusion

- Many markets are becoming global in scope, and national boundaries are giving way to global pressures.
- The domestic market is expected to rise to higher levels, at 5% annual rate in the near future, primarily relating to quality wines. In the long run, however a remarkable change is not expected.
- None of boutique wine brands produced in the village possess an adequate level of brand image, nor awareness nationwide.

Conclusion

- Wine firms must do their marketing researches.
- Consumers generally tend to buy well-known brands. At this point, manufacturers can increase their own capital by selling their products at higher prices.
- A strong purposeful brand is a prerequisite for value growth.