

GUERRILLA MARKETING IN THE WINE BUSINESS

How to be surprisingly unconventional and remarkably effective in reaching the wine consumer

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Abstract

Motivation for topic:

Any marketer has to deal with reaching the consumer with his marketing activities. Perhaps it is even harder if he is a marketer in the wine business. This business does not only contain a highly differentiated product, a surplus of the product and competition within. But it is also a challenge to get into and stay in the mind of the wine consumer who has an overwhelming choice in which wine to drink. If he is already able to distinguish the wines...

Therefore it is quite surprising that we are still practicing the same marketing techniques as our competitors or as years ago. What else is possible to reach the consumer?

Problem / objective:

The objective of this thesis is to find out 'whether guerrilla marketing can contribute in reaching the wine consumer'.

The answer to the question 'whether guerrilla marketing can contribute in reaching the wine consumer' is formulated by answering sub-questions as 'what is wrong with being traditional?' and 'what are the elements of this kind of alternative marketing'. Further, the success factors of guerrilla marketing will be discussed. Next, the focus is on the consumer within the wine business. 'Who is the current wine consumer and what related trends concerning his values or behavior?'

Methodology: Literature research, examples of guerrilla marketing and interviews with creative minds.

Content: Traditional marketing is not enough to reach the consumer, because it is easy to ignore or avoid. Alternative marketing as guerilla marketing does not use traditional communication channels. It is all about

being genuine, original and creative. The four driving forces of guerrilla marketing are proximity, no medium between a brand and the consumer; exclusivity by owning the stage to reach the consumer; invisibility so it is not recognized as advertising, is subtly blends in the life of the consumer to add value and unpredictability. Guerrilla marketing evokes positive emotions which the consumer wants to share with friends. Hence, the message of guerrilla marketing, thus the brand is diffused.

On the other hand the target group for the wine business is changing. More women and younger people drink wine. Important to them is the digital space in which they share and stay connected. They have the need to belong, by consuming certain brands or products. Also they find authenticity important.

Conclusion:

The answer to the question 'whether guerrilla marketing can contribute in reaching the wine consumer' is YES.

Guerrilla marketing is about exposing the image or values of a brand or product in a creative and genuine way. Guerrilla marketing is not about selling, but about adding value in the life's of the consumer. Further, the main benefit of guerrilla marketing, as in Word of Mouth, is essential for young people to makes choices about purchases.

Therefore it can easily connect to the values of the consumer of today who values lifestyle, authenticity and belongingness.

