

CASE STUDY

LA BARRIQUE



LESS BOTTLE STORE MORE CELLAR DOOR

Been inside a bottle store recently? Either they're garishly lit and totally cramped, or they're so pretentious you become really conscious of your last-season shoes. At either end of the scale, they're hardly a place to appreciate the romance that should come with every bottle of wine.

La Barrique wanted to change that.



A FINE WINE FAIRYTALE: REBRANDING LA BARRIQUE.

La Barrique was a fine wine retailer in Remuera, with a great selection of exclusive and interesting international vintages. They were wine experts, with the knowledge and connections to source rare and unusual wines from all over the world. But they were feeling lost and forgotten in a crowded retail marketplace, so they called The Selective to help reimagine their marketing strategy.

"Choosing to work with The Selective was a no-brainer. Each of the experts who work collaboratively through The Selective took the care and personal interest in my project that is sought and provided me with a professional outcome that exceeded my expectations. Each expert commented on how proud of the outcome they were, and this personal commitment to work together is the value add that business owners want for their projects. Needless to say I was more than happy with the experience and would, without hesitation, recommend Emma and The Selective".

**LISA LLOYD TAYLOR - OWNER AND GENERAL
MANAGER OF LA BARRIQUE**

ENCHANTMENT, ROMANCE – AND ONLINE SALES.

To stand out amongst an abundance of wine retailers, La Barrique wanted their brand to feel feminine and European. We needed to tell the La Barrique story of enchantment, sophistication and romance.

In a tangible sense, La Barrique wanted to significantly increase their online sales and build a brand that would stand out in the crowd.

THE MAGIC TOUCH: METICULOUS PLANNING, CREATIVE REBRANDING.

The Selective took La Barrique through an extensive rebranding process, finding out exactly what positioning would make them stand out amongst their competitors, and helping them implement the changes to effectively communicate this to customers.

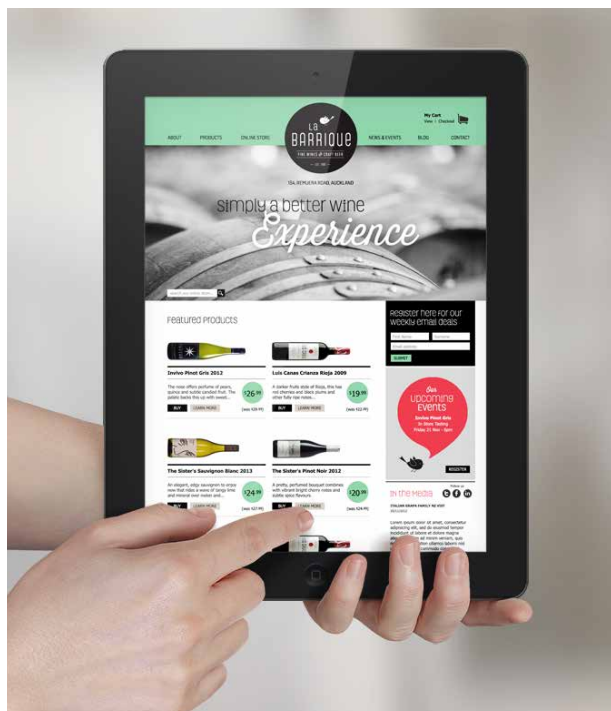
First, we ran a marketing workshop with the La Barrique team to draw out ideas and insights and help them build a plan to achieve their objectives. This allowed us to draw up an



18-month marketing strategy and tactical plan, including rebranding, designing and building an e-commerce website, email marketing, public relations, events and radio campaigns. Because the client did not have an in-house marketing team, we also project managed the plan's implementation and managed the marketing budget.

We needed to position La Barrique as a specialist wine retailer with a sophisticated, romantic, fashionable and European feel. We also wanted to challenge the belief that specialist wine stores are expensive, pretentious and intimidating. We did this by repositioning the brand in the mind of the customer with a new look, this included the logo, in-store graphics, website and collateral. In-store wine tasting and a public relations strategy also helped tell the La Barrique story. La Barrique's new market positioning was communicated consistently across all marketing activities.

To go with the rebranding, and with user experience in mind, we designed and built a new website to drive traffic and increase sales. Search engine optimisation was crucial, so we reached out to wine bloggers and niche directories to build our online connections. This helped bring in extra traffic and improved La Barrique's brand online.



HAPPILY EVER AFTER: UNIQUE POSITIONING AND REAL RESULTS.

Our integrated marketing plan helped streamline La Barrique's marketing activity and budget, as well as keeping everyone involved up to speed.

Our research found that nearly all La Barrique's competitors positioned their brands around history, family values and having an extensive range. Because their competitors were so similar to each other, La Barrique's sophisticated, romantic, European positioning helped them to stand out from the crowd.

200% increase in traffic to the La Barrique website during the 6-month SEO campaign.

Online sales doubled in the same time period.

With such amazing results and great feedback from everyone involved, we think we can call this one a success.

