

BAROSSA 2019 Think Tank

Barossa First – The Belonging



BAROSSA
AUSTRALIA





**Investment of \$800k +
to grow wine exports**

**by showcasing +
increasing wine
tourism**

BAROSSA FIRST: THE BELONGING

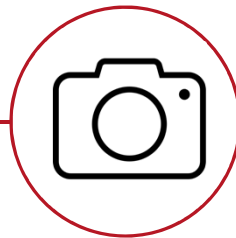


01.



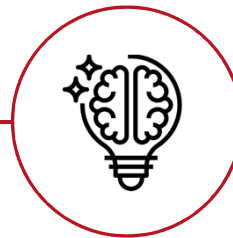
Consumer
Research

02.



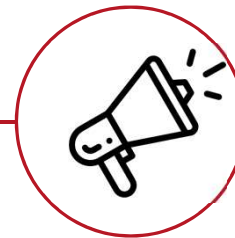
Asset
Development

03.



Capability +
Products

04.



Campaign
Implementation



— Project Stages

01. **Consumer Research**
02. Asset Development
03. Capability + Products
04. Campaign Implementation

BAROSSA FIRST: THE RESEARCH

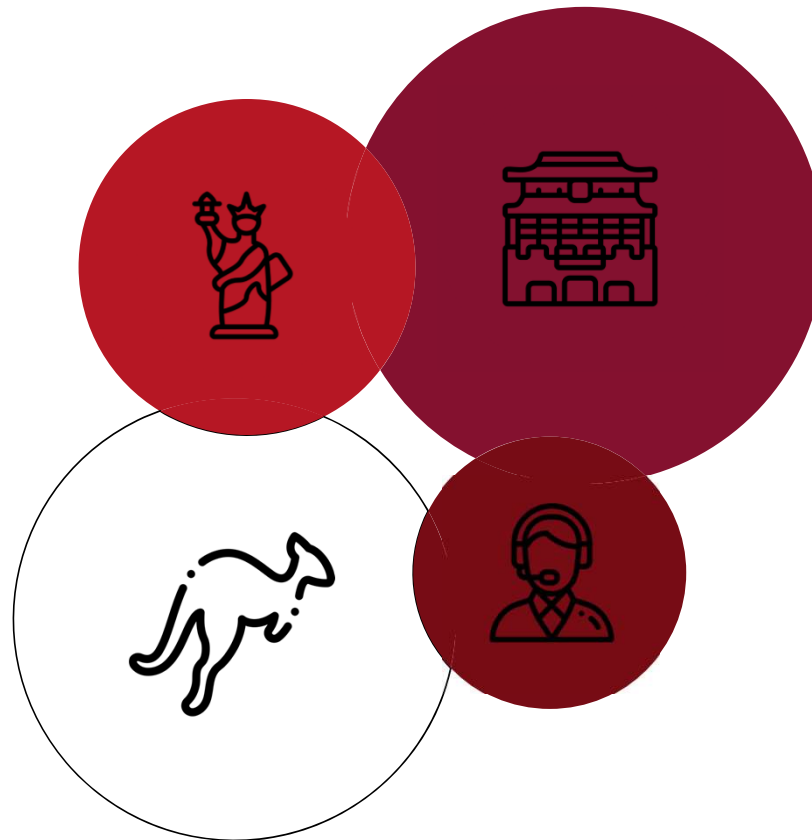


3,000

US, Chinese, Domestic HVT

200

US, Chinese, Domestic Trade





Services and
facilities

Barossa brand



Wine image

Domestic competitive set.



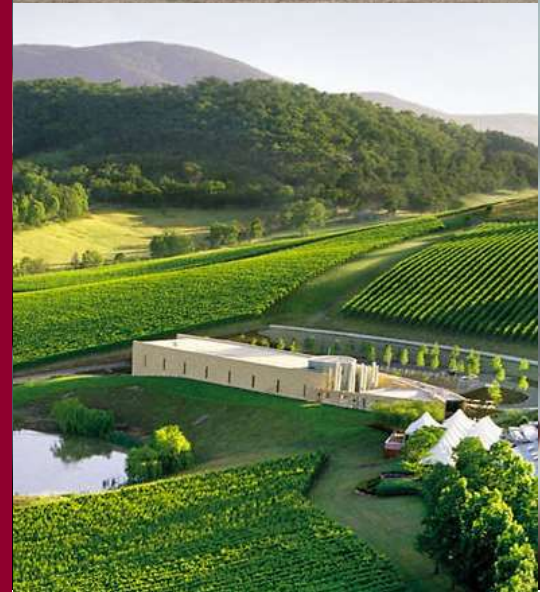
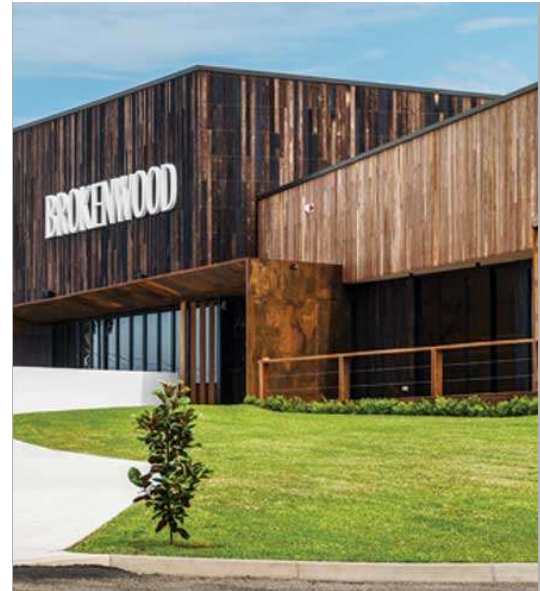
McLaren Vale

Tasmania



Hunter Valley

Yarra Valley



International competitive set.



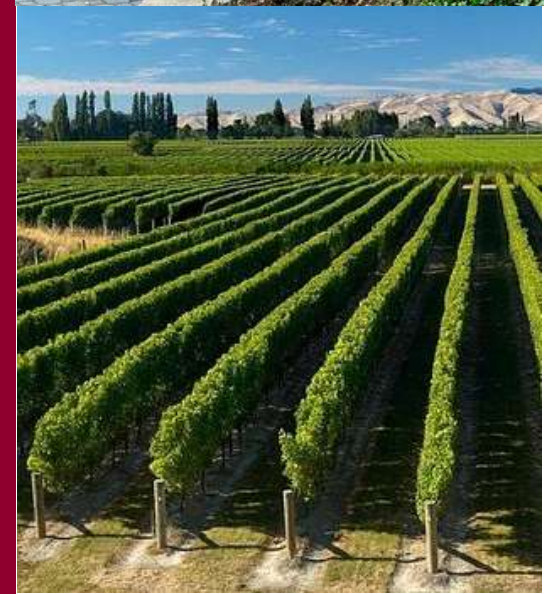
Bordeaux



Tuscany



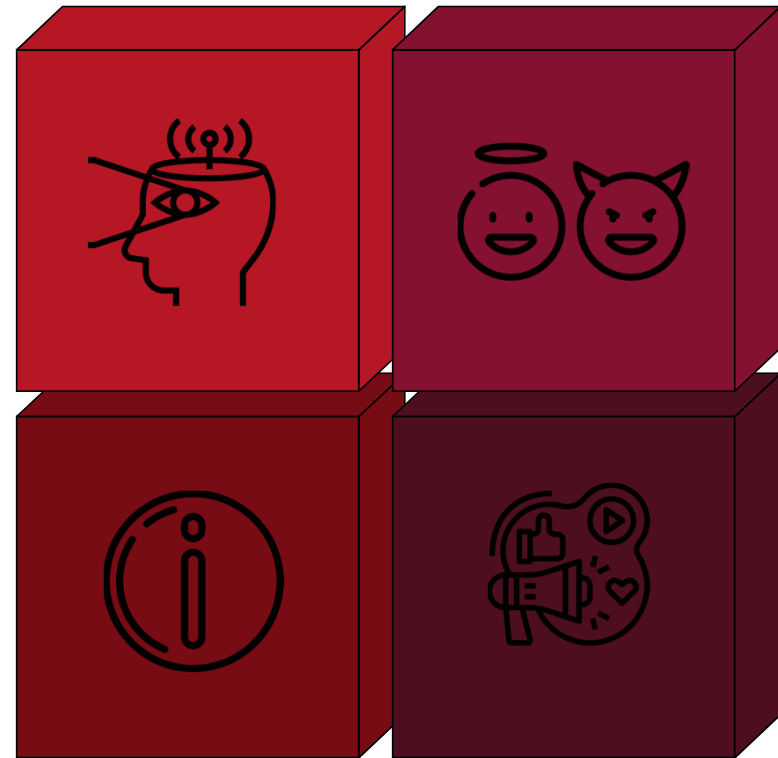
Napa Valley



Marlborough

Research Objectives

Key word associations





Key learnings: Domestic competitive set



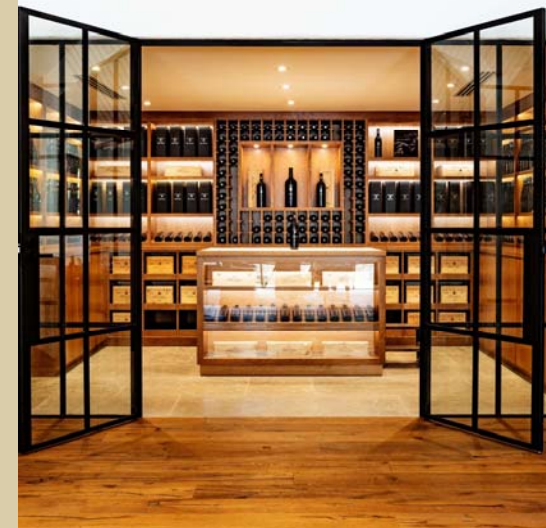
Oz operators strongly
align to Barossa brand
US / Chinese operators
lack clear associations



Wine image stands
apart from other
Australian regions.



Responses across all
markets are highly
aligned to our brand +
positioning





Key learnings: International competitive set



Friendly safe, natural
setting
Lack of clear
associations, often
negative



Wine image is
mixed, US weakest
associations



Oz / China – Generous,
welcoming, experience
US – Cheap, discount





Key learnings: Primary information sources



Oz / US - tourism
operators

China – photo, blogs,
social media



Oz / US – friends +
relatives



China – photos, blogs,
social media





— Project Stages

01.

Consumer Research

02.

Asset Development

03.

Capability + Products

04.

Campaign Implementation

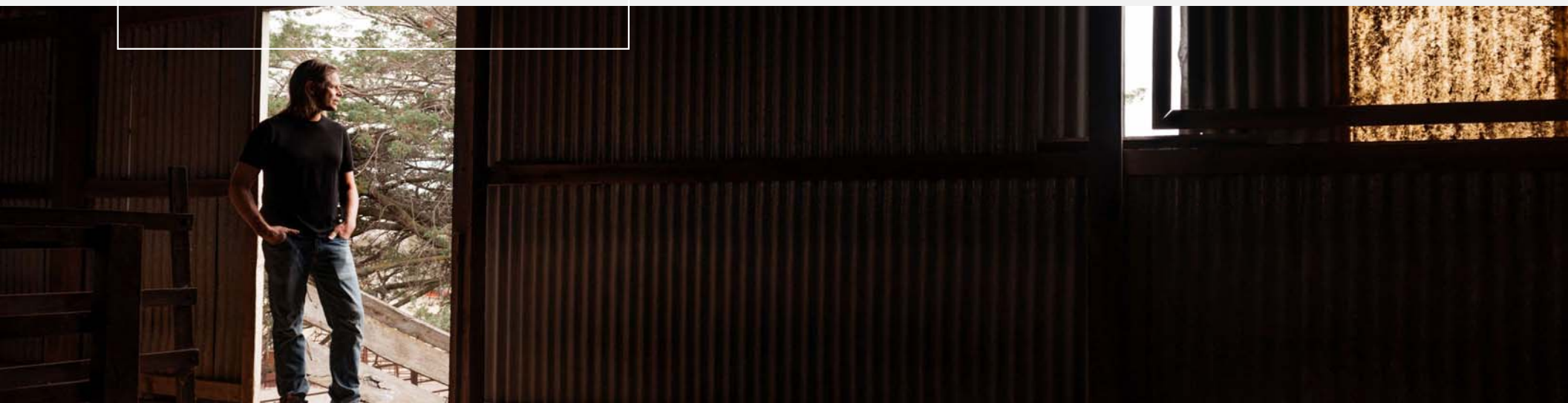


Our Assets

video

imagery

barossa.com





BAROSSA
A U S T R A L I A

Find your place... In our story.

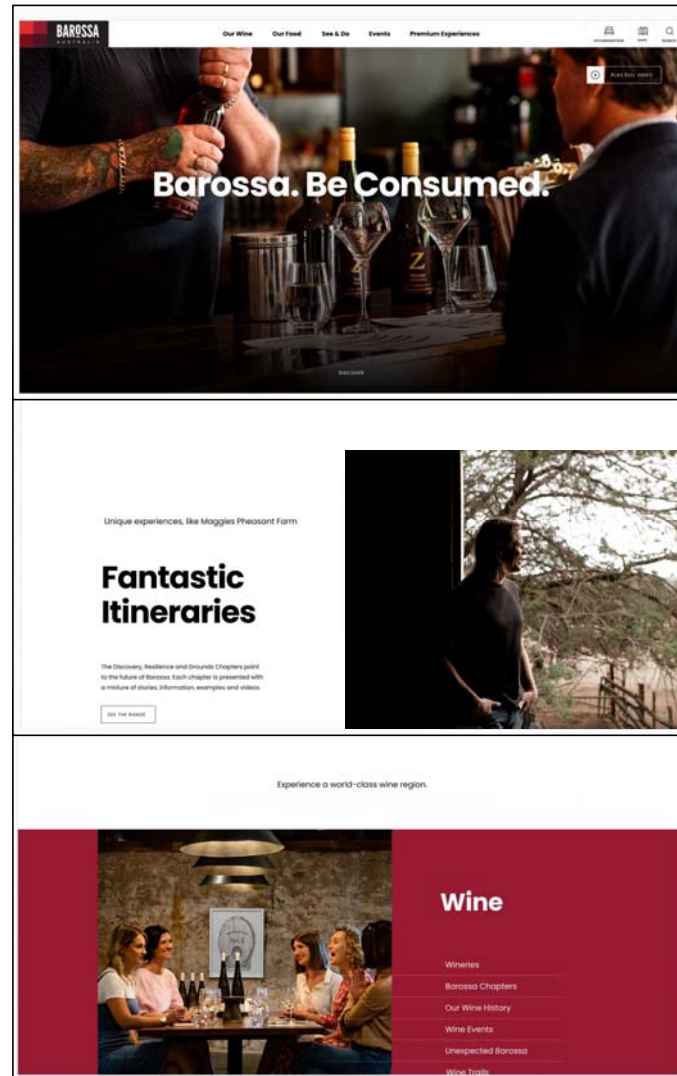


Imagery



barossa.com

Enhanced on-line consumer engagement



» User experience

» UVP

» Tourism products

— Project Stages

01. Consumer Research

02. Asset Development

03. **Capability + Products**

04. Campaign





5 Stage Capability Program



Introduction to
Wine Tourism



Growing Wine
Tourism Workshops



Market Testing
Business Strategy



Mentoring





— Project Stages

01.

Consumer Research

02.

Asset Development

03.

Capability + Products

04.

Campaign Implementation

China campaign strategy

01. KOL engagement
02. Social content development
+ delivery
03. Australia + China
Ambassador network
activation



US campaign strategy

01. Guildsomm Partnership
02. US based Australian KOL to deliver culinary message
03. All activations to support social content generation, tourism call to action

