

### ■ Overview

To remain relevant and compelling to consumers, a wine category (or country) has to be constantly evolving. This means consistently maintaining your brand values and attributes, while at the same time introducing new elements and features.

### ■ The 'Wine Australia' Message

Wine Australia as a brand message is an assurance of consistently better quality at every price point. While we are happy to leave the market places of the world and their consumers to determine what represents 'value for money', Wine Australia focuses on communicating the benefits of the brand: accessibility; competitive interest, enjoyment and ultimate wine quality.

### ■ Four Personalities

To develop this brand message into a simple but effective communication platform, Wine Australia has focussed on four sub-brands or personalities that seek to reflect both our product offering (Australian wines) and our market opportunity.

#### BRAND CHAMPIONS

**Brand Champions** are the engine room of the Australian category and the standard bearer for all that follows. Category champions, popular well-known brands, and wineries that aspire to a mainstream presence in either retail or restaurant channels. *e.g. Yellow Tail, Jacob's Creek, Hardy's Stamp*

#### Regional Heroes

**Regional Heroes** are wineries and/or producers who have blazed a trail for their region's profile with varietal choice and/or style dictated by a distinct sense of place. These are wines from somewhere rather than wines from anywhere. *e.g. Wolf Blass Gold, Nepenthe, DeBortoli*

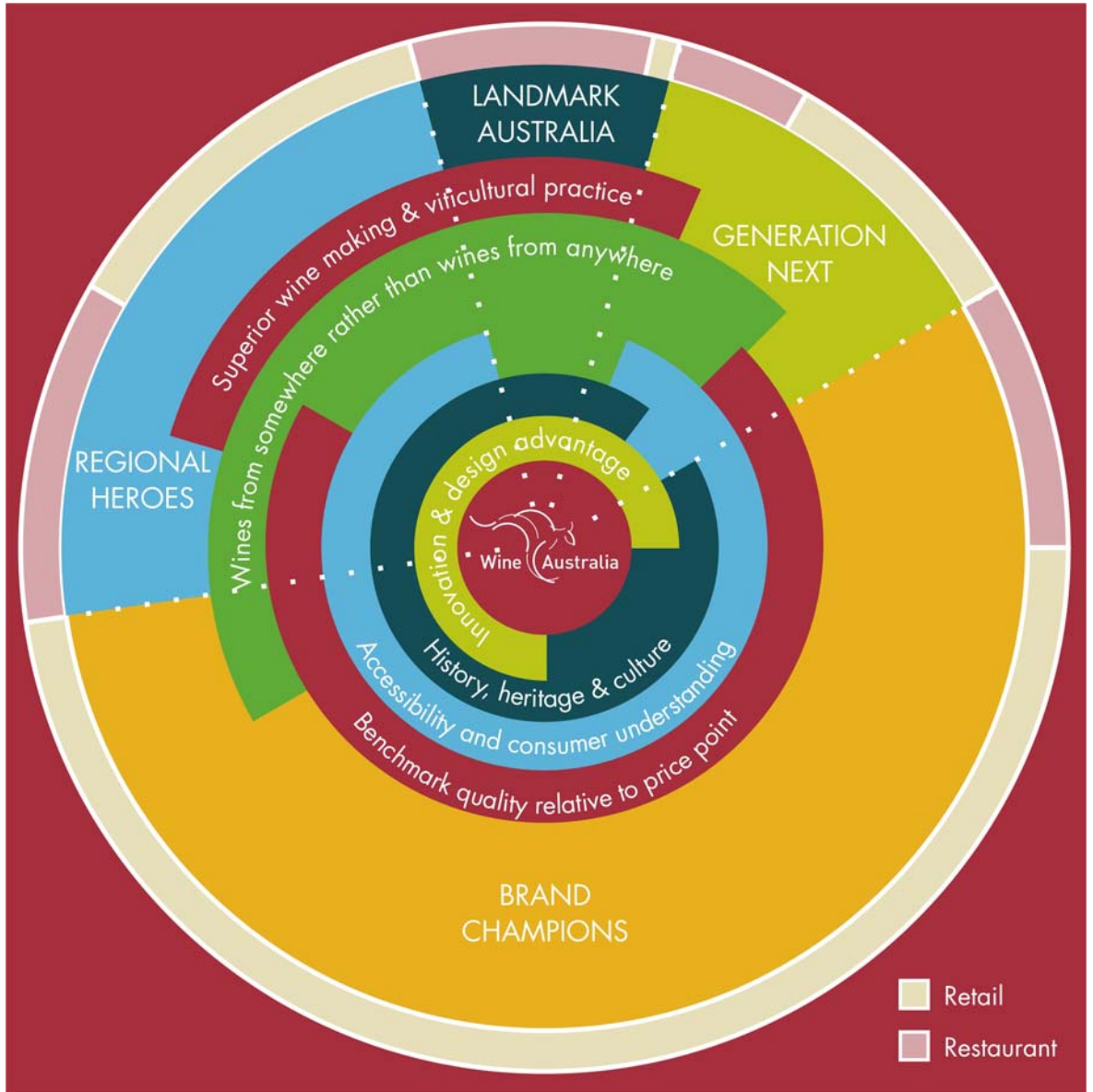
#### generation next

INNOVATIVE · CONTEMPORARY · CONFIDENT · UNRESTRAINED · FUN

**Generation Next** is all about differentiation through innovation and pushing boundaries in winemaking (new product development and new blends), viticulture and marketing (packaging and communication). *e.g. Heartland Dolcetto Lagrein, Stella Bella Pink Muscat, Pirramimma Wines – low alcohol, Clare Valley screw-cap initiative*

#### Landmark *Australia*

**Landmark Australia** reflects the Australian fine wine dimension. Using Langton's classification, current show circuit results and informed advice from Australian commentators, these are the wines we all aspire to. *e.g. Penfolds Grange, Leeuwin Estate, Henschke Hill of Grace*



Wine Australia Brand Management and Channel Management – Features and Benefits

The above diagram reflects the interrelationship of the brand personalities and key features and benefits that keep Wine Australia relevant and compelling.

### ■ **Polarity or Reality?**

Wine Australia's purpose is to strengthen the image and profile of Australian wine within all existing and potential markets through the clear message of unity, diversity and difference.

Australians have always shown a willingness and enthusiasm to change. At every level consumers and commentators can expect the very best of new ideas, new technology, high quality winemaking practice and environmental responsibility.

- Brand Champions continually re-fresh and sustain long term consumer enjoyment and interest with popular crowd-pleasing wines.
- Regional Heroes take the consumer to a new level of interest revealing the diversity and excellence of regional Australian Wines.
- Generation Next provokes debate and opportunity with wines driven by attitude and innovation.
- Landmark Australia showcases Australia's fine wines of distinction.

The logical conclusion of this supportive relationship between accessibility, mid-tier interest, innovation and the ultimate pursuit of wine quality is a dominant and successful wine category. Wine Australia can confidently move the consumer and the occasion from everyday informality to aspiration and excellence.

### ■ **Summary**

Every category (or wine producing region) aspires to be a successful provider of wine for many types of occasions and consumers. However, while individual categories can potentially achieve 'anything', it is rare that they can achieve 'everything'. So what is Australia's unique selling point? It is the interdependent four sub-brands – or personalities – that seek to move both the consumer and the occasion from accessible informality to a quality-driven wine experience.

### Why Australia? – A Consumer Checklist

- **Quality** - samples of each and every wine exported are examined by an expert panel to ensure quality standards are always maintained.
- **Integrity** - Australia offers a unique label integrity program that ensures vintage, variety and region are all truthfully identified on the label.
- **Diversity** – there are over 60 designated wine regions, over 100 wine grape varieties and more than 2000 wineries in Australia.
- **Authenticity** – a compelling mix of historic old world tradition and culture with a dynamic sense of new world adventure. (Australia also boasts the world's oldest soil types and a diverse range of original plant material including pre-phylloxera Shiraz vines).
- **Innovation** – always at the forefront of research on oenology, viticulture and marketing, producing 25% of the worlds technical papers on wine.
- **Ambition** – the restless pursuit of excellence in grape growing and winemaking.
- **Relevance** – consumer led and customer driven, winemakers who understand marketing as well as the winemaking.
- **Excellence** - an established and constantly evolving wine show system that seeks to recognise and acknowledge excellence and stylistic diversity.
- **Inclusive** - wines that range from award winning international brands to landmark image makers.