



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

The Critics Are Dead.

Your Consumers Are Talking.
Are You Listening?

Meet Our Panelist



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WHOVA POLL #1


**YOU HAVE ONE BOTTLE LEFT OF YOUR FLAGSHIP
WINE—THE ONE THAT DEFINES YOUR LEGACY.
YOU CAN ONLY SEND IT TO ONE PERSON.**

A. The Traditional Critic - The Goal: 95+ Point Score

B. The Influencer Partner - The Goal: 100K+ Content Views

RESULTS

OPTION A: THE CRITIC

- **The Outcome:** A 95+ Point Score
- **The Value:** Prestige & Distributor Validation
- **The Risk:** It sits on the shelf with a gold sticker, waiting for a buyer.

OPTION B: THE PARTNER

- **The Outcome:** 50 New Club Members & Sell-Out
- **The Value:** Recurring Revenue (LTV) & User Data
- **The Risk:** No "History Book" prestige. No gold sticker.

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*How has influencer marketing changed
most in the past 5 years?*

| CHANNEL | STRATEGIC ROLE | PANEL INSIGHT (The "How") | BUSINESS IMPACT (The ROI) |
|---|---|--|---|
| <p>LONG FORM VIDEO</p> <p><i>(YouTube / TV)</i></p> | <p>EDUCATION & TRUST</p> | <p>High-Attention Entry Point:</p> <p>Captures the audience that is "really, really engaged" (TV/Audio). Best for telling the <i>full</i> brand story without time constraints.</p> | <p>SAFETY & TIME</p> <p>Builds the consumer confidence required for high-ticket purchases.</p> |
| <p>SHORT FORM VIDEO</p> <p><i>(IG Reels / TikTok)</i></p> | <p>DISCOVERY & TRAFFIC</p> | <p>The Reach vs. Engagement Split:</p> <p>Use Reels to attract new followers (Reach).</p> <p>Use Carousels to drive saves and clicks (Engagement).</p> | <p>AWARENESS & NEW EYES</p> <p>The #1 engine for filling the "Top of Funnel" with new customers.</p> |
| <p>SUBSTACK</p> <p><i>(Newsletter / Blog)</i></p> | <p>COMMUNITY & LOYALTY</p> | <p>"Reinvention of the Blog":</p> <p>Captures the specific audience that wants to Read and belong. These users are often higher-intent than passive social scrollers.</p> | <p>RETENTION & LTV</p> <p>Drives recurring revenue and deepens Club Member relationships.</p> |
| <p>TRADITIONAL MEDIA</p> <p><i>(Journalism / Scores)</i></p> | <p>VALIDATION & PRESTIGE</p> | <p>Reputation & Structure:</p> <p>While digital drives the consumer, traditional criticism "bolsters sales" by validating quality to the Trade and Distributors.</p> | <p>DISTRIBUTION & CREDIBILITY</p> <p>The "Stamp of Approval" required for wholesale and shelf placement.</p> |



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Everyone, hands in the air. High up.



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In the Creator's Lab: What does organic A/B
testing actually look like in practice?

TRANSACTION VS. PARTNERSHIP

**Is the "Viral Moment" enough to build a
Legacy?**

Thank You to Our Panelist



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Q&A