

CREATIVE BRIEF

Julia Kupczak, Anjali Sharma, Victoria Fontana, Bella Warrick, SMAD 342
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CLIENT

Who is the client?

Avaline is a wine brand, created by Cameron Diaz and Katherine Power, that uses organic grapes with no unnecessary additives.

OBJECTIVE

What is the advertising trying to do?

This campaign will create brand awareness and show customers that Avaline wine bottles have a life beyond the wine. Through our ads, we'll highlight the bottles' sustainability and inspire creative ways to repurpose it.

INTENDED AUDIENCE

Who are we talking to? What do we know about them that will help us?

This campaign will target women in their 30s to 40s who enjoy a granola lifestyle, enjoy DIY projects, love flowers, and spend their free time sipping drinks at her book club. According to Emma Gray women drink to "calm down or open up or connect" (Gray, 2017). Using the bottle as also a vase post consumption is a form of recycling. According to Georgia Griffin, women recycle because it "saves energy, reduces raw material extraction and counteracts climate change" (Griffin, 2012). O

CURRENT POSITION

What does the intended audience currently think (about this product/service/idea)?

Currently, the audience may view wine bottles as disposable or recyclable, without considering creative reuse options. While they may support sustainability, they might not associate it with wine consumption or the environmental impact of glass waste. (Outshinery)

DESIRED POSITION

What do we want them to think?

After seeing our messaging, the audience will feel inspired to repurpose their wine bottles into flower vases, promoting sustainability. Their takeaway will be that choosing our organic wine supports eco-friendly practices and reduces waste, offering a simple yet creative solution.

BIG IDEA OR CREATIVE STRATEGY

What is the single most persuasive idea? (This is your BIG IDEA.)

By choosing our organic wine, you're not just getting a great drink—you're also making a positive impact on the environment. Instead of tossing the bottle, you can turn it into a flower vase, which helps cut down on waste and adds a unique touch to your space. Our big idea is to make people see the wine bottle as more than just a container; it's a chance to be eco-friendly and creative.

EVIDENCE

Why should they believe your persuasive idea?

Repurposing wine bottles into flower vases is a great idea because it's both eco-friendly and practical. Recycling glass bottles can save up to 30% of the energy needed to make new glass, which really shows how repurposing can make a difference (U.S. Environmental Protection Agency, 2022). Engaging and relatable messaging makes sustainability efforts feel more genuine and appealing (American Marketing Association, 2020). Opposed to a regular vase, the slim neck of the wine glass holds flowers in place, and the heavy base keeps it sturdy. By showcasing these features, the campaign can inspire people to see wine bottles as stylish, sustainable alternatives to traditional vases.

COMPETITION

What competitors are trying to reach this same audience?

Bonterra: They claim to be America's #1 organic winery, which makes them a major competition. They have a wine club which includes quarterly shipments of premium wines. Their brand has been featured in Forbes and other well known news sites. They are also sold at stores for an affordable price.

Frey: They claim to be America's first organic and Biodynamic winery. Have multiple organic certifications, including USDA the Real Organic Project. Have no sulfites as preservatives in their product. They are the first winery to achieve a Demeter certification, and they are non GMO, gluten free, vegan, and allergy friendly.

Dry Farm Wines: Forbes and Vogue featured organic "rare" wine exclusively sold on their website, which may make consumers think it's more prestigious. The wine is lab tested for purity and is sugar-free with lower alcohol and non GMO. The wine is evaluated by taste experts and is grown using dry farming which is an ancient farming method.

CREATIVE GUIDELINES

Are there any creative guidelines?

In our campaign, it's essential to feature the client's logo and clearly distinguish between white, rosé, and red wine.

PERSONA

Name: Emily

Age: 33

Gender: Female

Job title: Architect

Channels: a Target frequenter, Whole Foods shopper, and Trader Joe's lover. She makes sure to buy clothes from sustainable brands like Patagonia. She gets a lot of her recipes and information from healthy food blogs and is interested in joining the Avaline Wine Club.

Pain Points:

- She struggles to find a wine brand that closely aligns with her diet lifestyle of wanting to consume healthy ingredients
- She is money conscious and wants to buy a great tasting wine without breaking the bank
- Doesn't want to regularly buy products that produce waste

How your product/service helps solve their problems:

The wine brand we are using is 100% made of organic grapes and is priced at a fair cost. They are transparent in the ingredients used in their wines, so she doesn't have to worry about any extra harmful ingredients not listed on the bottle. The wine also contains no unnecessary additives that aren't natural for wine. Additionally, our idea allows her to repurpose or gift the wine bottles after use.

Photo:

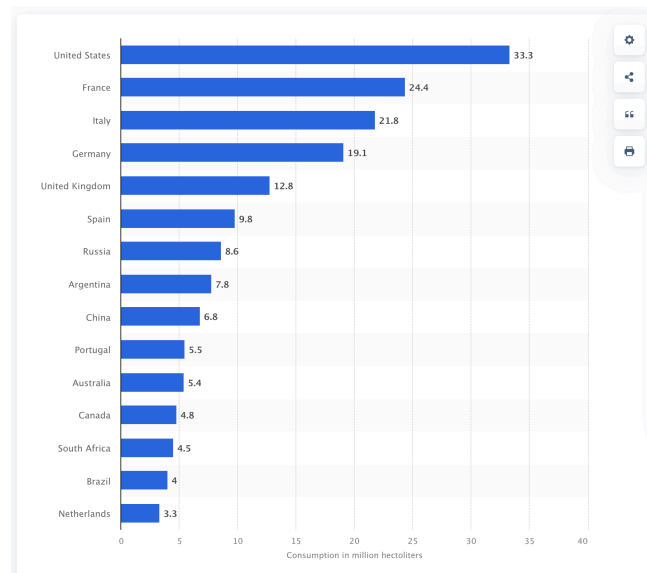


RESEARCH

Use APA format when citing sources, and include a sentence summary below each source. Reference research in your creative brief above using in-text citations.

- **Secondary** (10, following 5 C's)
 - **Secondary research using the 5 C's** (min 10 sources)
 - **Consumer** – women, 30-40, likes recycling/sustainability, gardening, book clubs, and wine (intended audience)
 - Gray, E. (2017, December 7). *Why women have a complicated love affair with wine*. HuffPost.
https://www.huffpost.com/entry/women-and-wine-complicated-love-affair_b_4157555#:~:text=Wine%20means%20different%20things%20to,side%20to%20the%20daily%20rite.
 - This site emphasizes the use of wine in a woman's life, it being a staple of things like "girl's night," and how its importance or use in a woman's life can grow with her.
 - Griffin, G. (2012, April). *Men vs. women*. Stanford Magazine.
<https://stanfordmag.org/contents/men-vs-women#:~:text=But%20while%20women%20may%20buy,extraction%20and%20counteracts%20climate%20change.>
 - This blog post focuses on the difference between men and women in their recycling and sustainability habits; it concludes why women are more sustainable/care more about recycling.
 - Walkons, C. (2023, March 9). *The history of women and wine culture*. Sanford Behavioral Health.
[https://sanfordbehavioralhealth.com/2023/03/09/women-alcohol-wine-culture/#:~:text=According%20to%20the%20Beverage%20Information,use%20disorder%20\(CDC%202020\)](https://sanfordbehavioralhealth.com/2023/03/09/women-alcohol-wine-culture/#:~:text=According%20to%20the%20Beverage%20Information,use%20disorder%20(CDC%202020))
 - This article goes through the history of women's relationship to wine; it particularly emphasizes that women in the 21st century made up over half of the wine consumption in the US, majority of that percentage being millennial women specifically.
 - "In the 21st century, wine marketing became focused on individuality. This meant creating unique products according to the customer's needs and desires. Wines were marketed toward mothers and those with labels for female appeal. An article by *USA Today* found that 57 percent of all wine sales in the United States were to women. Additionally, forty-two percent were sold to millennials. The report found that millennials drank 159.6 million cases of wine in 2015—an average of two cases per person."
 - **Category** – wine, vases, packaging, sustainability
 - OIV. (April 21, 2024). *Wine consumption worldwide in 2023, by country (in million hectoliters)* [Graph]. In *Statista*. Retrieved September 12, 2024, from <https://www.statista.com/statistics/858743/global-wine-consumption-by-country/>

- This statista page gives statistical information about wine consumption in 2023, stating that the United States consumes the largest volume of wine of any other country.



- “The United States consumes the largest volume of wine of any country, at 33.3 million hectoliters in 2023. At 24.4 million hectoliters, France was the second leading consumer of wine worldwide.”
- Outshinery. (n.d.). *Alternative wine packaging*. Outshinery.
<https://www.outshinery.com/guides/wine-packaging-101/alternative-wine-packaging>
 - This site states that there is a growing want from consumers for alternative wine packaging, and it shows different options for wine packaging.
- American Marketing Association. (2020). *The power of authentic messaging*. Retrieved from <https://www.ama.org>
 - This site discusses the use of authentic and personal messaging as it pertains to sustainability efforts.
- U.S. Environmental Protection Agency. (2022). *Glass recycling in the U.S.* Retrieved from <https://www.epa.gov>
 - This article is from the U.S. Environmental Protection Agency and emphasizes the significant impact that repurposing materials can have on sustainability.
- **Competitors** – selling wine, selling flower vases
 - *Where can I find the cheapest vases?*. WeddingWire. (2011, March 2).
<https://www.weddingwire.com/wedding-forums/where-can-i-find-the-cheapest-vases/05fbfc788a562fb1.html>
 - This is an opinion/blog website where people can ask questions and get answered by subscribers. The question was, “where is the cheapest place to get flower vases?”-- Ikea was a popular response.
 - <https://www.ikea.com/us/en/cat/vases-10776/> (Ikea flower vase website)
 - Bonterra Organic Vineyards. (2024, September 6). *America's #1 organic winery*. Bonterra Organic Vineyards.

<https://www.bonterra.com/?srsltid=AfmBOoroUsIrb1LOT9ayLslaxJEaMfLjMPN6BD5OvdAAUT44u29ZGCHi>

- This is the brand website of Bonterra Wine, claiming to be “America’s #1 organic winery.”
- *Bonterra wines and the key to a balanced life*. The Swirling Dervish. (2018, March 29).
<https://theswirlingdervish.com/2018/03/29/bonterra-wines-and-the-key-to-a-balanced-life/>
 - This blog, written by @theswirlingdervish, gushes over the environmental consciousness, affordability, and taste of Bonterra wine.
- Frey Vineyards. (n.d.). <https://www.freywine.com/>
 - This is the homepage of Frey Vineyards, claiming to be “America’s first organic and biodynamic winery.”
- **Channels** – retail (aka What store is it sold at?)
 - Target (retail)
 - <https://www.target.com/b/avaline-wines/-/N-q643lermo95>
 - Walmart (retail) (currently out of stock)
 - <https://www.walmart.com/ip/Avaline-Organic-White-Wine-750-ml-Bottle/854397970>
 - Avaline’s website (online ordering or monthly shipments through the “wine club”)
 - *Where to find Avaline wine near you: organic wine finder*. AVALINE. (n.d.).
https://drinkavaline.com/pages/find-avaline?srsltid=AfmBOop16ZPvha7b6D0L1alDgrXKDMRhZHWL6TeTaBERjCWm_aM9Avlt
 - This is Avaline’s “Wine Finder” portion of their website which allows you to insert your location, and it will tell you the nearest local suppliers of Avaline.
- **Company**
 - Avaline
 - Petrucci, M. (2023, April 4). *Is this celebrity-owned, organic wine brand any good?*. USA Today.
<https://reviewed.usatoday.com/cooking/content/avaline-wine-review>
 - This blog review gives a very honest and detailed review of Avaline, including likes, dislikes, taste, and more.
 - Gonzalez, L. (2021, February 12). *More than Cameron Diaz’ wine: Why our founders created avaline*. AVALINE.
<https://drinkavaline.com/blogs/wine-blog/more-than-cameron-diaz-wine-why-our-founders-created-avaline?srsltid=AfmBOoollyGZWNAOta26M2URRbJBY6OXyN2rKpa3jZm0Kc8QuuZj6hdX>
 - This is a page on the brand’s website, written in personal blog style, discussing the history, creation, and details of Avaline.

- **Primary Research (1)**

At a nearby Target in Harrisonburg, Avaline is being sold in the large wine selection of the store. It is placed on the second shelf closest to the top which generally means its a better quality and slightly pricier wine. There is a short description underneath the wine that gives details on what the wine tastes like and it is placed on a platform which jets out from the aisle. None of the other wines on the shelf had this. There were also many flower vases that were out on display in the fall section and were priced relatively high.



Persona photo citation:

wayhomestudio. (n.d.). Fashionable young brunette Asian woman wears white blouse and hat carried potted houseplant wrapped in paper going to present it to flower lover smiles gently isolated over blue wall. Retrieved from https://www.freepik.com/free-photo/fashionable-young-brunette-asian-woman-wears-white-blouse-hat-carried-potted-houseplant-wrapped-paper-going-present-it-flower-lover-smiles-gently-isolated-blue-wall_18909815.htm#query=plant%20lady&position=8&from_view=keyword&track=ais_hybrid&uvid=1c16743d-b-e6f-40db-899e-e421019b9b18.