

Client: Monique's Millennial Wine Bar

Job: Launch Campaign

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What background do we need to understand?

Millennials consume almost half of all wine produced in the US, but the majority of wine bars are geared toward an older crowd. Because of this, Millennials feel very out of place and unwelcome in these establishments.

Wine makes this crowd feel sophisticated, hip, mature, and elegant. However, the lack of exposure to wine in a welcoming setting, where they are able to learn and explore on their own terms, makes them feel intimidated, ignorant, and anxious.

In many cases, Millennials would rather buy a bottle at the store and drink at home, even though they do enjoy the social aspect of going out and drinking wine. If there was a wine bar set up to focus on the type of relationship Millennials would like to have with wine - adventurous, fun, risk-free, and social - they'd be there in an instant.

Monique's is a startup wine bar created with the Millennial in mind.

What business problem are we trying to solve? What are we trying to make happen in the world?

There are no wine bars in the city designed specifically for the Millennial consumer. Existing wine bars focus on older patrons who may have more experience with wine, and Millennials feel very out of place in these establishments.

We will remove these barriers to exploring wine, and bridge the gap between knowing very little about wine to feeling confident about choosing and enjoying wine. We want to make our wine experience feel more adventurous and be an affordable social activity for our audience. We also want to build a community of Millennial wine drinkers.

For Millennials who are interested in wine, Monique's will be THE destination wine bar for learning about wine, before they feel confident enough to visit any other wine bar in any city.

What is the obstacle to making this happen? What's in our way?

Millennials are on stricter budgets than the more mature wine crowd, and the cost for an evening out at a wine bar is a concern.

Time is also a sensitive and significant factor since millennials work full-time and they would be most likely to buy a bottle from a store and drink it at home.

Millennials desire to explore and dive deep into the wine world, but at the same time, they are afraid that they don't have the necessary knowledge.

Who are we trying to reach?

Social media savvy millennials who love to share their lives and are the influential ones in their social circles. They work full time, but making time for social activities is important to them. They have little to no knowledge and experience with wine bars. These people usually drink wine at home and prefer cozy/casual spaces over intimate/dark atmospheres. They want to learn more about wine culture but are afraid to explore because they feel uneducated, anxious, and afraid to be adventurous regarding wine.

What is our guiding insight?

Millennials feel out of the loop when it comes to wine, but they really want to be in the loop.

What is the brand's current overall strategy, if any?

Since this is a new establishment, it has no current strategy.

What's the budget?

Our budget is \$20,000, which includes costs of both outward-facing media as well as any expenses for interior/experience beyond the basic décor that Monique's is already expecting to purchase.

How will we measure success?

Social goals: Growing our social media presence by 50 new followers each week on each platform: Facebook, Instagram, and Snapchat, with a goal of 500 followers on each platform by the end of August.

Financial goals: 30% of customers who visit us in our first-month return by the end of August. Breakeven by the end of our first year.

What's the schedule?

Opening day is June 28, 2018. This coincides with the date of the Alberta Arts District Last Thursday event, an iconic festival and Portland's largest art event.

During each Last Thursday event, 15 blocks of NE Alberta Street are blocked off from 6-9 pm to pedestrian traffic only. This event is free to attend and attracts approximately 18,000 people during the summer months. Activities include local art gallery openings as well as street vendors selling handmade items, performers, and other creative arts.

What are the mandates, if any?

Monique's must have a website and social media presence on Facebook and Instagram. The name, URL, social links, and physical address also must be included wherever possible.