

KUMALA



KEEP LIFE KOLOURFUL CAMPAIGN

2020

1. CUSTOMER EXPERIENCE: CORE RANGE

Profile



The Typical Core Range Customer:

Name: Amelia **Age:** 22 **Career:** Account executive and part time student
Personality: Hard working, determined but doesn't take life too seriously, known as 'the fun one'.
Drinking habits: A wine newbie, only recently started drinking wine and tends to buy a bottle based on appearance. Amelia particularly enjoys white wine with friends, during get-togethers and impromptu social events.
Lifestyle: Outgoing, carefree, particularly enjoys festivals and weekends away

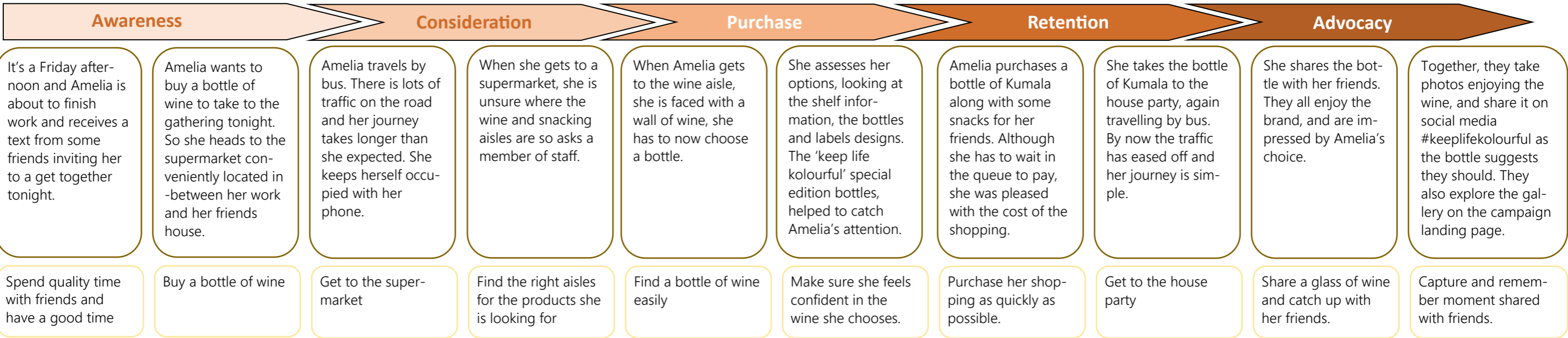
Scenario

It's a Friday night and Amelia has had a text that a group of friends are having a house gathering. Amelia agrees to join them and so is needing to buy a bottle of wine for tonight's get-together.

Goals and expectations

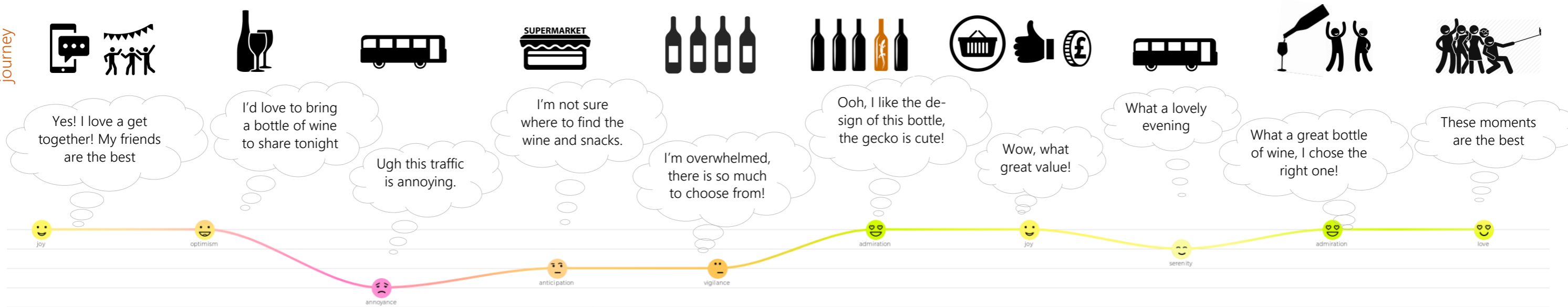
As a sociable person, she wants to make sure she chooses the right bottle that her friends will appreciate.
 In general, Amelia finds shopping for wine quite difficult and somewhat overwhelming. Her knowledge of wine is limited. She is unlikely to spend over £8 on a bottle of wine

Process



Goal

Pictorial journey

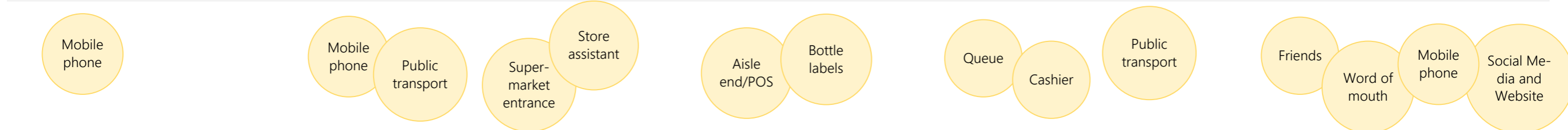


Thoughts

Experience

Touchpoints

Ideas



Ideas:

- Have paid for social media geo-targeted ads so that customers may have seen the brand and the campaign before, making Kumala top-of-mind. Pop-up samplings in city centres could also have increased brand awareness.
- Have in-print and digital advertising around the city, particularly billboards at areas with high traffic such as bus stops and train stations, or even on public transport.
- Have in-store prominent advertising like POS in the store entrance or aisle ends. Have in store tasting events and shelf advertising to persuade purchase, and to make sure staff are persuasive and encourage purchase through word of mouth.
- Have bottle labels that are colourful and eye-catching, even limited edition. These could have QR codes on to lead to the campaign. Add food pairings of sharing foods on bottles of wine to make snack buying easier.
- Encourage engagement with the brand on the bottle through the campaigns. Make the social sites and web page seamlessly integrated to encourage follows shares and likes (word of mouth). Have users images appear instantly.

2. PRINT ADVERTISING



Bus stop ad.



Magazine ad.

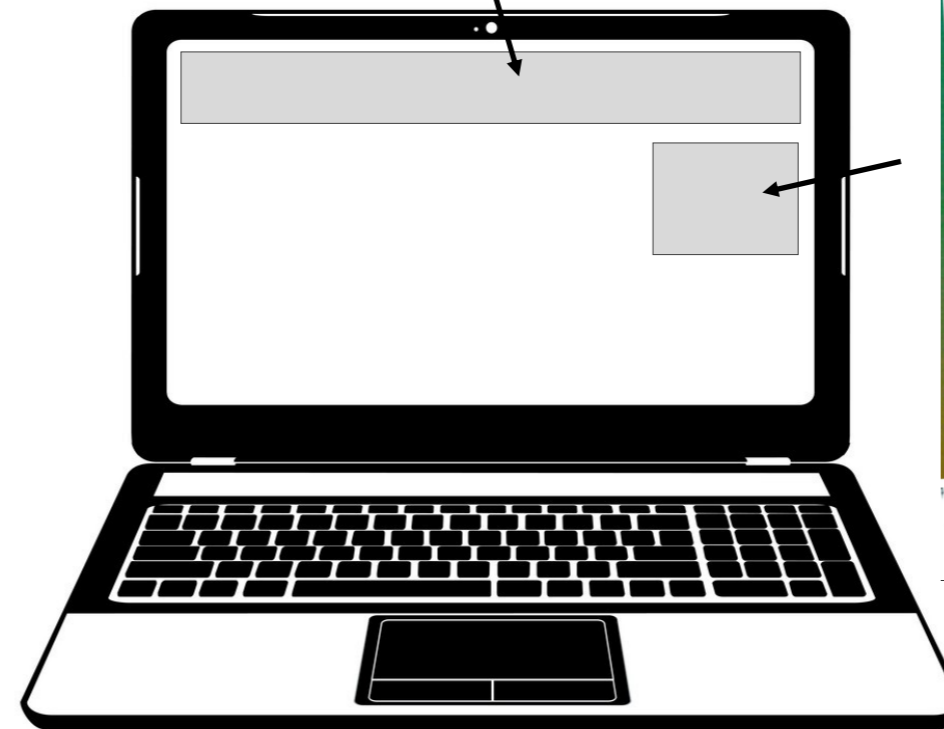
3. DIGITAL ADVERTISING



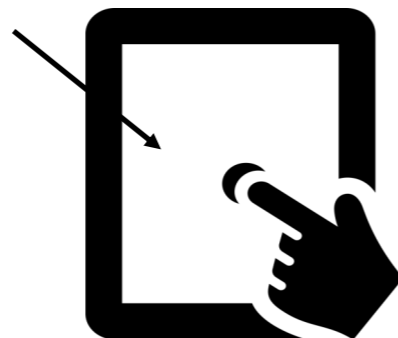
Banner ad. 728 x 90 pixels



iPad/Tablet 1024 x 768 pixels



Sidebar ad. 300 x 250 pixels



4. CREATIVE BRIEF

Client: Accolade Wines

Brand: Kumala

Campaign: 'Keep life colourful' - share your colourful moments.

Prepared by: AAA+1

Background: Kumala is the UK's number one South African Wine Brand (Nielsen, 2019), and one of the top 20 wine brands in the UK overall. Kumala is a 'budget wine' offering excellent value with two main product lines: the Core range rrp £5-6 and the Reserve range rrp £7-8.50. Kumala is instantly recognised as 'the one with the lizard on it'. The gecko is distinctive and memorable, sitting prominently on the bottles and is present across all branded communication.

Kumala isn't like all those traditional wine producers, it isn't focussed on heritage or tradition. Instead, Kumala positions itself as a fun and vibrant, 'colourful' wine, with hits of South African soul and culture, Kumala is all about embracing life, sharing moments, sharing wine and living life in full colour.

The Challenge: Although Kumala is popular and recognisable overall within the UK, our primary research has brought to light that aside from the gecko, and some knowledge of it's country of origin, South Africa, wine consumers see Kumala as 'bland', 'average' and 'not distinctive' - Kumala is lacking in brand associations and therefore at risk of losing brand equity. The challenge is to change these consumer perceptions.

Campaign purpose: The purpose of the 'Keep life colourful' campaign is to re-establish Kumala's brand positioning and encourage consumers to interact with the brand. The brand slogan 'keep life colourful' should be at the forefront of the campaign and connect the consumer with the Kumala brand, through persuasive techniques such as *transfer* and *plain folks*, ensuring that it is the go-to wine for sharing, socialising and enjoying life. The campaign should aim to appeal to new customers and to recapture the brand-loyal customers who may lose interest in the brand due to its lack of brand associations and given how much choice consumers are faced with when shopping for wine.

Target Audience:

Kumala's target audience is focussed on behavioural and psychographics segmentation, appealing more to consumer emotion and behaviour over demographics or gender. The core range and reserve range do however appeal to different target groups so as to differentiate the products. Both target age groups are those who are characterised as seekers of experiences (Mintel, 2019a) and so are the ideal target segments for Kumala's brand positioning.

Core range:

- The 'wine newbies' (Accolade Wines, 2018), they know very little about wine but enjoy drinking it
- on average aged between 18-24 (but not exclusively)
- Largest wine consumer segment in the UK - 28% of the wine drinkers (Accolade Wines, 2020).

Reserve range:

- On average aged between 25-40 (but not exclusively)
- The more established yet still relatively new to wine drinking. Making up 27% of the wine market (Accolade Wines, 2018), they are happy to spend a bit more on a bottle of wine. Usually brand loyal.



The Wine Newbie

Name: Amelia

Age: 22

Career: Account executive and part time student

'I love an impromptu get together. My friends mean the world to me. There's nothing better than sharing an attractive bottle of wine with them'

Personality: Hard working, determined but doesn't take life too seriously, known as 'the fun one'.

Drinking habits: Recently started drinking wine but is loving it. Amelia finds choosing a bottle of wine difficult and tends to buy a bottle based on appearance.

Lifestyle: Outgoing, carefree, particularly enjoys festivals and weekends away

Behavioural considerations: Interested in trying different wines and learning which she enjoys. Expects to find an attractive bottle of wine for under £10 at her local supermarket. Wants to feel confident in purchasing wine.



The Wine Lover

Name: Jenny

Age: 34

Career: Interior Designer

'When I'm not busy working, I love to be with my friends. A glass of good wine after a busy day at work is ideal!'

Personality: Extroverted, liberal, professional, creative and will try anything at least once.

Drinking habits: Drinks with friends, family or her partner, particularly enjoys a glass of red wine over a good meal or during a planned get-togethers. Buys wine frequently on her way home, tends to buy brands she knows and trusts.

Lifestyle: Stays active, enjoys cooking and hosting dinner parties. Loves to travel, explore and experience new things.

Behavioural considerations: Expects her wine purchase to feel of good value. Dislikes being overwhelmed with wine choice and wants her wine purchases to be simple.

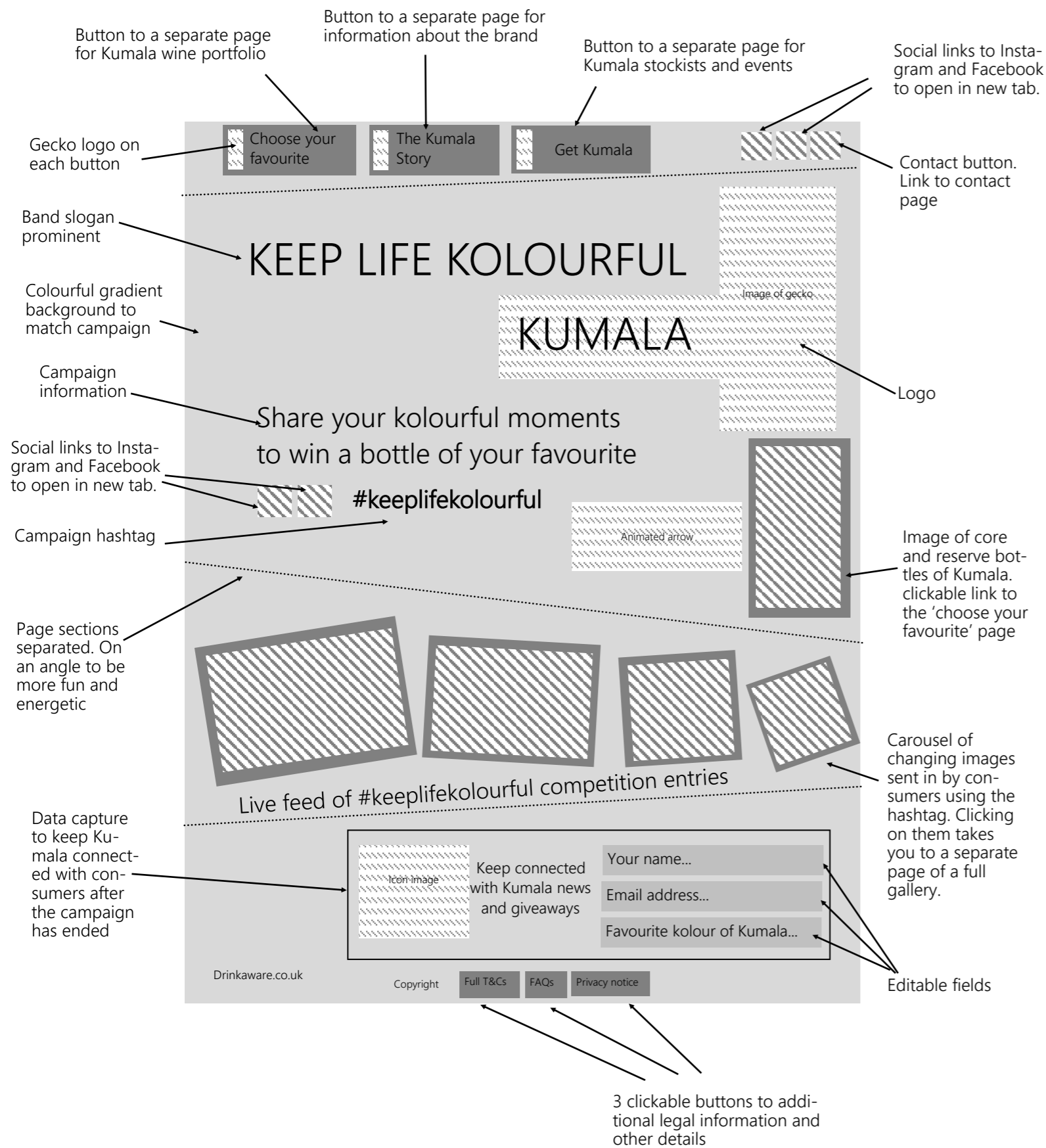
Future recommendations:

This campaign was developed to keep Kumala communicating consistently across all platforms so that the brand positioning and brand values are aligned and clear to consumers. Kumala should always be about the experience of sharing wine and keeping life 'colourful'. As a team, we felt it important to keep the consumer at the forefront of the campaign and of all marketing actions, so that they could connect with the brand in a deeper way with the aim to create more brand loyal consumers. In order to develop a successful campaign, feedback was sought from our peers during the image selection and campaign development process, and our lecturer for feedback on our completed campaigns. Through feedback received, the customer journey, customer pen portraits and landing page wireframe were improved.

When making additional advertisements:

Keep the consumer at the forefront of marketing actions—it is important that brand communications remain relatable for the intended target audience. Images should be fun, carefree and candid. Make sure the brand slogan is present, and that the call to action is clear. Encourage consumers to interact with the brand. Ensure the advertisements are fun and colourful, in line with the branding guidelines. The logotype and gecko should always be together and prominent. Above all it is important to attract attention and elicit curiosity through advertisements, people should want to stop to read and to click on any future advertisements.

5. CAMPAIGN LANDING PAGE

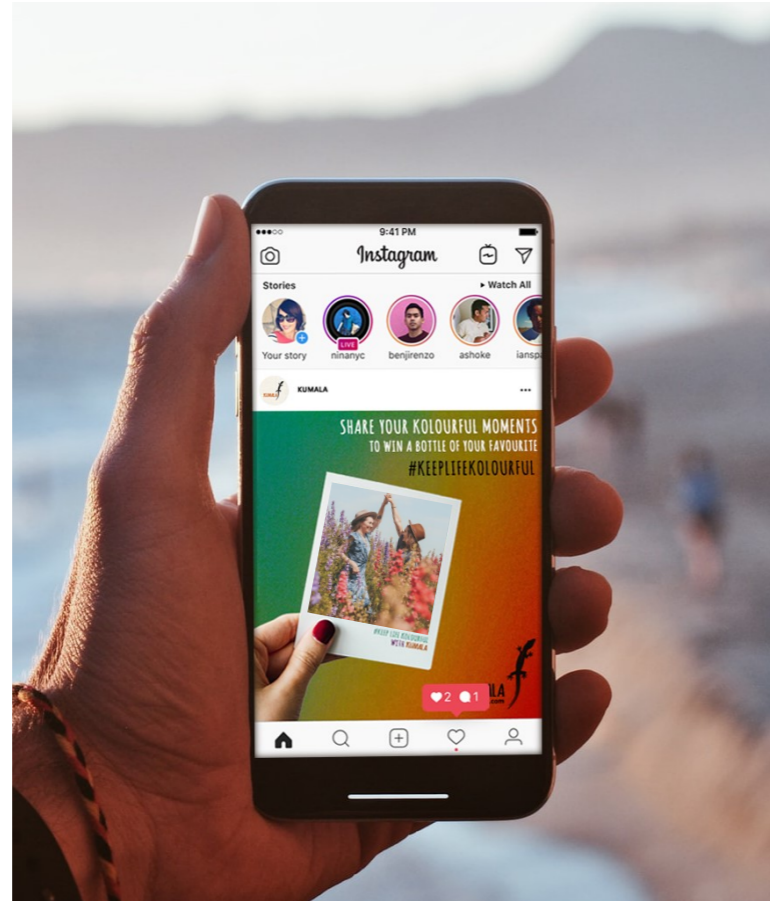


Campaign landing page wireframe



Campaign landing page mock up

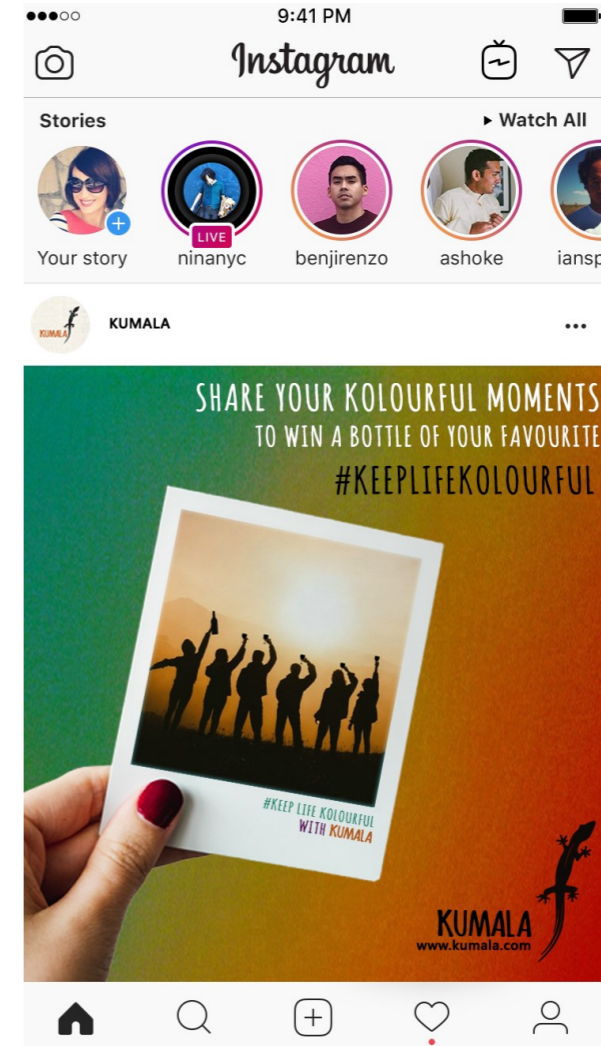
6. SOCIAL MEDIA CAMPAIGN



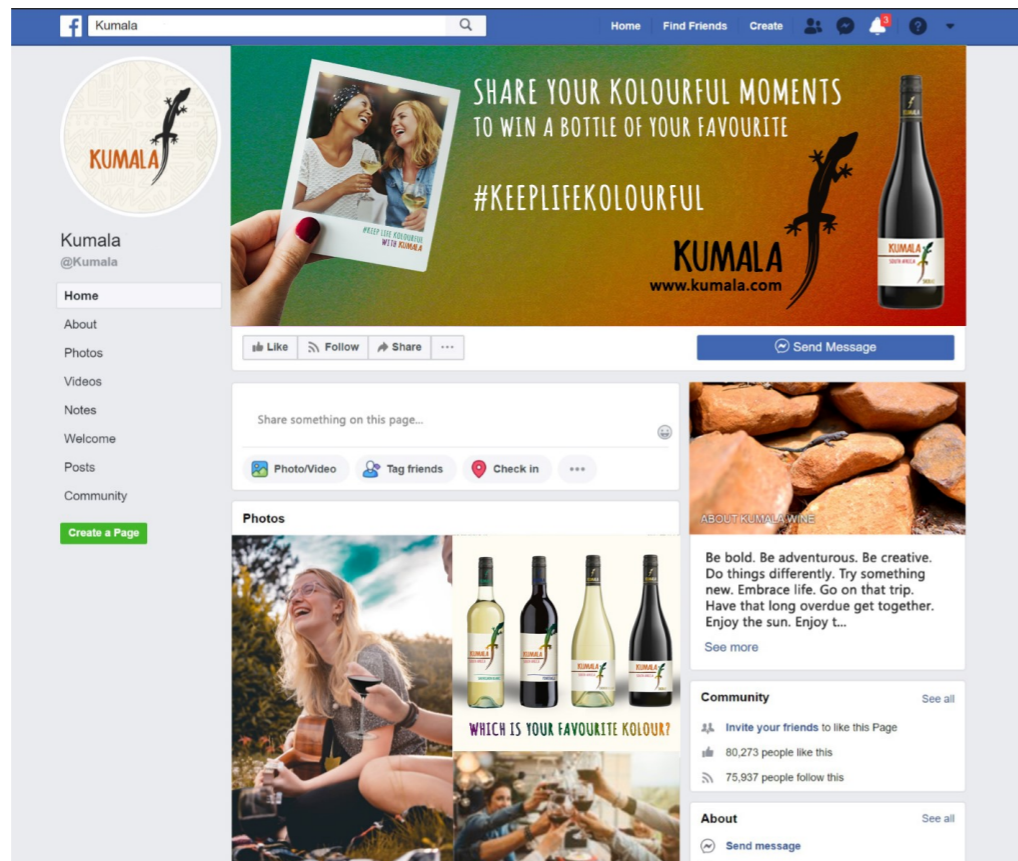
Instagram post



Instagram profile



Instagram post



Facebook profile



Facebook top banner



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