

Wine Industry Technology Symposium

Rise of Consumer-Generated Media (CGM)

Max Kalehoff – VP
max.kalehoff@buzzmetrics.com

Brand Association Map: "Beer"

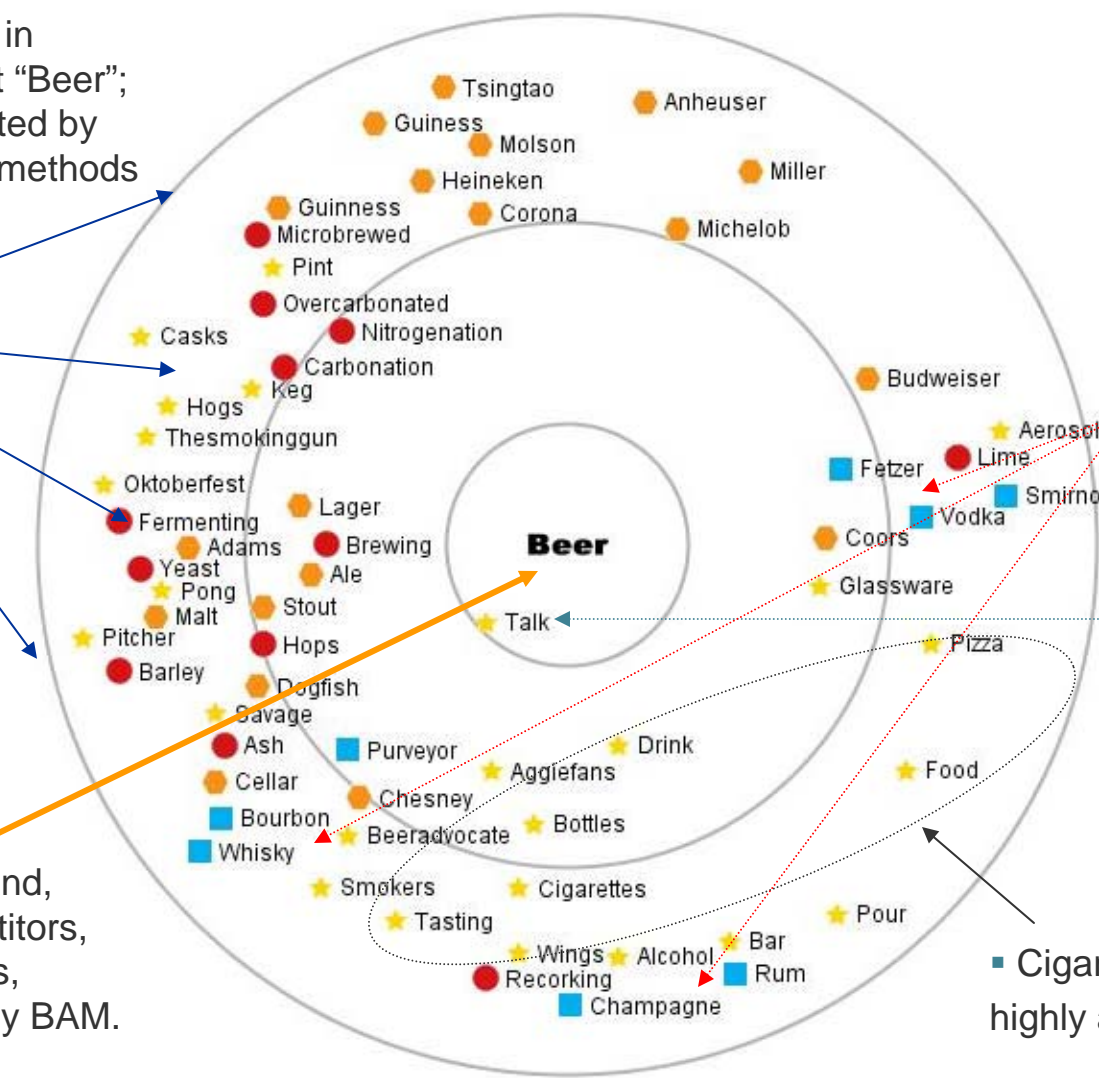
Actual words used in conversation about "Beer"; discussion dominated by brands, types and methods of manufacturing.

- types/brands
- ★ social
- process/ingredients
- liquor

▪ Vodka, Bourbon, Rum, Whiskey and Champagne most frequently associated alternatives – not Wine.

"Talk" most central keyword, implying beer as social pass time.

▪ Cigarettes, Pizza and Wings highly associated with beer.



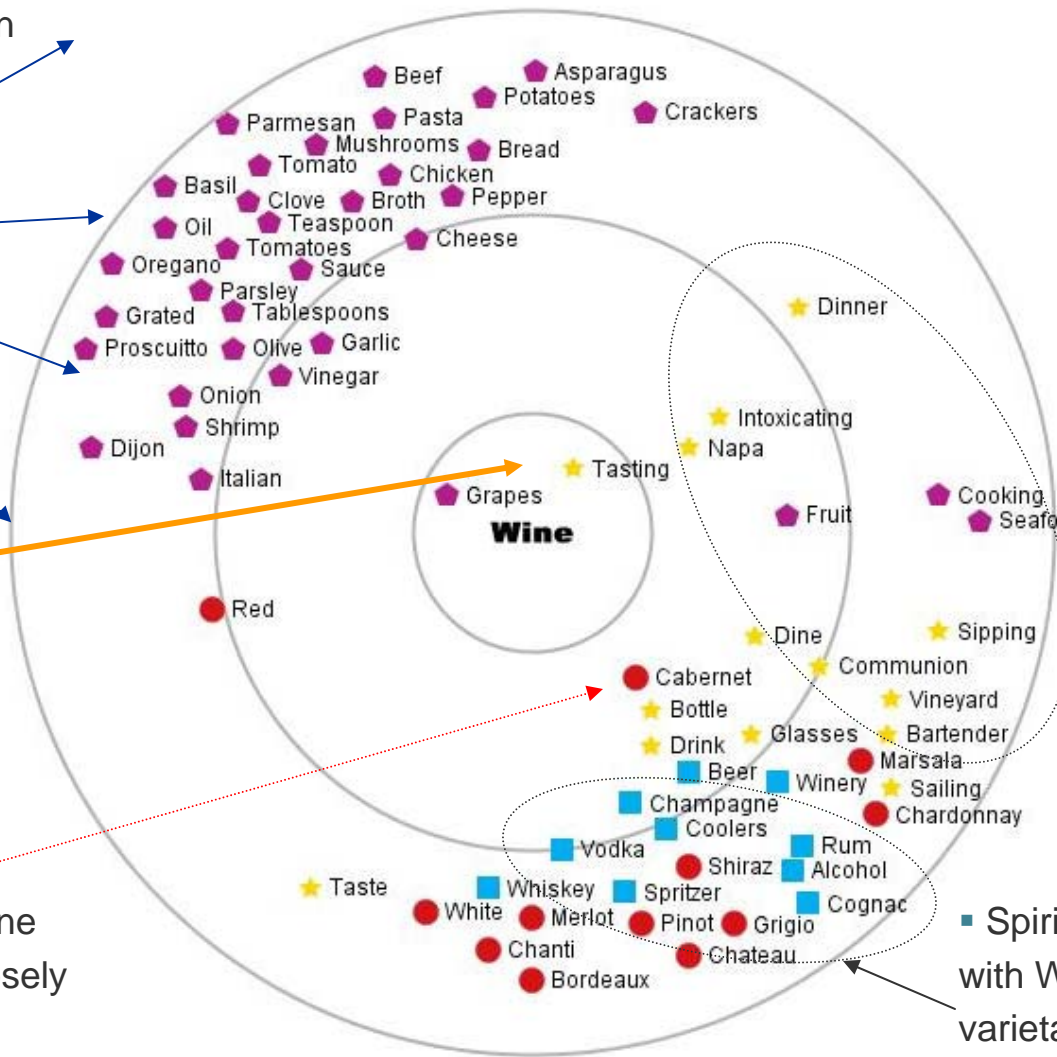
Imagine your brand, products, competitors, segments, issues, etc...examined by BAM.

Brand Association Map: "Wine"

Majority of discussion related to food and cooking.

Grapes and tasting are the most central keywords.

▪ Cabernet is wine variety most closely associated.



- Varieties
- ★ social
- liquor
- ◆ cooking

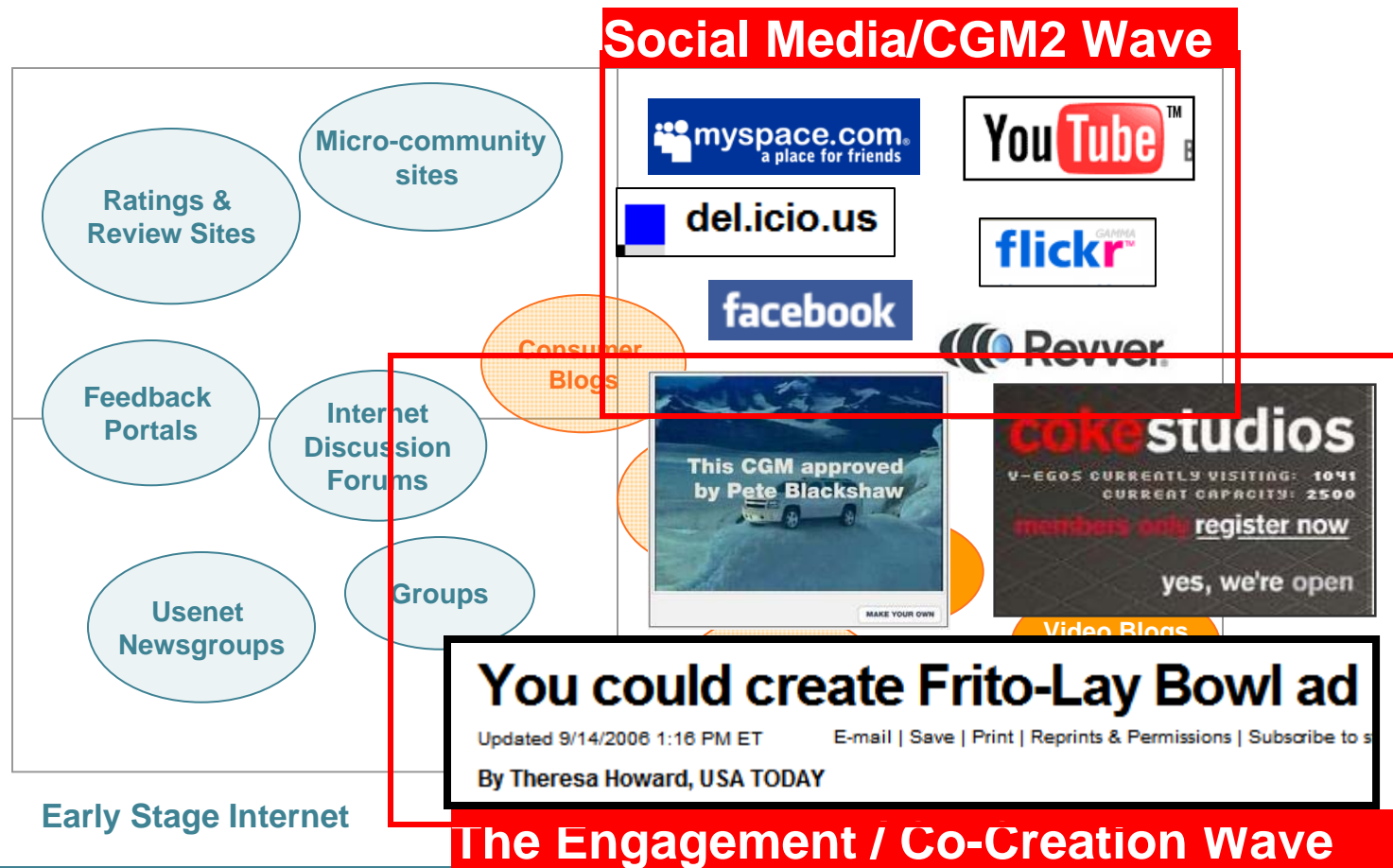
▪ Social events and places highly associated with wine.

▪ Spirits equally associated with Wine as actual grape varieties.

CGM: What is it?

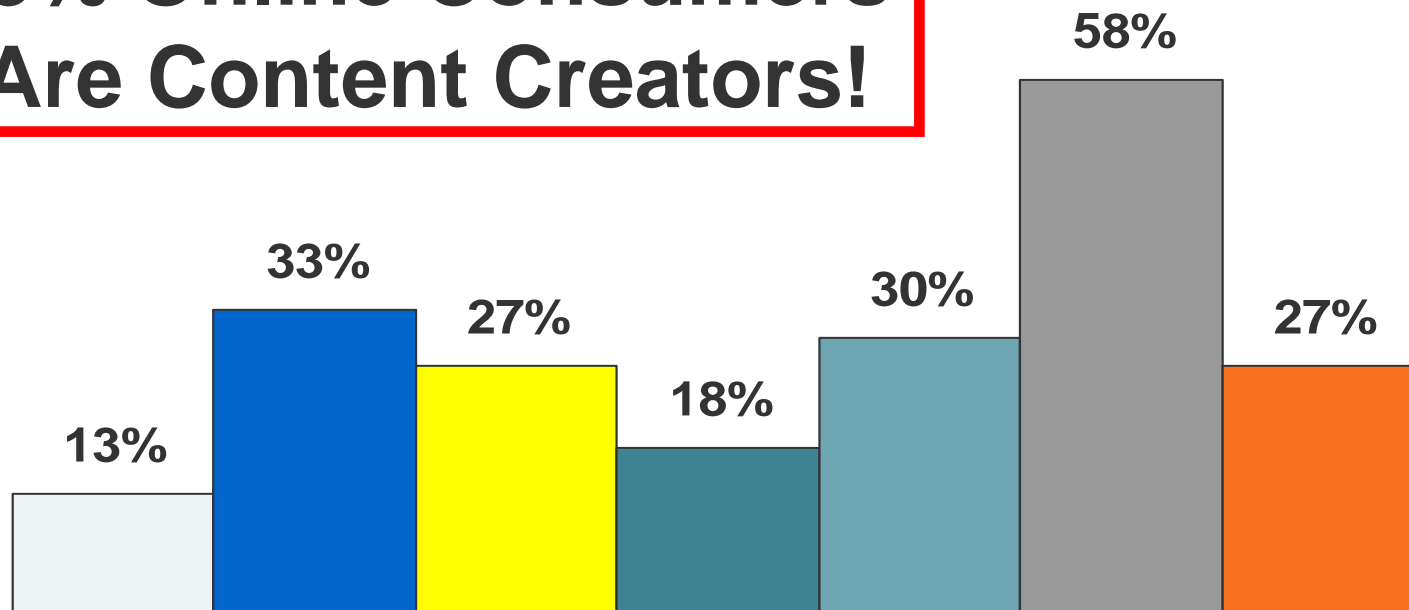
New Formats and Forms

- A diverse and fast-growing body of online content that is expanding into multi-media formats



Everyone is Creating Content These Days

73% Online Consumers Are Content Creators!



- Rev/commented on brand/company blog
- Provided email feedback to company/brand
- part in online product rating
- part. In online community/message board/forum
- Reviewed online comments/ratings while researching products
- Forwarded something found on internet
- None of the Above

Why People Do It...

Advertising

“App... was... Male... Bored... es... came... a gro... re...”

wine library tv
CHANGING THE WINE WORLD

ADVERTISE ON VINOGRAPHY!

each thousands of motivated wine lovers each day, each of whom is looking for something beyond the ordinary.

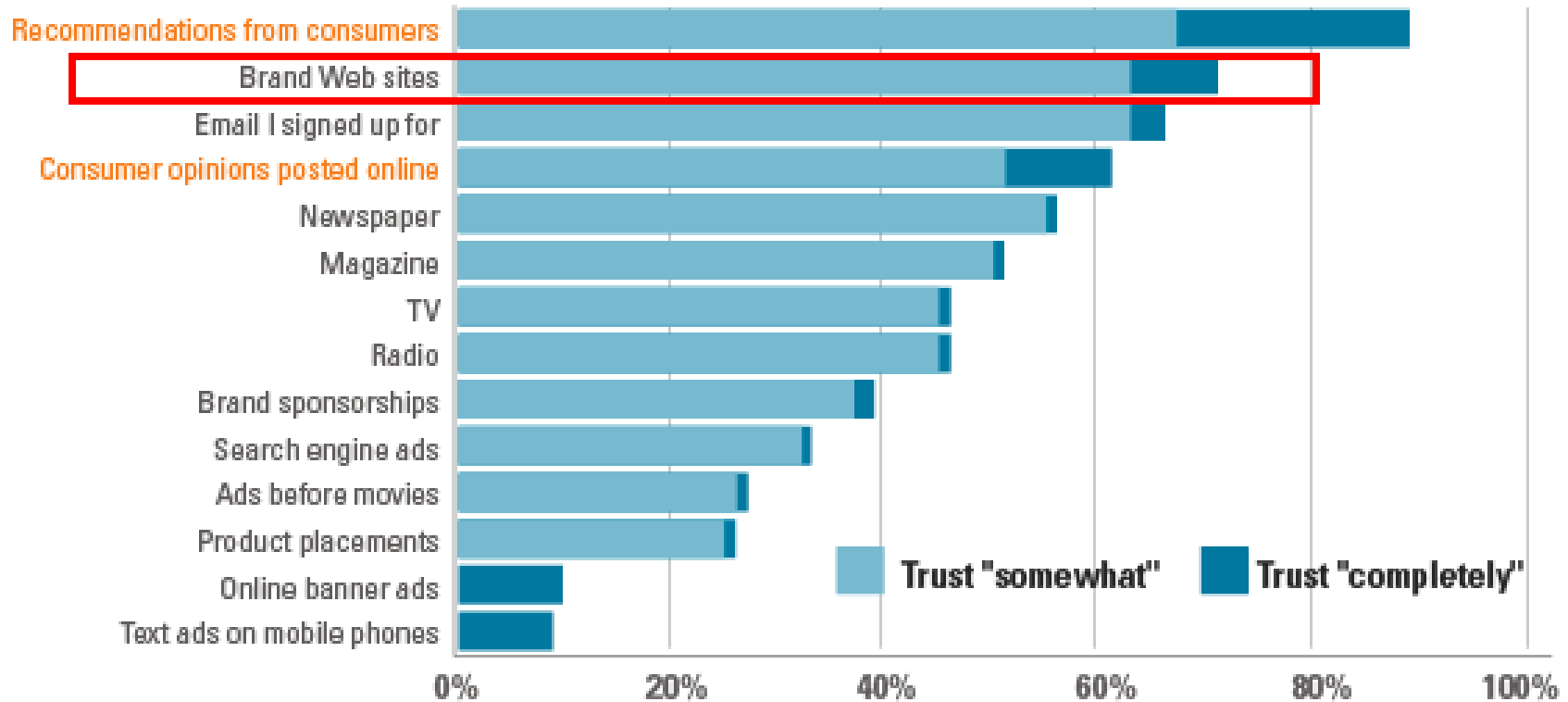
the moon, but we're about 7 days out. looking like the 200 recent memory. Un grape crops, to current estim...

Posted by alder at 10:11 PM | Comments (1) | TrackBack (0) | RSS Link

Why It Matters!

Reason #1: CGM Is Linked To Trust

"Indicate your overall level of trust in the following forms of advertising."



Base: 470 responses recruited from PlanetFeedback.com members.
Source: Forrester Research, Inc. and Intelliseek.

Reason #2: We Know CGM Links to Behavior

Virtually every research company finds that consumers trust CGM and word of mouth far more than any other information source...

Which factors make you most comfortable purchasing a product?
WPP

The website	8%
Advertisement	15%
Newspaper/Magazine recommended it	22%
A friend recommended it	76%

Best source for advice on a new product:
Yankelovich

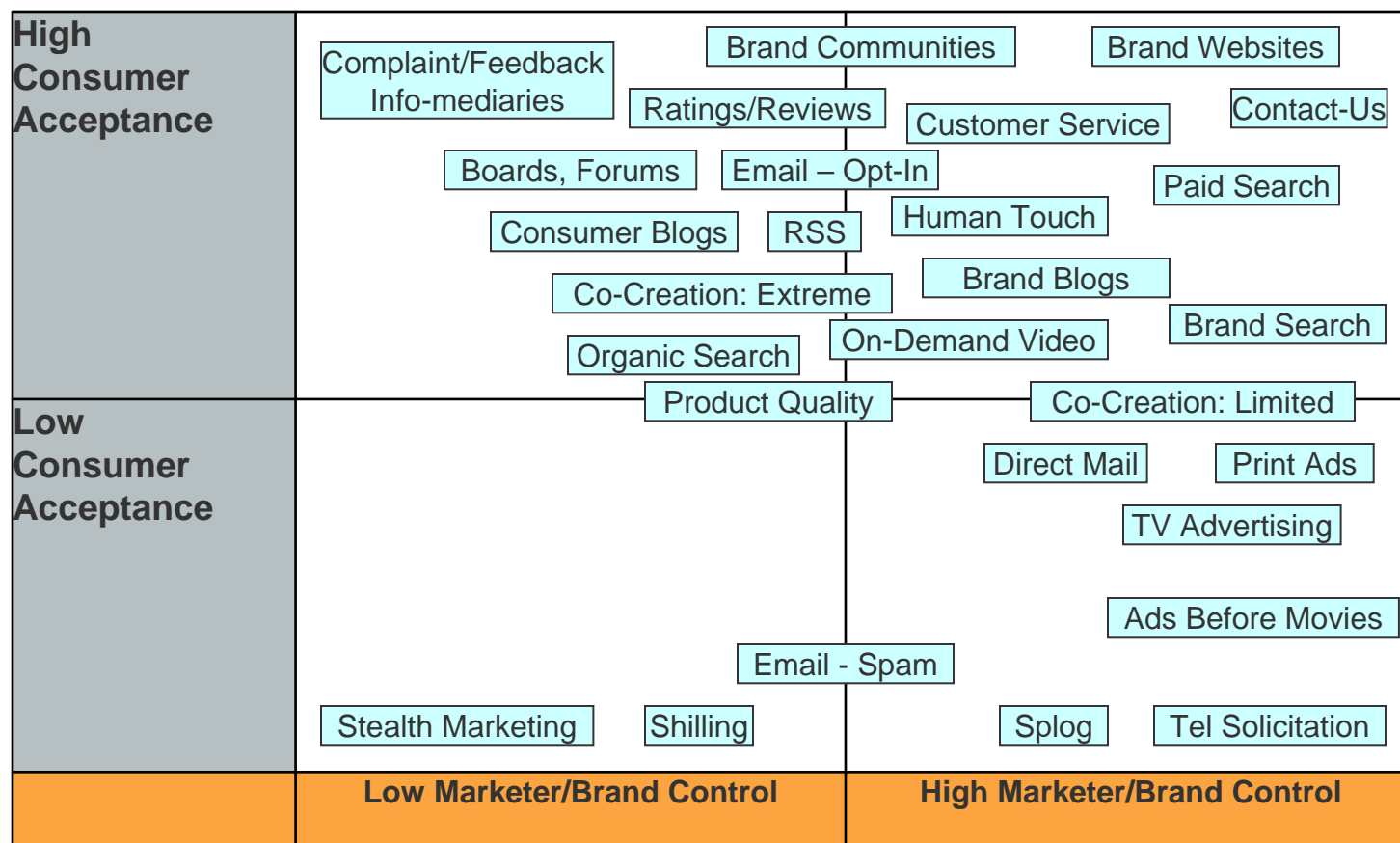
Television	21%
Newspaper/Magazine	26%
Info services (e.g. Consumer Reports)	35%
Another consumer	67%

Among best sources for new ideas about products:
GFK/NOP

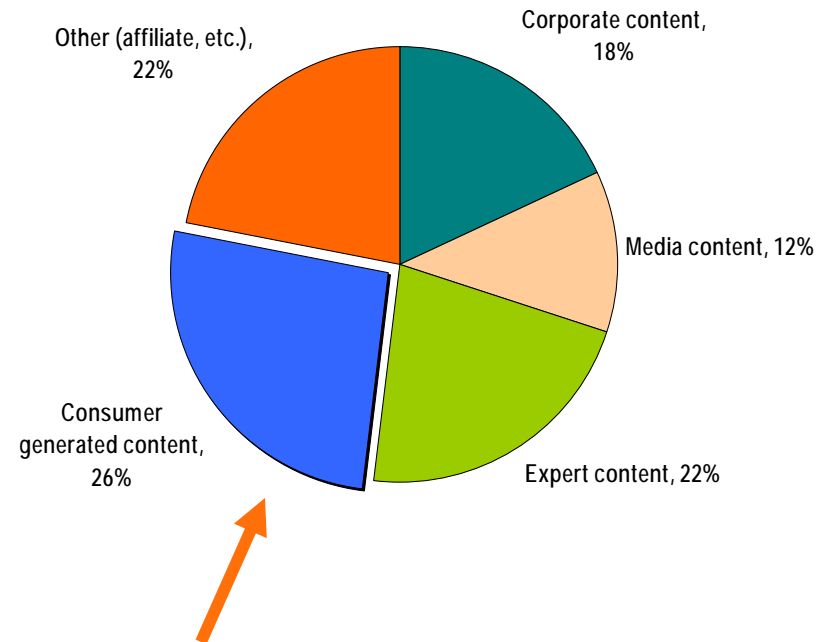
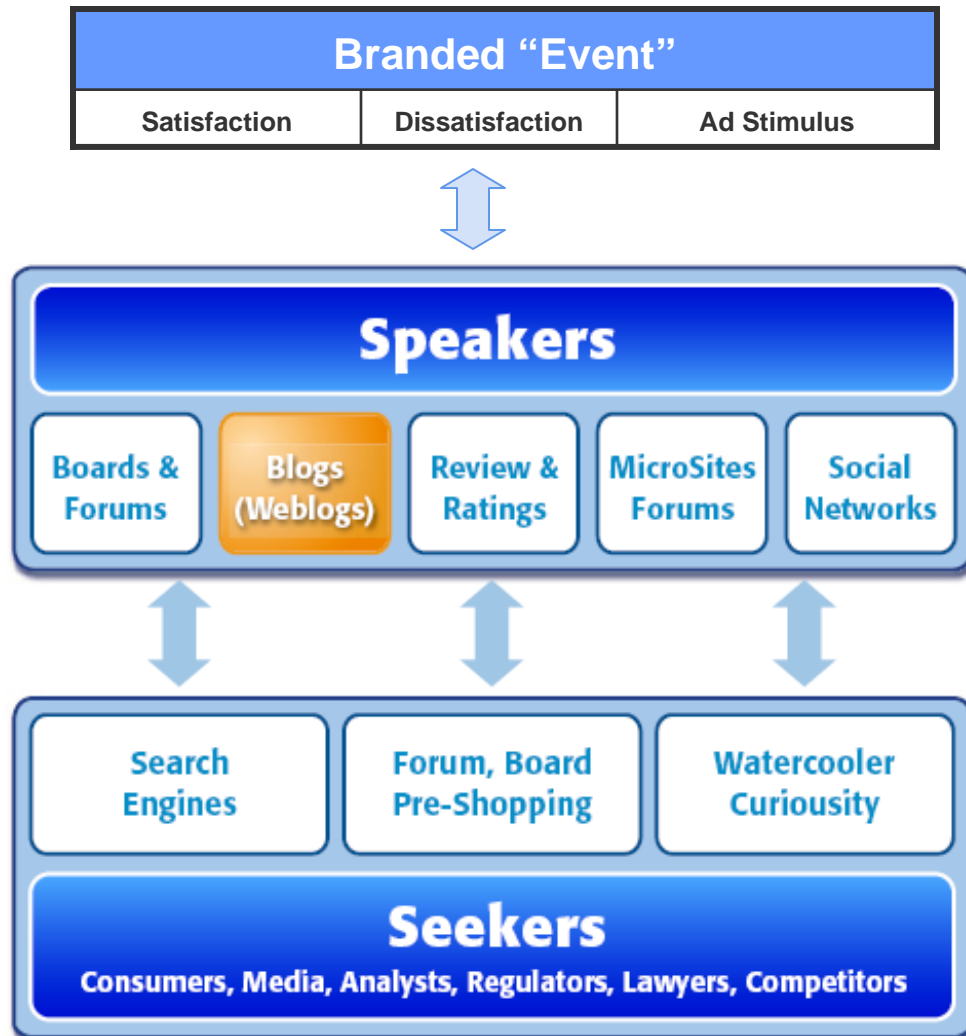
1977		2005	
Editorial	47%	Editorial	40%
Advertising	53%	Advertising	50%
Word of Mouth	67%	Word of Mouth	92%

Reason #3: CGM Audits & Explains Brands

- What triggers conversation? What can you control?



Media that Keeps on Giving...or Punishing



Jupiter Research
26% of top search results for world's twenty largest brands is consumer-generated.

blac

Google **Web** [Images](#) [Groups](#) [News](#) [E](#)

iams

Web Personaliz

[IAMS Smart Puppy Formula](#)
www.iams.com/smartpuppy DHA-Enhanced. Give Your Puppy
Learn More at **IAMS**

1,298 results stored on your computer - [Hide](#) - [About](#)

[Search Results: iams](#) - Search Results: **iams** 01 3 2 2 2 2
[PlanetFeedback Administra...](#) - topic ID 278245 **iams** com

[iams-quality dog and cat food-pet care products](#)
iams Company mission is to enhance the wellbeing of dogs and c
world-class quality foods and pet care products.
www.iams.com/ - 5k - [Cached](#) - [Similar pages](#) - [Remove result](#)

[iams Cruelty](#)
Tell **iams** and P&G that you won't be buying **iams** for your animal companions until
they stop conducting nutritional experiments on cats and dogs.
www.iamscruelty.com/ - 35k - Feb 12, 2006 - [Cached](#) - [Similar pages](#) - [Remove result](#)

[IAMS and animal testing](#)
IAMS, the pet food company owned by Procter & Gamble, carry out horrific animal
experiments.
www.uncaged.co.uk/iams.htm - 16k - [Cached](#) - [Similar pages](#) - [Remove result](#)

[Walmart.com - Free sample of IAMS® Savory Sauce](#)



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

We'll Send You A Year's Supply of
iams Pet Food Free. Sign Up Today
www.YourBillsPaid.com

[Buy iams Products](#)
Great Selection - Get 5% back
Free shipping with minimum purcha
www.drugstore.com

[Buy Pet Food at PETCO](#)
Premium Pet Food for Dogs & Cats.
Save big on everything for your pet



kendall jackson

Search

[Advanced Search](#)
[Preferences](#)

Web

Personalized Re

Kendall Jackson Vineyard Estate - A Taste of the Truth, Sonoma

Acclaimed **Kendall Jackson** wines from Sonoma wine sales, winery tours, events and tastings.
www.kj.com/ - 8k - Jul 16, 2007 - [Cached](#) - [Similar pages](#) - [Note this](#)
[Wines](#) - www.kj.com/wines/
[Contact Us](#) - www.kj.com/contact/
[Stature Red Table Wine](#) - www.kj.com/stature-red-table-wine/
[Wine Center](#) - www.kj.com/visit/wine-center/
[More results from www.kj.com »](#)

Kendall-Jackson Vineyard Estates -

Join us for **Kendall-Jackson's** Annual Heirloom vegetable-or is it a fruit?
www.kj.com/events/tomato-festival/ - 9k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kendall-Jackson - Wikipedia, the free encyclopedia

Kendall-Jackson is the original brand name of the **Kendall Jackson** family in Lakeport, California in the 1950s.
en.wikipedia.org/wiki/Kendall-Jackson - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

Compare Prices and Read Reviews of Kendall Jackson Wines

Epinions has the best comparison shopping information. Compare prices from across the web and read reviews.
www.epinions.com/fddk-Wines-All-Kendall-Jackson - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kendall-Jackson closing noted wine industry

Kendall-Jackson will closed its Chateau Du Clos vineyard. The company's eponymous founder, got his start 22 years ago while working for **Kendall Jackson**.
www.bizjournals.com/sanfrancisco/stories/2005/01/03/daily42.html - 89k - [Cached](#) - [Similar pages](#) - [Note this](#)

Silicon Valley / San Jose Business Journal: Jackson Wine Estates ...

Kendall-Jackson Wine Estates, Ltd. Executives: Barbara R Banke Chm & CEO. John Grant Pres. George Rose VP-Pub Rels. John Bridenball Exec VP-Fin & Admin ...
www.bizjournals.com/sanjose/gen/Kendall-Jackson-Wine_Estates_BA8BBE1856294DA289A88017230E67B3.html - 29k - [Cached](#) - [Similar pages](#) - [Note this](#)

Kendall Jackson Wine - Gifts, Flowers & Food - BizRate - Compare ...

Buy **Kendall Jackson** Wine from Gifts, Flowers & Food stores. Compare prices & shop online at BizRate. Check store ratings before you buy Wine.
www.bizrate.com/wine/winery--kendall-jackson/products__att297082--297461-.html - 150k - Jul 14, 2007 - [Cached](#) - [Similar pages](#) - [Note this](#)

Wine of the Week: Kendall Jackson Vintner's Reserve Chardonnay ...

Wine of the Week: **Kendall Jackson** Vintners Reserve Chardonnay 2005 (CA) \$10, Wine, The **Kendall Jackson** Vintners Reserve Chardonnay is a delicious ...
wine.about.com/b/a/256981.htm - 20k - [Cached](#) - [Similar pages](#) - [Note this](#)

CSRwire.com - News from Kendall - Jackson Wine Estates: Kendall ...

CSRwire.com - Corporate social responsibility News from **Kendall - Jackson** Wine Estates.
www.csrwire.com/PressRelease.php?id=986 - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

CA Winemaker Kendall-Jackson Fraud Suit Dismissed - Topix

Kendall Jackson -- who is founder of the **Kendall-Jackson** Vineyard Estates in Sonoma County -- filed the suit in November of last year, claiming four men conspired ...
www.topix.net/wine/2007/07/ca-winemaker-kendall-jackson-fraud-suit-dismissed - 37k - [Cached](#) - [Similar pages](#) - [Note this](#)

Can CGM Be Measured?

Questions CGM Can Answer

- How do consumers **feel** about my brand...right now?
- How many are talking (**volume**), and who's being impacted (**reach**)?
- What **issues** are being discussed? What **trends** are coming?
- **Who's** talking and where, and are they **influential**? Does their influence spill over to **offline** influencers.
- **Can I influence**, control, or manage word of mouth?
- Did my marketing engage, **resonate** or “echo” with consumers?

“Wine” Buzz: What’s Going On?

blogpulse™
a service of Nielsen BuzzMetrics

ANALYSIS TOOLS SEARCH SHOWCASE ABOUT

TOP BLOG POSTS → RSS Feed

- 1 <http://ads.blogdrive.com/adclick.ph...>
- 2 ついに発表されたPSP2...ではなくPSP2000 (動画) : Gizm...
- 3 ネット通販@売れ筋情報 (男性) 佐藤江梨子
- 4 動画・画像・なんでも紹介する? | 阪和線 脱線 和泉橋本
- 5 パチンコ 必殺仕事人 セブラ 豹柄 | U-20

TOP VIDEOS → RSS Feed

- 1 YouTube - Will It Blend? - iPhone
- 2 YouTube - Beer Bottle Breaking Tuto...
- 3 YouTube - 見えない生活
- 4 YouTube - オタスケマン セコビツチファンの甲本ヒロトくん
- 5 YouTube - Avril Lavigne - Girlfrien...

Search the blogosphere: [Advanced] [Help]

Enter keyword(s) or URL

Take the BlogPulse Tools for a spin:

- Trend Search**
Create your own graphs plotting blog buzz for search terms!
[Go >](#)
- Featured Trends**
We did the trend search work for you! Check out popular items!
[Go >](#)
- Conversation Tracker**
Follow the trail of a story between bloggers!
[Go >](#)
- BlogPulse Profiles**
(Beta) Get a deeper view of your favorite sites and authors.
[Go >](#)

BLOGPULSE LIVE July 17, 2007 10:15

% of Posts by Topic (ET)

■ Diary ■ Memes ■ MoviesTV ■ Politics ■ Sports
©2006 BlogPulse B

BLOGPULSE STATS

Total identified blogs: 52,691,923
New blogs in last 24 hours: 56,255
Blog posts indexed in last 24 hours: 579,150

CGM Ramifications

Broader Applications & Action

- **Consumer Insights**
- **Search Engine Optimization**
- **New product launch tracking**
- **Media Negotiation (including spokespersons)**
- **Message Optimization**
- **Influencer Management**
- **Website, Blog, CRM Optimization**
- **Organizational Change / Motivating Management**

Listening-Centered Marketing

- **Consumer Generated Media:** The fastest growing media is that which consumers create, shape, and share themselves.
- **Holistic 360 Listening:** Brands must be attentive to what the consumer is saying from all expression venues
- **Continuous Conversations vs. “Time Stamps”:** Conversations are fluid, and provide deeper context and meaning than “time-stamps”
- **Beyond Loyalty:** In this new age of word-of-mouth and CGM, customer loyalty is simply not enough. Advocacy is everything.
- **Call-Center as Profit Center:** Powerful new ‘listening posts’ are emerging in companies.

The End

max.kalehoff@buzzmetrics.com

www.attentionmax.com