

Communicating wine: efficient communication is more than just a glass of wine at sunset

scritto da Lavinia Furlani | 28 Settembre 2022



Many businesspeople claim to be persuaded of the value of excellent wine communication.. Then, from the enunciations we get to the practical part and we realize that the need for a great communication is expressed in different ways and they result, especially, in companies' behaviors extremely varied. Then we go from the entrepreneurs who believe immeasurably in the evocative power of a glass of wine at sunset, to the ones who embrace the faith in the pop label, up to those who for years have been pursuing the highest recognition of wine guides, in the conviction that the coveted asterisks, associated with their wine, magically solve all corporate visibility problems.

What is true about that? The communication is all that, but to

be efficient it must be much more than the sum of its part and, especially, its part need to answer to the same central idea, the one of our identities.

Brand communication is a strategy and, just like all the strategic investments, **it must be accurately planned, declined in its articulations, carried out and monitored in time.** All the other communication's meanings are able to fill the mouth, but they leave a content's void.

Unfortunately, it is frequent to witness titanic efforts – also financially – to ensure testimonial's services which, in reality, have nothing to do with image, style, company's values. It's like going to an exclusive party with a dress that does not represent us and it **makes us feel embarrassed for the whole night, hoping to magically make an impression.**

Since the resources are scarce, the time is always tyrant and the entrepreneur's one is the critics variable, it is necessary for the efforts to be focused in the right direction and that, consequently, the investment in communication is more coherent with the results we are expecting.

Maybe it's time to start doing something you've never done before. Otherwise it becomes unlikely to obtain the results that we desire and that, "inexplicably", we have never achieved. Let's try and change the approach: the theme is not just to find new and convincing models to communicate, it is not to ensure the platforms that pull and elaborate awesome messages: the real problem is the contents.

And why is it difficult to find the right content? Because finding it presupposes knowing who we are and what we want, it means asking ourselves if we have a vision, it sometimes means admitting that our business project is not yet clear and that wines, however excellent, cannot evoke something that is not yet intrinsically defined.

Our communication strategy must let our target market know that we exist and that we are alive in business, but it must

presuppose **a history, an identity, a territory**. It is for this reason that improvisation is the main enemy of effective communication. A sum of investments in communication, unrelated to a common strategy, is certainly not very effective and it risks being counterproductive in terms of reputation.

Vice versa, **if our communication is convincing, those who buy our labels feel part of the values we declare**; if we communicate a lot and well, our brand is strengthened, the propensity to buy increases and brand loyalty is heightened. Too often, however, **the corporate values, while clear, convincing and original, remain within the cellar and emerge only for those lucky enough to visit it**. At Wine Meridian we have been traveling far and wide throughout Italy, and beyond, for years, and we are firmly convinced that every corner of winemaking in Italy, every denomination, every cellar and every cru have something unique to tell, which can be enhanced and highlighted in the wine that represents it.

The production process of our wine does not stop at the raw materials and services that are used to produce it.

What does “communicating” mean to you to? How do you plan it?
How do you measure it?

You need a narrative to develop a wine that communicates, and you must learn to convey it. In the right way and to the right target.