

Uncorking the Future
Meaning Over Metrics
by Louis Monoyudis



How can I
grow revenue?







327%



327%

1,829%



327%

1,829%

50,000



Do you like
my swagger?

Transformation



Transformation

Vitality



Transformation

Vitality

Confidence



1. Brands leaning into belief



1. Brands leaning into belief
2. Where brands get stuck

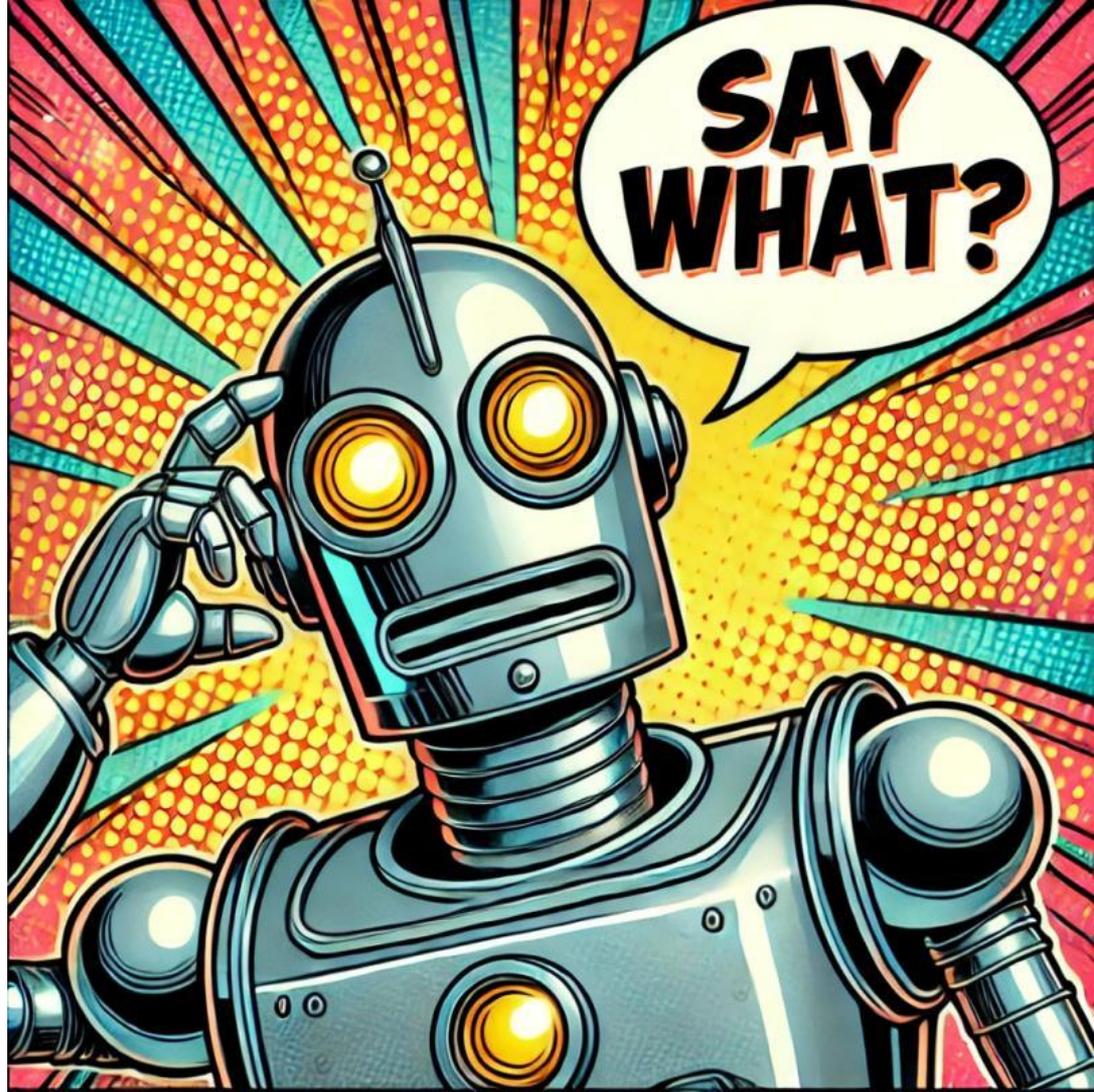


1. Brands leaning into belief
2. Where brands get stuck
3. How to apply this immediately



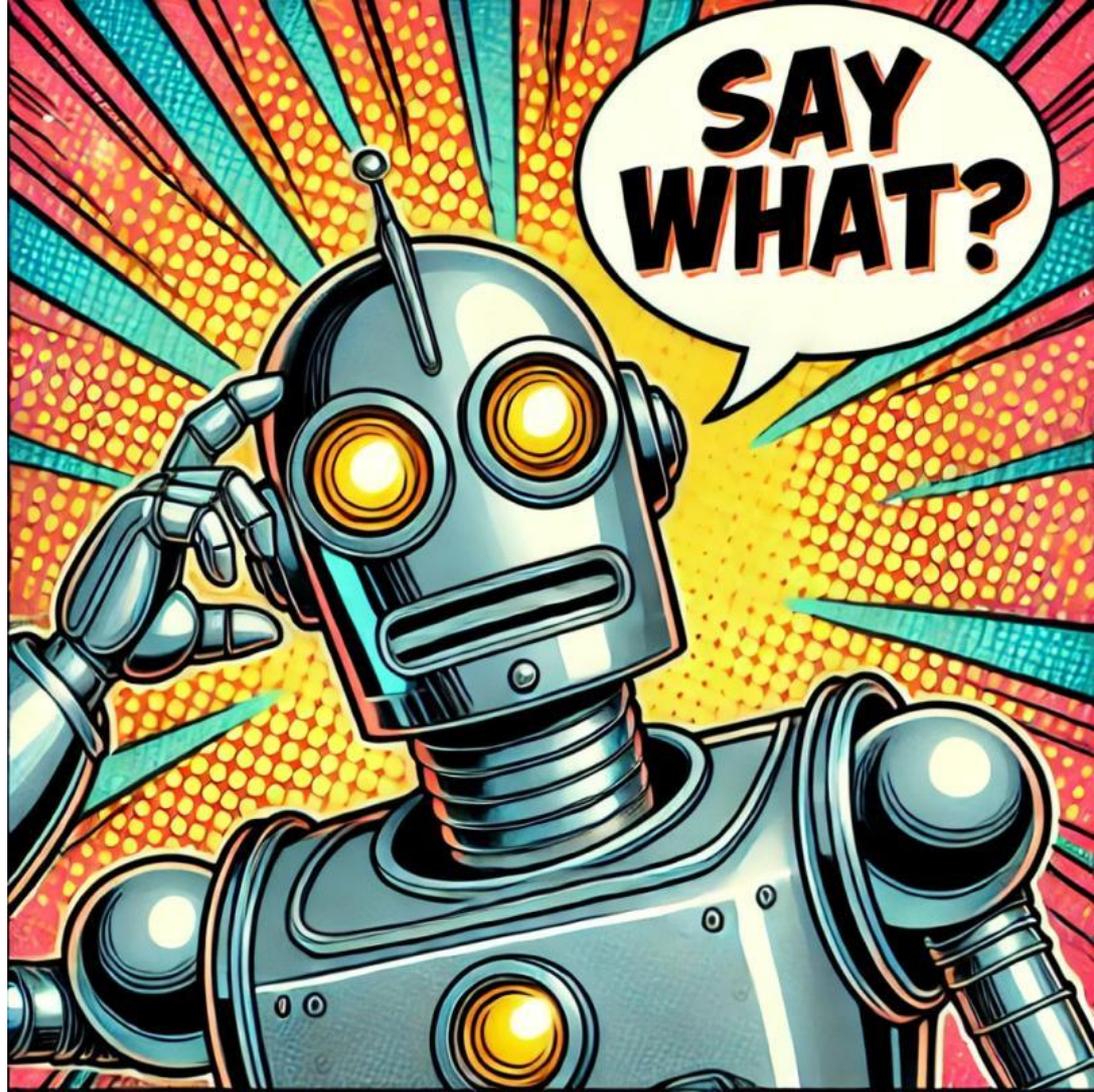
Folk &
Myth





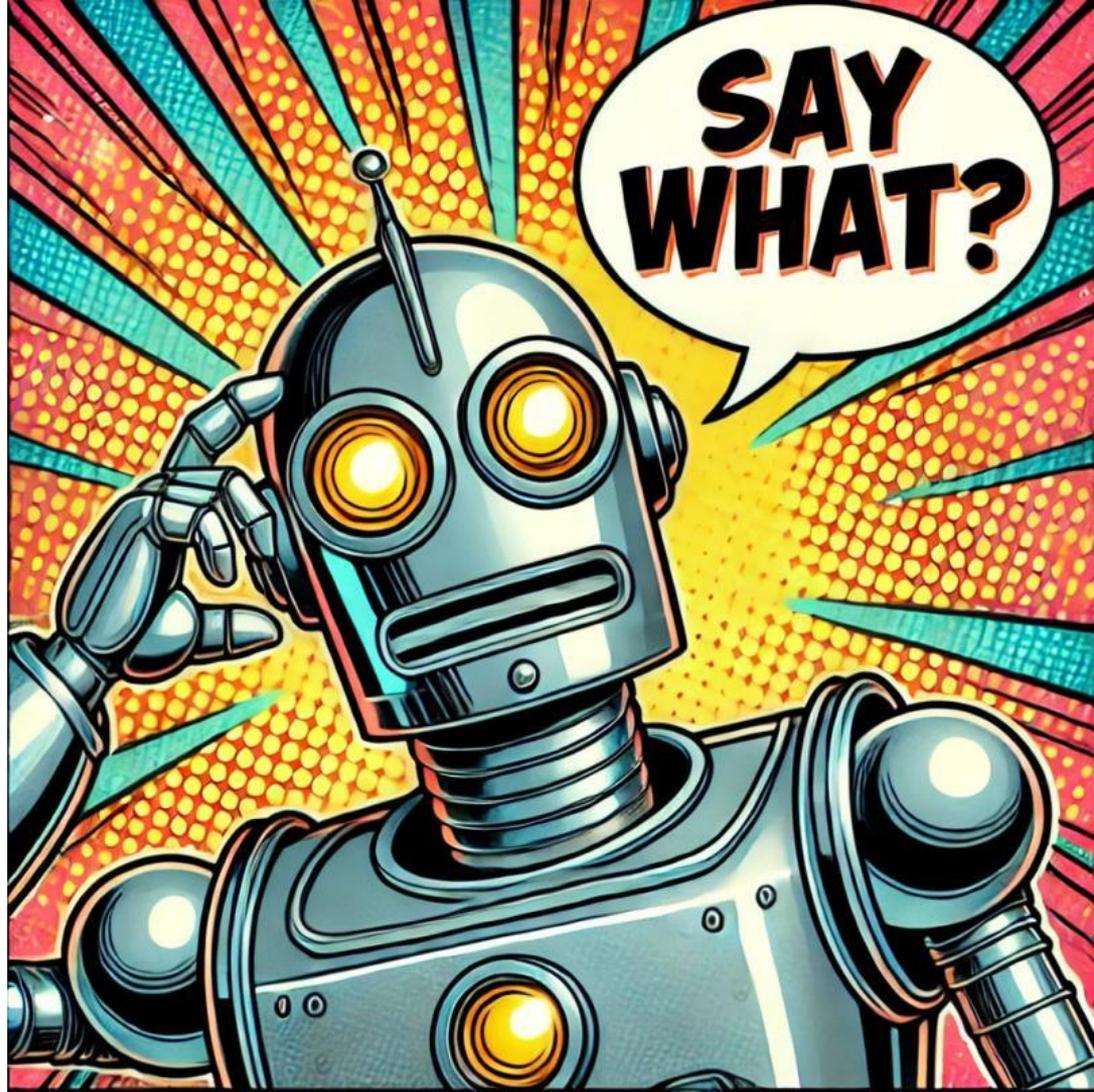
**SAY
WHAT?**

Tasting
Rooms



Tasting
Rooms

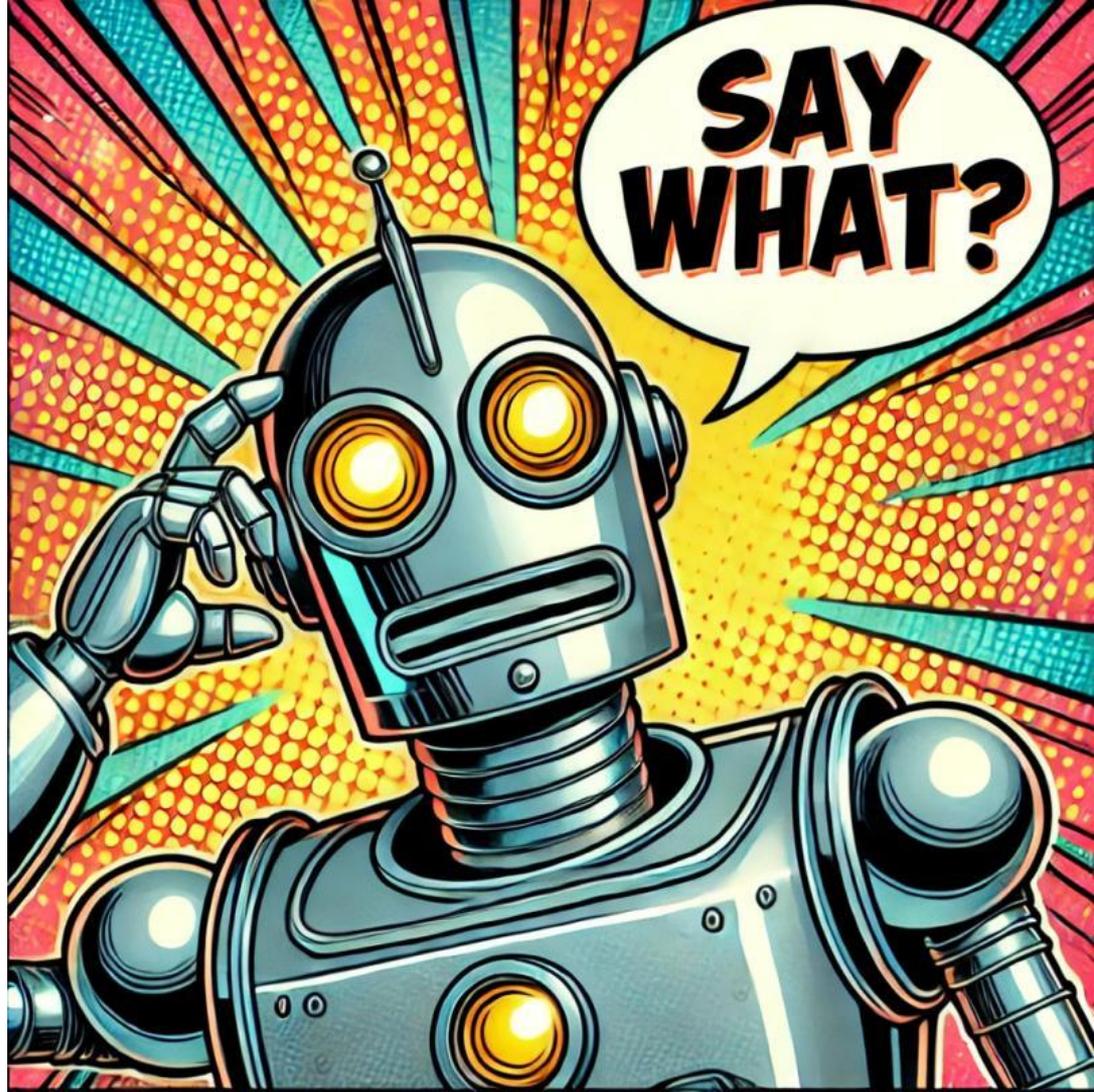
Choose
You



Tasting
Rooms

Choose
You

Loyal
Customers





Belief is Our
Last True
Advantage

The State of the Wine Industry



Curious but
distracted?



Curious but
distracted?

Renting
attention?





There aren't any
silver bullets?!



Enough
Already!!



Features



Features

- Thread Count
- Battery Life
- Organic



Features



Benefits

- Thread Count
- Battery Life
- Organic

Features

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- Organic

Benefits

- Softer sheets
- Less time charging
- Fewer chemicals

Features

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- Battery Life
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Emotion

Features

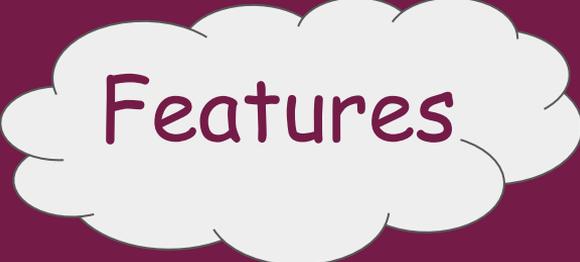
- Thread Count
- Battery Life
- Organic

Benefits

- Softer sheets
- Less time charging
- Fewer chemicals

Emotion

- You deserve the best!
- Freedom
- Control your health



Features



Benefits



Emotion

- Organic
- Biodynamic
- Barrel aged for X months

Features

- Organic
- Biodynamic
- Barrel aged for X months

Benefits

- Smooth tannins
- Full-bodied
- Great with salmon

Emotion

Features

- Organic
- Biodynamic
- Barrel aged for X months

Benefits

- Smooth tannins
- Full-bodied
- Great with salmon

Emotion

- ???



What does your
wine mean in
someone's life?



What moment
does it sit
inside?



What does it
allow them
to feel?

The adventurous
guest bringing
something new



The host who makes
people feel taken
care of



The aficionado who
knows the story behind
what they pour





Wernicke's Area

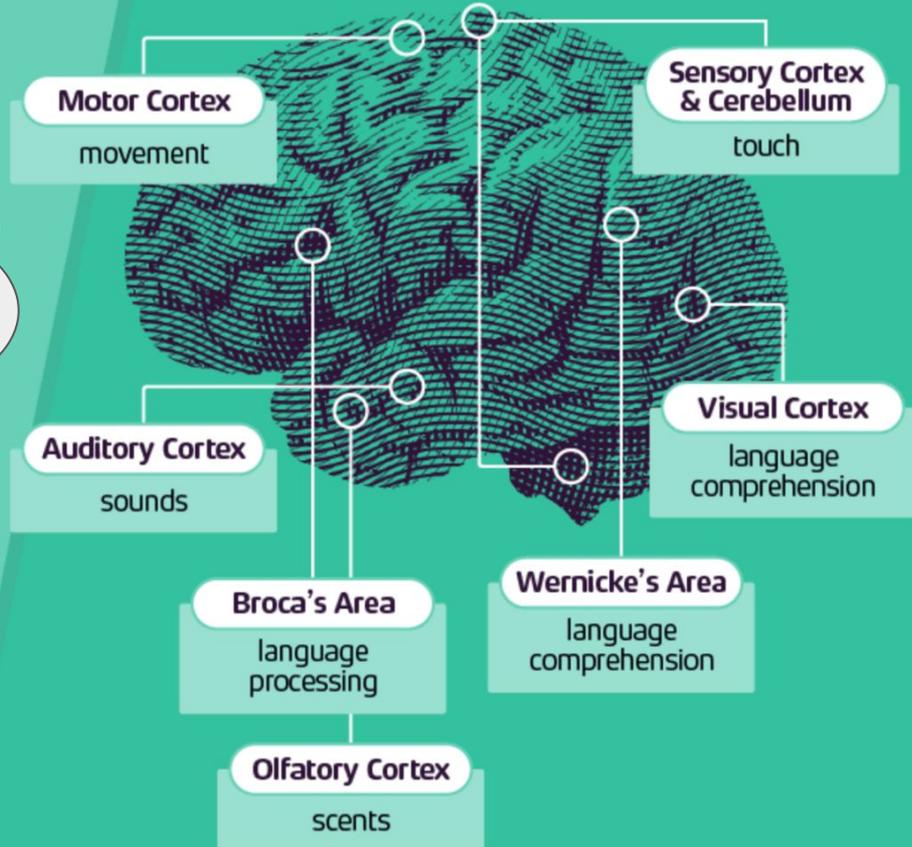
language
comprehension

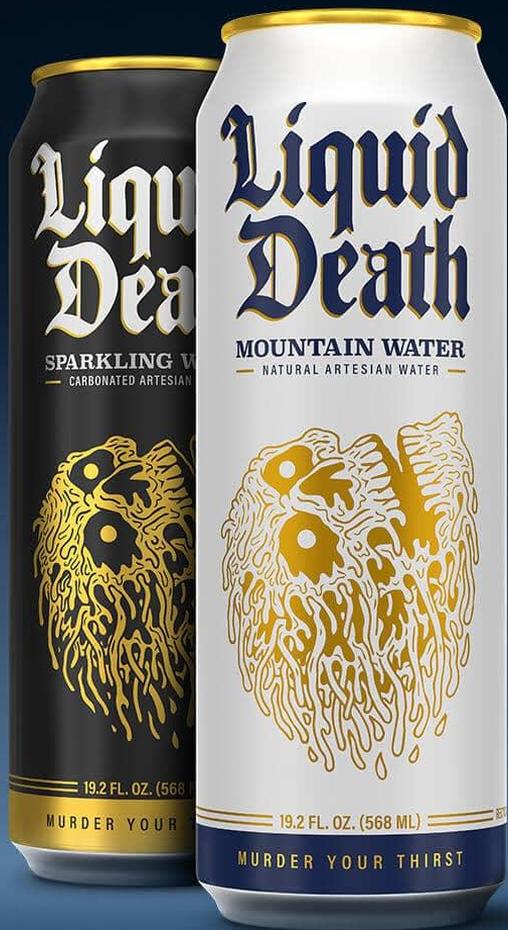
Broca's Area

language
processing

Your Brain
on Data

Your Brain on Stories





**DON'T BE SCARED.
IT'S JUST WATER.**

#MurderYourThirst #DeathToPlastic

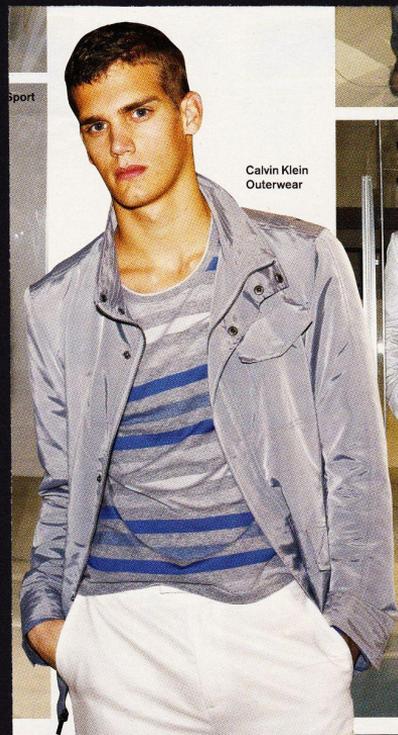


Calvin Breaks Out of the Box

NEW YORK — Calvin Klein Inc. showcased 18 men's and women's lines, including those of 13 licensees, at its semiannual press day last week.

Tailored clothing, outerwear, eye-wear, luggage, jeans and underwear, to name just a few categories, were on view, all in one room. Although many of the editors present might have previously seen the apparel lines in the showroom or at MAGIC, they certainly had not seen them on models displayed in clear boxes.

The sportswear came from the better collection with the white label and the new Calvin Klein Sport collection. With this event and the recent string of World of Calvin Klein parties, which have spotlighted the company's designer collection, Calvin Klein has been doing an outstanding job of demonstrating the breadth and cohesiveness of its head-to-toe offerings while affirming its aesthetic and brand identity. —JEAN SCHEIDNES





Sprite

LEMON-LIME





I Can't
Believe It!



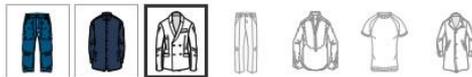
time left: 03 days 19 hours

DESIGN

[Learn more](#)

Duckie Brown

Dinner Jacket



1 SELECT SILHOUETTE

+

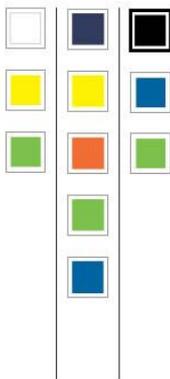
2 CHOOSE COLOR & FABRIC

=

PREVIEW YOUR DESIGN: \$420



Roll-over silhouettes for more information; click to select.



Roll-over swatches for more information; click to select



SUBMIT

I Struck
Gold!





1. Less focus on features & benefits

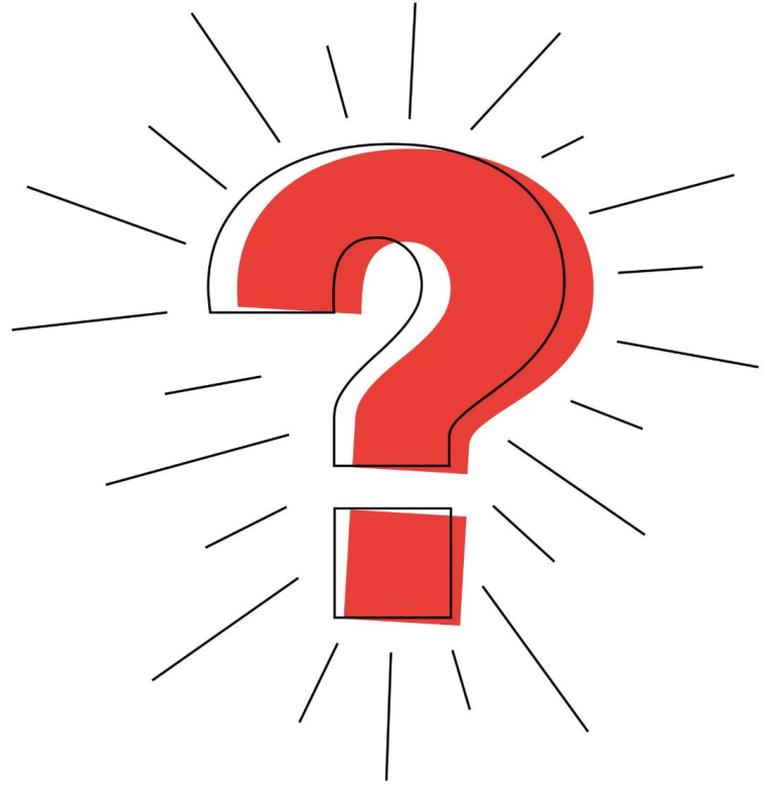


1. Less focus on features & benefits
2. Tap into emotion



1. Less focus on features & benefits
2. Tap into emotion
3. Listen to your customers

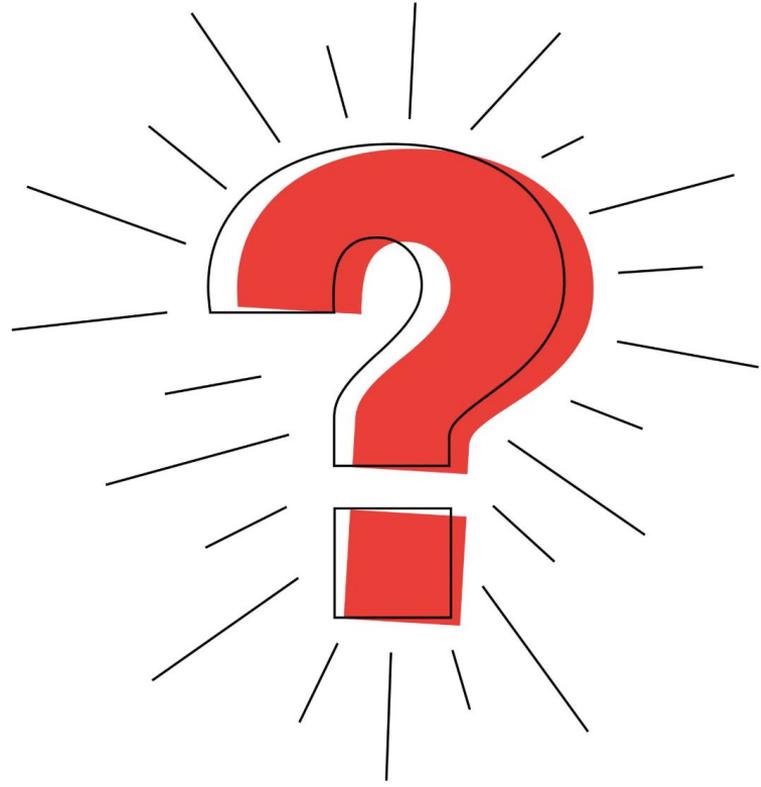




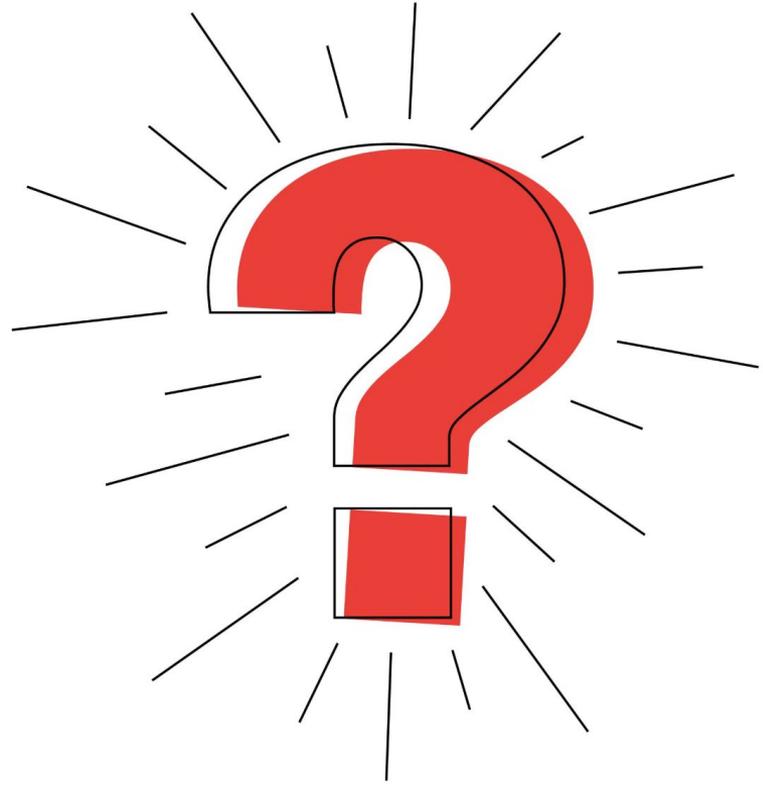
How can smaller wineries with limited budgets apply belief driven marketing without large brand campaigns?



What are practical ways to uncover customer emotion, especially in tasting rooms?



How do you balance staying true to a founder's vision while evolving the brand to serve a broader or younger audience?



Can belief driven branding work for value or everyday wines, not just premium or luxury products?

