



FINNA
GROUP

CORK CAMPAIGN / WINE LABELS

SITUATION

SITUATION:

- Consumers: they prefer corks due to perceived higher quality.
- Wine makers: they package a product experience and corks are central to both the user and the product chemistry (taste & packaging)
- Wine makers: require the best tools to safeguard their brand
- The DC-2011: is a proven cork moisture sensor already used and loved by the best wineries in the business
- Finna Group: wants to get the message out to wineries and get them buying the device online

CHALLENGE:

- Create a direct mail campaign focused on wineries & wine makers
- Based on feedback, many wineries rely on outside labs or suppliers for their cork moisture. This leaves wineries vulnerable due to too much time between testing and bottling. Additionally, those labs and suppliers often use the DC-2011 to test and charge more for testing than what the meter costs, each time.
- The market is flooded with noise, therefore we need to lead with a disruptive thought: B2B clients and industrial companies receive tons of electronic junk mail that will "save their bottom line." That is not an effective outreach strategy. We need to get a customer's attention in seconds, with a strong emotional connection to **their** situation.

INSIGHT:

- If your cork goes bad, it's the wine that seems bad, not the cork; therefore it's worth giving us your attention to protect your brand (and ultimately your corks)

AUDIENCE:

- Wine Makers - Especially those associated with quality control (QC) standards
- 2500 of the top-producing wineries

VALUE:

- Customers hate advertising.
- Rather than talk about what we are selling, let's focus on a truth in wine culture: bad wine - everyone has had it and can relate.
- Through the context of wine labels, something every wine maker appreciates, we're going to deliver our message about the DC-2011 and the value it brings by ensuring QC in cork
- The value of this campaign is that it's emotional (funny) and can be interactive due to the real wine labels. The idea is that "funny" gets shared and involves the audience to participate. Through humor, we are creating a piece that is memorable because our audience can relate to the message and also, on a more serious note, consider how their wine is perceived.

DISRUPTIVE LABELS

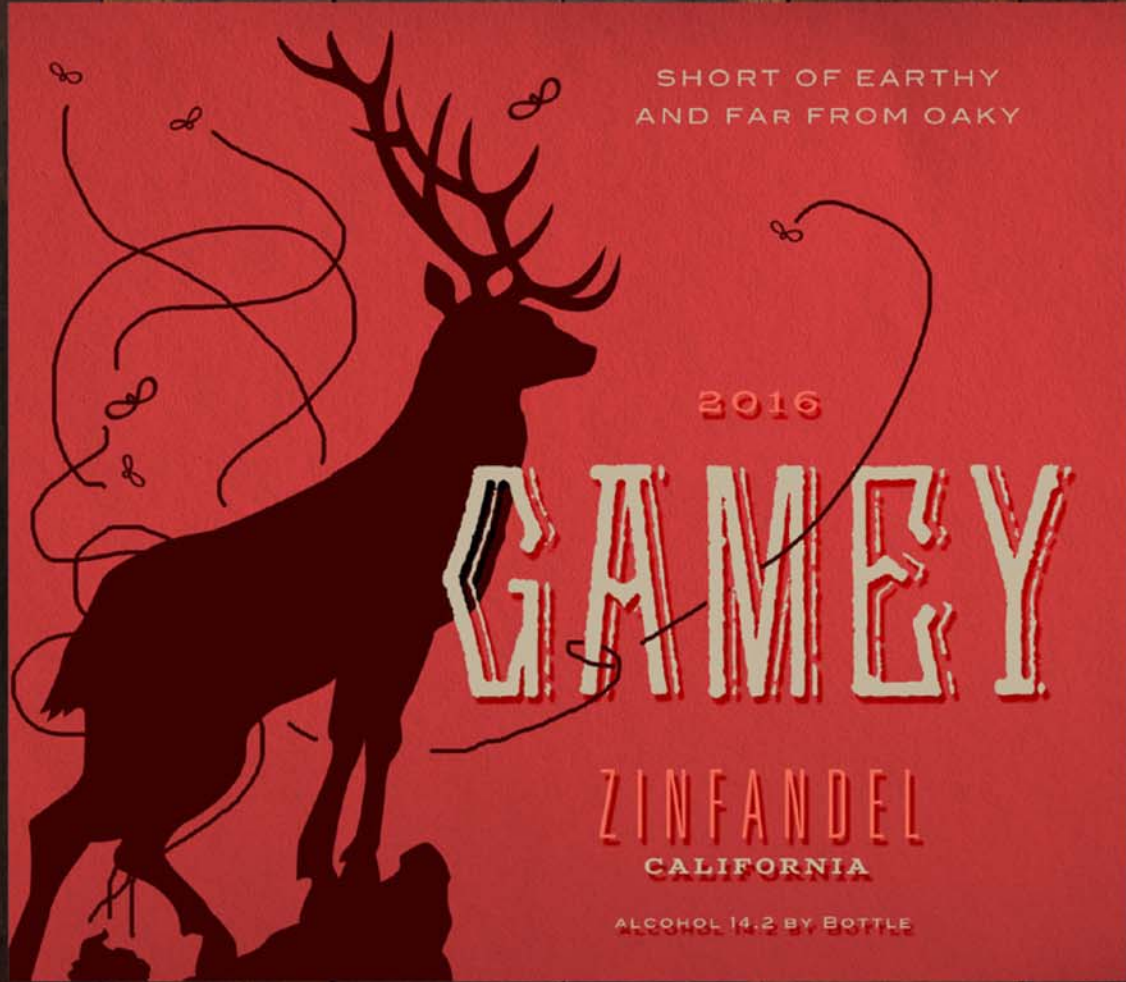


MOLDY, MUSKY, & DOGONE DISGUSTING

MERLOT

WET DOG

SONOMA



ALL NOSE. GOING DOWN OR COMING BACK UP
"VINTAGE"

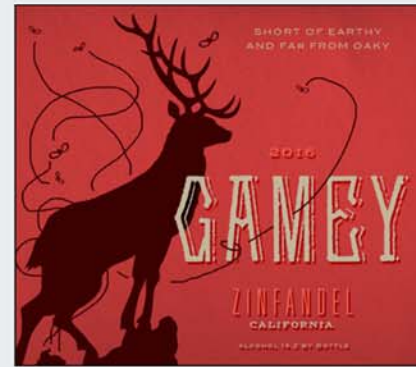


BLEGGH

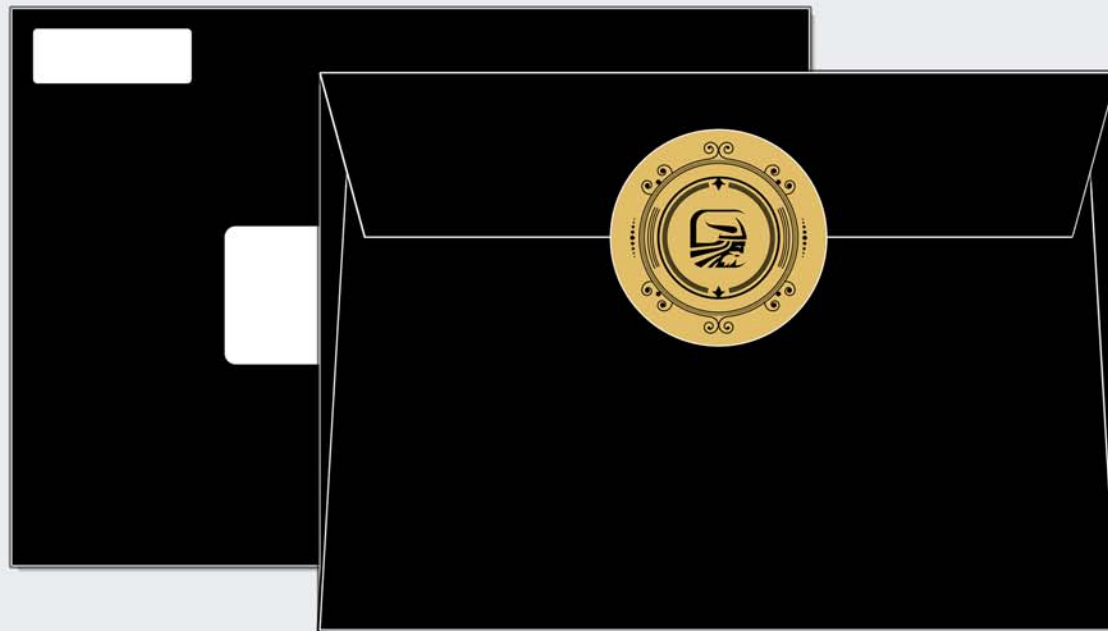
CABERNET

NAPA VALLEY

CONTENTS OF MAILER



FRONT



BACK



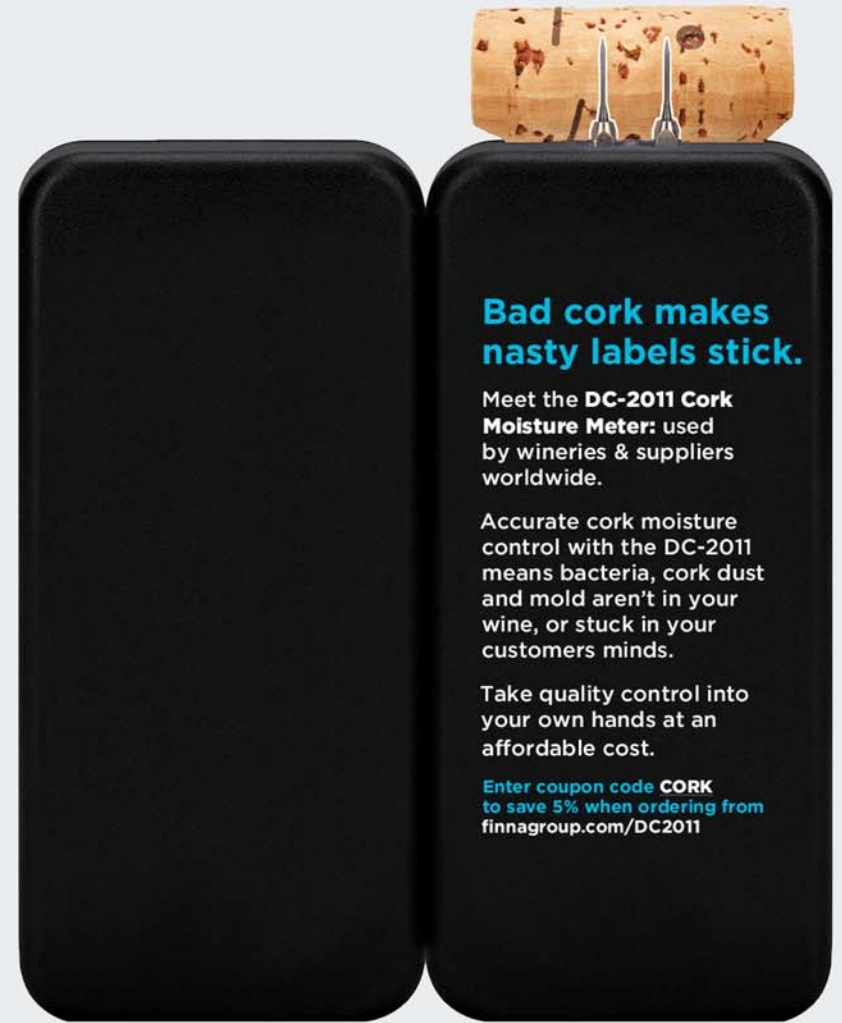
Notes:

We didn't want this to be the typical envelope you would receive in the mail. It was an invitation-grade black envelope with an added gold seal in order to accentuate the piece. Also included were the wine labels that could actually be affixed to bottles and the cork meter mock-up that promoted our message.



Outside Back

Outside Front



Inside Left

Inside Right

Notes:

This mock-up of our meter served a few different purposes. First, we wanted the consumer to associate the DC-2011 with its specific purpose as they opened the envelope: testing wine corks. Once that was established, the goal was to make the consumer understand why these off-kilter wine labels were associated with this meter and cork. Essentially, if they didn't take care of their cork, these are the types of labels that would be associated with their wine. Finally, it was used to drive the consumer to the website by providing a modest discount. This was used to track the conversion rate.