



Emotive Beverages - Marketing Strategy

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Marketing Tactics

According to HubSpot, 71% of consumers are more likely to buy something they have seen positively reviewed on social media; thus, having influencers share their amazing and fun experiences with Emotive is a great way to build credibility. Reposting this content on Emotive's social media is important as well since 54% of shoppers research purchases on social media before purchasing. Plus, it is a quick and easy way to repurpose pre-existing content. Using influencer content for ads can better relate to your target audience while building a better relationship with your influencer as they benefit from this promotion to their personal brand. Of course, ads can also track offline, in-store conversions to see the ROI of your marketing efforts, through uploading in-store sales interactions.

Brand message

Your Instagram handle says that emotive beverages is a **"fun, classy and sophisticated wine"**. To keep this message clear and resonate well with the customer, **we have created three personalities** for the three flavors of canned wine that emotive has to offer. According to CustomerThink, **a brand is created in both the minds and hearts of its customers.**

1. **Chillout:** For this flavor of wine, we created a personality connected to the tagline of **"Pairs well with picnics"**. We defined the **occasion of picnics a moment of enjoyment, building relationships, going out and exploring new adventures.**
2. **Afterglow:** For afterglow, we created a personality aligned to the tagline of **"Pairs well with sunshine"**. We defined the occasion of sunshine as a moment of **happiness, joy, refreshment, power and clarity.**
3. **Low Key:** The personality of this wine is connected to the tagline of **"Pairs well with catching up"**, we defined catching up as an **occasion to rebuilding and strengthen relationships with yourself, family, friends or lover.**

[refer to slide 10 for more information]

Channels

Instagram

According to Hootsuite, Instagram has 75% of its users in the age range of 18 to 24 followed by 57% of user are in between the age of 25-29, with maximum usage that is 51% are females. This is what your target market looks like. Therefore, Instagram is the best channel (primary channel) to promote Emotive Beverages.

Facebook

According to SproutSocial, Facebook is the second most used social media website after YouTube. 75% of the users are women and the age range of 18-29 are the highest user group on Facebook covering 76% of the pie followed by 79% of the people in the age range of 30-49 use Facebook as well. This gives us a great base to promote Emotive Beverages.

Competitor Analysis

We analyzed marketing tactics of Babe Rosé, a Californian canned wine company, as their target market is fairly similar to Emotive's since they are female in the 19-34 range. **Babe really understands their target audience** and exercises strong brand presence utilizing the following strategies: (1) Hiring "chiefs-of-taste" who are popular among millennials such as Emily Ratajkowski to promote the brand on their own platforms and be in promotional content; (2) reposting funny content this group can relate to and tag their friends in, such as memes about drinking; and (3) having chic, minimalistic product packaging and branding style across their platforms; minimalism favoured by millennial audiences.

Key insight: Emotive Beverages should **post relatable humourous content** for their target demographic to build brand personality and **reach out to micro-Instagram influencers** to promote on their own platforms to increase reach. As you already have a minimalistic product design, you should focus on **carrying that minimalistic branding style to your social media platforms** to ensure consistency and boosting appeal.



Content *[refer to slides 10-14]*

We recommend 4 types of content that matches your brand message, connects with your target audience and is feasible for a small team to create.

- **Emotive for an occasion:** For your social media content we recommend having your content relevant to ongoing and upcoming events like Easter, Valentines etc.
- **Personifying your brand:** We commend following the idea of having personalities for your wine flavors and have content related to those on your social media platforms created by the company and by influences.
- **Funny reposted content:** Another good way to connect with your audience is humor. Try to add at least one post in the grid of six as a funny repost like a screenshot of twitter tweets.