

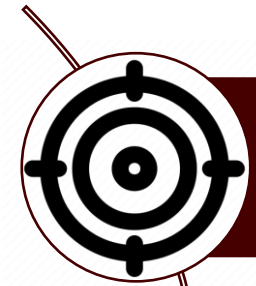


WWW Customer Segmentation

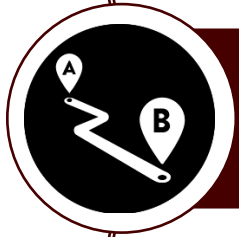
Team: Group W

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Agenda



Business Objectives



Proposal



Conclusion

■ Business Objectives



Segmenting of Customers into Groups



Marketing Strategy per Group

■ Proposal

- Split customers into three personas:

Sweet Millennials



Drinking Dads



Fancy Grannies



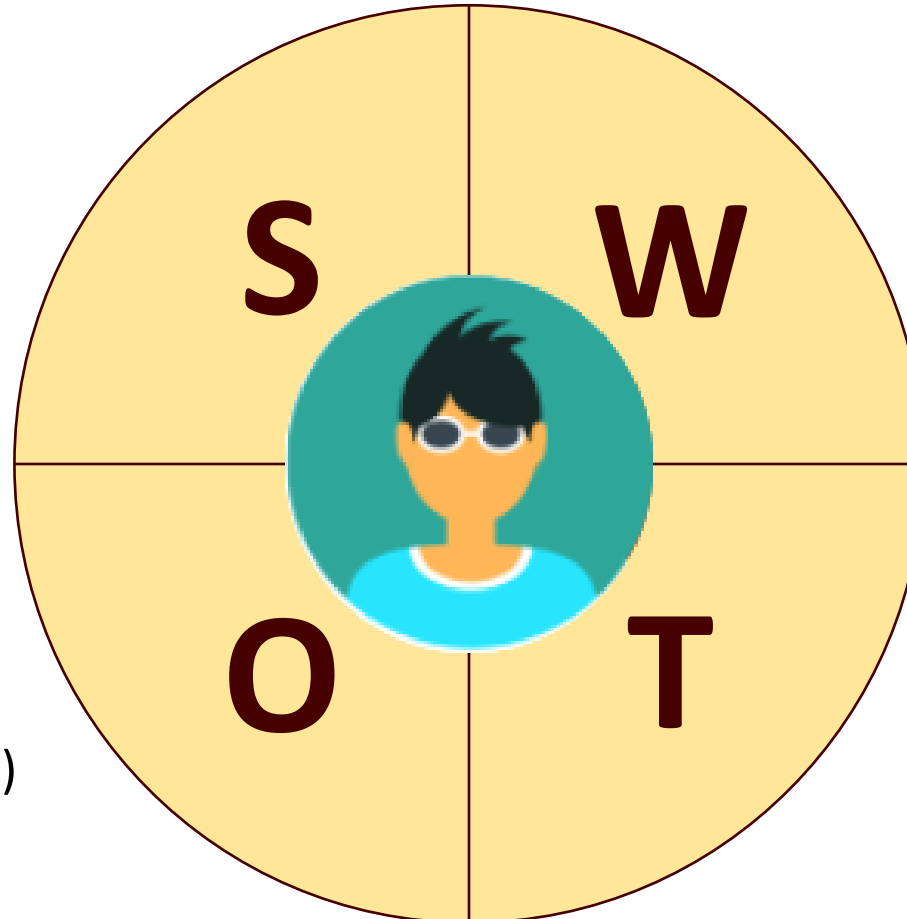
Group 1: Sweet Millennials

STRENGTH

- Most recent buyers
- Most responsive to promotions
- Open to communication

OPPORTUNITY

- Some interest accessories
- Exploring spirit (i.e. Exotic)
- Digital generation



WEAKNESS

- Least frequent buyers
- Lowest Lifetime value
- Lowest income

THREAT

- Competitors introducing **cheaper** wines
- Drinking for fun not flavour
- 83% have kids at home

Group 1: Sweet Millennials



- Offer more **diversified wines**
- Create an **app** and a **loyalty program**, messaging **online** or in **mail flyers**
- Provide **very low prices** with focus on **discounts by quantity**
- Place targeted banners on website for **online orders**

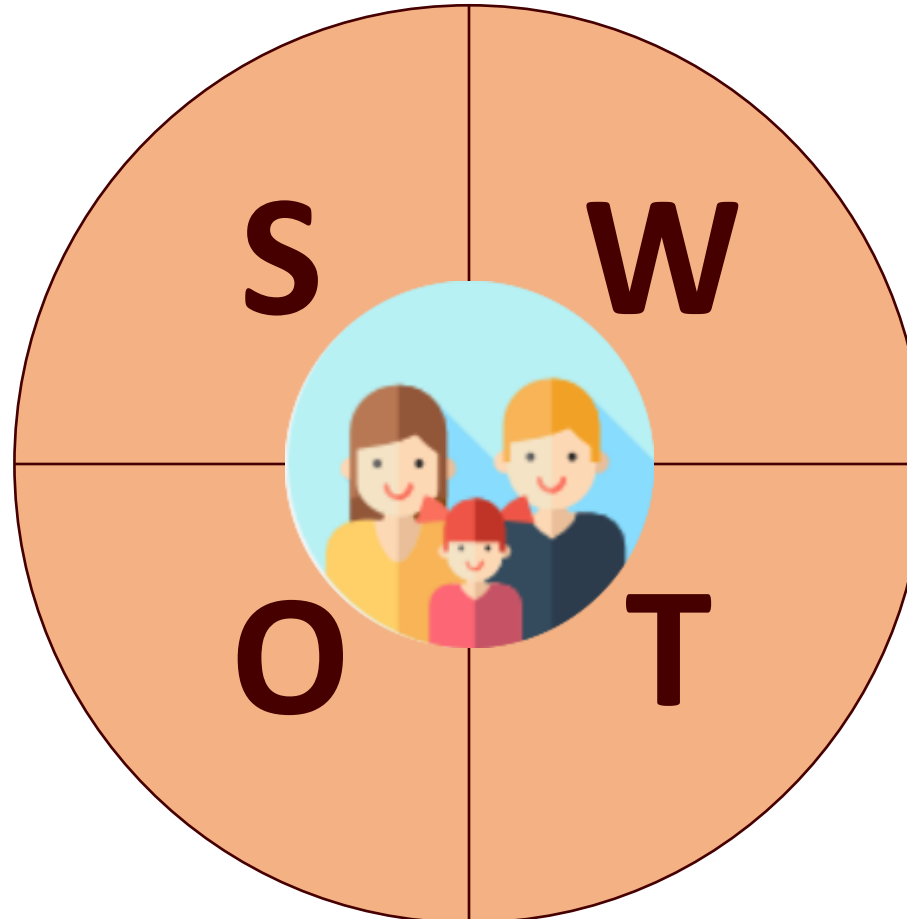
Group 2: Drinking Dads

STRENGTH

- Largest number of buyers
- Stable income

OPPORTUNITY

- Digital openness
- Thrifty



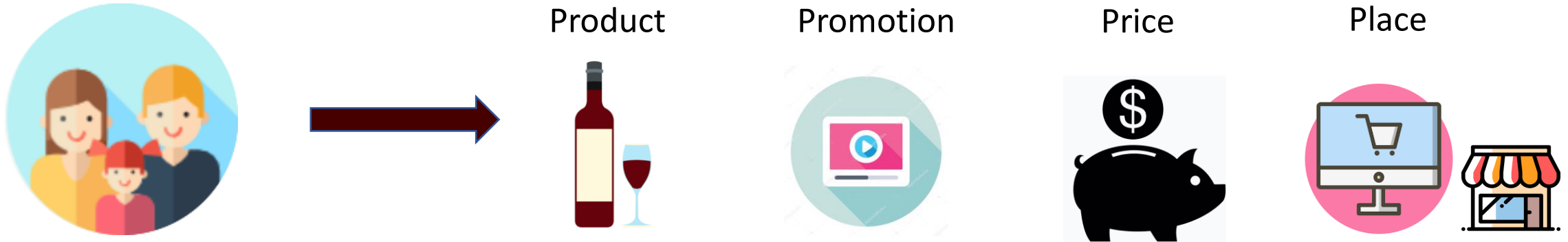
WEAKNESS

- Only prefer Dry Red wine
- Not interested in accessories
- More difficult to communicate

THREAT

- Competitors introducing more variety of dry red wines **faster**

Group 2: Drinking Dads



- Offer more variety of **non-sweet dry red wine** faster e.g. weekly new wine
- Offer **slightly discounted** prices e.g. wine of the month, bundles
- Create **video content** to provide some **storytelling** about the wines **on website**
- Entice more website traffic by making **online-only** promotions

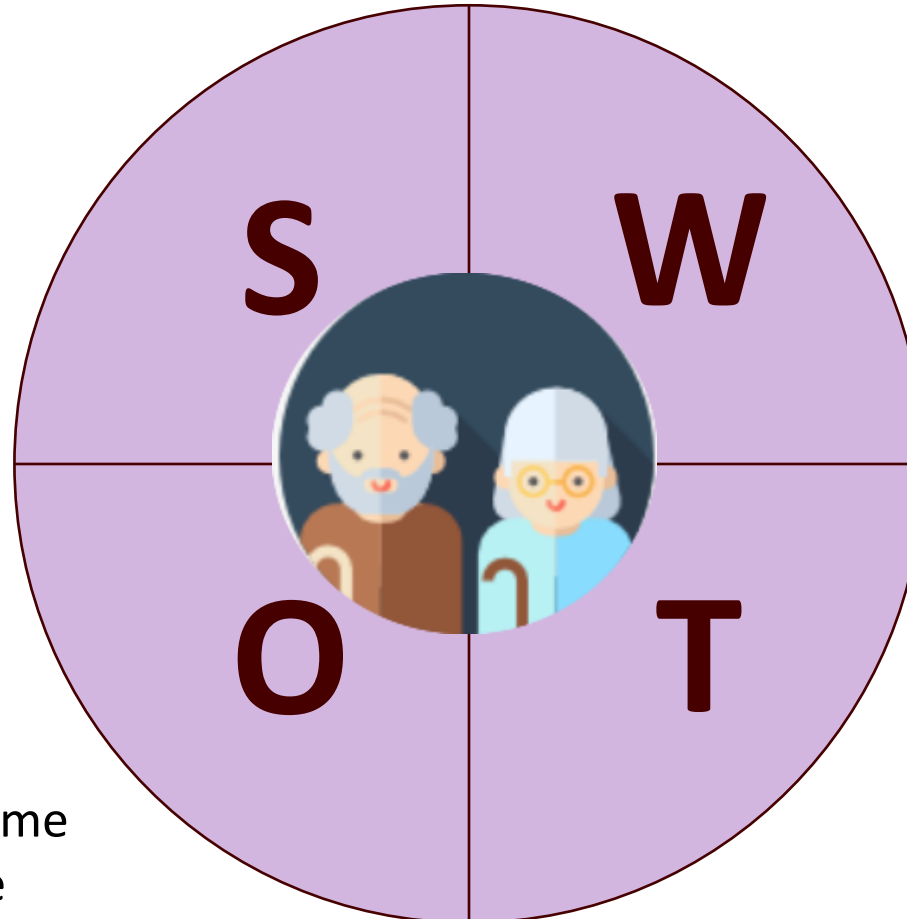
Group 3: Fancy Grannies

STRENGTH

- Most frequent buyers
- Highest income
- Interested in wine storage accessories

OPPORTUNITY

- Expensive taste
- Indulging spirit
- Wine collection/cellar at home
- No access to stores because of pandemic



WEAKNESS

- Not interested in promotions
- Not tech savvy
- More difficult to communicate

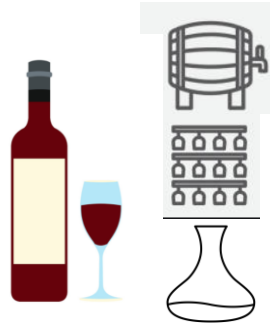
THREAT

- Competitors introducing better variety of wines
- No access to stores because of pandemic

Group 3: Fancy Grannies



Product



Promotion



Price



Place



- Offer more variety of **non-sweet luxurious dry wines** and more **accessories** for wine enthusiasts
- Create **wine tours, customized gift sets** and **blind tasting events**; reach out by **telephone** or **in-person**
- Provide **higher prices**
- Promote **in store**

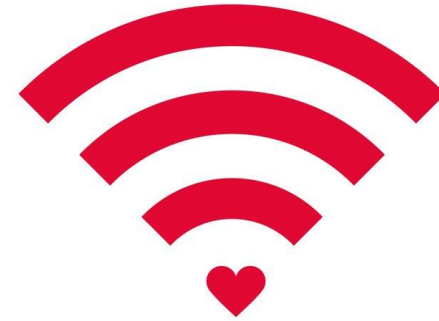
Outreach Prioritization

- Which group to prioritize?



Drinking Dads

- How to reach them?



"Bring a Friend" campaign

■ Conclusion

- Three segments: Drinking Dads, Young Adults, Fancy Grannies
- Invest in digital and event marketing for outreach plans
- Tackle Drinking Dads first!



Thank you!

Questions?