

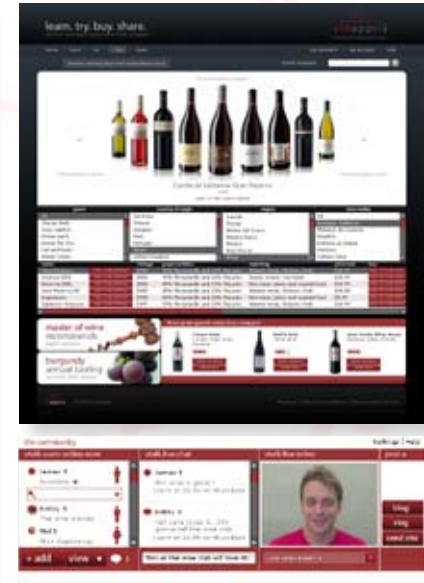
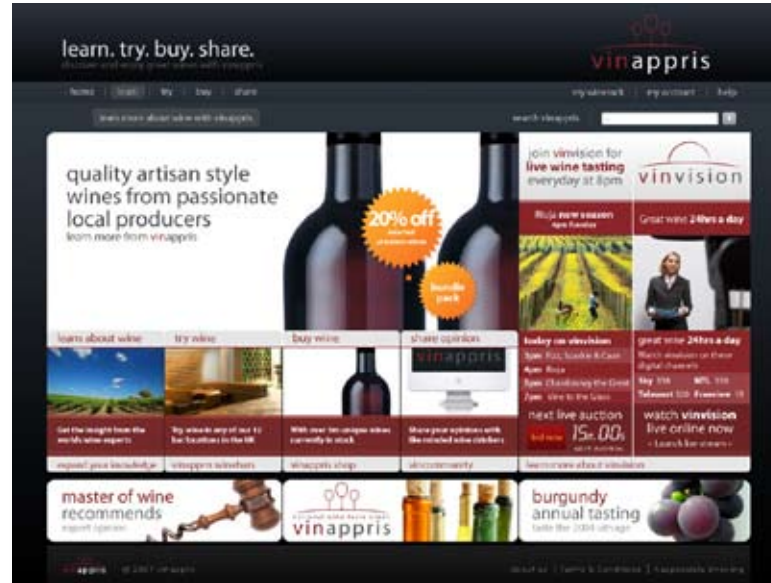


OBJECTIVE

With the majority of their retail operation based offline, wine merchant Vinappris were looking for help to develop a clear vision of how to build on and integrate their existing 'Learn-Try-Buy-Share' brand proposition over multiple distribution channels and to build a valuable community around their online presence.

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Vinappris proposed website design including wine catalogue view and live video chat functionality

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SOLUTION

Talking to the guys at Vinappris it became obvious that what they were about was more than just buying wine over the internet. Their vision involved creating a digital space around more than just the act of buying quality wine in bulk. In this space the whole experience around learning about, trying and buying the wine is important.

Our ideas centred on creating interaction and driving sales through personalised content, features and functions delivered over a range of digital channels (web, phone, email, TV), from online wine auctions to sharing opinions via text messages displayed in real-time on their digital television programmes and on in-bar TV's at their branded wine bar in Fort Dunlop.

RESULTS

Our creative consultancy demonstrated to Vinappris how they can define the digital space to fit their vision for the online wine buying experience and how we can help them take this forward in the future, building on the work that they are already doing.

