

Franzia Wine

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Introduction

The objectives of our campaign are to improve the perception of the quality of Franzia wine and ultimately emphasize the convenience of the wine coming in a box, because that's what makes it so unique compared to other brands. Our campaign will also conquer the bottle stereotype and help us change consumer perspective one box at a time. The billboards and social media giveaways will execute brand awareness for the consumers driving by, or scrolling through social media.

We are addressing Franzia's current ad campaign because it is not effective. Simply because it is non-existent. They rely on repeat customers and word of mouth for their wine consumption and sales. Their social media presence is also very limited, they have a facebook and instagram account but rarely post anything on their pages to create excitement or traffic on their sites. We want to increase brand awareness while creating their first ad campaign that they have had in a while.

Target Market

The target segments for the advertisements are price oriented, women wine drinkers who most likely buy their wine at the grocery store or liquor store. They are people who most likely drink wine at home or are bringing it along somewhere to meet with friends. Our target market would be directed towards women wine drinkers. Through the ages of 21-50+, in mostly suburban or highly populated cities, and with at least one child. Differences in education won't be focuses on too much. This segment with most likely buy wine at a grocery store while

shopping for other products. Women who care about price, quality, and convenience will buy our product the most. Our creative ideas will be effective in communication because our packaging stands out more than the traditional wine bottle bringing more focal attention. Since most wine drinkers are focused on the price, we will make our price in the medium range and offer coupons to meet the needs of savvy shoppers. Since our segment is in highly populated areas, we will advertise through billboard near the busy highways. We really want to target the large current wine drinkers which are people 35 and above. But also link in the largest area for growth which is the young crowd of 21-35. This is because this wine is just as cheap as buying other alcohol from the store and is convenient to bring along to parties with friends, the beach, or other social events. Wine in a box also has a convenient element of no wine opener and no need to reseal or recork if it is not all drank. The person can just stick it back in the refrigerator and they are good to go.

Implementation Plan

Our billboards are going to be ready on June 1st, 2018. This will be the beginning of our ad campaign. We will also be done with our survey and data analysis of brand awareness and usage May 1st, 2018 this way we will have a month to analyze the data and know what our brand awareness was before we started the campaign. The social media campaign is ready, we are going to post June 1st as well and have a pop up tasting each month to follow.

There are opportunities we have spotted which would be marketing to a younger target market through social media. The reason why we think there would be value in marketing to a younger target market is most of the time people in their early 20's don't have a lot of money to spend on expensive alcohol and they are just starting to purchase alcohol. Since they are beginning to purchase alcohol in their early 20s, Franzia wine would have the opportunity to be one of their purchases that they could try out that is a cheap alternative and fun, new way to

receive your wine. We want to emphasize Franzia's presence on social media now more than ever. Franzia already has a webpage, facebook and instagram but their engagement with social media users is not as high as it can be. A content makeover for their social media is needed in order to boost engagement and following. We don't want to lose the already loyal customers that Franzia has worked so hard to get so we would like to make a billboard to remind the people that are going into the liquor stores or going into the grocery stores that Franzia is a great wine. This will reach their already biggest segment of the 50 year olds and up and hopefully more than that as well.

Billboards are a great way to increase brand awareness and sell the product to consumers that are driving around, so that they can be inspired to buy Franzia wine. These advertisements on the billboard will hopefully convey the image that Franzia wine is a quality wine, that is convenient to use without some sort of tool to open it. The billboard will reinforce brand image.

Our Ad placement of the billboards will be up for 6 months. Our results will be measured by sales and awareness of Franzia Wine in the Milwaukee area. We will analyze the data of sales at the end of each month to see if it is increasing, decreasing, or staying the same. This data will be collected from grocery stores, liquor stores, and gas stations. We will also measure awareness by doing a survey. Before our campaign begins we will conduct an in person survey at grocery stores, liquor stores, and gas stations just simply asking people if they have heard of Franzia Wine and if they drink it. Once the campaign is over we are going to do the same thing at the same stores. We will hope that the number of people aware of Franzia Wine has increased over the 6 months.

For our social media campaign we will run the contest for a month. During this campaign we are doing a Giveaway for an event called Tour De Franzia for 4 people. The participants

have to like, share, and comment their favorite kind of wine on facebook or instagram. We will measure our results by seeing how much of a traffic increase we get on the social media pages. Also, if our following or likes on the pages goes up.

A few other promotional activities that can tie in will be sponsoring Kathi Lee and Hoda from the Today Show. They are notorious for their wine drinking on their show. Promoting through them will reach our target audience and will have celebrity endorsement. Since our product is so visually different, with the box and no cork, this will set us apart from other wine sponsors they might have. Another promotional event could be partnering with some sort of high fashion department store. Since our target markets are connected.

Budget

We are going to have 2 billboards, one that says, "no cork, no problem" which will be placed first and then the billboard behind this one will have our promotion of Buy 1 Get 1 Free of the boxed wine. We will be doing this for 6 months. This will be our biggest cost for our budget. With the billboard to know if it is working and if we should continue, we will have to conduct a survey. The cost of our survey is estimated to be \$5000 for the first survey done, and \$5000 for the second survey. Our other mode of advertising is social media. This is free to advertise on their own instagram and facebook page. We will also have pop up tastings at parks throughout the summer for anyone to come to that we will post about on social media. This will cost about 5,000 for the wine, paying people to be at the tastings. However, the cost is incurred from our contests that we will be running. We are going to be giving away a free trip for 4 people titled "Tour De Franzia". They will be entered into the contest when they like, share and comment their favorite flavor of Franzia Wine. Our estimated cost of the trip giveaway is \$6,000

Billboard: Large City- Major Spot: 50,000 per month X 6 months = 300,000x 2

billboards= \$600,000

Social Media Giveaway: 1,500 per person x 4= 6,000

Pop- up Tastings: 5,000

Survey: 10,000 (paying the people to execute the survey and paying someone to analyze the data)

Effectiveness

The ad campaigns will affect different learning processes of the consumers. The first billboard has a catchy slogan that says “No Cork, No Problem”. We are telling the consumers you won’t have a problem with Franzia wine because you don’t need a wine opener to drink this wine. This is learning from experience on the consumers side because if in the past the consumer had purchased a wine bottle, and then went home to realize that they didn’t have a wine opener, then they can’t drink the wine they had purchased until solving their issue of not having a wine opener. In this hypothetical situation where the consumer doesn’t have a wine opener, Franzia tells them it isn’t a problem because you don’t need a wine opener to drink their wine. The consumer learns from their negative experience of not having a wine opener, and then sees Franzia’s billboard while driving by, and then says to themselves “I need to buy boxed wine instead because I don’t have a wine opener still.” Our second billboard of the “Buy One Get One Free,” taps into positive reinforcement, which is apart of the operant conditioning learning process. The reinforcement comes in when when you spend money and purchase the wine, then you get the positive reinforcement to buy more when you get the second one free.

The social media campaign will be both a learning from experience learning process and operant conditioning. There will be a "Tour De Franzia" campaign that will take place. This is the campaign that will take place in a local, larger city. Apart of this campaign is a social media giveaway. We will award loyal followers on Facebook. - the opportunity to take an all inclusive trip to the city for wine tasting and an overnight stay with meals included. This reward is an operant learning processing with a positive reinforcement - the most effective way to have a person learn. It is better to reward someone than it is to punish them or give negative reinforcement, especially in the context of advertising to a consumer. Once the loyal follower on facebook is awarded the all inclusive trip, then they will also start learning from experience by going to the tastings and having the experience of an all inclusive trip given by Franzia. They hopefully will remember that Franzia gave them this opportunity, and then stay loyal to this brand everytime they want to buy wine. This awarded consumer will also spread positive word of mouth to others about the brand, which 92% of consumers look for recommendations from friends (positive word of mouth) over any other type of advertisements (Whitler).

This pop-up tasting will be occurring in a context that is open to all people in the city of the tasting to go too. The event will draw consumers in the area to try and learn from testing the taste of the wine. So, not only will there be a giveaway to loyal customers, but there might be new customers that Franzia can gain by giving away free tastings of the product through an event that is fun and exciting to consumers so they can learn through experience.

The consumer of Franzia wine is one that values convenience and quality. The attributable features that franzia wine offers, and all of our ad campaigns will try to execute, is quality and convenience. Why are these two features important to the consumer? Because they do not want to worry about having a wine bottle opener, and they want the quality of the wine to be up to par. Why don't they want to worry about not having a wine bottle opener and the quality

of the wine? Because they want to enjoy good tasting wine without the hassle of buying or locating an extra tool to enjoy their good quality wine - they ultimately want convenience and quality intermingled together.

We are going use affective persuasion because we are trying to increase brand awareness. We can first start out by increasing people's mere exposure to the brand. This will in turn influence brand awareness. To avoid burnout we are only having our billboard up for 6 months. Once we get results and know that it increased our awareness we can keep doing a billboard but change the promotions and even the pictures to different flavors of wine. If it doesn't increase awareness then we will have to think of a new way to increase how many people drink and know about Franzia.

We also are having celebrity endorsement we wanted to start with people that made sense and drink wine a lot. This is why we chose the ladies from the Today's show. However over time if this increases awareness we will also have to change up celebrity endorsement.

We want this ad campaign to change customers decision-making process when it comes to them doing an internal search for information. If a customer decides to go to the store to go get some wine. We want Franzia to be part of their consideration set. Attempting to become one of the brands they retrieve in their mind because Franzia is a great brand but also because of the product attributes. For example the convenience of the no cork and being able to fit in the refrigerator easily. If we have increased the amount of people that have Franzia wine as part of their consideration set then we have increased brand awareness.

A few ethical considerations are the material our product is made out of. The box as seen in the billboard is made out of cardboard. Which makes for easier recycle disposal. As opposed to glass, our box won't shatter or become a hazard to people or animals. These

considerations are shown in our promotion more through showing our box versus the traditional glass wine bottle. They don't directly impact our promotion campaign because this product is already made to be safer and environmentally friendly by being able to recycle it.

Content Creation

The billboards were designed because we process visual information with the right hemisphere, so we placed the visuals on the right side and the text on the left. The reason we put some of the parts of the billboard off the board is to draw attention to the billboard:

References

Whitler, Kimberly A. "Why Word Of Mouth Marketing Is The Most Important Social Media." *Forbes*, Forbes Magazine, 5 Nov. 2017, www.forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/#6155402654a8.