

Retailers and the Value of Public Relations



What is PR?

Public Relations (PR) is the practice of managing and promoting the reputation of individuals, organizations, or businesses to the public. PR involves developing and maintaining positive relationships between a brand and their audience through various communication channels such as media outlets, social media, events, and other public platforms.



What Public relations can do for wine retailers day's

- ❑ Building Brand Awareness
- ❑ Enhancing Credibility
- ❑ Managing Reputation
- ❑ Differentiating from competitors
- ❑ Driving Sales



key elements of a successful PR strategy

- ❑ Define clear goals and objectives
- ❑ Develop a compelling brand story
- ❑ Identify target audiences
- ❑ Develop a comprehensive media list
- ❑ Use a variety of communication channels
- ❑ Create engaging content
- ❑ Leverage influencer marketing
- ❑ Monitor and measure results

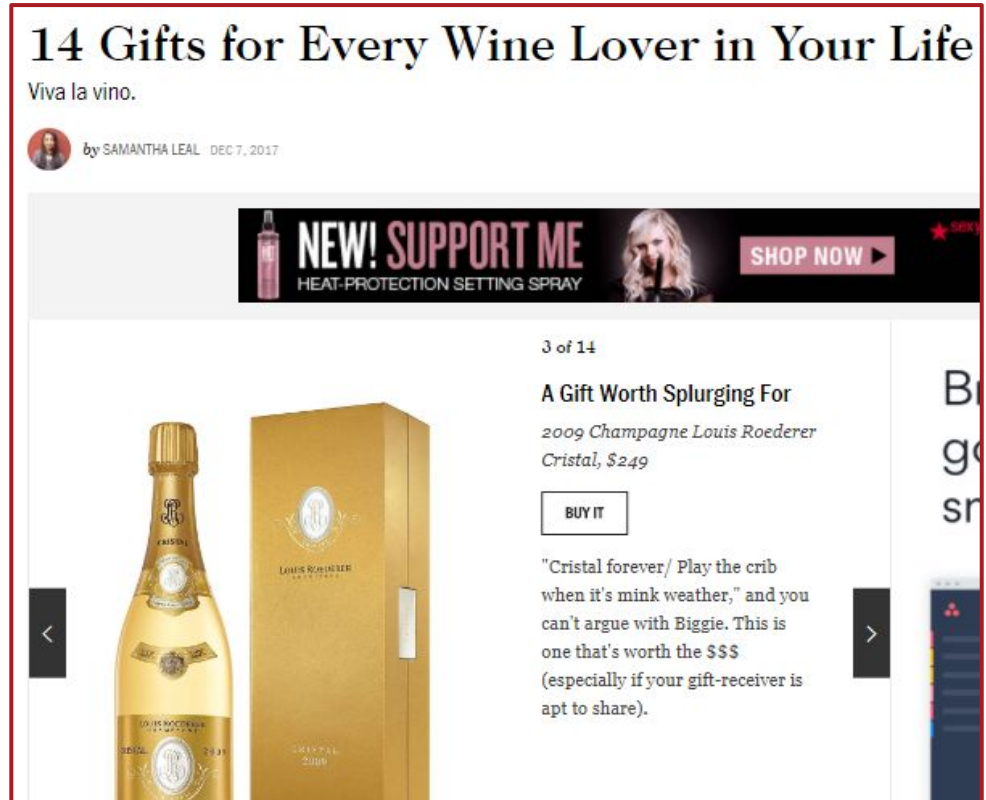
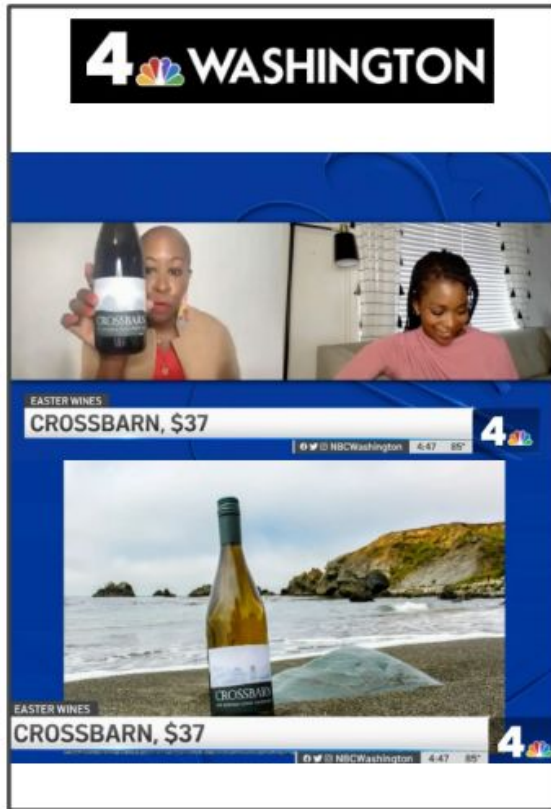
Media Relations

Media relations aims to establish a positive and mutually beneficial relationship between an organization and the media, which can help the organization to gain publicity, build credibility, and shape public opinion. Effective media relations requires strong communication skills, an understanding of the media landscape, and the ability to create compelling and newsworthy content.

Media relations can be an important part of a larger public relations strategy, as it can help an organization to reach a wider audience through media coverage.



Media Relations & The Bottom Line



Digital Marketing

Digital marketing is the practice of promoting products or services using digital technologies, such as the internet, social media, search engines, mobile devices, and other digital channels. It involves various techniques and strategies aimed at reaching and engaging with a specific target audience through digital mediums.

Digital marketing encompasses a wide range of tactics, including search engine optimization (SEO), social media marketing, email marketing, content marketing, pay-per-click advertising, and others. The goal of digital marketing is to drive traffic, generate leads, increase brand awareness, and ultimately, convert leads into customers.



PLATFORMS



Primary Uses

Creative and community hub, brand awareness

Traffic, audience growth, event promotion, lead generation, advertising

Real-time interaction and commentary, community building, timely content, amplification

Long-form video content hub, advertising, traffic, education

Target Audiences

Young Millennial, Millennials/Gen X, Mature Gen Z consumers

Gen X, Millennials

Trade audience, mature millennial consumers

International audiences, all ages

KPIs

Engagement, impressions, video views, followers, link clicks

Link clicks, impressions, engagements, page likes

Reach, engagements, impressions, link clicks, video views

Views, link clicks, engagements, impressions, subscribers



PLATFORMS



Primary Uses

Establish brand presence within industry, trade-focused content, share press, drive traffic and influence SEO

Inspiration, brand discovery, planning, traffic-driving for visitation and events purposes

Partnership hub, community management, brand discovery and awareness, education

Target Audiences

Industry and trade

Millennial females

All ages, concentrated Gen-Z and Millennial

KPIs

Engagements, reach, followers, views, link clicks

Impressions, saves, engagements, pin clicks, link clicks, followers

Video views, profile views, watch time, likes, comments, shares



Influencer Relations

Influencer marketing is a type of marketing strategy that involves collaborating with individuals who have a significant online following and social influence to promote a product, service, or brand.



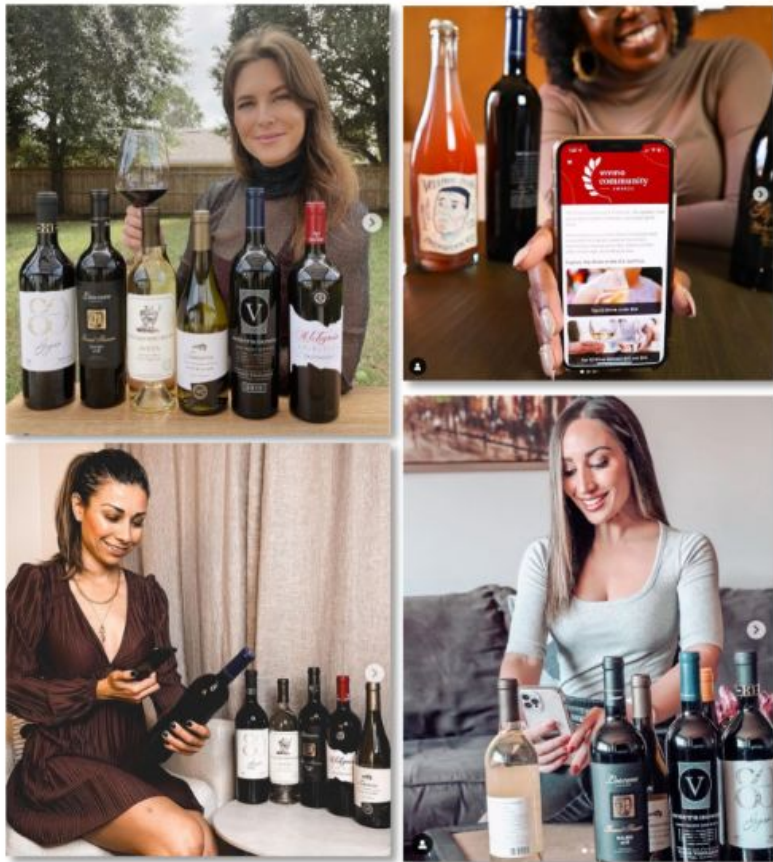
Vivino

Launching the Vivino Community Awards within the wine community

In an integrated effort with the client's agency partners, Colangelo & Partners **executed the launch of the Vivino Community Awards among the wine community, including Instagram influencers.** The awards showcase the best wines of the previous year, as decided by Vivino's community of more than **50 million users worldwide.** To align with the campaign messaging, a series of **influencers with a non-traditional wine background** were selected and asked to share their personal stories while presenting the first edition of the Vivino Community Awards.

A total of **4 influencers** created **multi-format content on Instagram** to introduce the awards, **featuring the Vivino app** and selected awarded wines. The launch campaign generated 25k impressions, 2k engagements and the content had a **14% engagement rate.** Agency was responsible for:

- Adapted influencer strategy including guidelines for posting
- Influencer selection, negotiation, development of agreements
- Content supervision and approval
- Reporting and data analysis



APCOR

100% Cork Campaign - Educating the wine community about the benefits of natural cork stoppers

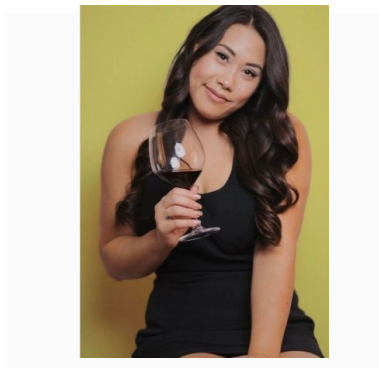
Colangelo & Partners is the agency responsible for the educational campaign 100% Cork by the Portuguese Cork Association (APCOR). APCOR is an association of companies operating in the fields of production, marketing or export of cork and cork products. The Association represents the cork industry and **promotes, educates, and carries out** research on the benefits of cork and cork products. In order to support the educational aspect of the campaign, Colangelo & Partners developed an **influencer marketing campaign targeting regular wine consumers and occasional wine consumers who are invested in sustainable living.**

The ongoing campaign develops long-term partnerships with wine influencers and influencers focused on **sustainability**. The objective of the collaborations is to educate their audiences in the origins of natural cork, its environmental credentials and other key campaign messages. A total of **9 wine and sustainability influencers** are ambassadors of the campaign, reaching a **combined audience of 290k followers** with every post. Agency is responsible for:

- Overall influencer strategy including tactics and guidelines for posting
- Curating and coordinating influencer mailers
- Influencer selection, negotiation, development of agreements
- Content supervision and approval
- Reporting and data analysis

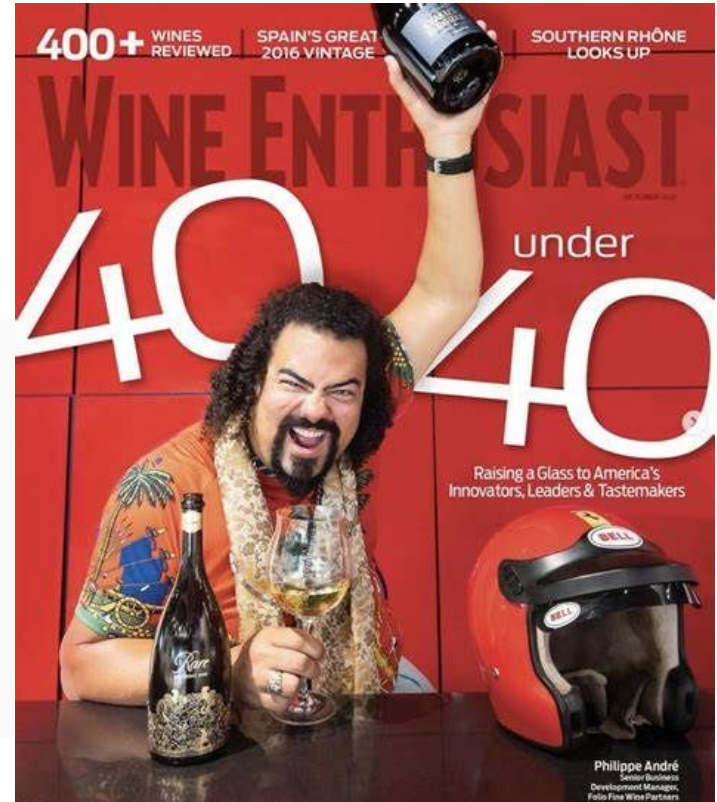


Who Has Influence?



Trade Relations

As retailers, you know better than anyone how competitive this industry can be. To succeed, you need to build strong relationships with key members of the trade, including sommeliers, bartenders, chefs, suppliers, and large trade associations. These influencers have the power to shape the industry at every tier and in every market, and by building relationships with them, you can increase your reach and grow your sales.





National Prosecco Week (NPW) is an annual week-long campaign that aims, to increase awareness of Prosecco DOC in the United States. The campaign features trade masterclasses, in-store and restaurant activations, consumer masterclasses, and lifestyle events.

- 2022 Highlights:
 - 1,000 retail stores and restaurants participated in the national retail and e-commerce promotion, including popular retailers such as Buy Rite, Twin Liquors, Total Wines & More, ABC Fine Wine & Spirits, and Liquor Barn, as well as more than 1,100 online wine merchants on the City Hive platform.
 - Media relations efforts generated coverage on 463 separate occasions, resulting in a total reach of over 252,905,074.
 - Influencer marketing initiatives reached 38 influencers, resulting in 230 pieces of content with a total number of engagements of 98,847 and a reach of 197,270.
 - There were two in-person consumer events: one in Chicago on July 20th and another in New York City on July 23rd.
 - The campaign was supported by 20 leading, US-based Prosecco DOC importers.
 - Successful media partnerships were formed with Thrillist.





BBWO 2020 is one of the largest wine industry events in the United States focused solely on Barolo and Barbaresco, counting over 800 attendees among trade and media, and over 400 consumer attendees. To support this large-scale activation, our team partnered with Wine.com to create an integrated, full-circle wine tasting experience providing consumers with the opportunity to purchase wines on-site or immediately following the tasting, cultivating an elegant and premium atmosphere, and directly supporting wines sales for participating producers.

Thank You