

Topic “Brand – ambassador in the world of wine, necessity or redundancy in the modern wine marketing tactics”

Motivation. My journey in the world of wine began with the realization that wine is not just an alcoholic drink, but a product that can show the unique history of a country, people, region, agriculture, including the efforts of people invested in the wine and the peculiarities of a separate piece of land, and all this in one glass... As co-founder of wine club I have done a large number of presentations and tastings, in fact promoting different regions or brands. Some time ago I started to try on this role for myself...

Objective. By coincidence, more often for me the topic of ambassadorship was associated with people repress

enting strong alcoholic beverages, and I wanted to study this topic more fully, what are the requirements, what is the peculiarity of the work of an ambassador in the world of wine, the opportunity to represent regions of wine production, consortiums or other associations of winemakers, is there specifics of work in certain matured or emerging markets. What qualities should this specialist have? The answers in the thesis.

Methodology. A significant contribution to the thesis work was made by interviews with various experts and market participants, as well as directly with representatives of this profession, various books on the topic of marketing and the wine business were studied.

Content. The work consists of three chapters. In the first there is description of the profession itself, requirements and features for working as a brand ambassador. In the second part, information about the features and examples of the work of the brand ambassador, including from the point of view of the marketing mix concept 5 Ps. In the third part, the emphasis is on the availability of information on the Internet, the digitalization of wine ratings, Vivino effect, and the role of the brand ambassador in modern conditions, both online and offline.

Conclusion. Although, in the period of digital accessibility of any information, when the Internet, in particular, and social networks offer a personalized product according to the available knowledge about an individual person, his preferences, brand ambassadorship in the world of wine becomes even more important and effective marketing tool. This is becoming a trend in the wine world.

A person who can adequately represent a separate wine brand, a wine region, an association of winemakers, is able to ensure effective product promotion by finding a balance between traditional advertising and a personal touch between a wine lover and an authentic producer.

The materials studied in the preparation of this work shows no substantial difference between emerging markets and established ones and presents effective examples of the interaction of different marketing mechanisms, both in growing markets and in mature ones.

There is a clear trend for large companies (brands) who may be hiring a full-time or part-time employee for this particular position, but more interesting to see representing the interests of a group of producers united in some way. Shared economy, shared marketing cost and shared personal are not uncommon these days.

The peculiarity of the position of a brand ambassador is that he can be, firstly, a rather highly specialized specialist in a particular product, but at the same time with deep knowledge of the world of wine, and with certain tasks from the customer. Secondly, he can be essentially a universal soldier, with broad powers to conduct business and make commercial decisions. Such an employee, with the appropriate experience and authority from his employer, could have the freedom to make some business decisions, participate in the formation of marketing strategies in a particular market, and the ability to easily connect and organize the purchase and supply of a product, brings such a specialist to a new level. He can not only improve the image of the product, increase awareness and reach of the audience, but actually increase sales.

Ambassador has immediate feedback from the customer, he sees the reaction of the audience, he interacts, and in fact constantly revises marketing strategy.