

# A PARTNERSHIP THAT DRIVES CONSUMER PURCHASES

VIVINO



How to use VIVINO as a major selling tool for BMW wines

*Barker's Marque Winery*

WAVERLEY VINEYARD

Consumer engagement



Direct Consumer Engagement

All wines go to shelf with interactive neckers inviting Consumer Engagement and Purchase.



**Vivino Stats...**

Adria Voultsianathan rated a wine 4.2

I've said it before and I'll say it again - this is just a fantastic NZ region Blanc that provides great value. Heavy on the citrus, in particular grapefruit, and less minerality but I really enjoy it.

J Linn rated a wine 4.2

5.0 THIS ENTIRE REGION PLAYS A FULL HARMONIC SYMPHONY! IT'S LIKE DRINKING a Glade Plug in. TELLING both nose & mouth with BOLD aroma & an effervescence that's almost sparkling. Flavors that are dry, VERY BOLD, BRIGHT, JUICY & FRUIT-FORWARDED goodness! Nose and swishes of wine grapefruit, kiwi, gooseberries, lemon passionfruit and a bitter grass finish. green apple & a bit of stone fruit (apricot & white peaches.) Extremely tropical!

**Vivino average: 4.2** (4.2 Very rare stuff, 3.8 Good stuff, 3.6 Common stuff, 3.0 Below average)

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**Vivino average rating: 4.3** (4.3 Very rare stuff, 3.8 Good stuff, 3.6 Common stuff, 3.0 Below average)

Note: that rating is quite rare! Only 1% of all wines achieve such high Vivino rating

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## BMW - VIVINO April/May Direct Marketing Campaign

20 000 Barker's Marque direct to consumer emails going out to those who scanned, inquired info or/and searched for New Zealand Sauvignon Blanc

Scan



Search



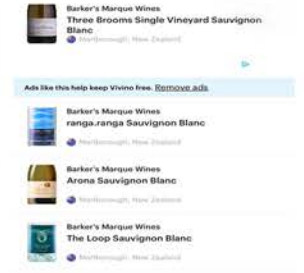
Receive

an email with info on our wines



Consumer purchases

based on the email received



Enjoy

