

# Branding and Marketing Plan for Chateau Vartelely 2022-2023

## BRAND, PRODUCT / SERVICE

**The company Chateau Vartely** is a modern winery from the Republic of Moldova that is oriented towards the production of quality wines, premium wines. The company exports wines to more than 30 countries of the world, including Romania. On the local market, we are one of the leading companies and we are recognized by the quality of the wines, by the correct price/quality ratio, by stability, by innovations. We are the company that sets the trends. Likewise, the company's oenologist, Arcadie Fosnea, is a recognized name in the wine world who comes with studies and experience from Germany.

### Company portfolio:

The Taraboste range - are premium wines, gastronomic, philosophical wines. Slogan - Purely aristocratic.

Individual range. They are author's wines, they are blended wines, wines with personality. Slogan – Thirst for personality

The Cameo range - Limited Edition wines

The TOTEM range – local varieties anchored in a wine cellar with AR (Augmented Reality) elements

Chateau Vartely IGP range, wines with Protected Geographical Indication - fresh, young wines, which are consumed from year to year.

Inspiro range - demi-dry summer wines

Distillates: brandies and spirits

Specialties: Brut Spumant, Ice Wine, botrytis, liqueur wines, pastoral wines.

## WHERE ARE WE NOW

Think about the big picture and provide information regarding the key issues facing the brand, its attributes, how it's used, the brand positioning, the market context (distribution channels, competition, specific category) and how it's being communicated currently.

We have been active on the Romanian market since 2014 and are represented by the distributor Produce Moldovenesti - exclusive distributor.

The strategy for Romania until 2019 was focused on premium products (Taraboste and Individo) and their penetration in the HoReCa segment. At the moment we have coverage all over the country.

The promotional actions that have been carried out so far were and are:

Presentation at specialized fairs, permanent wine tastings, product sampling, collaborations with influencers/bloggers from the world of wine, visits to the winery, strategic partnerships.

The current situation on the Romanian market is that wine connoisseurs, even those who are more or less initiated with these products, know the Individo and Taraboste ranges, but we are not sure that all these people also know

the Chateau Vartely producer. The wines are appreciated, as they are quality wines, the price-quality ratio is correct and they have a beautiful story that supports them.

Based on the current situation, the dynamics of sales on the Romanian market is positive year after year.

### **WHERE DO WE WANT TO BE**

**What will have changed as a result of this brief being executed successfully? increased sales? Usage? Fame? reputation? profitability?**

Starting this year, we have set the goal of doubling current sales. In order to achieve this goal, the range of Chateau Vartely, IGP wines was listed in the retail segment and we encountered the situation that the wines do not move from the shelf - the notoriety of the Chateau Vartely brand is not. In support of the set objective, it was strategically decided, starting with the second half of 2018, to list in the retail segment the range of Individo and Taraboste wines. At the moment, our distributor has managed to list the products in several supermarket chains and is in negotiations with the rest of the chains.

The positioning of the Chateau Vartely brand is in the premium category and we want to maintain this positioning in Romania as well. That's why we made the decision to focus on promotion on the Individo range, the middle range that will be able to offer sales volumes.

The Taraboste range is intended for the more refined, more skilled and connoisseur of wines.

### **WHAT IS THE EXACT PURPOSE OF THIS PLAN**

**Are you launching a new product/brand? Is it something tactical? Or just a day to day creative task?**

The task of this plan is to increase the notoriety of the Chateau Vartely brand through the Individo range. We request a bold image campaign that will make Individo wines known as being from Chateau Vartely.

These wines have the best penetration in Romania, and we believe that their notoriety will spread to the rest of the ranges.

### **WHO DO WE NEED TO ENGAGE WITH**

**Target audience and relevant observations, knowledge. Provide as rich and vivid a description of the target audience and their relationship to the brand/product as possible. How will the target interact with what will be implemented thanks to this brief?**

Target audience: people with medium to high income, wine lovers, who consume wine both at home and in restaurants but who also consider wine as the perfect gift for certain occasions. People who switch from beer to wine, who consider wine more trendy. It is the consumer who wants to increase his level of knowledge about wines or who thinks he knows a lot

Individual wines are appreciated both for their quality and for the appearance of the product. After they were launched, they caught on well and quickly with the public. It's just that we have the current situation that many of the Individo consumers don't know the producing winery and moreover, they don't even realize that it's a product from the Republic of Moldova. The same situation is about Taraboste.

Based on the image campaign, we want every consumer to be familiar with the Individo brand from Chateau Vartely. Which later, the consumer should look for Chateau Vartely in other products (sparkling wine, PGI wines...). Be sure that by purchasing this wine you will not make a mistake, because you have chosen the best. Moreover, we want new consumers to look for Individo and Chateau Vartely products and be interested in trying them.

## KEY MESSAGE / PROPOSAL

**The one thing we want to say. Often phrased as the single-minded proposition. It should be as simple as possible. If not available, what is the one benefit, emotional or rational, to be built upon.**

The slogan for Individo is Thirst for personality – we could use it as a pun – For those thirsty for personality/individuality (more daring.)

It would be nice to continue the story from Individo but adapted for the Romanian market and for the purpose of increasing the notoriety of the Chateau Vartely winery.

## CONSUMER TAKEOUT

**What will consumers need to think, feel, take away after being exposed to this project?**

The fact that they have discovered another good wine brand that is worth the money.

## HOW WILL WE KNOW IT WORKED

**Is it something we measure... sales, response rates, conversion rates, awareness levels, usage rates, attitudes, quality interviews to know we did a good job?**

Increasing the volume of Sales by at least 20%, increasing the level of brand awareness.

## MANDATORY

**For example: corporate or brand identity guidelines, campaign theme, brand icon, spokesperson, copy lines that must be used, visual graphic direction to be used, tone of voice, legal copy.**

The sub-brand Individo should be equated with the producer Chateau Vartely in the mind of the consumer. Afterwards, the consumer should look for Chateau Vartely in other products as well (sparkling wine, PGI wines...).

The campaign to generate the first purchase.

To respect all the correct aspects of tasting a wine, eg the correctness of the youth of the glass in mine.

## DELIVERABLES AND REQUIREMENTS

**What are the deliverables and do you need them in a particular format?**

An image campaign to be reflected on TV, Online and Radio or other channels at the agency's recommendation that would contribute to increasing the brand's notoriety.

## TIMING

Throughout the year.

## BUDGET

**What level of spending behind this activity? And what does it have to include? What is the budget for implementation and production? What is the media budget per channel?**

## ANNEX 1

### ANYTHING ELSE WE REALLY NEED TO KNOW

**Brand architectures? Other activities this needs to fit with? Learnings from previous? Competitor activity? Practicalities like legal or media constraints?**

As a remark, in the last 2-3 years, our distributors actively participate in all the specialty fairs, weekly tastings are held, samplings are given in the market, partnerships are made, but all these activities have not managed to increase the notoriety of the brand in such a way for the consumer who reaches the shelf to purchase Vartely wines.

The biggest wine competitor from the Republic of Moldova that is successful on the Romanian market is Purcari.

Another moment is that the Office of Vine and Wine from the Republic of Moldova increased, starting from 2019, promotional activities on the Romanian market to popularize the Wine of Moldova concept. In this direction, several activities were already carried out last year, such as the Moldavian Wine Festival in Snagov, which was a real success, and many others. We believe that these activities will amplify our image campaign that we are about to launch.

<b>MARKETING PLAN 2022-2023</b>	Goal: Strengthening the image of the Chateau Vartely brand with an emphasis on online activity and partnership / sponsorship of events	
<b>Project / Direction</b>	<b>Activity</b>	<b>Note</b>
<b>WINE COMPETITIONS</b>	Mundus Vini/ Germany	The competitions are held under the financial support of NVVV and USAID  150 euros/ 1 position + sending samples/ 2 releases
	Decanter World Wine Award/ United Kingdom	147 pounds/ 1 position + sending samples/ 1 issue
	World of Brussels	147 euros/ 1 position + sending samples/ 1 issue
	International Wine Bucharest 2022 IWCB/Romania	
	International Wine Challenge/ United Kingdom	105 pounds/ 1 position + sending samples/ 2 releases
	International Wine Challenge	130 euros/ 1 position + shipping
	IWSC	
	Berlin Wine Trophy	73 euros / 1 position and shipping
	Decanter Asia	147 pounds/ 1 position + sending samples/ 1 issue
	Effervescent du Monde	147 euros/ 1 position + sending samples/ 1 issue
	Selections Mondiales des Vins Canada	147 euros/ 1 position + sending samples/ 1 issue
	Oenoforum	147 euros/ 1 position + sending samples/ 1 issue
		Galicia Vitis
	World of Pinots	
	Alliance du Monde	
	International Cabernet Competition	
	Spirits Selection Mondial de Bruxelles	
	Purchase of rights to print stickers and won	

	medals	
	Wine and spirits competition/Chisinau	Fixed participation fee, unlimited samples
	Transport costs	NA
<b>SPECIALIZED EXHIBITIONS</b>	PRODEXPO EXHIBITION 2021	Participation fee
	PROWEIN, Dusseldorf, Germany	Participation fee
	PROWEIN, Shanghai	Participation fee
	Chengdu, China	Participation fee
	Pro Wien Germany	Participation fee
	RoWine	Participation fee
	Prodexpo	Participation fee
<b>LOCAL EVENTS WITH WINE THEME</b>	Wine Day / Chisinau	Development and production of the stand Development and printing of informative materials
	Vernissage Vina, winter edition/ Chisinau	tickets for employees
	Vernissage Vina, spring season/ Chisinau	Tickets for employees
	goals: Associating wine with various communities, strengthening the brand	
<b>COOPERATION AND SPONSORSHIP</b>	Promotion within the Chisinau Stadium Zimbru	
<b>PRINTED EDITIONS</b>	Fine Wine Guide 2023 _Andrei Cibotaru	1 release
	VincuVin	1 release
	Wine-and-spirits.md	
	Altitude	
	Task: activate the presence of the brand twice Strategy-focused seasonal campaigns	
<b>SOCIAL NETWORKS (FACEBOOK - INSTAGRAM)</b>	General paid posts	
<b>SITE VARTELY.MD</b>	Hosting -1 year	
	Site maintenance (changes, additions) - 1 year	
	Update vartely.md domain in MoldData (1 year)	
<b>NEW PRODUCTS/LINES FOR EXPORT</b>	Concept development and product realization (name, bottle, label / counter-label, capsule, plug, transport box)	4 CONCEPTS

	Advertising campaign for the promotion of new sparkling wine	
	Purpose: support the flow of tourists in the pandemic	
<b>TOURISM</b>	Membership in the ANTRIM association	
	Campaign for the promotion of the tourist complex	
	Purpose: support the flow of tourists in the pandemic	
<b>EVENTS COMPLEX</b> <b>TOURIST</b>	Wine Festival at Chateau Vartely (Orhei) / Wine Festival at Chateau Vartely (Orhei)	Organizational expenses Event promotion
	Strawberry Day or another similar event	Organizational expenses Event promotion
	Organization of monthly small thematic evenings	Organizational expenses Event promotion
	Organization of info-tours based on corporate offers	Transport costs, wines, snacks
<b>RETAIL MARKETING</b>	Use of marketing tools: discounts, participation in booklets, tastings, promoters, stands, additional places of accommodation	Holiday promotions: Easter, New Year, March 8, new products, supplies and periodic events
	TRIGOR marketing	
	Christmas campaign	Mechanism, Neck-hangers, roll-ups, campaign in press, online promotion, creation of LP
	Campaign for the promotion of the company store in Chisinau	Social networks, influencers, organization tasting, promotional materials, decor, etc.
	The work of consultants	Consultants at the shelves in the main supermarkets (6 days a week, 5 stores)
<b>HORECA MARKETING</b>	Cooperation with establishments	Lightbox production, menu printing, promo material production
	Enter the menu of new positions	Local listing
	Presentations in restaurants	Decoration services, photo
	Wine tasting	Wine tasting promotion, Preparation of necessary promotional materials

	Actions for waiters in restaurants	
<b>EXPORT MARKETING</b>	Sending wine samples to our partners	
	Development of promotional materials for partners, exhibitions (booklets, rollups)	
<b>PROMO MATERIALS Chateau Vartely</b>	Booklet/catalog with presentation of wines and services	6000pcs. (ro, russian, eng)
	Business cards for employees and the complex	3000pcs.
	Gifts for the New Year	30pcs.
<b>WINE SPENDING</b>	Spending on: sponsorship, gifts for partners, gifts for competitions, support for HoReCa and Retail sales, exhibitions, samples for foreign partners	
	Vartely product promotion campaigns	
	Pulltex	
	VAT on the export of services	
<b>NIGERIA</b>	Production of advertising materials for partners	
<b>OTHER OFFERS</b>	Newsletter	With the help of the Bumerang Agency