



WINEAGE BRANDING & CONTENT

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CONTENT TACTICS

A top-down view of a wine bottle, a corkscrew, and two corks on a dark wooden surface. The bottle is on the right, partially obscured by a dark red semi-transparent rectangle. The corkscrew is on the left, and two corks are scattered around it. The text '01. WINEAGE BRAND' is centered in the red rectangle, with 'What's unique?' below it.

01. WINEAGE BRAND

What's unique?

BRAND VALUES



STOCK

Huge red, white
wine &
champagne stock



KNOWLEDGE

Deep knowledge
- need to be
“user friendly”



COSMOPOLITAN

From Napa Valley
to New Zealand



EXCLUSIVITY

Wines only
available at
Wineage

BRANDING IDEAS

USPs that are able to drive brand awareness

1. **Wines from all over the world - its not common in Hungary!**
2. **Webshop with good UX**
3. **Niche products**





02. COMPETITORS

Who should we battle?

DEDICATED

EXPERTS

Bortársaság, Borháló

OFFLINE RETAIL

- COMMON

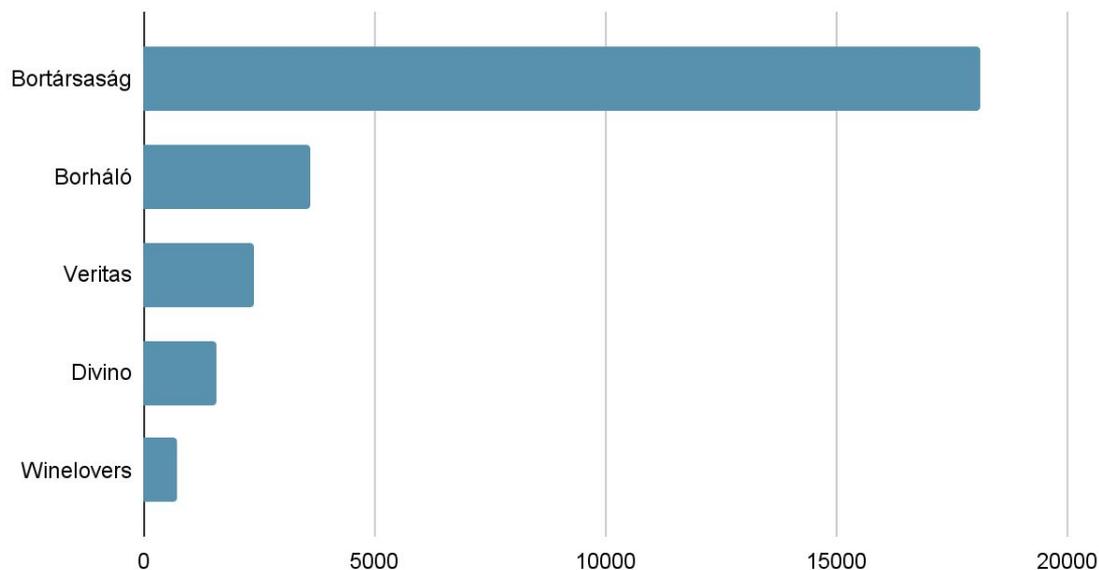
Aldi, Lidl, Spar, Tesco, Auchan

RESTAURANTS

Éttermek, wine barok

ONLINE COMPETITION - BRAND QUERIES

Havi keresések



WineAge

vino del mundo

WINEAGE

**Low brand awareness
with 30-50 brand
searches / month**

03. STRATEGY

The idea



POSITIONING

YOUR VINEYARD TRAVEL BUDDY



Expert but easily understandable



Knows a lot about the wine, but also the country and culture



Discover with you - travelbuddy



Comfortable in the kitchen also



USER JOURNEY

01



AWARENESS

Wow.. exotic wines from the USA!

02



CONSIDERATION

And Wineage knows a lot.. And I understand!

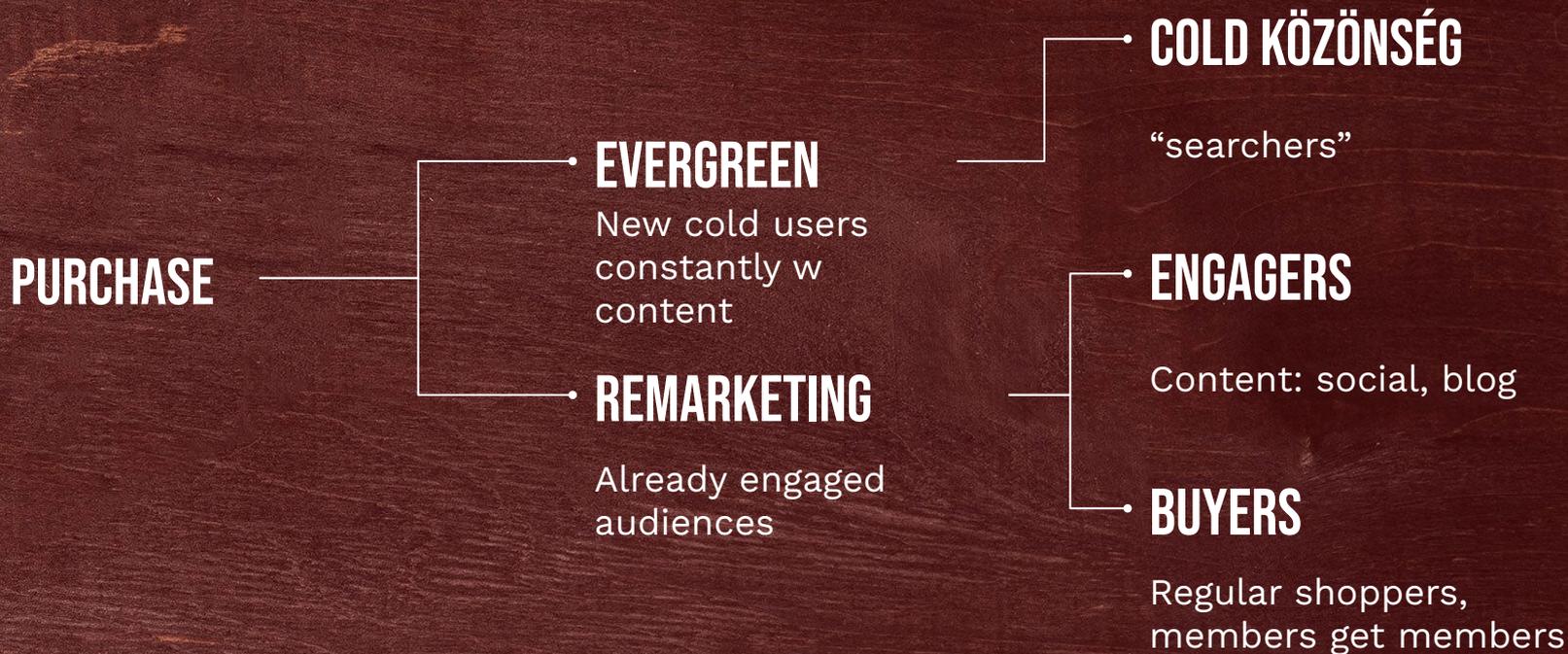
03



DECISION

Nice webshop, good prices

USER ACQUISITION



CONTENT STRATEGY



Tells about the wine regions of the world



Brings the special wines from far away



Conveys his expertise in an understandable manner



Supports and helps you make a decision



04. CONTENT PLAN



CONTENT POOL

PROFESSIONAL
ARTICLES

PRODUCTS -
RECOMMENDATION

AROUND THE WORLD'S
WINERYS

ACTUAL WINE NEWS

GASTRO - FOOD WINE
PAIRING

TRAVEL TIPS

PPC FUNNEL

AWARNNESS

Post engagement, click to website contents



CONSIDERATION

Click to website contents, cold catalog & campaign ads



CONVERSION

Conversion focused catalog campaigns, shopping ads, strong retargeting



THANK YOU

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