



Generation Next

Overview

Generation Next is all about wines that appeal to audiences who drink wine for social occasion and enjoyment rather than wine attribute alone. For wine producers it is the pursuit of excellence through innovation and trying new approaches in winemaking (new blends), viticulture (new varieties) and/or marketing (packaging and communication).

The Big Picture - What's new?

Reliability should not mean predictability. One of Australia's points of difference is that it does not regulate by law what can be grown in any particular wine region or what can be blended into a particular wine. Instead, innovation and experimentation are encouraged and this has led to a unique and creative approach to wine making in Australia.

Innovation is important in keeping the wine industry vibrant and dynamic and can also be seen as a way to gain a competitive advantage. Consumers, trade and the media are constantly looking for new experiences and new stories to tell. The proliferation of brands and new entrants to the market has brought with it a changed landscape for wine distribution. Now, a new generation of buyers and sellers are demanding greater interest, more excitement and something that challenges what they have come to expect.



This image has been selected to convey the nature of Generation Next by association with fashion/art/style and design.

I like it like that

Not all wine drinkers want to read about the ripe berry fruit flavours and aromas of cassis when they try a new wine. They simply want to enjoy great wine with friends, with food and when entertaining. Whether at an art gallery opening, a fashion show or watching a game of football - the talking point is less about the wine and more about the occasion. Having said this, if the wine is enjoyable, fits the occasion and meets (hopefully exceeds) expectations, then you might find this wine being selected in restaurants, pubs, bottle shops – or via the internet – the world over.

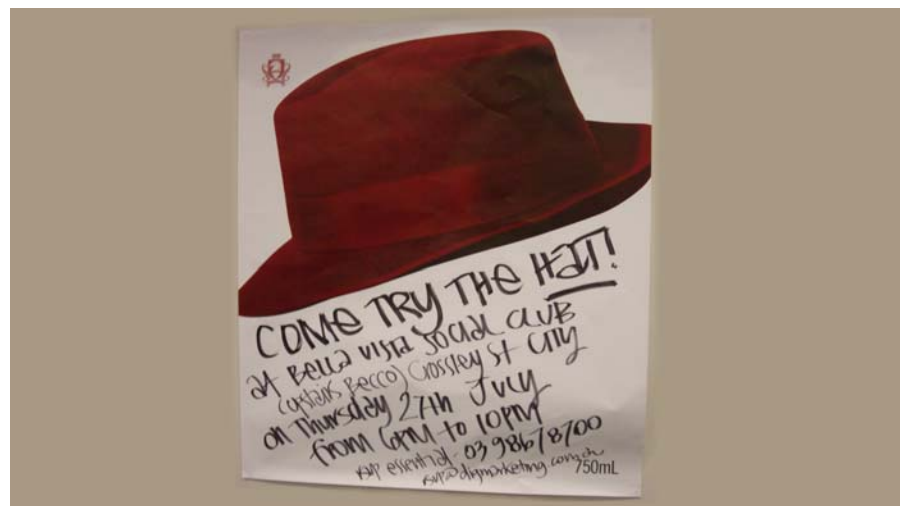
Staying ahead of the pack by creating a point of difference and being original in a crowded marketplace is essential and the makers of Generation Next wines continually need to challenge and reward consumers with new wine styles and new messages. The distributors and marketers of the wine need to understand the audience they are selling to and discover additional ways of engaging them - through new media; new experiences and new technology.

confident	stylish	creative
original	innovative	challenging
exciting	different	independent

Generation Next Brand Temple

A Case In Point - Angie Bradbury, Dig Marketing Group

"The single biggest challenge for wineries these days is differentiating themselves from everyone else. If they are to succeed they need to develop a brand with consumer appeal and a genuine story. Shelmerdine was a client that understood this and wanted to have a brand-led approach to the launch of a new range – we were part of the team that developed the Hat brand. The Melbourne laneway bar scene was targeted, and the Hat Range took a non-traditional approach. It was a visually led brand, with an image driven label reflective of our desired positioning. This attitude was reflected in the wines with more focus on how they tasted than how they were made. The wines had to be fantastic, and they had to be unusual. Provenance and who the winemaker was were not as important as the flavour profile and what the brand said about the drinker. The launch was developed as an underground campaign. Bill posters similar to band advertisements were posted around the city's laneway bars and clubs. To keep people guessing they just featured hats and the invitations to the launch were versions of these posters with hand written details of the venue. We distributed these in bars at times when the venues were cranking, 9pm onwards; to ensure we could talk to the bar staff and get the right buyers there. The media support was directed at non traditional channels and although still early days, so far so good!"



The Hat Range Campaign

Summary

Generation Next is about constantly renewing consumer audiences as well as being committed to product innovation, experimentation and differentiation. Australian winemakers are free to experiment with new blends and winemaking techniques to create a better product. The key is their flexibility, quality has to be their outcome, and those up for the

challenge will be rewarded with wines that intrigue, delight and reward.

CHECKLIST

- **Innovative:** the challenging spirit that new consumer audiences value above all
- **Stylish:** the consumers' desire for positive association that is constantly contemporary
- **Creative:** the brand as a positive agent for change and discovery
- **Challenging:** not a 'me-too' choice or proposition
- **Independent:** wines above and beyond the confines of the category
- **Different:** a stand-out among peers because of a fundamental, discerning attribute or association
- **Exciting:** wines that increase expectation and awareness
- **Original:** wine that act as a pioneer and a peer leader
- **Confident:** credibly assertive in product claim and delivery