

Cassies 2006 Cases

Brand/Case: Naked Grape

Winner: Off to a Good Start—Bronze

Client Credits: Vincor Canada

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Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since Cassies 1997. The full set for Cassies 2006 can be downloaded from the Case Library section at www.cassies.ca

- Crossover Note 2. Brand Truths.
- Crossover Note 7. Fighting for the same High Ground.
- Crossover Note 10. Conventional Wisdom—should it be challenged?

To see creative, go to the Case Library Index and click on the additional links beside the case.

EXECUTIVE SUMMARY

Business Results Period (Consecutive Months): September 2005 – April 2006
Start of Advertising/Communication Effort: October 2005
Base Period for Comparison: n/a (Product Launch)

Vincor International, the largest wine producer and distributor in Canada, wanted to launch a new brand of wine to appeal to novice wine drinkers and capitalize on the growing premium wine segment.

Accordingly, Naked Grape hit the shelves in Liquor Distribution Boards in September 2005 and in Wine Rack locations in October 2005.

The resulting demand was beyond expectations. Shipments were more than double the forecast numbers in the first 6 months, and continue to surpass expectations as we enter the second phase of the campaign. In fact, this is the most successful wine launch in Vincor history.

SITUATION ANALYSIS

a) Overall Assessment

The premium wine segment presented Vincor with a previously unexplored opportunity to launch Naked Grape as a "concept" wine. In the past four years, Premium (\$7-10) had overtaken Popular (Under \$7) to become the largest price segment.

At the time, several concept brands had made their mark in English Canada, and had done relatively well in the rapidly growing segment. They were referred to as “critter” wines because they seemed to be named after animals. They were unpretentious, and appealed to the novice wine drinker.

Vincor wanted to appeal to a similar target but not as another “critter” wine. **Crossover Note 7.**

Naked Grape also faced another obstacle. How to ensure that the major wine distributors, e.g. the LCBO, would distribute it? They already carried other Vincor brands. Why should they take on Naked Grape?

b) Resulting Objectives

- Develop a sustainable and differentiated competitive advantage for Naked Grape, to ensure success in a category that was proliferated with numerous brands.
- Get distribution in the key liquor control boards.



STRATEGY & INSIGHT

Research had shown that the “unoaked” concept appealed to the novice wine drinker, and it was also a point of difference. (At the time there were no other purely unoaked brands.)

Naked Grape also had impactful contemporary packaging. So, we established the brand character as modern, contemporary, fun, innovative, fresh and bold.

When we tackled the advertising launch, we used a proprietary strategic exercise that exposes the common themes, words, adjectives and images used by everyone. In wine, most campaigns are anchored in tradition, craftsmanship or lifestyle. They use words like *passion*, *excellence*, *crafted* or *award winning*. Everyone seems to be stuck on the quality of the wine. It was clear that more of the same wouldn’t work for Naked Grape.

Crossover Note 10.

Since the category was growing, we decided that we didn't have to justify the quality of the wine. **Crossover Note 2.** We explored three other areas: Confidence, Truth and Purity, all stemming from the unoaked difference. After a joint strategy session, we agreed that Confidence was the category to explore. Consumers lack confidence when drinking wine, especially if they are novices. The notion of "confidence" also fit well with the wine itself. Naked Grape allows the flavour of the grapes to "express themselves completely." They don't need to hide behind oak

This gave birth to the line, "*It takes confidence to go unoaked*" which became the platform for all elements of the campaign—tapping into human truths that strike an emotional cord with the consumer.

In media, we would use television, to help establish the emotional appeal (This would be a first in the Premium category.) This also helped secure listings.

EXECUTION

We combined the label graphic with the notion of a big, bold grape with a confident attitude. This became an element in all creative, which ran in Ontario, BC and Alberta.

We advertised on specialty TV using three 15s. The first flight ran in October; the second in Spring 2006. "Crying Grape" opens with an animated grape on a white background. As opera music plays, the grape, which has a deep male voice, begins to sniffle and weep, then says, "That's beautiful." The announcer says, "That's one confident grape" as the camera pulls out and the grape character becomes the iconic grape on the Naked Grape Shiraz bottle. The spot ends with the announcer saying: "Naked Grape. It takes confidence to go unoaked." The other two executions follow the format. "Karaoke Grape" showcases a green grape doing an awkward but passionate version of "Hit Me With Your Best Shot." Its confidence is then linked to Naked Grape Chardonnay. "Smooching Grapes" shows two grapes choosing to leave the lights on while they get intimate. Their confidence is then linked to Merlot (red) and Sauvignon Blanc (white).

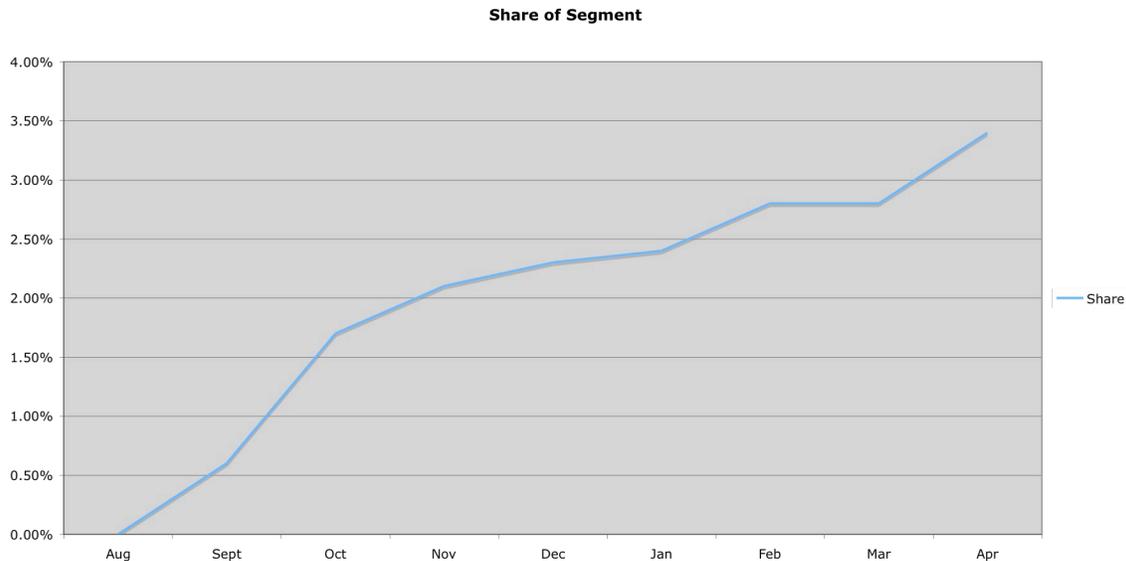
We also produced extensive POS for all Wine Rack location. This included an interactive standee—shoppers pressed on the "grape" to hear a humorous message about "being more confident." We also had tastings in store.

For PR the typical strategy is to approach wine writers for a review. We chose a more innovative approach. We delivered a case of wine to select radio hosts and provided enough entertaining "chatter" on an insert that they could discuss the wine on air. The novice drinker could identify with these personalities who shared their views on wine.

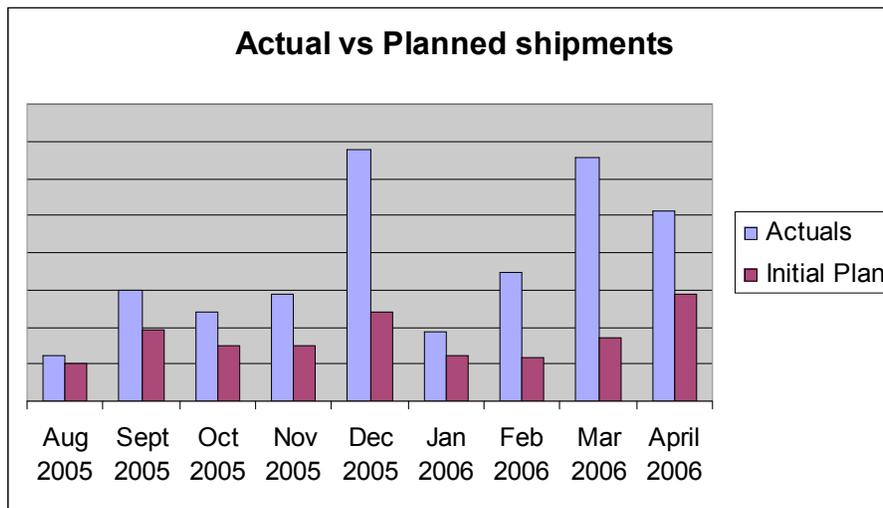
Finally, we partnered with Food TV's Bob Blumer, the Surreal Gourmet. We worked with Alliance Atlantis to create 15-second fun and easy cooking pointers that would be paired with the 15-second Naked Grape brand TV spots. These 30-second pairings then aired on Food TV, Life, Showcase and HGTV in April and May 2006. We also had a Naked Grape/Bob Blumer microsite plus banner ads on AA properties.

BUSINESS RESULTS

Naked Grape hit LDB shelves in September, but did not really take off until the ad launch in October 2005. Naked Grape's share of the segment has continued to rise steadily.



Shipments have surpassed all predicted figures. Vincor more than doubled the number of cases shipped compared to the Fiscal '06 sales plan.



We also ran six 45-minute mini-groups. The campaign was universally understood and translated into positive association for the brand, with the tagline contributing to the appeal. Respondents found the campaign highly intrusive, engaging and entertaining. And they were invariably drawn to the wine – despite limited understanding of the unoaked concept.

CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

There is a direct correlation between the increases in consumption and the timing of the advertising activity. More generally, we can take the results of this launch (Vincor's most successful ever) and compare them to those with much lower support—and we have not seen anything like this kind of increase in consumption, shipments and share. Finally, as external recognition, Naked Grape has just been awarded an ELSIE for “Best Image Program” from the LCBO, in recognition of the support for the brand. Since the LCBO is perhaps the largest and most influential of the LDBs, this award serves to solidify the role of advertising in the success of the wine.