



NEW ZEALAND WINEGROWERS

MARKETING HUI



NEW ZEALAND WINE
PURE DISCOVERY

NZW MARKETING HUI

What today is about?

- Reengaging with you, our members
- Reminder of the Focus Areas for NZW Marketing
- Looking back on the year and the wins for the New Zealand Wine brand
- Understanding why defining the Brand Essence of New Zealand Wine matters
- Bringing the Brand Essence to life and how you can get involved



NZW Marketing – what we do

3 key focus areas

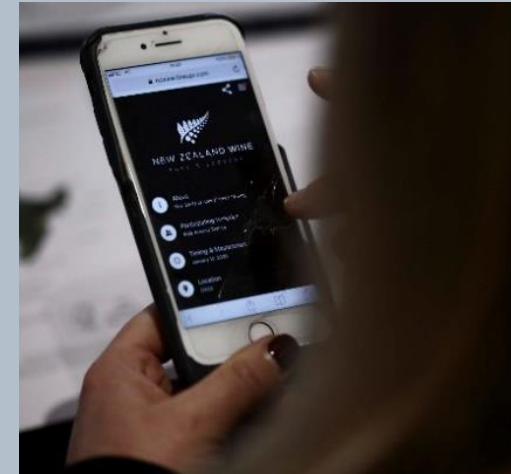
NZ Wine Brand Build



Create Connections



Intel and Insights



- To assist drive preference for New Zealand wine
- To ensure New Zealand wine is spoken about in our key markets- **FREQUENTLY** and has **SALIENCE**
 - By the trade so they list NZ wine / By media so they speak about NZ wine / By consumers so they demand NZ wine
- To provide platforms for NZ wine conversations to happen
- Support our members by sharing relevant intel and insights from our key markets

2022 Highlights



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2022 in summary

NZ Brand Build

- Identified opportunities to strengthen and enhance the reputation of New Zealand Wine - virtually
 - Climate Change story telling e.g Tasting Climate Change, Green Wine Future
 - Made with Care campaign wine content
 - New Zealand Wine Week – executed in 2 parts - Bringing NZ to You/ Pour Yourself a Glass of NZ and the White Wine Emoji petition
- The Blind Tasting

Create Connections

- Helped members connect with global trade partners through our online New Zealand Wine catalogue operated by Bottlebooks
- Created a Trade Hub on nzwine.com

Intel and Insights

- Provided targeted webinars based on member feedback
- Established an annual brand health tracking measure via Wine Intelligence



Bringing NZ to You - USA



Bringing NZ to You - Canada



UK London ATT



NZW China Roadshow

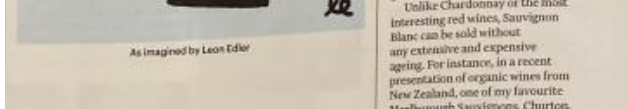
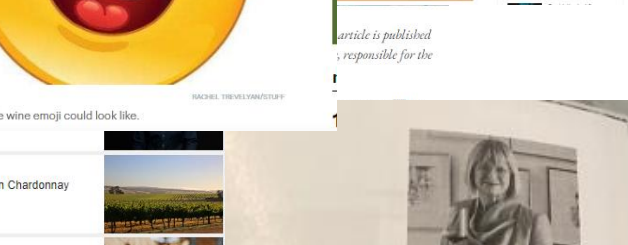
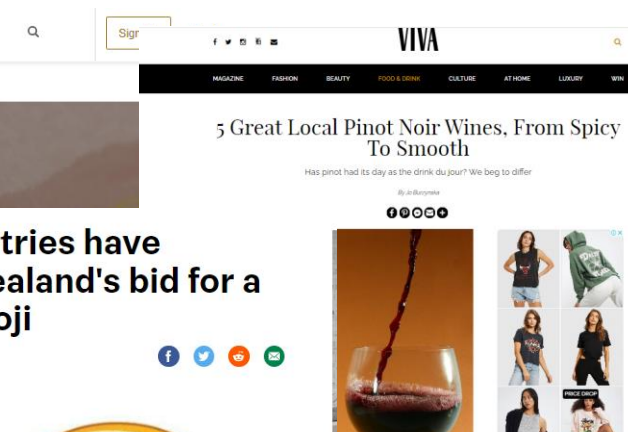
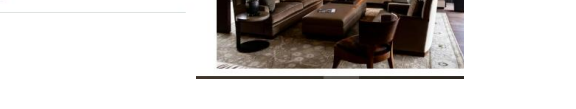
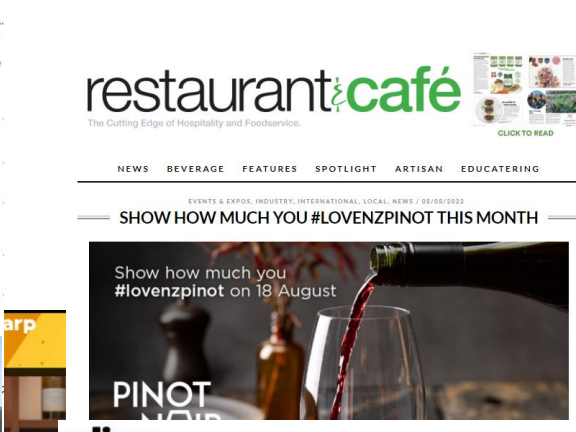


The Blind Tasting



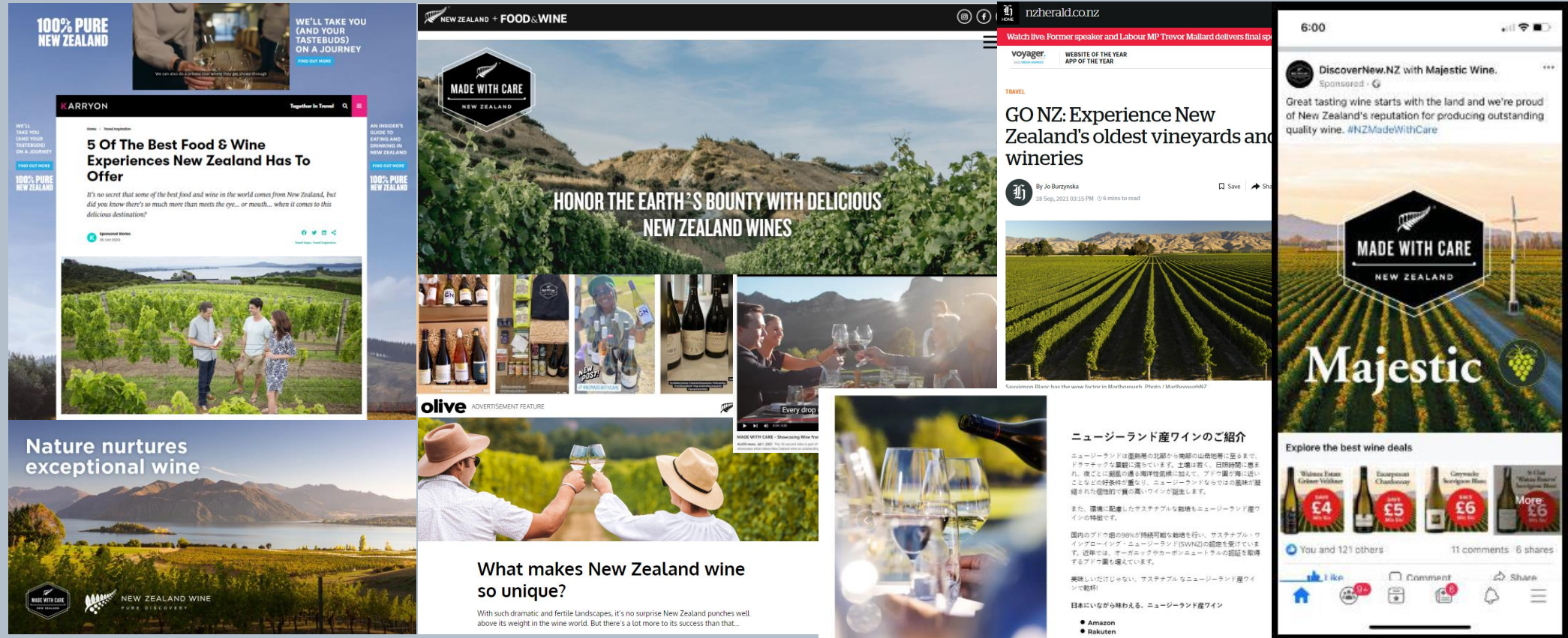
Sommelier Australia
Education Scholarship - Dux





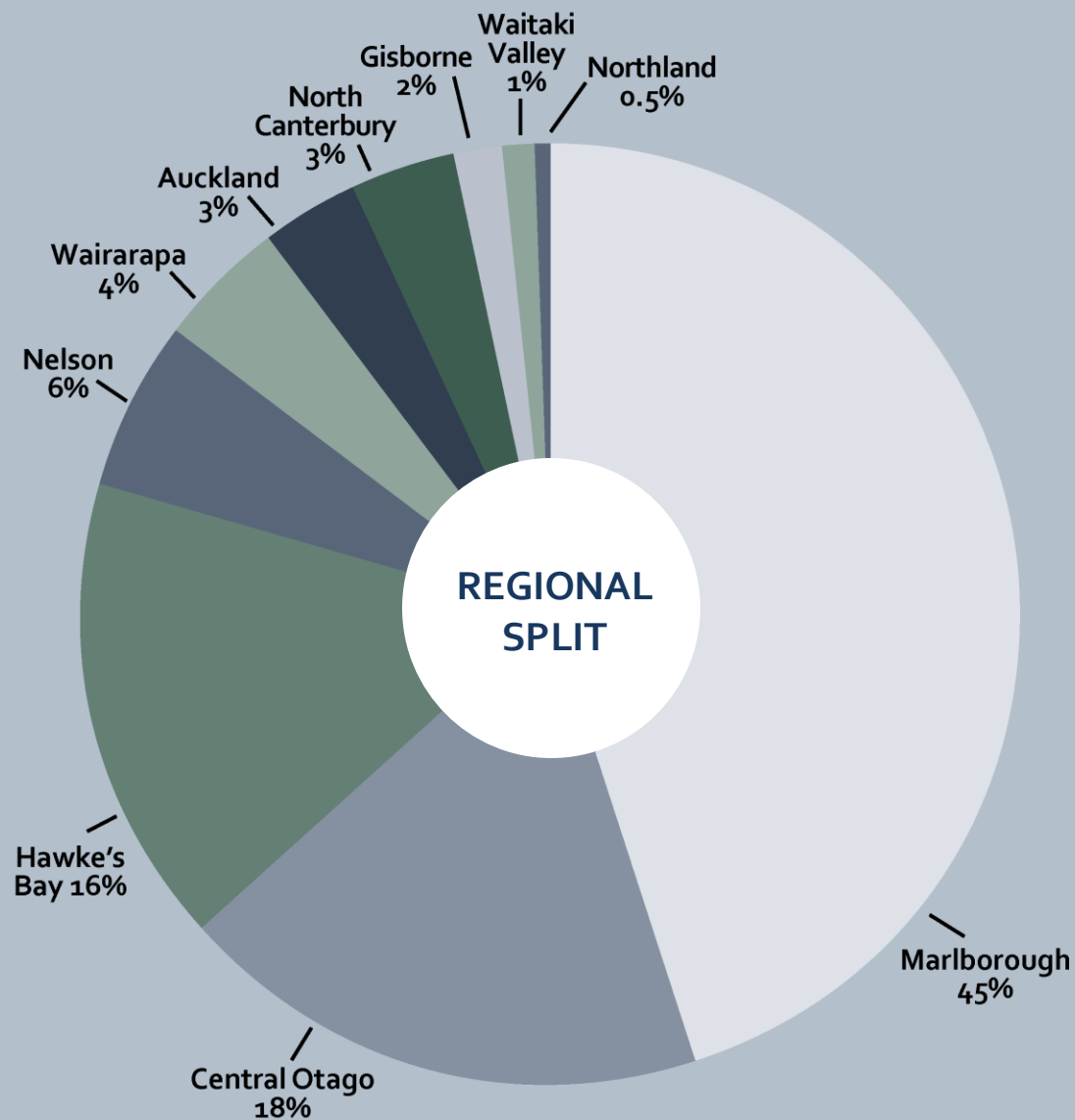
Leverage Highlights

NZTE & TNZ



The Blind Tasting 2022

- Our approach to identify wines that tell the most compelling story for New Zealand wine; focused on quality, site and style
- Introduction of an Associate Panellist Programme
- Much stronger trade presence
- The (Not) Blind Tasting
- Formal summary of the state of our wine
- Wonderful regional and varietal diversity



Wine Tourism

Tools for your Business Playbook

Filled with advice, guidelines, and the benefits of engaging with tourism stakeholders

Qualmark - New Zealand tourism's official mark of quality

Qualmark provides evidence that your business has been independently validated as a quality tourism business, and provides instant recognition for customers that your business will deliver a quality experience

Tourism data and insights

Learn more about visitor numbers and behaviour



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Looking ahead



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MARKETING ACTIVITY PLAN 2022/2023		ASIA		CANADA		USA		UK		GLOBAL Including Australia & NZ	
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
China Social media campaign & ad-hoc education opportunities											
<u>Member Webinars - International and Domestic Market, Marketing & Business Content</u>											
Media Outreach and Content Generation											
<u>Global New Zealand Wine Catalogue</u>											
<u>Market Intel - Resources & Reports</u>											

MARKETING ACTIVITY PLAN 2022/2023			ASIA	CANADA	USA	UK	GLOBAL Including Australia & NZ		▶ Click to go to web page ▶ P Activity is open to paid participation		
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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New Zealand Trade Event - Tokyo	TEXSOM	SITT P	Wine Merchant - Top 50 NZ Wine	Wine Aus Pinot Collaboration	US Guide to Market - Update	Dublin Masterclass	Masterclass / Self Pour ATT	World of Pinot Noir	Vancouver Wine Festival	London Wine Fair Masterclass	Edinburgh Tasting
Masterclasses	LCBO Speed Dating P	China Pure Discovery Roadshow Masterclasses	JBF: Greens Dinner - Chicago	Sweden Embassy Drinks Reception	PIX programming - MWC ads	Dublin Annual Trade Tasting P	UK Wine List of Year	Christina Pickard - NZ Trip		BCLS Retail Promotion P	Shipments/ Wine Advocate
	LCBO Retail Promotion with Australia P	China Pure Discovery Roadshow Trade Tasting P	PIX programming - MWC ads	Aged Release Masterclass	Canadian Guide to Market - Update	LA Trade & Media Event	London Annual Trade Tasting P	TO Food & Drink Fest P		SAQ Release P	NZ to NA
	BCLS Feature in top 6 stores P	Organic Wine Week	La Grande Degustation	New Release Tasting P	China Pure Discovery Roadshow Masterclasses	BCLS Speed Dating P	PIX Programming	Chengdu Wine Fair masterclass		LCBO Retail Promotion P	
	Advanced Education Program			SommCon San Diego	2022 China Wine Outlook Workshop and Webinar	Shipments/ Wine Advocate	TEXSOM Retreat	Prowein P		China Roadshow - Bringing NZ 2U Masterclasses	
				GuildSomm Webinar	China Pure Discovery Roadshow Trade Tasting P		IWEG/WSET New Zealand Masterclass			China Roadshow - Bringing NZ 2U P	
				PIX programming - MWC ads			New Zealand Wine Week			Bringing New Zealand to You	
				RAW New York P			Masterclasses			Pour Yourself a Glass of New Zealand P	
				Wines from the Edge							
				Cornucopia P							
				RAW Toronto P							
				Masterclasses							
				<u>The Blind Tasting</u>							VERSION 2

Key activity – 2023 (calendar year)



FEBRUARY
New Zealand
Wine Week



MARCH
ProWein



MAY
Pour Yourself
a Glass of
New Zealand



NOVEMBER
The Blind Tasting
NZ Wine Industry
Celebration (time
TBC)

Looking to 2024

- Continue to create and join initiatives to share the refreshed New Zealand Wine brand message
- Increase targeted media visitation to New Zealand
- Support an event in New Zealand that is a drawcard for international trade and media
- Rebuild the NZW marketing team as activity increases
- Conduct head-turning New Zealand Wine experiential initiatives in key export markets



New Zealand Wine Brand Essence project



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Ranking the importance of our workstreams

NZ Wine Brand Build



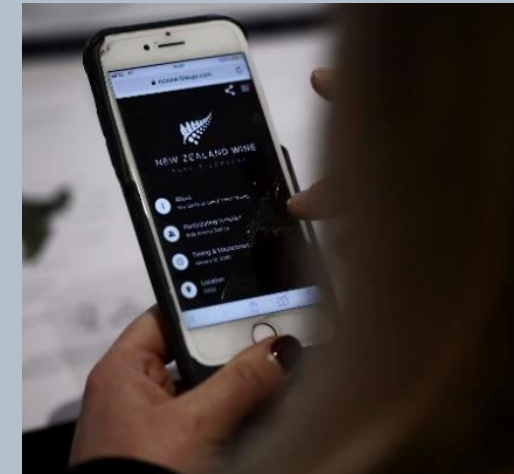
1

Create Connections



2

Intel and Insights



3



NZW Marketing Brand Strategy



NZW Marketing Committee meets for a strategy workshop facilitated by NZTE - agrees the most impactful way the Marketing function of NZW can add value to its members and the sector was to **strengthen the brand position** for New Zealand wine and **define its brand essence**, and to engage and motivate **evolving** high-value wine drinkers.

Who benefits?

You do. The new New Zealand Wine brand essence forms the foundation for your own brand stories.

Why now?



So we can reconnect with the world and tell a **unique brand story** for New Zealand wine that stands out. With global activity returning to normal, it's **more competitive than ever** to have our voice heard and a clear brand message is essential.



The New Zealand Wine brand essence project

The purpose of the New Zealand wine brand essence project has been to go beyond our brand key pillars of sustainable, diverse and premium, and develop a narrative around what makes New Zealand wine **unique and special**.

- What does New Zealand wine stand for?
- What makes it unique and special (rare and scarce)?
- How should New Zealand wine make you feel?
- What are New Zealand Wine's key elements of expression?



Why it's important for NZW to understand the Brand Essence of New Zealand Wine

Our #1 audience is you, our members.
This brand essence work should be of value to you to be
the foundation for your own brand stories



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Why it's important for NZW to understand the Brand Essence of New Zealand Wine

Our #2 audience is our influencers (those who can help us promote the New Zealand Wine brand)

Will assist highlight alignment between potential collaboration partners.

New Zealand wine to be seen to:

- champion and express the best of New Zealand.
- capture the intensity, wonder, and excitement of New Zealand environments.
- enhance experiences to build engagement, storytelling and referrals.



NZ Story Global Perceptions webinar - 1 Nov 2022

One Picture.

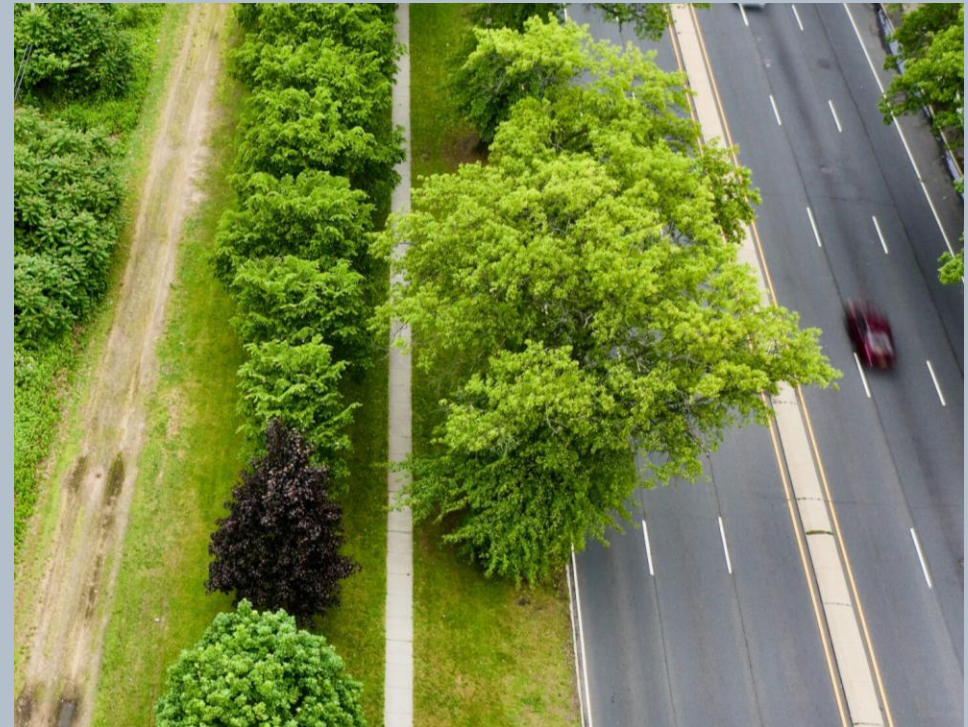
OUR SUMMARY TAKE-OUTS AND ACTIONS

LEARNINGS THROUGH COVID-19	EXPORTER IMPERATIVES	
We perform well when the focus is tight, and our response allows us to flex our soft power. COVID-19 taught us the power of focusing on one thing.	Message 'back to normal'. We will build confidence by showing we have moved on. That travel, life, and business is back to how it was pre-pandemic.	Find and dial up what's inherently New Zealand in your brand story to maximise impact with your global audience.
We need to combat expensive by talking value to counter cost and availability challenges the global consumer is currently experiencing.	Don't expect your market to be the same as when you left it. Calibrate your message to match the new challenges they face.	There is a greater need to show our eagerness in meetings to overcome the mental and physical hurdles COVID-19 has created.

Different pathways for different players

Key point from January Strategy Day

- The industry structure polarises conversations. Large and small companies have very different economics, drivers, resources, and priorities.
- One size doesn't fit all, and there are two pathways – a SB super-highway and a boutique scenic path
- We need to protect and strengthen the New Zealand Wine brand.
- There needs to be a clear expression of the New Zealand Wine Brand Essence.



The job to be done by NZW to assist ongoing premiumisation of New Zealand Wine

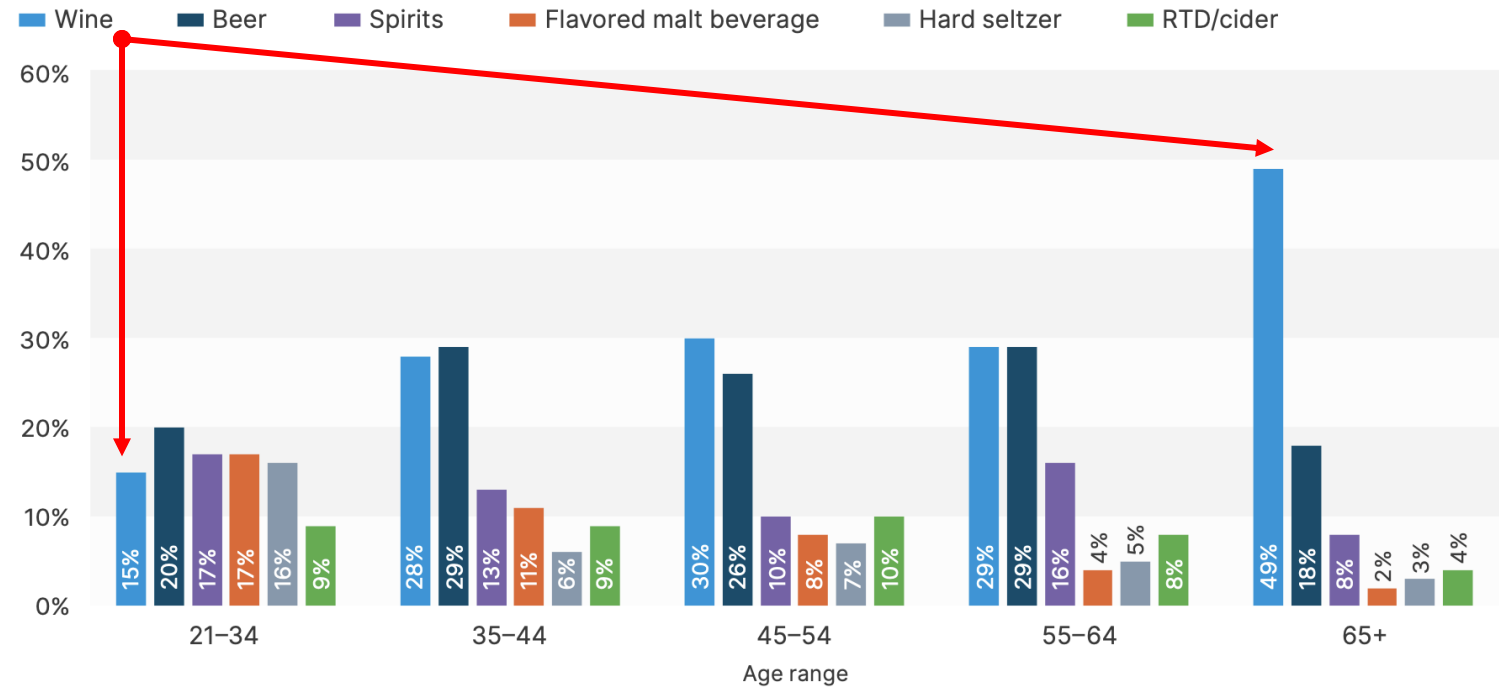
- To define the Essence of the New Zealand Wine Brand
- Identify opportunities for collaboration and strategic partnerships.
Already working with NZTE => expand this to TNZ. Other wine nations?
Companies e.g. Air NZ
- A focused approach is critical
 - Geographically - What market(s)? USA, Canada, UK, China , Australia
 - Target Audience





Consumers of today
vs Consumers of tomorrow

Figure 7: **What would you bring to share at a party?**



Source: The Harris Poll.

Survey conducted online by The Harris Poll on behalf of the Wine Executive Exchange, November 9-11, 2021, among 1,949 US adults ages 21+.

"RTD" means ready to drink.

The Journey

March 2023: The Many Minds agency was appointed to assist NZW define the brand essence of the New Zealand Wine brand

1. DISCOVER

**Brand
Exploration
Workshop**

2. DEFINE

**Brand
Strategy
Development**

3. TEST

**Qualitative
Research
(US and UK)**

4. REDEFINE

**Define final
Brand
Territory
based on
Research**

5. DESIGN

**Creative
design
development**



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Brand Essence Definition Workshop – Summary

KEEP

Brand

Fresh, pure

Aspirational, elevated,
quality, good value

Different, new, not
bound by tradition

Trusted, safe, authentic

Progressive, pioneering

Sustainable

LOSE

Brand

Quiet, humble, lack of confidence,
reticence to tell the story

Product positioning

Casual, not complex

Product range

All tastes the same,
fresh & fruity, only Sauvignon

Sustainability

‘Wine miles’

ACQUIRE

Brand

Inspirational, boldness,
energy, leadership, confidence

Artisan, sense of care,
attention and consistency

Unique culture, multi-cultural

Product positioning

Super luxury, command price
points we deserve

New Zealand wine with food



Define - Brand Territories

Territory 1 | Building on our unique respect for our land

Wine made with respect
You can taste the respect, care
and love New Zealand
winegrowers put in at
every stage



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Define - Brand Territories

Territory 2 | Leveraging our pure reputation

'Purity' bottled

New Zealand wine comes from a collection of qualities that makes it unique. It's a purity you can taste.



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Territory direction

**'Purity' was most powerful as a differentiator.
Consumers were looking for what made New
Zealand different, regardless of where they were
from. Purity was more unique.**

TERRITORY
ONE

Wine made
with respect

You can taste the respect,
care and love New
Zealand winemakers put
in at every stage

TERRITORY
TWO

**'Purity'
bottled**

New Zealand wine comes
a collection of qualities that
makes it unique. It's a purity
you can taste.



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Summary of US and UK research

Building a 'Country of Origin' story for New Zealand is worthwhile.

New Zealand is viewed as a new and emerging market in both the UK and USA. Our 'newness' comes with a license to talk up what makes us different.

When talking to consumers about New Zealand, it starts with the mental image of our place as green, expansive, coastal, and natural.

We grow our grapes in beautiful and impressive places that are pure and close to nature, making the wine better.

Make the most of this vivid, coastal, mountainous image that both the US and UK have when they think of New Zealand.



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The 3 Pillars

New Zealand Wine Brand Essence

Purity

Only New Zealand has the purity of it all; unblemished sunlight, young soil, beautiful water and an absolute focus on the craft.

A unique combination that cannot be replicated anywhere else in the world.

Innovation

Our sense of adventure and innovation keeps us focused on doing things better, year upon year.

Coupling the best of wine tradition with our 'in-built' ingenuity to constantly innovate.

Care

You can taste the care, respect and love our winemakers, the kaitiaki of our precious land, put in at every stage.

Cultivating it sustainably then carefully crafting their grapes into world class wines.



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PURE DISCOVERY

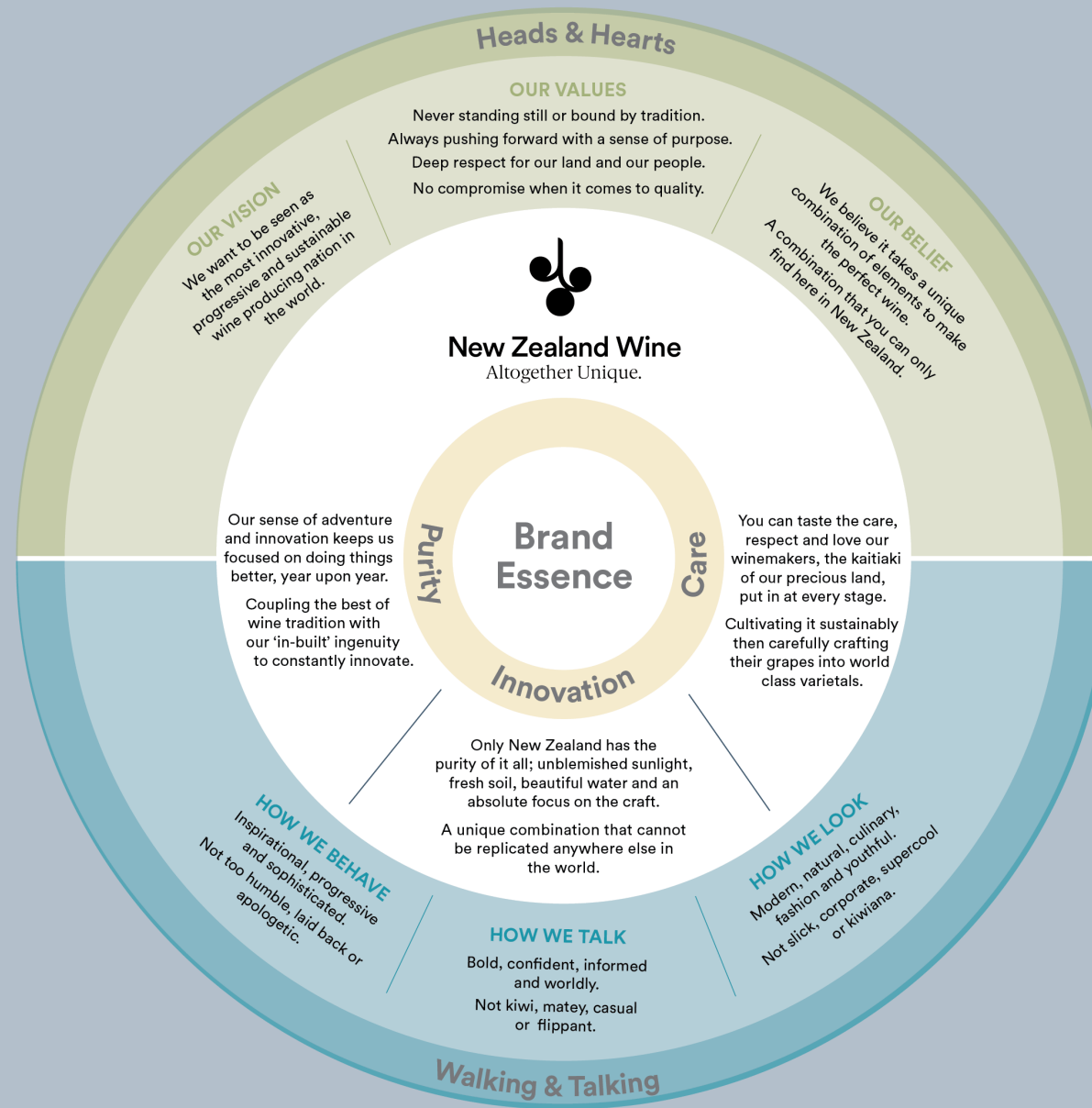


The 'Brand Essence' of a well-known beverage brand

Emotional branding requires conceptual precision

GUINNESS BRAND ESSENCE





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Heads & Hearts

OUR VALUES

Never standing still or bound by tradition.
Always pushing forward with a sense of purpose.
Deep respect for our land and our people.
No compromise when it comes to quality.

OUR VISION
We want to be seen as
the most innovative,
progressive and sustainable
wine producing nation in
the world.

OUR BELIEF
We believe it takes a unique
combination of elements to make
the perfect wine.
A combination that you can only
find here in New Zealand.



New Zealand Wine
Altogether Unique.

Brand Essence

Purity

Care

Innovation

Our sense of adventure
and innovation keeps us
focused on doing things
better, year upon year.

Coupling the best of
wine tradition with
our 'in-built' ingenuity
to constantly innovate.

You can taste the care,
respect and love our
winemakers, the kaitiaki
of our precious land,
put in at every stage.

Cultivating it sustainably
then carefully crafting
their grapes into world
class varietals.



NE
PUR

Brand Essence

Purity

Care

Innovation

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You can taste the care, respect and love our winemakers, the kaitiaki of our precious land, put in at every stage.

Cultivating it sustainably then carefully crafting their grapes into world class varietals.

Only New Zealand has the purity of it all; unblemished sunlight, fresh soil, beautiful water and an absolute focus on the craft.

A unique combination that cannot be replicated anywhere else in the world.

HOW WE BEHAVE
Inspirational, progressive and sophisticated.
Not too humble, laid back or apologetic.

HOW WE TALK

Bold, confident, informed and worldly.

Not kiwi, matey, casual or flippant.

HOW WE LOOK
Modern, natural, culinary, fashion and youthful.
Not slick, corporate, supercool or kiwiana.

Walking & Talking



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But first let's remind
ourselves about New Zealand.
Our global preconceptions,
misconceptions and
no conceptions.



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New Zealand is often seen as...

Unpopulated



Rural



Basic



Backwards



Beautiful but remote



Unsophisticated



“New Zealand is small”

*From the tip of
Denmark to the
South of France...*



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New Zealand REALLY is...



So as a country we need to assume our global audience either doesn't know much, or what they do know could be better informed.



We need to be...

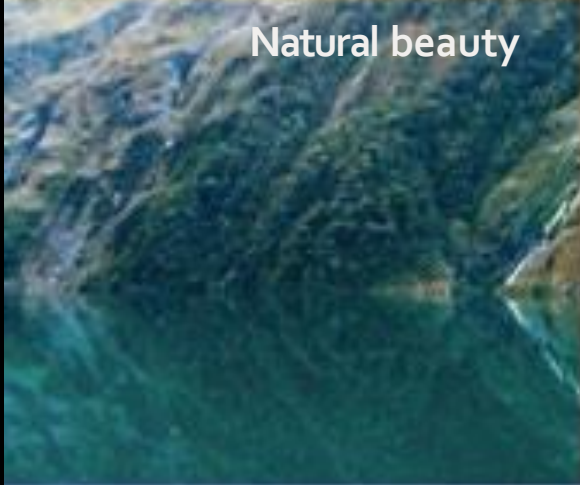
**Bold
Confident
Premium
Worldly
Informed
Sophisticated**



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Modernity



Natural beauty



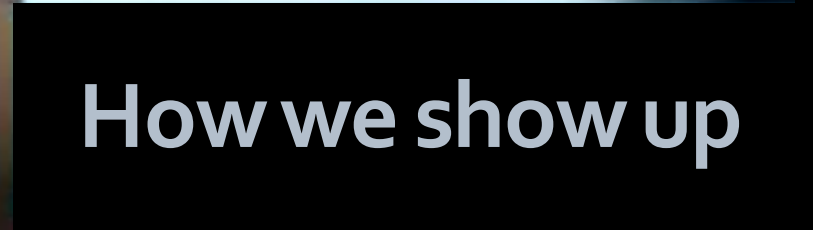
People & Craft



Fashion, youth



Contemporary
Culinary culture



How we show up



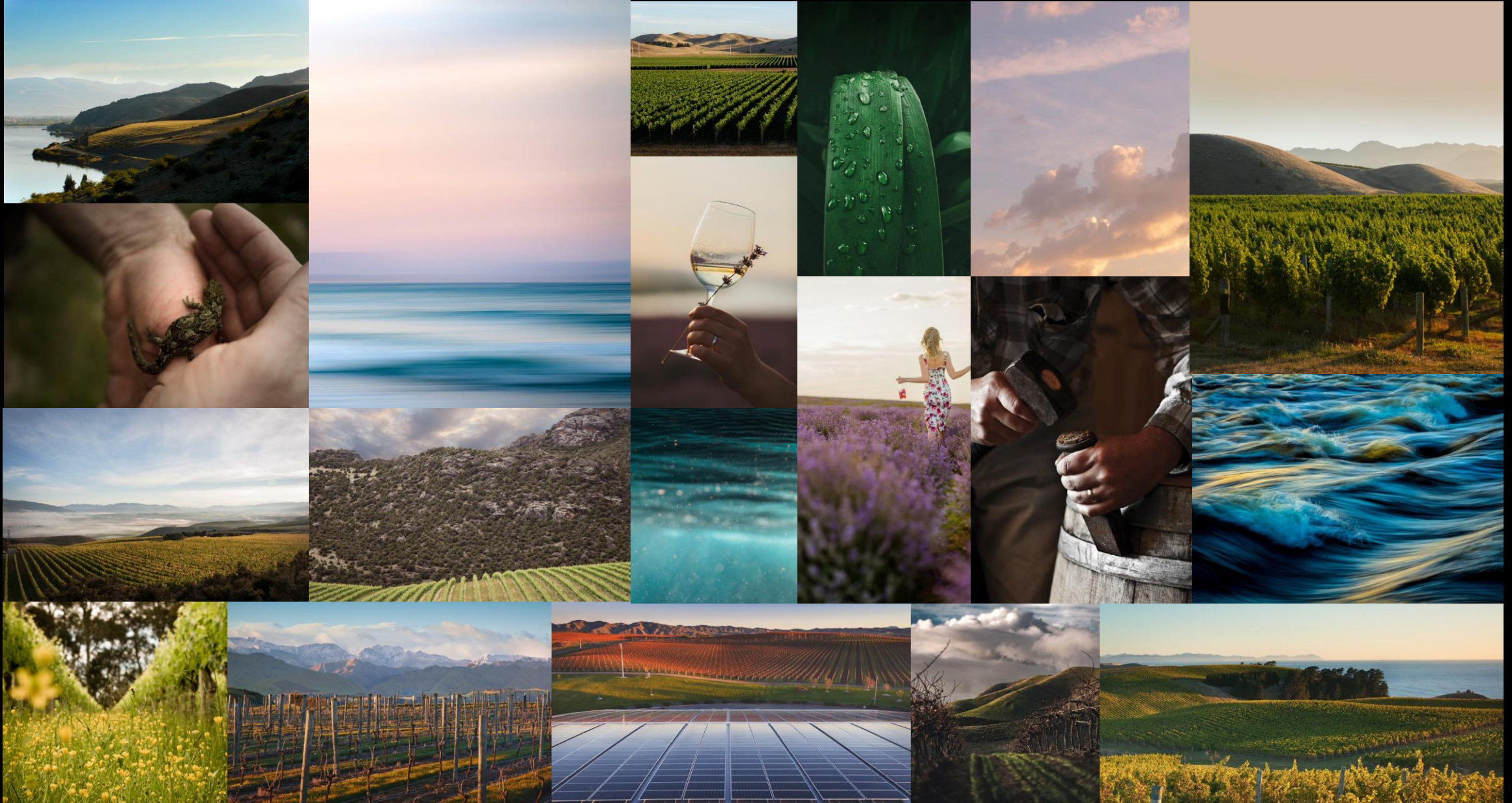
Urban



Imagery



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Nature and people looking their best.

Good photography.
Sunlight.
Blue skies.



So how do we
tell this story in
a compelling
way?



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Some places have unblemished sunlight,
young soils or beautiful water.

Others have innovation, passion for the
craft or care for the land.

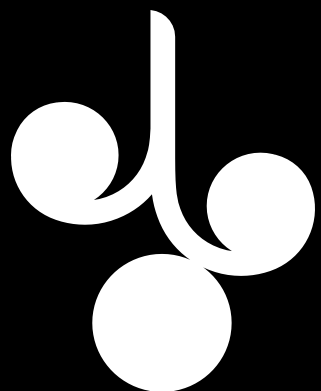
But only one place has the purity of it all.

New Zealand Wine. Altogether Unique.



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PURE DISCOVERY





New Zealand Wine

Altogether Unique

ProWein 2023



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How can this benefit you?

- **Use the NZW brand toolkit** as a foundation to build your own wine brand from - social tiles, storytelling building blocks, and tips and tricks.
- **Join a NZW event** - check out our website, read our newsletters (Marketing Update, What's Fermenting) and be a part of our Marketing Facebook group for the latest news.
- **New Zealand Wine Week** (Jan 30 - Feb 3) – this is the first time the refreshed New Zealand Wine story will be told, and the London and Dublin Annual Trade Tastings are a key part of NZWW. More opportunities will follow.



BROUGHT TO YOU BY
New Zealand Wine



New Zealand Wine Week

30 Jan - 07 Feb 2023



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NEW ZEALAND wine week



New Zealand Wine



NEW ZEALAND WINE
PURE DISCOVERY



NEW ZEALAND

wine
week



New Zealand Wine



NEW New Zealand

PART OF
NEW ZEALAND
wine⁺
week

30 Jan - 07 Feb 2023



New Zealand Wine



Terroir and Technology

PART OF
NEW ZEALAND
wine[•]
week
30 Jan - 07 Feb 2023



New Zealand Wine





Hero



Collateral and imagery to be focused around New Zealand imagery; PURITY, INNOVATION, CARE .

Avoid consumer imagery. Keep in-line with the information and look of the new Brand essence.

The hero image is only available in the premade assets available in the toolkit. For alternative imagery check out the [NZW image gallery](#).

Purity



Innovation



Care



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Build Your Own Event

Do you have an event concept for a market?

With a great concept and a committed group of producers, NZW can help bring your event idea to life. From venue sourcing to invitation design, dispatch to full-service event management, the Global Events Lead can use our on-the-ground resources and experience to create bespoke events for your regional body or group of wineries. We can help you to target your specific audience and increase your brand presence.

Event format

Our experienced team can assist in producing a wide range of events in any format, including:

Wine tastings | Regional roadshows | Sommelier schools | Pop-up wine bars | Trade immersion programme | VIP Dinners

With access to a \$5,000 **regional** initiatives fund, New Zealand Winegrowers can help build market awareness of your regional stories. The fund is open to applications from all regional or sub-regional associations, and the application form can be found on the New Zealand Winegrowers members website.



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OTHER RESOURCES



HOW TO SHOW UP IN AUSTRALIA TOOL

Guidance to inform brand-building strategy, in market execution & agency briefings for Australia.

MY NZTE

Insights, tools and guidance to help you take your business to the world.

GO GLOBAL 2022

Hear from industry leaders, get global market insights and getting connected with some of the best in the game.



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So where are we going to?

Motivate
younger, high
value wine
drinkers.



Last opportunity for ProWein 2023

- **Date:** 19-21 March 2023 – Düsseldorf, Germany
- New Hall, new space.
- Opportunity to create a New Zealand Wine village
- **Suitability for wineries include:**
 - ☐ Existing exporters
 - ☐ New to market
 - ☐ Regional bodies/ associations joint stand
- **How much will it cost?**
 - Large stand (8 wines) - \$18,000
 - Small stand (4 wines) - \$9,000
- **Final deadline to book - latest 30th November** – Email sarahs@nzwine.com for details or book on nzwinemarketing.com ASAP

