



Generational Marketing, Targeting & Segmentation

Rhonda Motil, J. Lohr Vineyards & Wines
Jenny Yesilevskiy, Rodney Strong Vineyards
Justin Noland, Wente Family Estates

Justin Noland
DTC Marketing & Strategy
Wente Family Estates



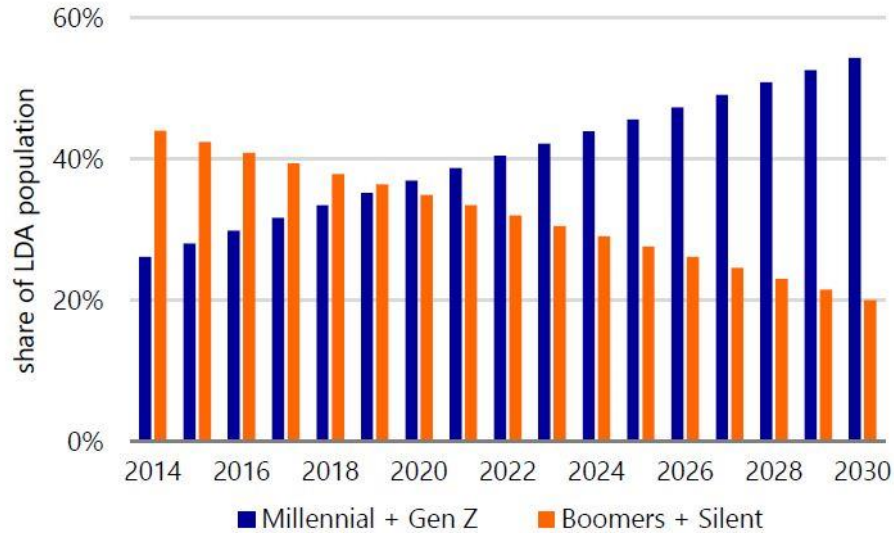
Generational Marketing, Targeting & Segmentation



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Shift in Share of Population





“Personal circumstance rather than our age is a more revealing way to determine what sort of consumer we might be.”



Joe Fattorini

Fields Morris & Verdin, The Wine Show





So what do you do?



Social Segmentation: Connecting the Right People to the Right Message

Jenny Keller Yesilevskiy
Social Media Manager
Rodney Strong Estates





**Segmentation:
Not Just a Buzz Word**

**Where Do
You Start?**





Know Your Audience
(and it's not only about the wine)

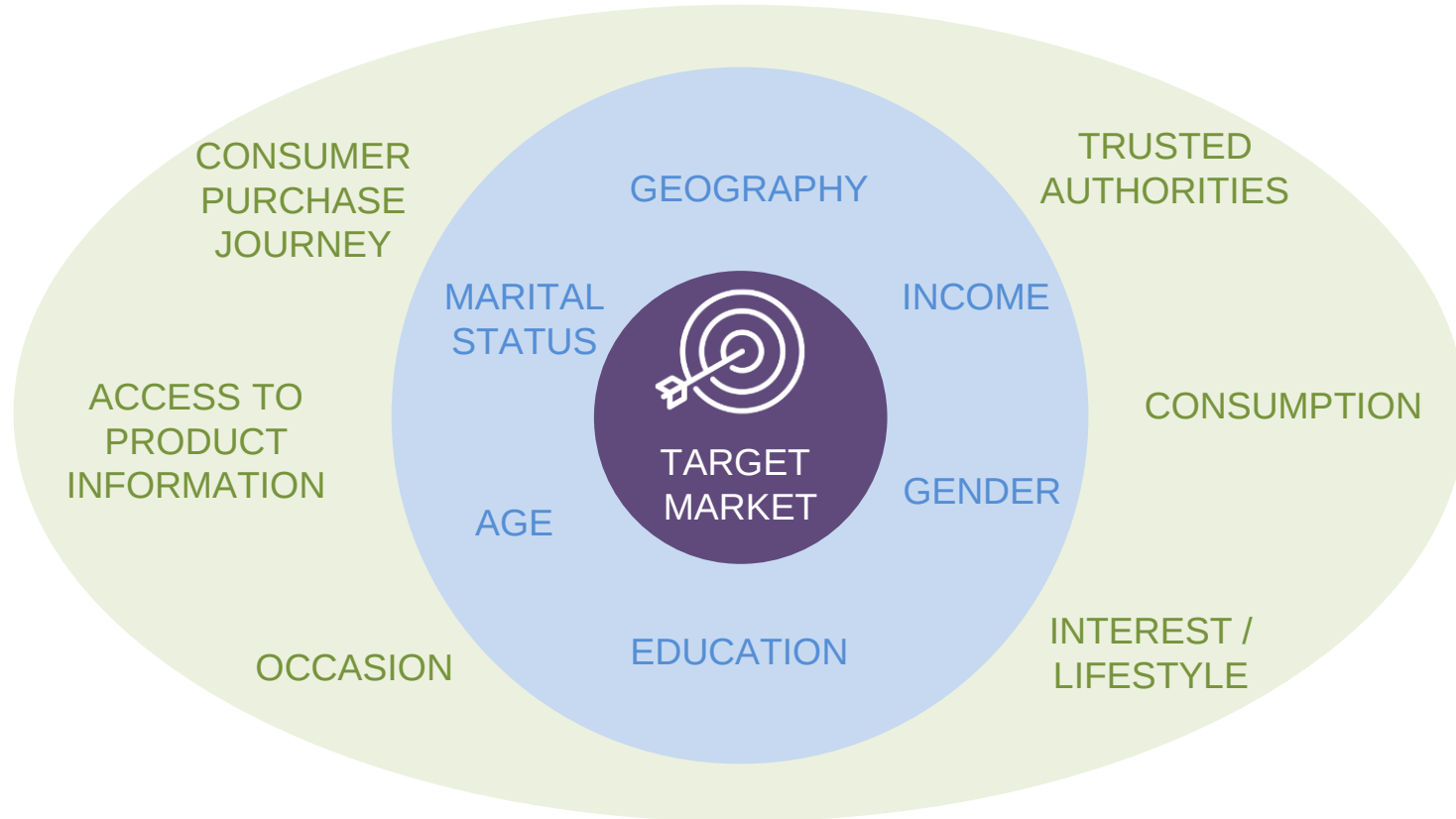
Segmenting Audiences



Segmenting Audiences

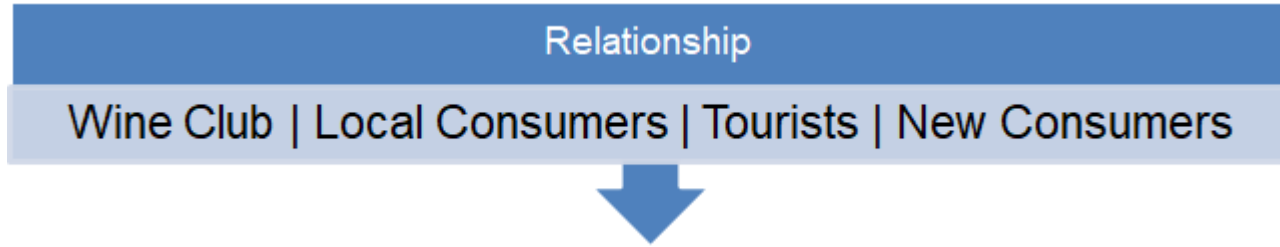


Segmenting Audiences



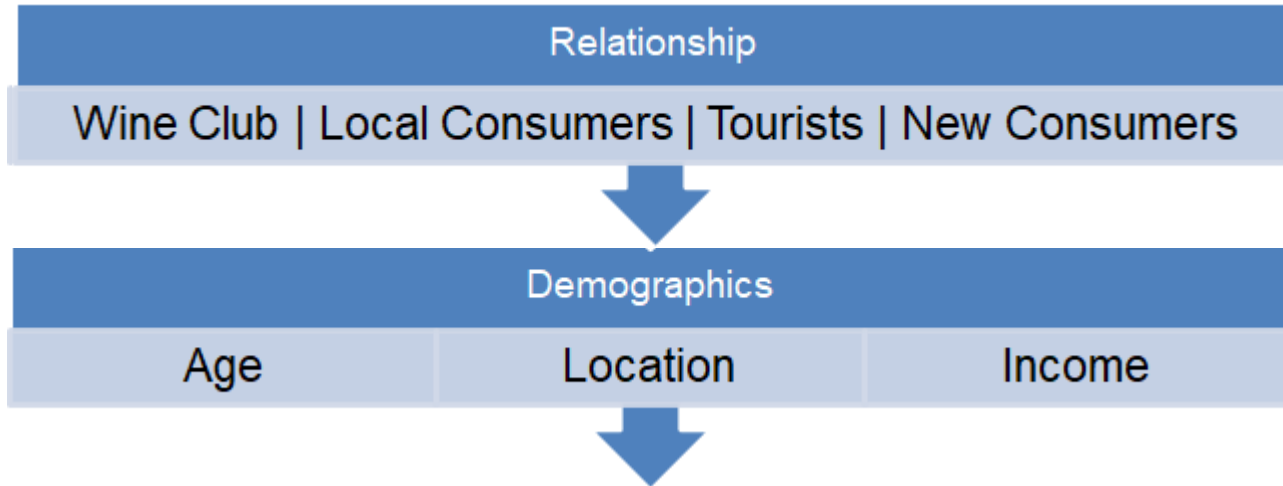


- Research your consumers and build profiles



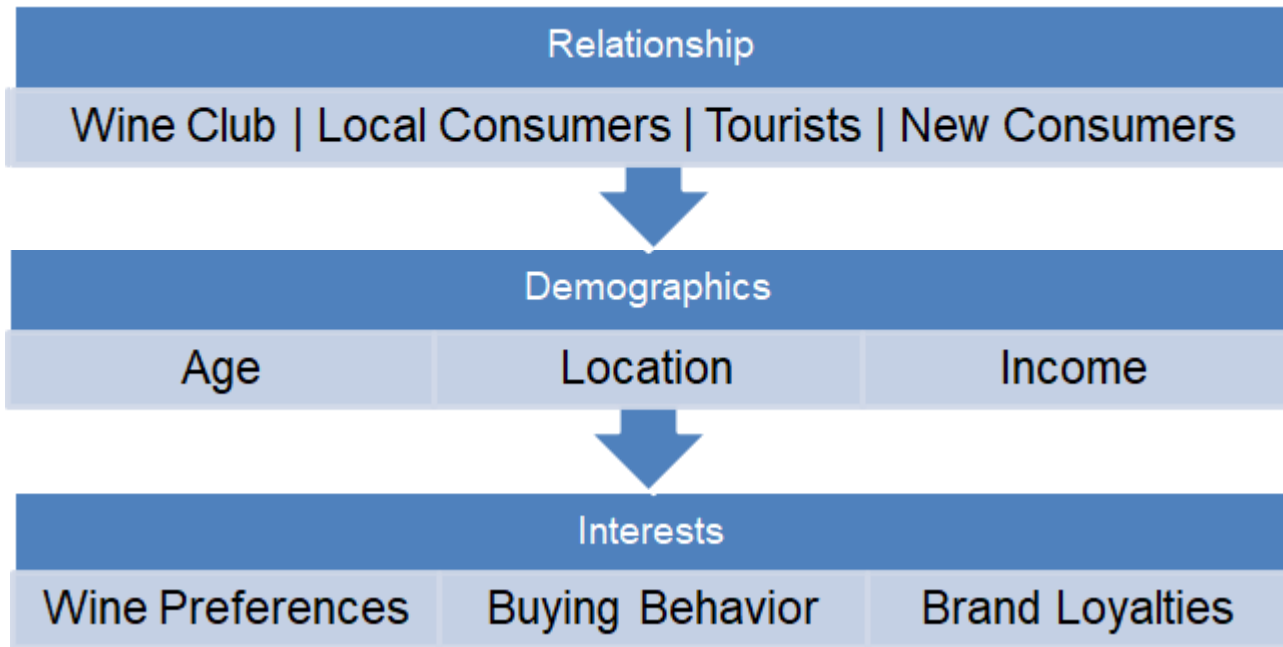


- Research your consumers and build profiles





- Research your consumers and build profiles



Building Your Audience... Be Broad!



BASE:

Location:

- United States

Age:

- 25-38

Interests:

- Wine

MODIFIERS

Interests:

- Pinot Noir
- Chardonnay

Financial:

- Household income in top 25%-50%

- *AND MUST MATCH* -

Interests:

- Wine Clubs

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- *AND MUST MATCH* -

Interests:

- Wine Clubs

**Potential
Audience Size:
140,000**



MODIFIERS [*AND MUST MATCH*]

Interests:

- California Wine Club
- Wine of the Month Club

Behaviors:

- Frequent Travelers
- Visiting California Wine County

Relationship Status:

- In a relationship



MODIFIERS [*AND MUST MATCH*]

Interests:

- California Wine Club
- Wine of the Month Club

Behaviors:

- Frequent Travelers
- Visiting California Wine County

Relationship Status:

- In a relationship

**Potential
Audience Size:
34,000**



Campaign Basics

Campaign Basics: Distribution



STORIES
INSTAGRAM FEED



NEWS FEED | IN-STREAM
MARKETPLACE | MESSENGER

audience
network

by facebook
SMARTPHONE APPS
WEBSITES



Google Ads

YOUTUBE
DISPLAY & TEXT ADS

BABY
BOOMERS



GEN X



MILLENNIALS





- Deliver what was promised
- Reinforce the message
- Be consistent with branding



- Organize campaigns in a thoughtful way, structured to output helpful data
- Take advantage of resources available to help during setup
- Don't guess:
 - What works? What doesn't?
 - Test (methodically)
 - Adjust, and repeat



- You are not your consumer
- Be significant (provide content that converts)
- Leverage research to help direct and craft ads and content that will resonate

Data Matters.





- Creating unique segments and corresponding campaigns is only one half of the equation
- Your results should help drive current and future campaigns and decisions
- Start simple; use the tools available to you:
 - Advertising platform stats
 - Google analytics (website)
 - Link tracking
 - Campaign tracking builders



- Metrics are only useful when you are considering the correct ones
- Key metrics:
 - Website conversions
 - Unique audience reach
 - Impressions
 - Event sign-ups
 - Engagement

**From tackling
tools designed to
segment to
campaigns that
bridge the
generation gap...**





Rhonda Motil
Vice President, Marketing
J. Lohr Vineyards & Wines



2020 DIRECT TO CONSUMER
WINE SYMPOSIUM

Vintage to vintage,
Family, Place, and Craft
are at the heart of
J. Lohr's success



J. LOHR
VINEYARDS & WINES



INFLUENCERS

Utilizing influencers in segmentation



CAUSE-BASED

Cause-based SKU and campaign segmentation



PRODUCT LAUNCH

New product launch segmentation



INFLUENCERS

*Utilizing influencers in
segmentation*



WHY INFLUENCERS?

Reach New Audiences

Ability to Personalize Marketing

Brand Building for Core Pillars

Measurable

Support for Other Marketing Efforts

J. LOHR SPRINGTIME CAMPAIGN OVERVIEW



AUDIENCE

- *Females, 30 - 40*
- *Strong sense of family*
- *Just beginning their wine journey*
- *Looking for quality but affordable wines*
- *Sustainability has an impact on their purchase decision*

In-market campaign efforts worked in tandem to promote Chardonnay & Pinot Noir for enjoyment at springtime family gatherings

INFLUENCERS - Springtime is J. Lohr Time Campaign



MOTHER'S DAY Influencers & Giveaway

Leverage lifestyle influencers to share a recipe, hosting tips or anything else they learned from their mother on how to casually entertain

Influencers promoted the J. Lohr Mother's Day Giveaway via Instagram



INFLUENCERS - Springtime is J. Lohr Time Campaign



285,014
TOTAL AUDIENCE



5.39%
AVERAGE ENGAGEMENT RATE



109,381
TOTAL IMPRESSIONS



72,471
TOTAL REACH

5,896
TOTAL ENGAGEMENTS

J. LOHR SUMMER CAMPAIGN OVERVIEW



AUDIENCE

- *Female, 30 - 50*
- *Aspirational wine travelers*
- *Interested in ~~product~~ origins*
- *Excited to try new recipes*
- *Consumption shortly after purchase*

In-market campaign efforts promoted J. Lohr's Monterey white wines and capture the unique aspects of the Monterey Bay area





CUSTOMER JOURNEY



Engage Target Audience



Social Media



Advertisement



Wines Sent for Review



Directed to Landing Page



Website Purchase



Store Locator



Deepen Customer Recognition



Customer Recognition

Campaign Displays in Stores

Restaurant Features

J. LOHR SUMMER CAMPAIGN



CUSTOMER JOURNEY



Engage Target Audience



Directed to Landing Page



Customer Recognition



INFLUENCERS - A Monterey Summer with J. Lohr Campaign



276,173

TOTAL AUDIENCE

9%

AVERAGE ENGAGEMENT RATE

106,517

TOTAL IMPRESSIONS

73,800

TOTAL REACH

6,827

TOTAL ENGAGEMENTS



CAUSE-BASED

Cause-based segmentation

CAUSE-BASED: Campaign Overview



The 2019 *Touching Lives* campaign marked the 11th year of J. Lohr's partnership with the National Breast Cancer Foundation, Inc. To date, J. Lohr has assisted in providing over 6,500 mammograms to women in need as well as offering support for additional NBCF initiatives, such as the distribution of HOPE kits.

Non-traditional segmentation

CAUSE-BASED: Social Media & Events



Social Media



Wine Dinners



CAUSE-BASED: Social Media & Events



NBCF Hope Kit Packing Party
Utilizing events and social media to share our story with our targeted audience



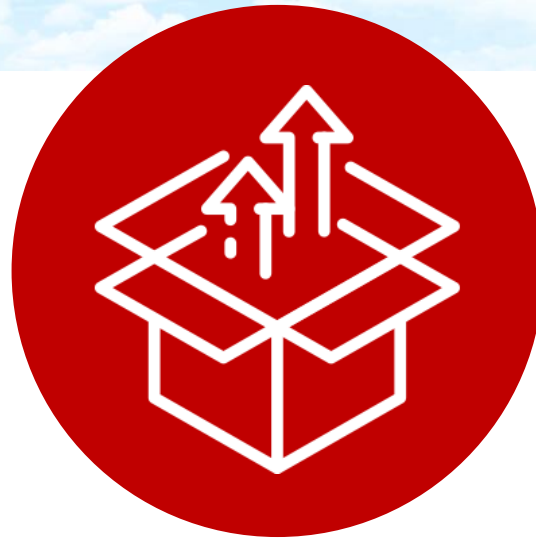
CAUSE-BASED: Social Media & Events



NBCF Collaboration Events

J. Lohr Touching Lives Campaign





PRODUCT LAUNCH

New product launch - Category segmentation

PRODUCT LAUNCH: Overview



J. Lohr Pure Paso™ *Proprietary Red Wine*

- Red Blend Category
 - Hot Growth Category
 - Who is the Consumer?
- J. Lohr Roots
 - Pillar on Place



PRODUCT LAUNCH



Media Strategy -
Somm Journal Article



Advertising

PRODUCT LAUNCH: Social Media



INSTAGRAM



Engagements

783

Engagement Rate

23%

Reach

3,355

Impressions

4,358



Engagements

556

Engagement Rate

19%

Reach

2,863

Impressions

3,838

PRODUCT LAUNCH: Social Media



FACEBOOK



Engagements

1,499

Engagement Rate

19%

Reach

7,730

Impressions

11,175



Engagements

708

Engagement Rate

12%

Reach

5,823

Impressions

7,193

PRODUCT LAUNCH: Reviews and Ambassador Building



93

POINTS

EDITORS' CHOICE

Wine Enthusiast, Jan '20

92

POINTS

Tasting Panel, Nov '19

97

POINTS

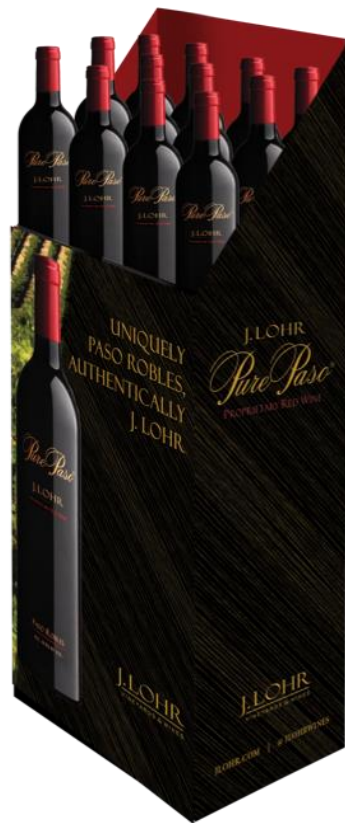
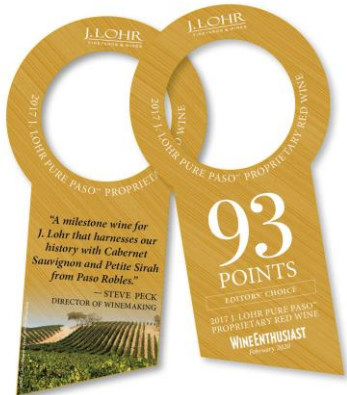
DOUBLE GOLD

San Francisco International Wine Competition, Nov '19

PRODUCT LAUNCH: Sales Success



Accolade Neckers



Case Wrap



Pallet Wrap

PRESENTATION TAKEAWAYS



- Think outside of the box in segmentation categories
- Link segmentation with business goals / core pillars and values
- Make segmentation measurable





Thank You

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