



**WITS**

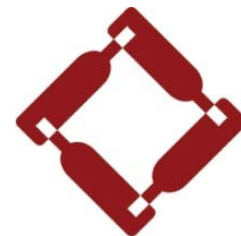
WINE INDUSTRY  
**TECHNOLOGY**  
SYMPOSIUM

# Dancing and Drinking with Megaphones

Pete Blackshaw, Executive Vice-President  
Nielsen Online Digital Strategic Services



July 16-17, 2009 Napa Valley Marriott



**WITS**

# There's a ton of talk out there about wine

- Are you listening?
- Are you relevant to that conversation?
- Are you participating? Should you?
- Where do I/we start?



# Who We/Nielsen Are...

**ADWEEK**

**BASES®**  
...es in  
...ores  
in 30 countries

**TDLinx®**

**Analytics**  
Bever...  
ove...  
to over 400,000 on and  
off-premise locations

**THE GOURMET RETAILER**

**Spectra®**  
Pur...  
250,000

**Unparalleled  
Consumer  
Assets**

**Market  
Decisions®**  
...s  
...ding.

**Homescan®**  
o...

**Beverage  
Data  
Network  
(BDN)**  
Ov...  
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... year

**Media  
Research®  
/OnLine**  
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**Scantrack®**  
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**BRANDWEEK**

**PROGRESSIVE  
GROCER**

**Convenience Store News**

**WITS**

# Thought-Starters

# Did you know...

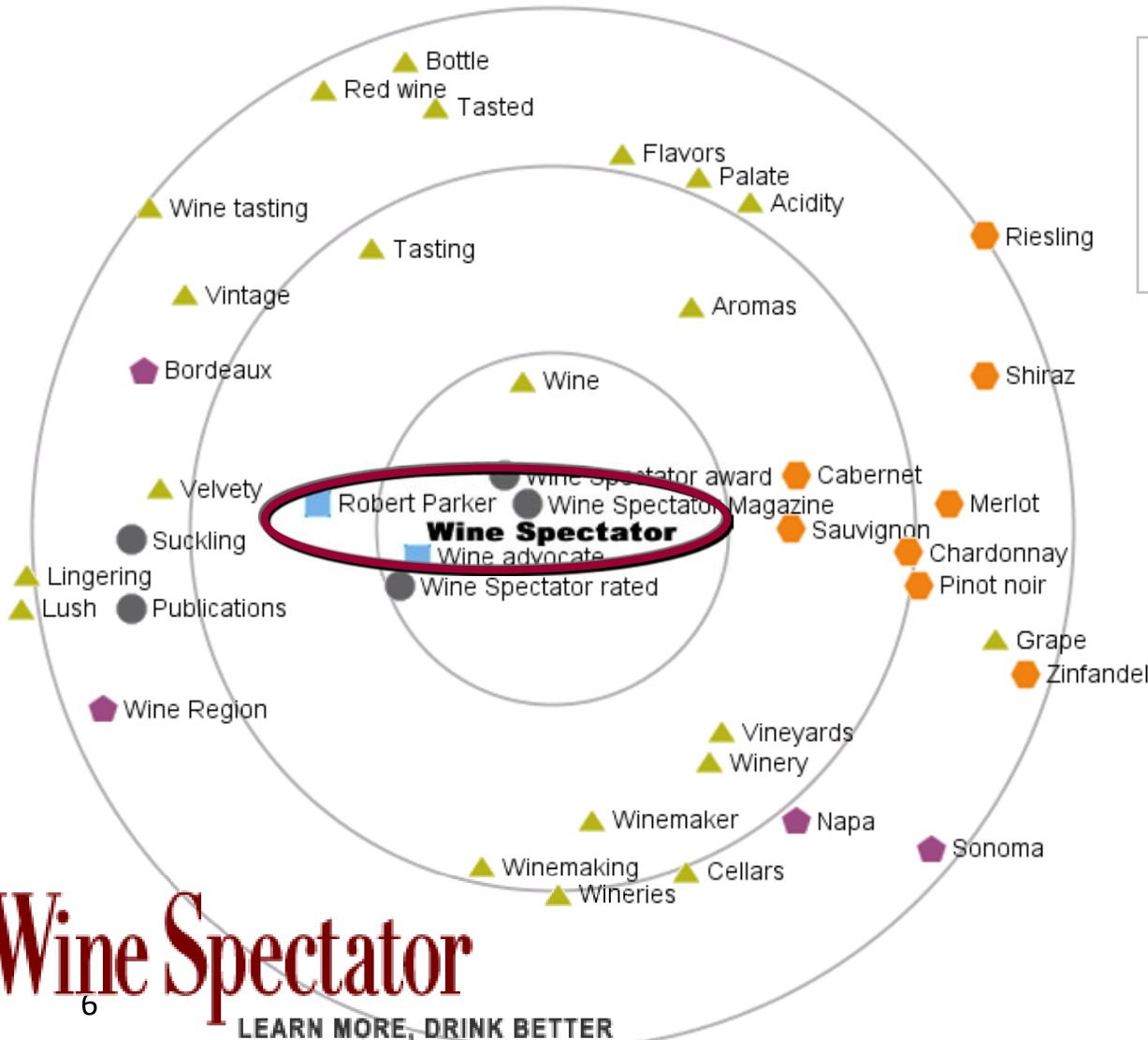
1. Lots and lots of wine discussion on Cruise websites
2. Wine often mentioned in desperation (and not *whining*)
3. Pairing wine with online recipes is popular
4. Specific bottles of wine are rarely mentioned
5. Wine discussion takes place most often on Boards and Twitter
6. Red trumps white in conversation
7. Among Imports, French Wines are mentioned most online
8. Surprisingly few wineries have transitioned to Web 2.0



# Thought-Starter #2: What's the conversational flow of dueling influencers

**Period Reviewed:** March 1, 2009 – May 31, 2009

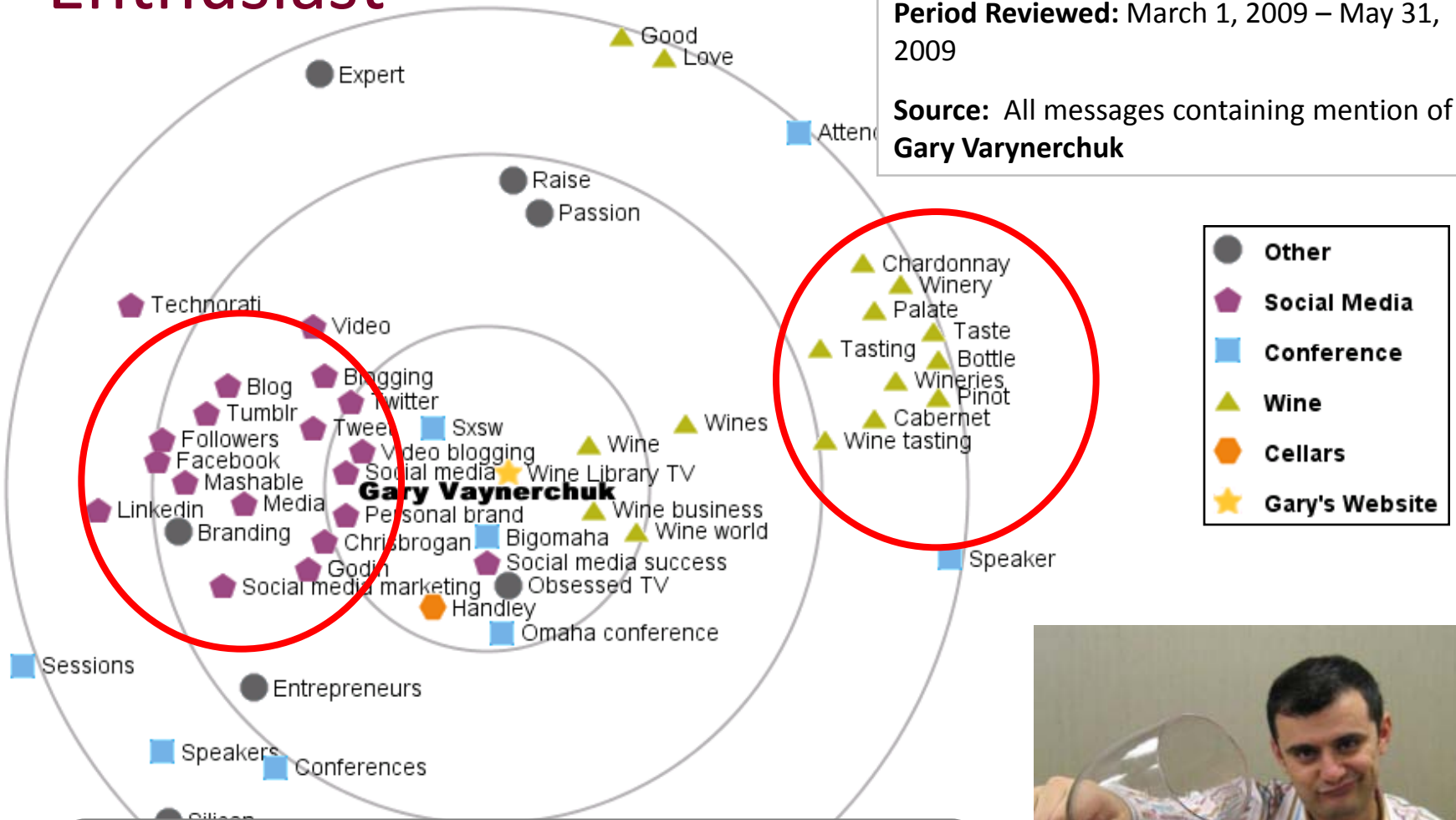
**Source:** All messages containing mention of **Wine Spectator**



# Gary V moves beyond the Traditional Wine Enthusiast

**Period Reviewed:** March 1, 2009 – May 31, 2009

**Source:** All messages containing mention of Gary Vaynerchuk

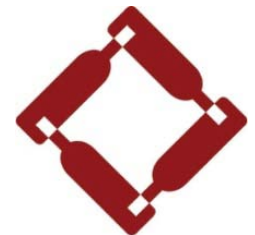
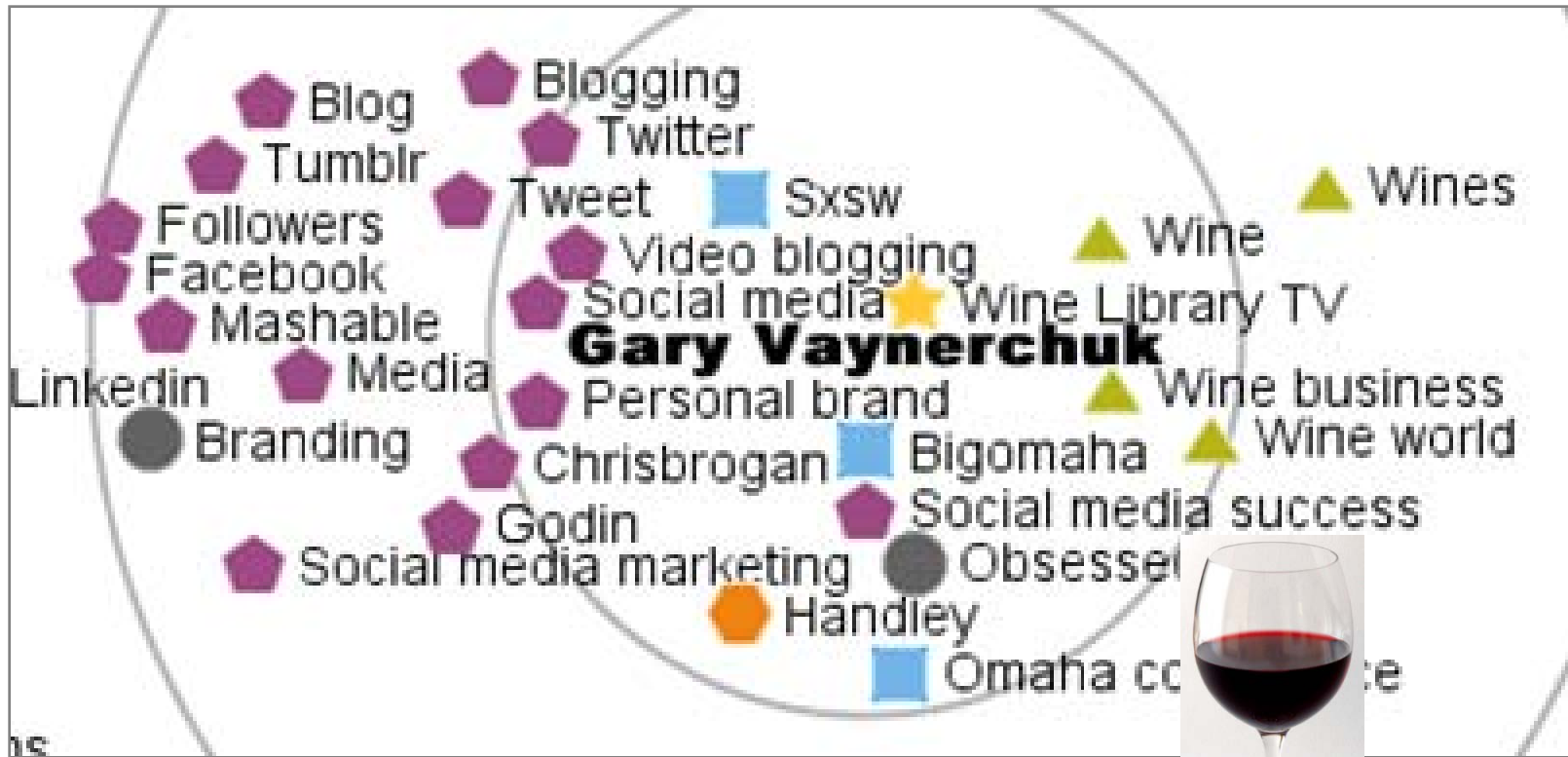


- Other
- ⬠ Social Media
- Conference
- ▲ Wine
- ⬡ Cellars
- ★ Gary's Website



**Gary Vaynerchuk has emerged well beyond with Wine World! He's a "Conversational Groover"**

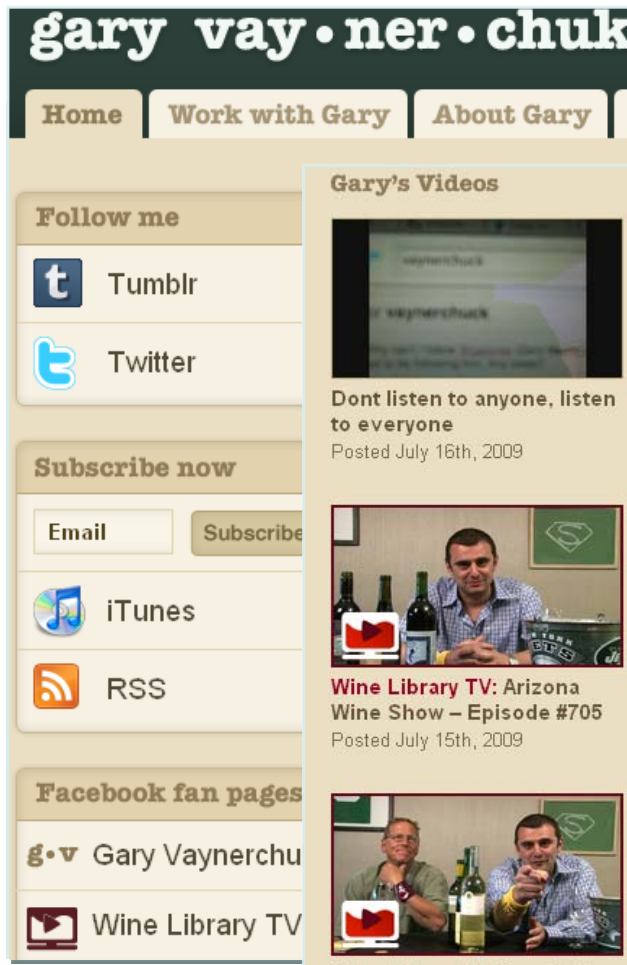




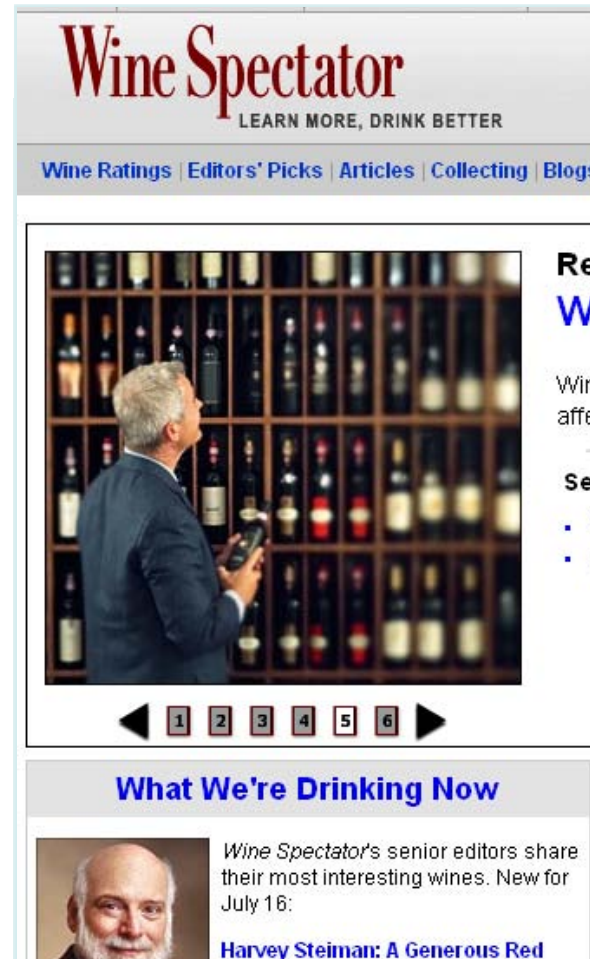


# The “Side by Side” Dem

- Two approaches to influencing the conversation



The screenshot shows the top of Gary Vaynerchuk's website. The header features the name "gary vay • ner • chuk" in a stylized font. Below it are navigation tabs for "Home", "Work with Gary", and "About Gary". A sidebar on the left contains social media links for "Follow me" (Tumblr, Twitter) and "Subscribe now" (Email, iTunes, RSS). The main content area is titled "Gary's Videos" and features a video player with a thumbnail of a man speaking. Below the video is the text "Dont listen to anyone, listen to everyone" and "Posted July 16th, 2009". Another video thumbnail is visible below, titled "Wine Library TV: Arizona Wine Show – Episode #705".



The screenshot shows the top of the Wine Spectator website. The header features the "Wine Spectator" logo and the tagline "LEARN MORE, DRINK BETTER". Below the header are navigation tabs for "Wine Ratings", "Editors' Picks", "Articles", "Collecting", and "Blogs". The main content area features a large image of a man in a suit looking at a wine rack. Below the image is a navigation bar with numbered buttons (1-6) and arrows. The section is titled "What We're Drinking Now" and features a small image of a man's face with the text "Wine Spectator's senior editors share their most interesting wines. New for July 16: Harvey Steiman: A Generous Red".



# Today's Landscape

- Consumer In Control...but Not Total Control
- Blog & Web 2.0 Publishing Bringing New Agility
- Video & Mobile Have Arrived – On Demand Everything
- Search Rewriting Rules & Redefining Brand “Equity”
- Growing Co-Dependency of Offline and Online Content
- Personal Branding Blends with Corporate Branding
- Service Becoming the New Marketing

# What's Motivating or Inspiring It?

- Emotional need/desire to be heard
- Desire to connect with one another
- Need to create and make change
- Evangelize for the things and people we love
- Quest for authenticity
- Ease of Use / Low Barriers to Entry
- Better, Faster, Cheaper
- Power and Leverage



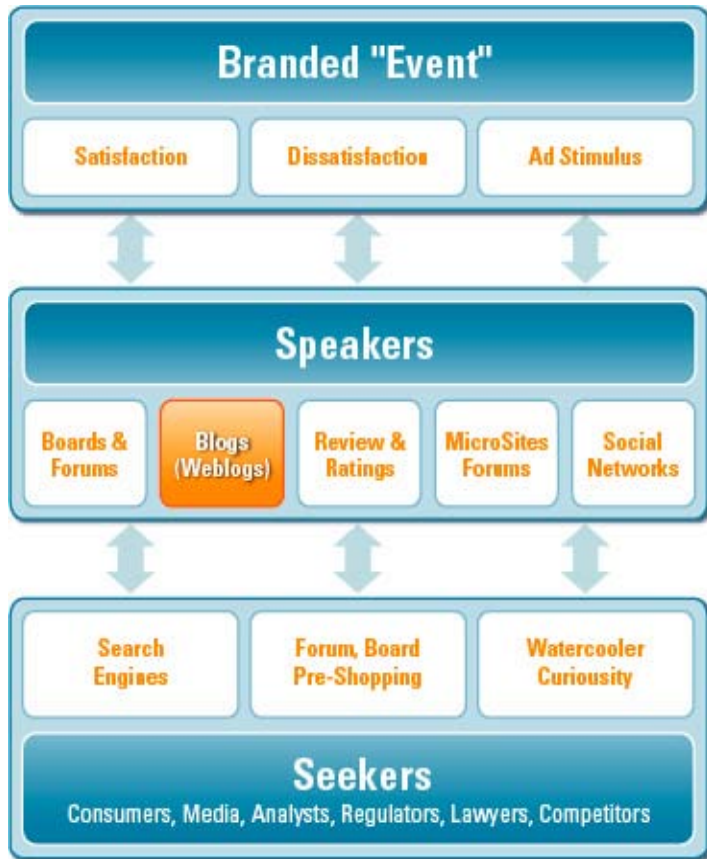
The screenshot shows the cucina.com website. The header features the logo 'cucina.com' with the tagline 'Watch. Create. Eat.™' and a green leaf icon. To the right of the logo is the text 'Share your stories, recipes and passion for food!'. Below the logo is a navigation bar with buttons for 'Home', 'Recipes', 'Mixing Bowl', 'YouChefs', and 'Culinary Oath'. The main content area is divided into several sections. On the left, there is a large image of a woman holding a basket of tomatoes. To the right of this image are three video thumbnails: 'Welcome to Cucina.com' by Erika Brown, 'Couscous Salad' by dmarr, and 'Lupe & Janine En Espanol' by Stifliano. Below these thumbnails is a 'Recent Searches' section with a list of terms: chicken, pasta, salad, chicken, sweet corn, and chocolate chip. To the right of the searches is a 'Latest Recipes' section with four video thumbnails showing different people in a kitchen setting.

# In this context, *credibility is everything*

## Six Drivers of Brand Credibility

<b>Trust</b>	<b>Authenticity</b>	<b>Transparency</b>
Confidence Consistency Integrity Authority	As Advertised Real & Sincere Real People Informal	Let the Sun Shine In Easy to Learn Easy to Discover No Secrets
<b>Affirmation</b>	<b>Listening</b>	<b>Responsiveness</b>
Playback Reinforcement Search Results Accountability	Empathy Welcome Mat Humility (we can learn) Absorbing Feedback	Follow-Up Invitational Marketing Solidifying the Solution Dignifying Feedback

# Affirmation in Action!



What if half the store shelf said, "Don't Touch This?"



# Seekers verse Speakers

## The Seekers

	Unique Searchers	Number of Searches	
<b>2008: Wine</b>	1,350,153	3,542,044	
<b>2009: Wine</b>	1,769,397	4,841,058	↑
<b>2008: Winery</b>	299,768	710,402	
<b>2009: Winery</b>	422,870	1,268,416	↑

## The Speakers

Blog	Avg Monthly Posts	Amount of Post Comments
Dirty South Wine	Short bar	Short bar
Domaine547	Very short bar	Very short bar
Dr. Vino	Medium bar	Long bar
Fermentation	Long bar	Long bar
Food and Wine	Very short bar	Very short bar
Good Grape	Medium bar	Medium bar
Good Wine Under 20	Medium bar	Medium bar
Pinot Blogger	Short bar	Medium bar
Vinography	Long bar	Short bar
Wine Whore Blog	Long bar	Medium bar



How do you get more seekers to engage with the speakers?

# Community and Collaboration

Displaying 1 - 10 out of over 500 group results for: **wine**



Group: **A Glass of Wine Solves Everything**  
Size: 159,605 members  
Type: Common Interest - Food & Drink  
New: [469 More Members, 6 Board Topics, 28 Wall Posts](#)



Group: **I love wine!**  
Size: 64,663 members  
Type: Common Interest - Wine  
New: [197 More Members, 4 Board Topics, 24 Wall Posts](#)



Group: **OMG I so need a glass of wine or I'm gonna sell my kids**  
Size: 70,952 members  
Type: Just for Fun - Totally Random  
New: [82 More Members, 1 Board Topic, 6 Wall Posts](#)



Group: **Wine 2.0**  
Size: 2,025 members  
Type: Common Interest - Wine

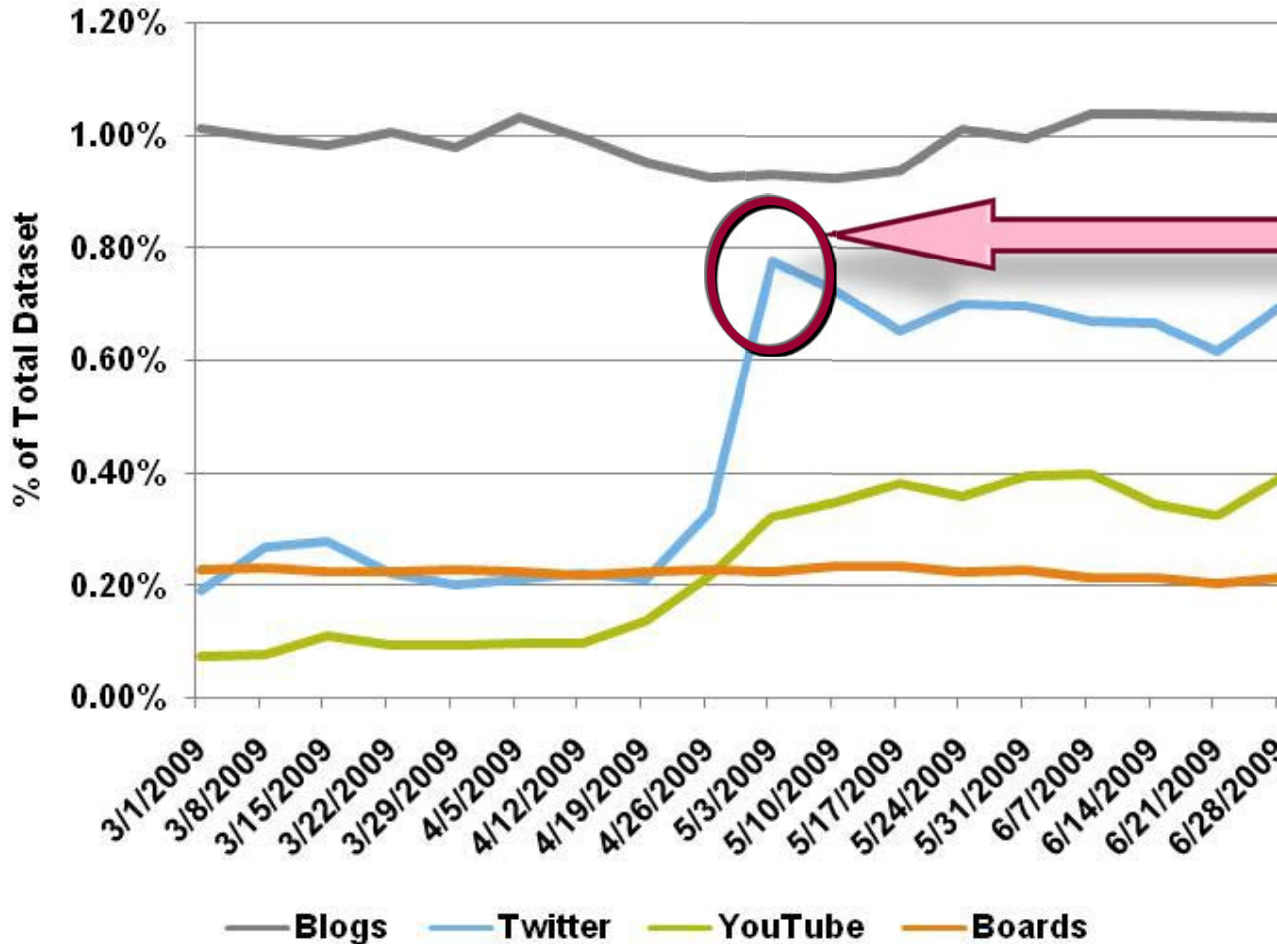
Members are engaged and active! How can bloggers, companies and brand leverage these online members?



# Deeper Dive on Wine Buzz

# Twitter and Wine make a Connection

CGM Trend for Wine



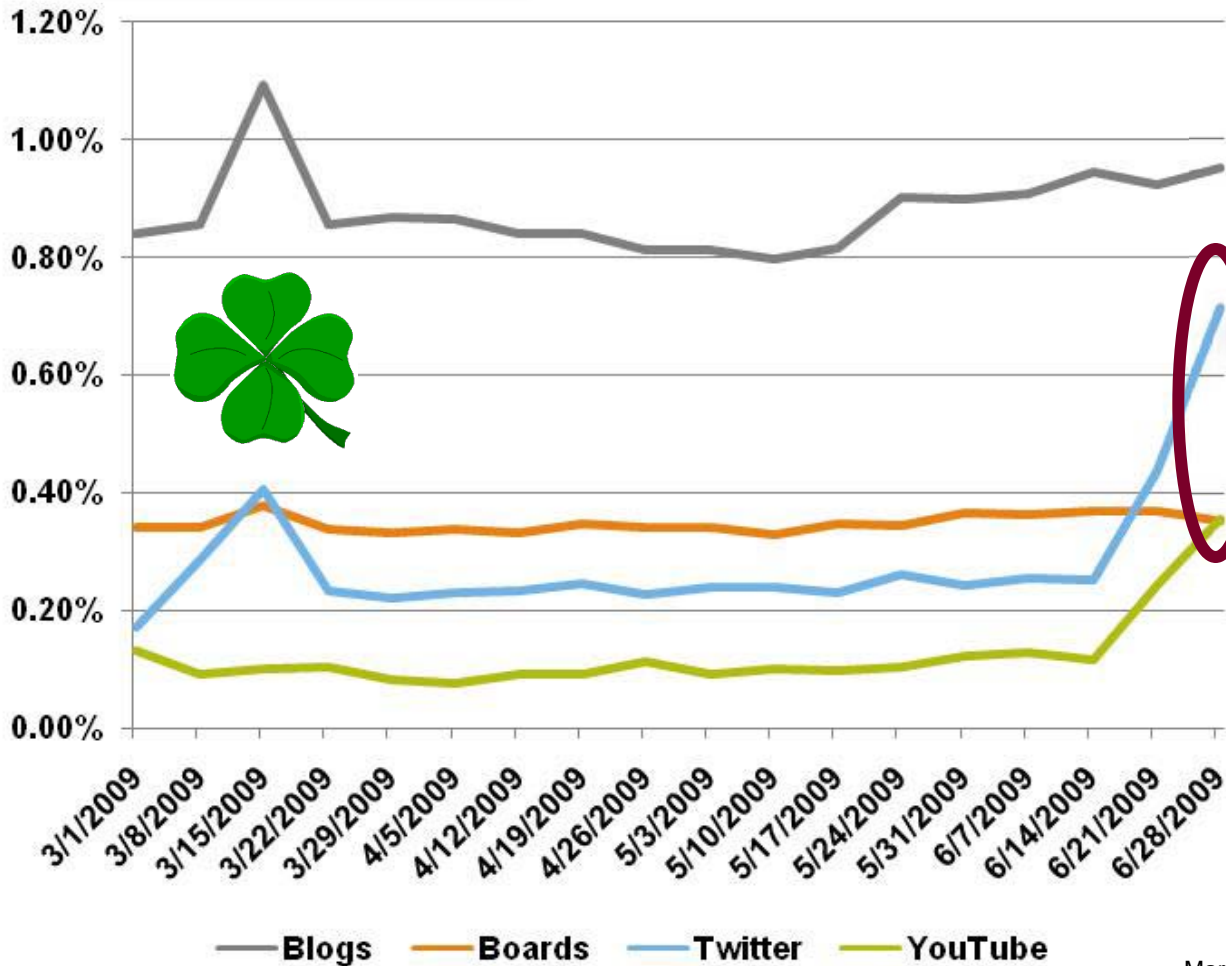
Twitter buzz for Wine spikes in May 2009 and stays stable through June.

The more 'sense and respond' platforms gain traction.

March – June 2009

# How does this Compare to Beer?

**CGM Trend for Beer**



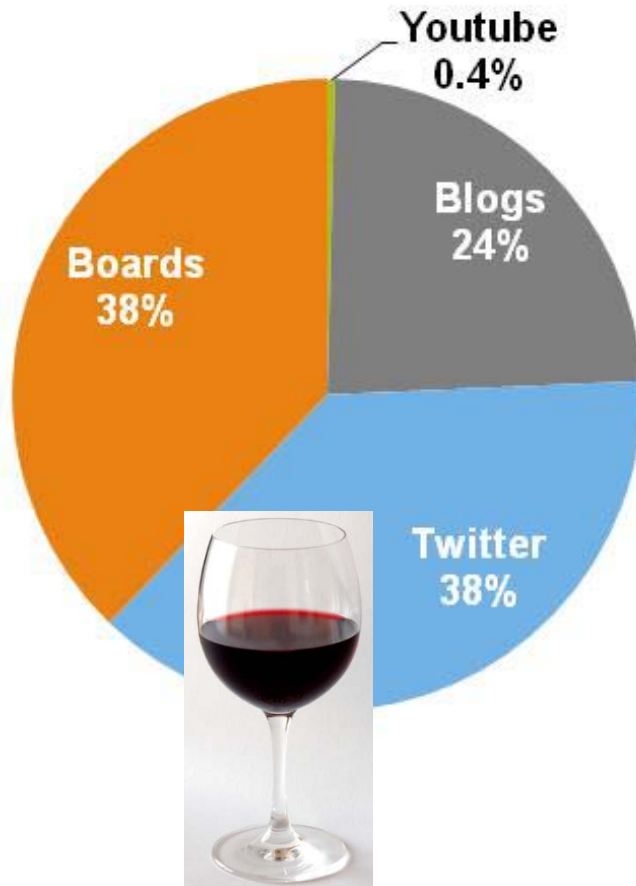
Twitter buzz for Beer picks up as summer starts which is significantly behind wine.

March – June 2009

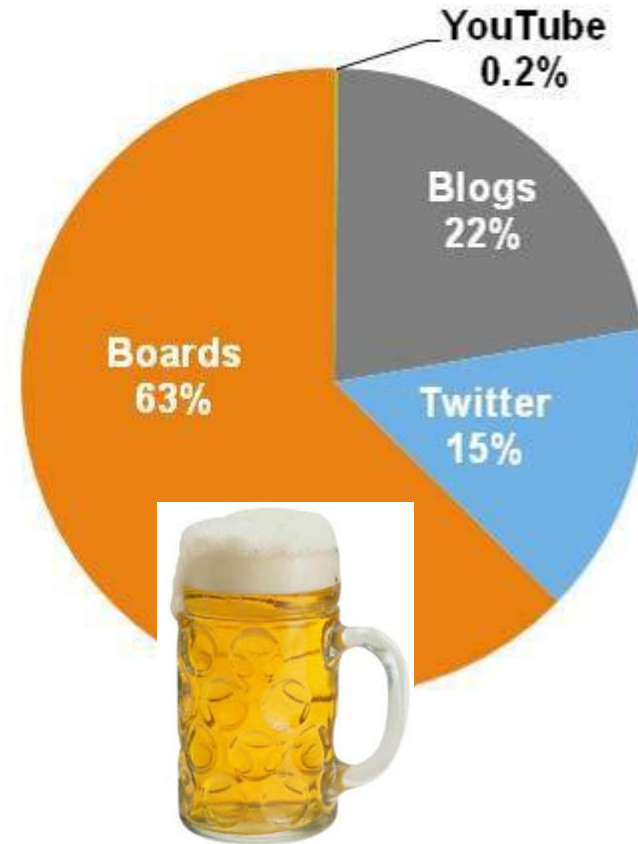


# Wine Conversation Has Higher Twitter Blend

Share of Voice for Wine



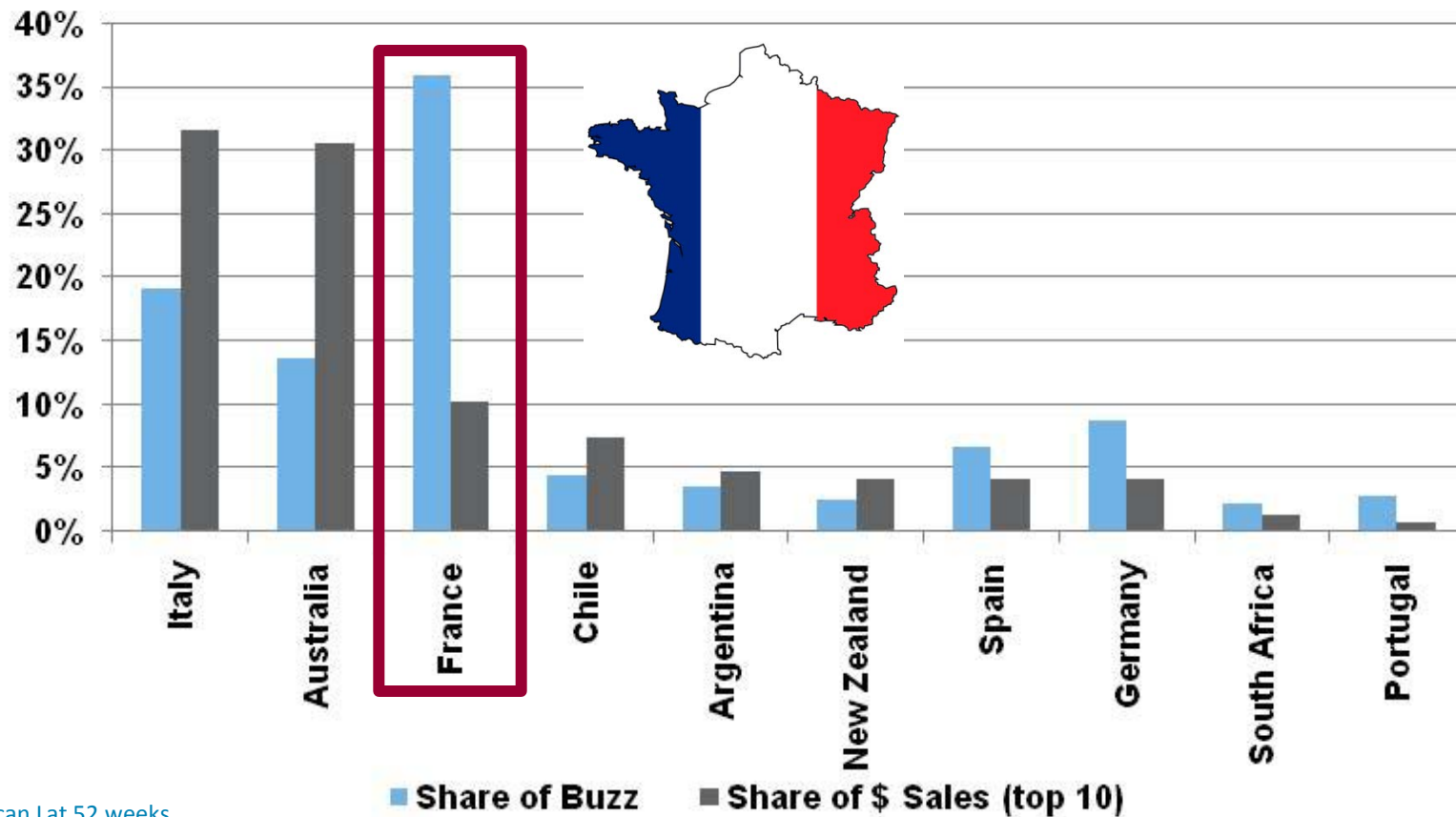
Share of Voice for Beer



March – June 2009

# “Those French!” ...top the buzz charts

Top Imports: Sales Share vs Buzz Share (Latest 12 Months)



■ Share of Buzz ■ Share of \$ Sales (top 10)

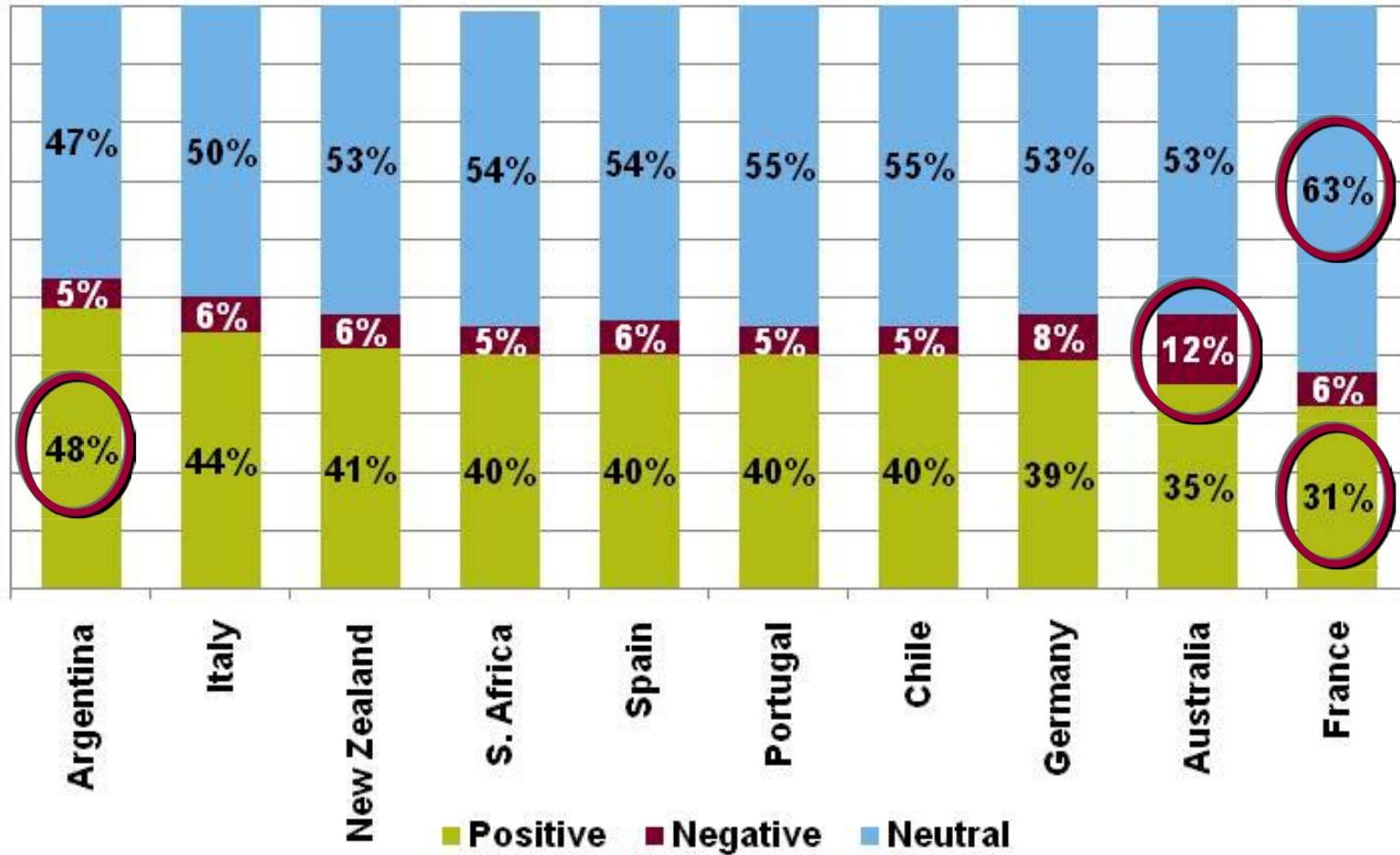
Nielsen Scan Lat 52 weeks

Dollars - thru 05-02-09 for Total U.S. Food/Drug/Liquor Plus

Nielsen Online dataset includes 100+ million blogs, 9+ thousand forums and 60+ thousand Usenet groups

# Buzz volume is one thing, what about favorability?

Automated Sentiment Analysis by Country (May 2008-2009)



# What's Hot in Sales is Also Hot in Online Buzz

Dollar % Change	Chile – Cab Sauv	Argentina - Malbec	New Zealand – Sauv Blanc
Sales Value % Change	<b>+15%</b>	<b>+66%</b>	<b>+18%</b>
Buzz % Change	<b>+55%</b>	<b>+95%</b>	<b>+85%</b>
Buzz Sentiment	<p>Neutral, 73% Positive, 25% Negative, 2%</p>	<p>Neutral, 75% Positive, 23% Negative, 2%</p>	<p>Neutral, 67% Positive, 30% Negative, 3%</p>

\*Source:  
Nielsen Total U.S. Food/Drug/Liquor Plus; thru 05-02-09

\*\*Source:  
Nielsen BuzzMetrics (May 09 vs May 08)



# And back to those influencers!

	Google Search Results	Wikipedia Links In	Twitter Followers	Blog References since 3/18
<b>Gary Vaynerchuk</b>	450,000	15	590,000	475
<b>Wine Spectator</b>	2,000,000	0	600	200
<b>Robert Parker</b>	100,000	5	0	110
<b>Food &amp; Wine Magazine</b>	43,000,000	0	2,510	500



# What is going on with the Wine Bloggers?

Below is a collection of leading voices in the blogosphere based on a blend of blog posts, comments and link love developed through ongoing monitoring of wine blogs, tracked by Nielsen Buzzmetrics. In addition to site engagement, Twitter followers, ratings and other metrics were included in the calibration to provide a comprehensive sphere of authority and influence.

Blog	Google Search Results	Twitter Followers	Blog References since 3/18	Amount of Post Comments	Wikipedia Links In
Dirty South Wine					NA
Domaine547					NA
Dr. Vino					0
Fermentation					0
Food and Wine					NA
Good Grape					NA
Good Wine Under 20					NA
Pinot Blogger					NA
Vinography					0
Wine Whore Blog					NA

dirty south wine

domaine547

Dr. Vino  
wine talk that goes down

FERMENTATION  
THE DAILY WINE BLOG

Good Grape  
EST. 2006

F&W BLOG Tasting Room

VINOGRAPHY

The Wine Whore

Good Wine Under \$20

PINOTBLOGGER

# A recent word-of-mouth Twitter experiment

Twitter Author	Response	# Followers
AnnKingman	La Crema Pinot Noir	2827
ShaRayRay	Schlumberger, Bella Vineyards, Thomas George Estate @StSupery Ridge	1659
adamkmiec	Jackson Triggs	1499
egebhardt	John Lasse	
dfrankland	Castello d	
BryanJRadtke	King Estat	
PeteHealy	Little Pen	
chuckmartin1	Hawk's Cr	
stephaniewebb	Bonny Do	
janineswenson	Gary Farre	
jimfields3	Recomme	
jimfields3	Alice Whi	
chucks84	Casa Lapa	
BobbyArnold	2 buck chu	
dberney	Rochioli 2	
bruno68	Famous G	
dbrandt55	Cakebreak	
HP_Scott	Duckhorn	
slarcker	love Ridge	
brianjohnriggs	he Big Rec	
suemac5	Burnet Ric	
vukoko	Camellia C	



[bruno68](#): [@pblackshaw](#) Famous Gate from Domaine Carneros. [#winebuzz](#)  
about 21 hours ago from *TwitterGadget* · [Reply](#) · [View Tweet](#)



[dberney](#): [@pblackshaw](#) - Rochioli 2004 Russian River Pinot Noir [#winebuzz](#)  
about 21 hours ago from *Seismic* · [Reply](#) · [View Tweet](#)



[BobbyArnold](#): 2 buck chuck! [#winebuzz](#)  
about 21 hours ago from *TwitterFox* · [Reply](#) · [View Tweet](#)



[chucks84](#): [@pblackshaw](#) Casa Lapastolle shiraz. [#winebuzz](#)  
about 21 hours ago from *web* · [Reply](#) · [View Tweet](#)



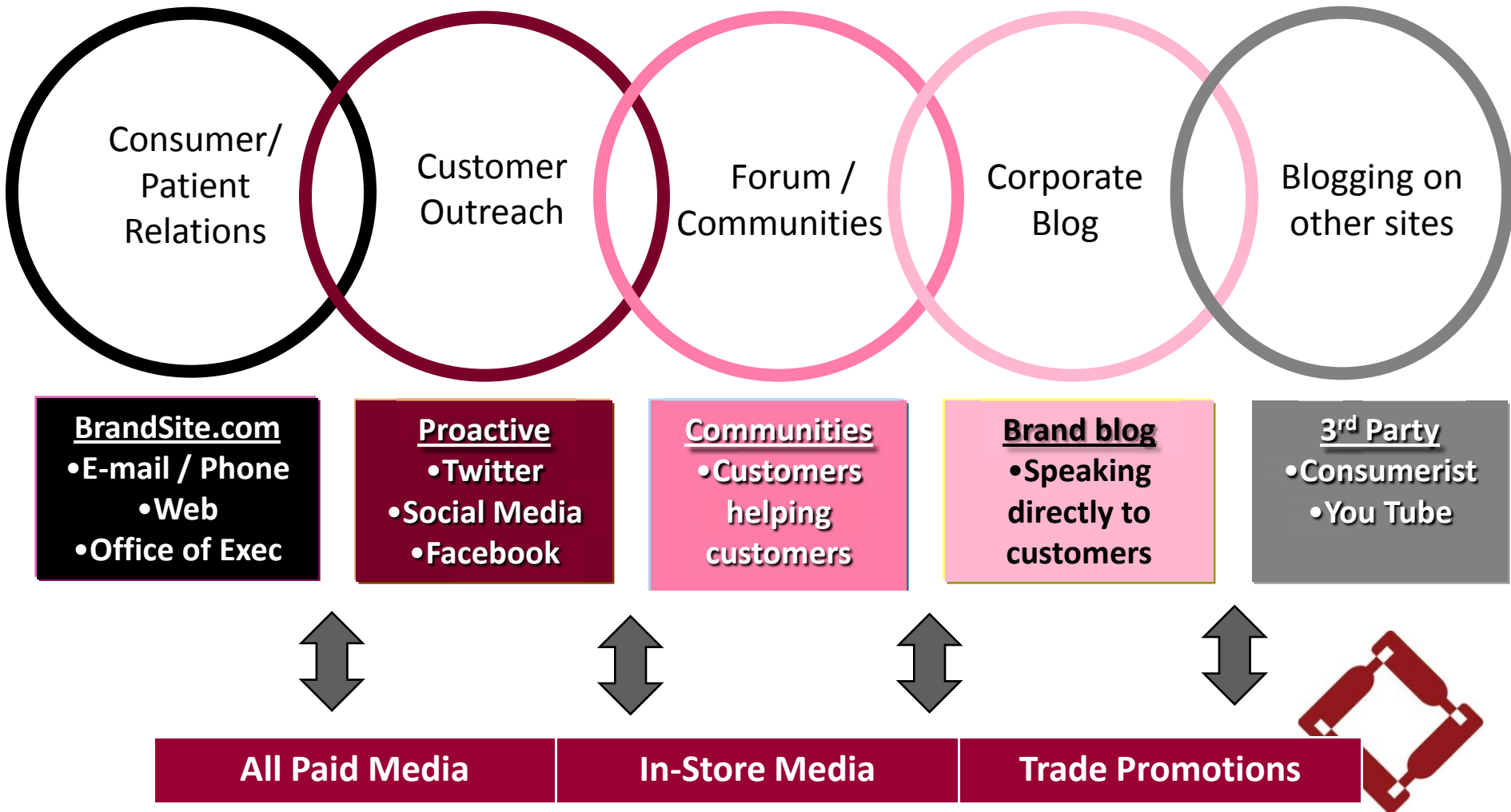
[dbrandt55](#): [@pblackshaw](#) [#winebuzz](#) Cakebread Cabernet  
about 21 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

# A Flight of Suggestions

# Start Listening ...and do it well

From Six Sigma to <u>Six Signals</u> of Listening		
Listening as Research / Market Knowledge		
Insight Driver	Efficiency Catalyst	Vitamin Boost
More penetrating and revealing deeper insights into the consumer. More honest and candid!	Listening as substitute for other activities and process Better, faster, cheaper. Is consumer affairs research?	Enhancing current research methods: “focusing the focus group” Asking the right questions?
Listening as Brand Building & Protection		
Advocacy Builder	Insurance Underwriter	Engagement Meter
Deepening loyalty and advocacy through empathetic listening, welcome mats & feedback	Preventing or reducing risk possibility of brand hitting mountain. What’s viral? Forecasting outcomes.	Responding flexibly to signals to exploit timing, drive momentum, broker relationships. Optimize.

# Expand Your Spectrum of Engagement



# Warm Up the Welcome Mat



## E&J Gallo Winery

### Contact Us

Thank you so much for visiting our E. & J. Gallo Winery Website. If you have any questions about our wines, or wish to report any problem with this Website, we'd appreciate your feedback. As part of our promise to respond to your inquiry as soon as we can, in most cases, please call 1-877-687-9463 in the U.S. or 00-800-4254-6200 outside the U.S.

Title:  Mr.  Ms.  Mrs.

First Name:\*

Last Name:\*

Enter E-Mail Address:\*

Age Range:\*

Phone Number:  
(Include Area Code)

Address:

City:

State:

Zip Code:\*

Country:

Brand:\*



WINES PURCHASE WINE CLUB & HARVEST TOUR  
WINES WINES INNER CIRCLE BALL TASTINGS

Contact Form: Please fill in your information below. Fields marked with an asterisk (\*)

\* Recipient:

\* First Name:

\* Last Name:

\* Email Address:

Street Address:

City:

State:

Postal Code:

Country:

Phone:

Message to:

Phone

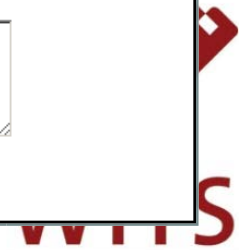
Address

City

State & Zip

Code

Question or Comment



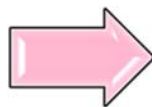


# Rethink the Wine Purchase Funnel?

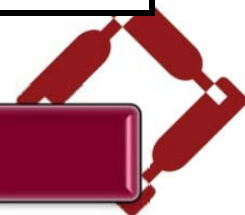
Where do you play?

Tools and capabilities for potential application	Key Stages in the Patient Purchase Funnel					
	Education/ Curiosity	Awareness	Consider	Trial / Purchase	Loyalty	Advocacy
Website	Med	Low	Med	High	High	High
Search	High	Med	High	High	Med	Med
Digital Media	High	High	High	Med	Low	Low
Trial/Sampling	Low	Low	High	High	Med	High
eCommerce	Med	Low	Med	High	High	High
CRM/Feedback	High	Low	High	High	High	High
Social Media	High	Low	Med	Med	Med	High

Seeking



Speaking

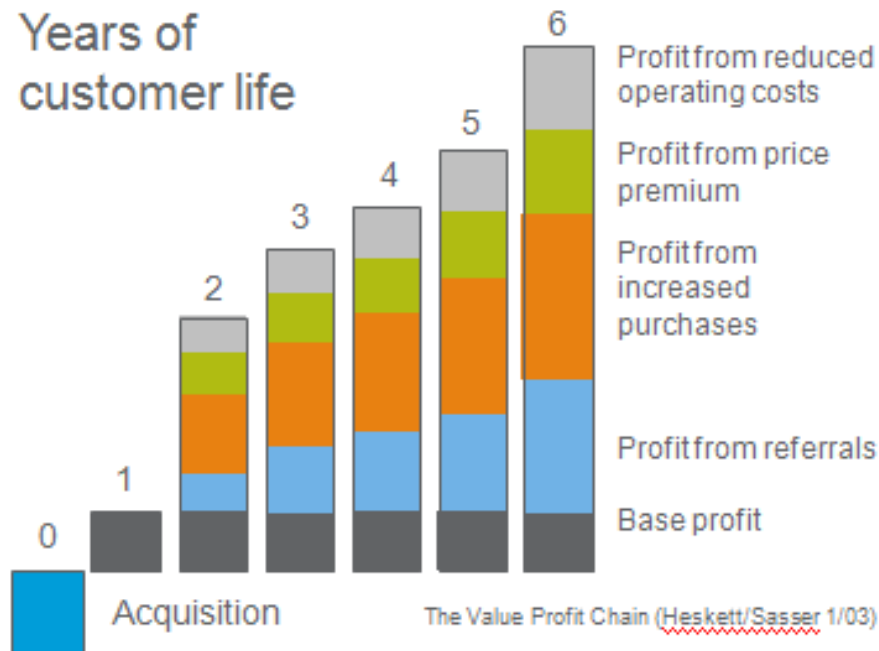


# Brand Advocacy Drives Incremental Media

- In the era of consumer expression, advocacy can drive incremental CGM.



Years of customer life



# Upgrade Participation, Downsize Promotion

**NAPA VALLEY.COM**  
is powered by the WineCountry.com network

weddings photo gallery newsletter advertise

Lodging Wineries Maps Calendar Restaurants Visitor Info Spas Activities Destinations Newsletters

search

[homepage](#) | wine tasting / wineries

### Napa Valley Wine Tasting / Wineries

**Featured Napa Valley Wine Tasting / Wineries**

- Calistoga**
- St. Helena**  
Deer Park, St. Helena
- Oakville/Rutherford**  
Oakville, Rutherford
- Yountville**
- Napa**
- Outlying Areas**  
American Canyon, Angwin, Lake Berryessa, Pope Valley
- Napa Valley Wine Clubs**
- Alphabetical Listings**  
A complete listing of wine tasting and wineries in Napa Valley

**Additional Resources**

- Napa Valley Interactive Map
- Printable Winery Map

**Napa Valley Daily Limo Tours!**

Only \$99.00 per person. Beau Wine Tours now offers the ultimate daily wine tour in the Napa Valley. Make new friends as you tour and taste at 4-5 wineries, sip on champagne, and enjoy a delicious gourmet picnic lunch at a scenic winery location. Discover the best kept secrets of Napa valley in the comfort of a luxury limousine!

**BEAU WINE TOURS & Limousine Service**

**Merryvale Vineyards - Experience Napa Valley**

Visit us in our elegant wine country tasting room located in picturesque St. Helena in the heart of Napa Valley. Open daily from 10am to 6:30pm, we offer a variety of tasting menus and the opportunity to try unique limited production wines. Taste our award-winning wines, produced at our Napa Green Certified environmentally friendly winery!

**RECESSION-BLUES BUSTER**  
A great Napa Valley weekend at a guilt-free price.

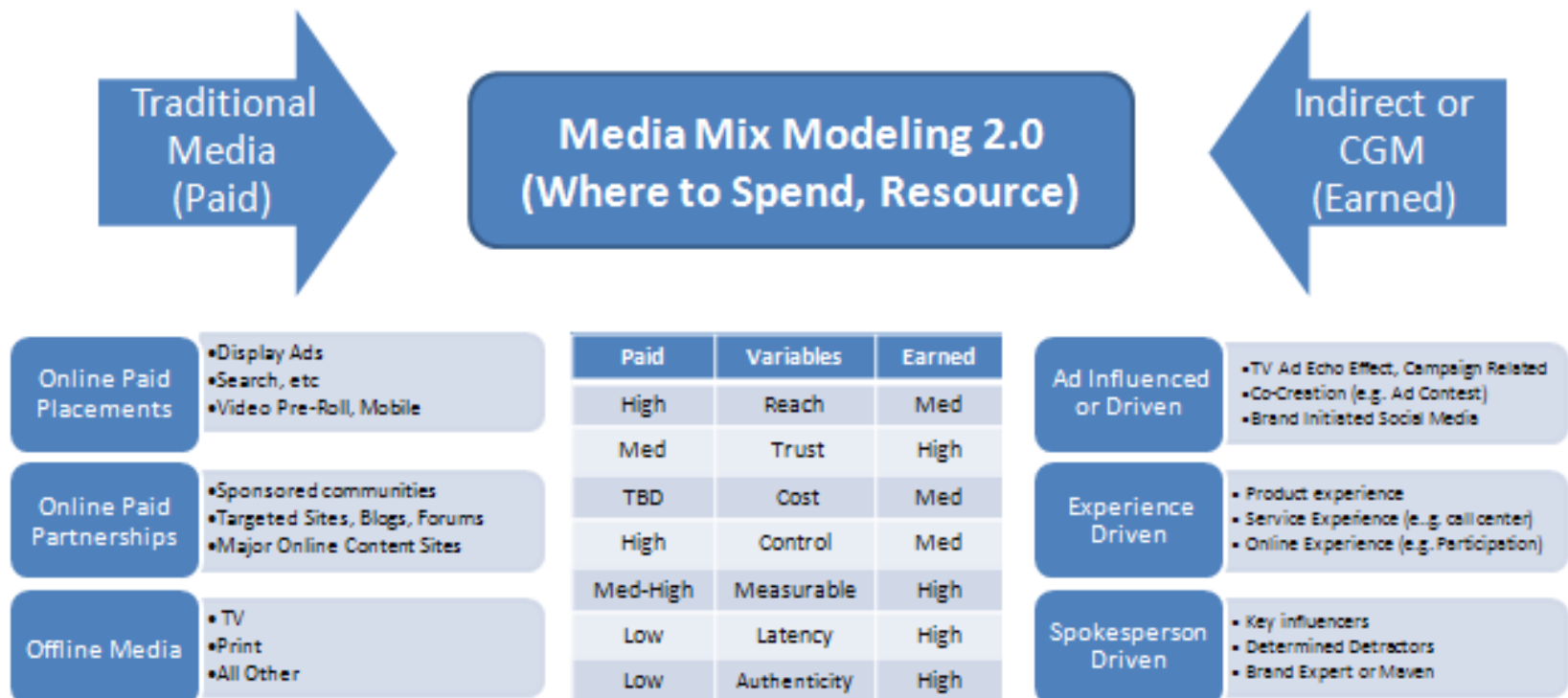
**WINE TOURS \$85/person**

800 - 626 - LIMO  
www.pureluxury.com  
Click here for details

WITS

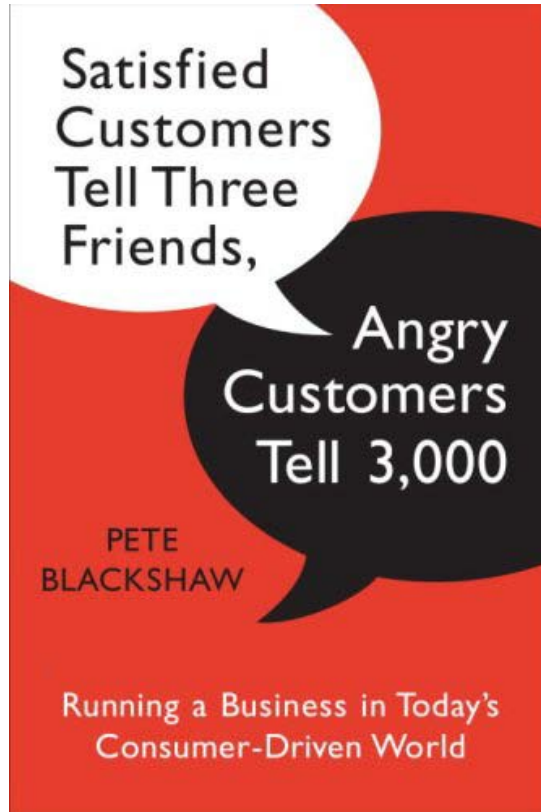
# Driving “Favorable” Media – Key Inputs

- Need to focus more attention on “Earned” Media



# Additional Resources

My Recent Book (Doubleday)  
[www.tell3000.com](http://www.tell3000.com)

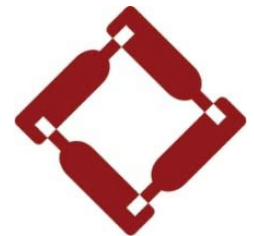
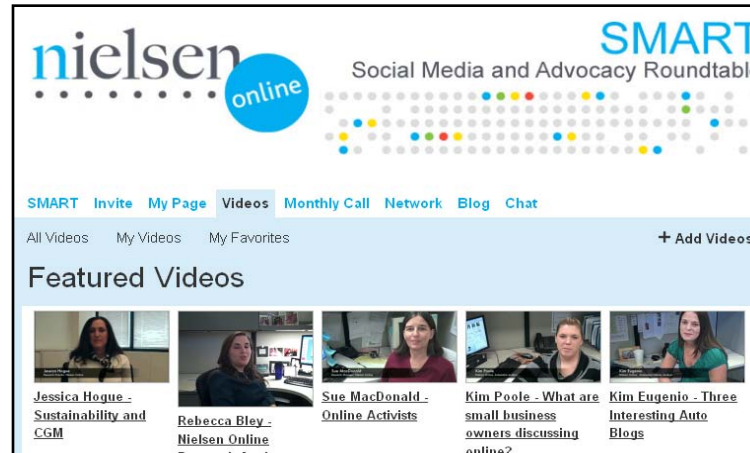


Pete.blackshaw@nielsen.com  
[www.twitter.com/pblackshaw](http://www.twitter.com/pblackshaw)  
ConsumerGeneratedMedia.com

## For All Parties: Nielsen Wire



## For Nielsen Clients: SMART Social Media & Advocacy Roundtable



# WITS

**Questions may be directed to:**

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**EVP, Digital Strategic Services**

**Pete.Blackshaw@nielsen.com**

**859-905-4932**