



EU4Business

UKRAINIAN WINE

Expanding national and international
Ukrainian wine market



MARKETING PLAN

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INTRODUCTION

Under the program EU4Business: Connecting Companies (EU4BCC), managed by EUROCHAMBRES and funded under the EU4Business initiative of the European Union, the Chamber of Commerce, Industry and Services of Zamora and Valladolid (Spain) had the opportunity to work with the Chambers of Commerce and Industry of Vinnytsia and Khmelnytsky (Ukraine) and develop a project and a Study Visit named “Managing the wine labelling standards for an international marketing strategy”.

The EU4BCC project is being developed in the framework of the Eastern Partnership (EaP), which was launched in 2009 to deepen and strengthen relations between the European Union (EU), its Member States and its six Eastern neighbors (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine). EU4Business is an umbrella initiative that covers all EU activities supporting small and medium-sized enterprises (SMEs) in the EaP countries. The EU4BCC project aims to support sustainable economic development and job creation in the EaP countries by helping SMEs to grow – especially by promoting increased trade, encouraging inward investment, and fostering business links with companies in the EU.

Under this ambitious umbrella the four Chambers of Spain and Ukraine decided to join forces and to explore the possibilities given by marketing in wine segmentation and commercialization. Despite having wine industry realities different, the wine makers and promoters of Castilla y León share with their Ukrainian counterparts the passion for doing outstanding wine and the strong desire to make their products known and highly recognized in Europe.

Apart of sharing knowledge and establishing business relationships the project team has conducted a market analysis and a marketing plan which we truly hope may help viticulturists and wine trades to business success by increasing chances for Ukrainian winegrowers to gain acknowledge and market share in European countries.

The final mission of this project, however, is to contribute to the socio-economic development of Ukraine by promoting a culture of wine consumption, based on knowledge, innovation and outstanding heritage.



ACTION PLAN

The following marketing plan has been developed based on a previous conducted market analysis and both aim to support the Ukrainian winemakers to penetrate and expand the national and international market. Since the main proposed customer target is young people, with high Wi-Fi accessibility, and considering that digital marketing dominates the marketing scene, it has been developed a multichannel marketing plan where the internet is the protagonist, while still considering the most classic marketing strategies to appeal to other customer segments.

In the following pages it is proposed to consider and undertake marketing measures adapted to the particularities of the market and with the objective to increase value market perception and acceptance for the excellent wine produced in Ukraine.

MARKETING ONLINE

It is strongly recommended to undertake two online strategies: social campaigns and web campaigns.

Due to the importance that social media has gained in the last years in the marketing and advertising field, the social campaign should be both through the presence of the brand itself on the internet, and through advertising content in collaboration with creators.

Then, it is advisable to design a strategy in which SEM and SEO campaigns are combined with the objective of having visibility in Google to provide a higher number of clicks. Being aware of the difficulty foreigners may face understanding Ukrainian, it is highly recommended to design the campaigns in Ukrainian and at least in English in order to let the door open for foreigners customers. The creation of campaigns in English may have a positive impact in the Ukrainian market as well since it transmitted an international allure and acceptance which may increase the attractiveness for local buyers.



SOCIAL MEDIA

Social media use should have a fundamental role since it represents the shop window that the brand will exhibit without geographical boundaries and that will therefore be accessible to many people. Here it is stressed as well the importance to keep communication in different languages, Ukrainian, English and in case there is a specific target country it should be translated into its language as well.

For this reason, it is important to create a brand social media account: this will be the avatar appearing and interacting with potential customers on the net. Secondly, it is strongly recommended to invest in online advertising, through creators and professionals of communication, to ensure that the message is received by as many potential buyers as possible. It is strongly recommended to practice a benchmarking analysis to detect what successful liquors brands do in Ukrainian and to opt to adapt or to break the rules doing something radically different. However, and when considering other countries, it is crucial to study the attitudes toward alcohol consumption so as the accepted and no accepted values, norms, policies even law. Even being a standardized product, the subjective value of drinking alcohol differs enormously between countries, and it would be a precipitant mistake acting ego cultural centered. Without pretending to do an exhaustive exploration of cultural issues affecting attitudes toward alcohol consumption something so simple how the legally age to purchase and consume alcohol must be considered.

■ OWN BRAND ACCOUNT

The brand should consider open its account on the following social media: LinkedIn, Facebook, Instagram, and Twitter. However, this may be the most advisable for Europe but keeping in mind they are differences in the use of this RRSS Europe wide.

Every social media should have its editorial plan based on weekly activities:

SUBJECT	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
LINKEDIN	Sharing of wine sector news	Interaction with stakeholders		POST about new projects	
FACEBOOK	POST Food-wine pairing suggestion		PHOTO of the vineyard or team		PHOTO of the landscape
INSTAGRAM	REEL Food-wine pairing suggestion	IG STORIES Poll or Q&A	PHOTO of the vineyard or team	IG STORIES about new projects	REEL of the landscape
TWITTER	Sharing of wine sector news	Interaction with stakeholders	PHOTO of the vineyard or team	POST about new projects	PHOTO of the landscape

The table above shows an example how to manage in a equilibrated and regularly way the social media editorial plan, taking into account the consumption speed of new posts, which may vary between age groups and between cultures as well.

■ INFLUENCER CAMPAIGNS

In the influencer marketing strategy, a wine brand reaches out to social media influencers with thousands – if not tens of thousands – of followers on platforms such as Instagram or Twitter, negotiating with them to act as a brand ambassador for a wine brand. It is purely a pecuniary transaction, with the selected influencers remunerating in a variety the support with her/his image to move product.

Worldwide the wine industry is becoming a brand-driven industry. Since Social Media Influencers are acquiring an important role in driving the current wine Industry trends and consumer's decisions it is important to consider this marketing strategy as a core activity .To keep constantly a high visibility of the product, nowadays the collaboration with influencers should be continuous and systematic, especially when the target are young professionals.

Every two months it could be launched a Discount Codes Campaign where people will receive a 5% discount on purchases made through the pages of influencers, who will have the freedom to choose the name of their discount code consistent with the brand and their content.

A bottle of wine will be sent as a present to every influencer susceptible to collaborate with at their birthdays' day or important dates such as the launch of a new film or book to keep the bottles appearing on the screen.

Information campaigns can be launched in collaboration with influencers, explaining the tradition of the Ukrainian wines, the production stages, the characteristics and

differences between the various wines, and the possible paring with food. This kind of campaigns aim to build awareness in the consumers.

1		Володимир Зеленський @zelenskiy_official	9.2 M followers
2		Rudeboy @iamkingrudy	7.6 M followers
3		Sofia Stuzhuk @sofia_stuzhuk	5.7 M followers
4		Михайло Поплавський @poplavskiy_michail	5.6 M followers
5		NK Nastia Kamenskykh @kamenskux	5.4 M followers
6		DOROFEEVA @nadyadorofeeva	5.1 M followers
7		Артуріан @ba.bitch_	4.8 M followers
8		Anton Lapenko @anton_lapenko	3.9 M followers
9		Леся Никитюк @lesia_nikituk	3.7 M followers
10		Rebecca Nengi Hampson @nengiofficial	3 M followers

In this list, it is possible to find the 10 most famous influencers in Ukraine, while the most famous influencer in Europe varies in each country and therefore, they are not listed.

In a country of approx. 50 million inhabitants to count with an influencer followed by more than 9 million to advertise a brand may suppose the key to success, In this cases it must be evaluated as well the investment costs, It is important to consider that the main wine producers in Ukraine are micro and small companies therefore this solution may be optimal to increase awareness about Ukrainian wine but surely few winemakers can afford the national influences and maybe should look for local or regional ones.

WEB

The web is a marketing resource more static than the previous mentioned but however it reaches a boarder publicum and supposes lees maintenance therefore it is very recommendable to invest time, creativity, and financial resources in using such a platform to create a brand and gain customers.

■ SEO OFF-PAGE

To gain visitors for the web pages by those who browse search pages such as Google or Safari, it is important to create links with keywords such as wines, enotourism, red wine, white wine, sensory experience, celebration, and traditions. It is advisable as well to use two/three more concepts which makes the differentiation with other brands and which the marketing team plans to differentiate the brand from the competency, if the brand aims to access to the highest customer segment it could be relevant to add words as business, status, distinction etc. On the contrary if the goal is to situate the wine as an affordable, casual and earthy but innovative maybe the words add should be party, travelling, different, unique. It is an expert's task to decide the keywords to be used.

■ SEO ON-PAGE

The web page should be available in several languages, to reach the highest possible number of European visitors. In addition to Ukrainian and English it must be decided other languages, but maybe most important than the language is to respect the targeted culture and be aware on differences in understand alcohol purchasing. However, it can always be used the possibility for translation.

The web should be structured with simple and intuitive graphics to allow people of other languages to orientate and navigate easily. There will be references to the territories, the activities available both within the vineyard and in the surroundings, transport to arrive comfortably, the nearby sites of cultural interest, and videos of interviews with our team to create an idea of more familiarity with the brand. It is providing the opportunity to stablish alliances with tourism providers to create a corporate image as wine region which surely will increase the brand value.

■ SEM

Using Google Ads tool to bind the brand to keyword searches related to the purpose, with the creation of horizontal and vertical banners and by positioning the website and social media pages at the top of the Google page. A possible way of financing the website is consulting the regional authorities on charge not only of commerce but on tourism and collaborate with other providers to offer more than a wine an experience.



MARKETING OFFLINE

To be sure to reach also the small percentage of potential customers who may not have access to social networks, and to reinforce the image of the brand it is strongly recommended to design and implement offline marketing strategies.

In the following paragraphs it would be shortly explained the most relevant offline strategies.

STREET MARKETING

Street marketing is a communication technique that brings the product or service directly to public places, with the aim of capturing more customer attention. The emotional factor makes it a much more effective strategy than traditional advertising.

■ URBAN FURNITURE MARKETING

By developing an ambient marketing campaign through the lining of urban furniture such as bus stops, piles, and garbage bins with giant figures of wine bottles. Always taking into account rules and policies of alcohol advertising.

■ SABANING

Agreements will be made with private citizens and institutions to be able to hang on the balconies of the city advertising products that in the final image of a condominium will form the image for instance of a bottle of wine of a bottle of wine. It is a very attractive, colorful and not expensive way of making a brand present in daily life.

■ TEMPORARY SHOPS

Customized pickup trucks will be positioned in various strategic points of the city and will serve as points of sale, where people can buy or even just taste and know the product.

■ STICKER HUNTING

Stickers with logo will be stuck near the major points of the city and all those who will show up at a store showing an Instagram story in which they publish their selfie with our sticker will receive a 10% discount.

PROMOTIONS

Promotional marketing consists of the application of several special offers to increase the interest and interactions of customers and convince them to buy a product or service or repeat a purchase that has already taken place, thus creating loyalty.

■ BUY YOUR FRIEND A GIFT, GET A GIFT FOR YOU

With this promotion, those who will request our gift box will receive an accessory such as a bottle opener or a pair of coasters for free.

■ BIG FAN PROMOTION

The customers who will buy a whole six-bottle box of wine, will receive a bottle of wine for free.

■ BACK FROM HOLIDAYS PROMOTION

Whoever buys a bottle of wine during holidays days like Christmas, Easter, or specific local holidays, will receive a 15% discount to spend in the week following the end of the holidays.

EVENTS

Considering that customer loyalty is one of the fundamental objectives of a marketing plan, marketers can involve people with direct experience to increase the perception of affection towards the brand and create a more stable bond.

■ PARTY HARVEST

During the wine harvest, the doors of the winery will open to all those who want to see the harvest process up close. Local people and tourists will directly participate in harvesting the grapes from the trellis and at the end of the day, they will be able to taste the result of the previous harvest in a special degustation.

■ DINNER UNDER THE STARS

It's an open-air dinner with a pre-established menu, in which every course will be paired with a special wine. The rural panorama will be combined with an elegant and classy mise en place, with live jazz music and an expert that will explain every wine pairing and the characteristics of every type of wine.

COLLABORATIONS



Collaborating with another brand or institution means sharing vision and values with them, for this reason, it is important to carefully choose the brands and institutions to collaborate. Collaborations are a very effective method at the time of reaching a larger audience, in an effortless way, since the loyal audience of the brand or institution with which one decides to collaborate will perceive it as closer.

■ RAFTING DAY

In collaboration with the sports associations of the area, rafting excursions can be organized in collaboration with the winery during summer days. Local people and tourists can enjoy an adventurous experience on the river and end the day with a relaxing degustation of wine and local food.

■ DANCE IN THE VINEYARD

In collaboration with the dance associations of the area, dancing show dinners will be organized in the vineyard. People and local tourists can enjoy a pre-established menu dinner while watching different styles of dance shows organized by the local dance school and associations. That can be interesting for tourists who want to discover Ukrainian traditional dances and art lovers who want to enjoy dance shows.

FAIR TRADES

Fair trades are an important part of the public relationship between the firm and its stakeholders, to improve the relations with the distributors and the members of the HORECA sector both nationally and internationally. To follow a list of important wine fairs both on a national and international territory to consider for the year 2022 but keeping in mind they use to take place yearly:

NATIONAL WINE TRADE FAIRS

FRUIT. VEGETABLES. LOGISTICS	Kiev	15/02/2022
FOOD FARM FAIR	Kiev	03/2022
IFFIP - INTERNATIONAL FORUM OF FOOD INDUSTRY AND PACKAGING	Kiev	12/04/2022
LWS - LEADING WINE SHOW	Kiev	11/2022

EUROPEAN WINE TRADE FAIRS

FOOD QUALITY AND SAFETY EXPO	Dublin (Ireland)	15/09/2021
ANUGA	Cologne (Germany)	09/10/2021
VITEFF	Épernay (France)	19/10/2021
VORGESCHMACK	Salzburg (Austria)	06/11/2021
RIVE	Pordenone (Italy)	10/11/2021
FOODTECH	Athens (Grece)	12/11/2021

EUROPEAN WINE TRADE FAIRS

AGRIALP	Bolzano (Italy)	18/11/2021
IGEHO	Basel (Swiss)	20/11/2021
SITEVI	Montpellier (France)	30/11/2021
SALON DES VINS DES VIGNERONS INDÉPENDANTS - PARIS	Paris (France)	02/12/2021
SALON DES VINS ET DE LA GASTRONOMIE - ANGERS	Angers (France)	03/12/2021
SALON DES VINS ET DE LA GASTRONOMIE - METZ	Metz (France)	03/12/2021
SALON SAVEURS DES PLAISIRS GOURMANDS	Paris (France)	03/12/2021
VS PACK	Cognac (France)	07/12/2021
SALON DES VINS ET DE LA GASTRONOMIE - CHERBOURG	Cherbourg (France)	10/12/2021
SALON DES VINS ET DE LA GASTRONOMIE - ANNECY-LE-VIEUX	Annecy (France)	17/12/2021
SALON DES VINS ET DE LA GASTRONOMIE - LA ROCHELLE	La Rochelle (France)	18/12/2021
BELLAVITA EXPO - AMSTERDAM	Amsterdam	10/01/2022
SIVAL	Angers (France)	11/01/2022
ANFAS FOOD PRODUCT EXHIBITION	Antalya (Turquía)	18/01/2022
RESPIRE LA VIE - POITIERS	Poitiers (France)	21/01/2022
RESPIRE LA VIE - VANNES	Vannes (France)	21/01/2022
SALON DES VINS DES VIGNERONS INDÉPENDANTS - RENNES	Rennes (France)	21/01/2022
SCOTLAND'S SPECIALITY FOOD SHOW	Glasgow (United Kingdom)	23/01/2022
MILLÉSIME BIO	Montpellier (France)	24/01/2022
VITICULTURE & VINICULTURE	Budapest (Hungary)	26/01/2022
AGRO BELGRADE	Belgrado (Serbia)	27/01/2022
SAGA DOM - SALON DE LA GASTRONOMIE DES OUTRE-MER	Paris (France)	28/01/2022

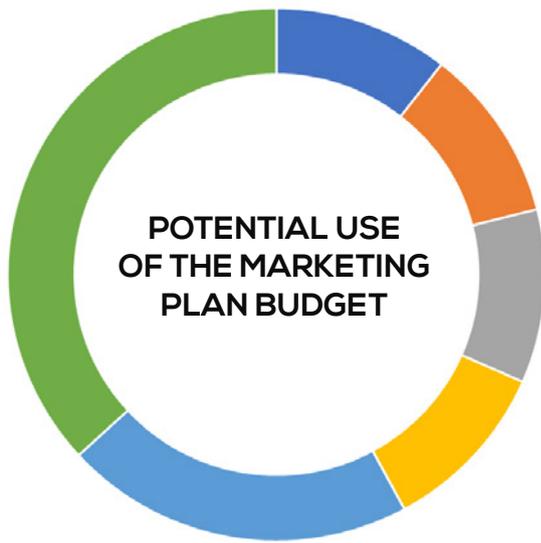
EUROPEAN WINE TRADE FAIRS

WORLD'S LEADING WINES AMSTERDAM	Amsterdam	28/01/2022
SMAHRT	Toulouse (France)	30/01/2022
NORD GASTRO & HOTEL	Husum (Germany)	31/01/2022
SALON DES VINS DE LOIRE	Angers (France)	31/01/2022
WORLD'S LEADING WINES LONDON	London	31/01/2022
EAWSC CHISINAU + WINE WEEK	Chisinau (Moldavia)	02/2022
FOOD & BEV LIVE	Dublin	02/2022
VINISUD	Paris	02/2022
WORLD'S LEADING WINES COPENHAGEN	Copenhagen (Denmark)	02/2022
WWM GLOBAL	Paris	02/2022
EXPORT	Athens (Grece)	04/02/2022
FESTIVITAS	Mulhouse (France)	04/02/2022
SALON DES VIGNERONS ET DES TERROIRS	Calais (France)	04/02/2022
SALON VINIFRANCE - VINIDÔME	Clermont-Ferrand (France)	04/02/2022
EXPO TECNOCOM	Bastia Umbra (Italy)	06/02/2022
INTERVITIS - INTERFRUCTA	Stuttgart (Germany)	06/02/2022
THE SOURCE TRADE SHOW - EXETER	Exeter (United Kingdom)	09/02/2022
AGRIDIRECT	Bolzano (Italy)	11/02/2022
FOIRE DE NÎMES	Nimes (France)	11/02/2022
HO.RE.CA	Athens (Grece)	11/02/2022
SALON DES VINS DES VIGNERONS INDÉPENDANTS - STRASBOURG	Estrasburgo (France)	11/02/2022

Source: Eventseye (2022)

POTENTIAL USE OF THE BUDGET

The budget is never unlimited, so it is important to approach the marketing plan as smart and effectively as possible. To be sure to stay focused on the right investment, we recommend a budget division based on the importance of the marketing activities to be developed.



- SOCIAL MEDIA ACTIONS: STORIES, INFLUENCER CAMPAIGNS, DISCOUNT CODES, ETC (35 %)
- NATIONAL AND INTERNATIONAL FAIR TRADES (20 %)
- GOOGLE SEM & SEO (10 %)
- LAUNCHING SPECIAL EVENTS WITH RESTAURANTS THAT ALREADY WORK WITH US (10 %)
- COLLABORATIONS AND PATROCINIOUS (10 %)
- SAMPLING FOR THE MOST REQUESTED RESTAURANTS (10 %)

Source: Own elaboration (2022)

As it has already been said, digital marketing is the most efficient and the most successful, so it is advisable to allocate 45% of the budget to its development, dividing it by 35% into social media actions and campaigns and 10% on google SEM and SEO campaigns. Since the participation in fairs demand a considerable investment since it is necessary to train the staff, organize the material and the travel. It is recommended to allocate at least 20% of the budget to the promotion in trade fairs. It must be counted on investing 10% of the budget in samples of bottles to offer to restaurants to collaborate with them, a 10% to launch events with them and the last 10% of the budget it is recommended to allocate in collaboration and patronage since it is a very effective method to reach a larger audience and to share the brand's values publicly.



CRISIS PLAN

In case of a difficult situation, in which the image of the brand is compromised in some way, it is necessary to have clear who has the responsibility to intervene and how, with the aim of responding in an orderly and precise manner in the face of the crisis.

CUSTOMERS SERVICE CHANNELS

As a channel of attention to the customer, we consider the double scenarios online/offline.

As regards the online scenario, customers who need to resolve any doubts or to make any complaints can send a direct message on the social media account of the winery or send an email. someone who is a direct part of the team; the response should be given as soon as possible.

Offline, we will offer our suppliers, whether they are shops or restaurants, training and information necessary to deal with every problem coherently with the company's change and refund policies.

KEY PERFORMANCE INDICATORS

A member of the team should subtract and monitor the Key Performance Indicators (KPIs). The KPIs proposed to monitor the business development should include:

- Monthly website traffic
- Number of likes and share on social media
- Conversion Rate for Call-to-action content
- Number of Customers retained
- Customer satisfaction rating
- Distributor satisfaction rating
- Net Sales or Percentage Growth

Despite having enumerated the most important KPI's, it is important to consider them as dynamic elements and never definitive, they may vary to adapt to situations through which the brand will pass.

This report has attempted to provide guidance for dealing with the circumstances of the Ukrainian and European markets in order to increase the commerce of Ukrainian wines on both the national and international scene, although we consider that Ukraine's experts are already very well prepared and count with outstanding professionals with a high international trajectory.

The role of the Industry and Commerce Chambers should not be underestimated, they can and do act as facilitators for the micro and SME viticulturist to export wine and to share knowledge and experiences with other European viticulturists.



We use this opportunity to express our gratitude to EUROCHAMBRES for organizing the program EU4Business: Connecting Companies' (EU4BCC) managed by EUROCHAMBRES and funded under the EU4Business initiative of the European Union. Thanks as well to the Wine Consortium for its support and guidance, specially to Chamber of Commerce, Industry and Services of Spain and Chamber of Commerce and Industry of Udine (Italy).

Under this framework and with a professional guidance the Chamber of Commerce Industry and Services of Zamora and Valladolid (Spain) could work with the Chamber of Commerce and Industry of Vinnytsia and Khmelnytsky (Ukraine) and develop the Study Visit: MANAGING THE WINE LABELLING STANDARDS FOR AN INTERNATIONAL MARKETING STRATEGY. As result of these partnerships, it has been conducted this marketing plan which we truly hope it may help viticulturists and wine traders to business success.

The contents of this report are the sole responsibility of the four CCIs project members.

EUROCHAMBRES



EU4Business



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