



Tarbell's Wine Store

Strategic Plan

Fall 2017

Arizona State University

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Vinum



Kyle Castro

Kyle Castro is currently a senior at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. With an emphasis in public relations, Castro aspires to work in the music or sports industry after graduation.

Since the fall of 2014, Castro has been working in video board production for Sun Devil Athletics. He mainly focuses on replay operations, with other skills in camera operation, LEDs, and click effects.

Last spring, Castro interned with CBS Radio in downtown Phoenix. While in the promotions department, Castro learned how to interact with the public and promote the station at many events.

Castro, an Anaheim native, is looking forward to possibly moving back to southern California to start his career.



Ashley Halpern

Halpern was raised near Boston, Massachusetts where she was dedicated to environmental science, sports, and youth and family services development. After being accepted into Arizona State University, Halpern began her career in public relations.

Halpern currently attends school full-time at the Walter Cronkite School of Journalism and Mass Communication, and interns for Blake Patricia, a wedding and lifestyle marketer. Since October 2016, she has written educational newsletters and blogs for Blake Patricia. She has also designed websites and developed content for other clients. In the beginning of her internship, she managed five clients' social media accounts. Halpern also developed other skills by acting as an event photographer and videographer.

Halpern is driven by her passions and when completing tasks, she is cooperative, creative and enthusiastic. She has a specific interest in brand planning, management and development. Halpern is also skilled in content development, event photography, event videography, social media management, InDesign and Photoshop.

Halpern has many interests which derive from her upbringing. In high school, Halpern worked at the largest plant nursery in Massachusetts. She loves nature and environment-based projects. Halpern studied photography, art and design in Florence, Italy. From this she became enthusiastic about travel, art, culture, food and wine. Lastly, Halpern's parents are dedicated restaurant managers and she has learned management lessons from their many years in the field. Halpern is a collector of all thing vintage, from clothes to records.



Jill Haynie

Jill Haynie is a junior public relations student at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. She is also currently minoring in Film and Media Studies and pursuing a career path in entertainment PR.

Haynie started her PR career as a social media specialist for the Arizona State University Enterprise Marketing Hub and helps manage ASU's social media such as Twitter, Facebook, Instagram and Snapchat accounts.

In addition to her ASU job, she has had the opportunity to intern at various companies supporting the entertainment industry. She

was an intern for CBS Radio during the 2017 spring semester, during which Haynie helped bring awareness to the station through promotional events such as the Diamondback Spring Training games and Country Thunder.

Over the summer, Haynie had the amazing opportunity to intern at Paramount Pictures in the Worldwide Marketing Services department. Earning a spot among 120 interns, she helped the department inspect various marketing materials for upcoming features and made sure each piece followed the rules of the MPAA, the Directors Guild of America and the Writers Guild of America. Now, Haynie is interning at Allied Integrated Marketing for the 2018 fall semester and is on the Twentieth Century Fox account. She is assisting the publicists with pitches to local companies, screenings and press junkets organized through the agency.

Haynie is from Seal Beach, Calif. and plans to return back to California after graduation to pursue a career in entertainment PR, hopefully at a major studio or production company. She currently lives in Tempe, Arizona where she is attending school.



Kaitlyn Kor

Kaitlyn Kor is a junior at Arizona State University's Walter Cronkite School of Journalism and Mass Communication studying journalism and mass communication with an emphasis in public relations. Kor is also earning a minor in global studies and a certificate in sales and marketing.

This past summer, Kor spent her time interning at The World Food Prize, an international nonprofit organization headquartered in Des Moines, Iowa, whose mission is to increase the availability, quality and quantity of food around the world. Her main tasks included running the organization's social media accounts and helping plan events to increase awareness of hunger around the world. Kor got the opportunity to travel to Washington, D.C. with the World Food Prize at the conclusion of her internship to help assist with Wallace-Carver Fellowship week, a program that gives students the chance to work in leading USDA

research centers across the United States to help innovate new ways to combat hunger. Kor's favorite part about her internship was getting to help advocate for people around the world who are food insecure.

Kor is also the director of public relations for Undergraduate Student Government on the downtown campus. In this role, Kor helps run their social media accounts and website, and deals with any and all press related activities within USGD. Kor's favorite part about USGD is getting to help and advocate for students on the downtown campus and make everyone's experience at ASU a great one!

Kor hopes to continue to work with nonprofit organizations after graduation. She strives to travel abroad and get the chance to work with international nonprofit organizations that try to make a difference globally, but eventually wants to work and live in Washington, D.C.

Executive Summary

The Wine Store is the newest addition to the Tarbell's brand in Phoenix, Arizona selling a variety of fine wines from around the world. Mark Tarbell, chef and winner of the Food Network competition "Iron Chef America," opened The Wine Store in 2013 to complement the Tarbell's restaurant and Tarbell's Tavern.

The Wine Store currently struggles with attracting younger clientele and the owner feels they need to expand and improve the store's outreach and online presence to attract younger generations. Tarbell is consistently seeking new opportunities to grow the Tarbell's brand within the community and reach a younger demographic.

Arizona State University students in the Walter Cronkite School of Journalism and Mass Communications Public Relations Laboratory assisted The Wine Store in researching and brainstorming new ways to reach younger clientele and keep them interested in the store.

Vinum's overall goal for this campaign was to evaluate The Wine Store's brand in order to expand its customer loyalty and grow community outreach to younger audiences.

During the fall semester, Vinum conducted primary and secondary research to learn more about the community that surrounds The Wine Store. The Vinum team created multiple surveys, organized a focus group, assessed The Wine Store's social media analytics and designed a website to expand the store's outreach.

This report will assist The Wine Store in understanding its current situation and how the brand compares to similar vendors in the area, while introducing new ideas on how to reach a younger demographic.

Part 1: Analysis

Client Description

The Wine Store, located in Phoenix, Arizona opened its doors in 2013 to extend the Tarbell's brand, supplementing the original Tarbell's restaurant and Tarbell's Tavern. The Wine Store offers an array of fine wines from around the world and strives to give each guest their own personal shopping and wine tasting experience.

Owner Mark Tarbell

Mark Tarbell, owner and founder of Tarbell's, opened The Wine Store in 2013. Tarbell earned his culinary arts degree at the Ecole du Cuisine La Varenne in Paris and was later nominated for the James Beard Award for "Best Chef - Southwest" in 2001. In addition, Tarbell is a two-time inductee to the Arizona Hall of Culinary Fame and has made multiple television and radio appearances, including winning the Food Network's "Iron Chef America" and hosting "Check, Please! Arizona" on Arizona PBS. He has been a weekly wine columnist for The Arizona Republic since 2014 and has been a judge at the Los Angeles International Wine & Spirits competition for the past 25 years. Tarbell also serves on many different advisory councils and boards throughout the Valley.

Wine Experience

The Wine Store offers a variety of fine wines from around the world and gives each customer their own personal shopping experience. The Wine Store acts as the restaurant's "Walk-in Wine List" where diners can pay retail prices at the store, but still get the restaurant experience by enjoying it at Tarbell's or the Tarbell's Tavern with no corkage fee. Additionally, the store offers wines at a variety of price points to accommodate every customer's budget. The venue is also capable of hosting events and tastings, seating private dinners and placing specialty wine orders. Customers are also able to become members of Mark's Wine Club where they receive two bottles of wine each month curated by Tarbell, complimentary deliveries, and access to specialty wines at discounted prices.

Decor, Design and Layout

The Wine Store is connected to the original Tarbell's restaurant and Tarbell's Tavern. The upscale venue is covered wall-to-wall with a variety of fine wines and specialty beers, while a couple of rustic tables fill the center of the room. Customers are able to book private dinners in the store to ensure a quiet and uninterrupted dining experience. Tarbell is a music enthusiast and decorated the walls of the store with guitars and other music memorabilia to share his other passions with his customers.

Tarbell's Restaurant and Tarbell's Tavern

The Tarbell's brand includes the Tarbell's restaurant, which opened in 1994, and the Tarbell's Tavern, which opened in 2014. Tarbell's restaurant serves American fare with a sophisticated French preparation technique, while holding a New York City bistro vibe. Tarbell's restaurant has repeatedly been one of Phoenix's Best American Restaurants and has been named the "Best of the Best-Phoenix's Best Restaurant Service" by Zagat. Tarbell's Tavern is located right next door to the original Tarbell's restaurant and offers a casual dining experience to its customers. Although the Tavern has a more relaxed environment, it still upholds the same exceptional service standards as the original restaurant.

Clientele

The Wine Store has gained a strong following of loyal customers since its opening and appeals to a variety of consumers. According to Ember Public Relations, "the majority of the restaurants audience is about 50-year-old," (Moreno, Ganley, McNally & Juarez 2017, p.11). A study by Sprout Geek showed members of Generation X have the strongest spending power among all generations, adding "they prefer the classics instead of fancy meals or food items with uncommon names," (Restaurant Target Markets: The Essential List for Restaurants, 2015, para. 19). The store's clients are generally a part of an older demographic and Tarbell is interested in exploring new marketing tactics to appeal to young professionals in the Valley.

Employees and Service

The Wine Store prides itself on its ability to spend quality time with each and every customer that walks through the door to ensure they find the best wine to fit their specific tastes and preferences. Employees Tom Greer and Gilbert Lopez provide expert guidance on the store's wine and beer selections and help customers find the perfect beverage for their occasion.

Awards and Recognitions

Tarbell, a known wine connoisseur, is a recurring judge for the International Wine & Spirits Competition held in Los Angeles every year, as well as other local and national competitions. Tarbell is also a featured wine columnist for The Arizona Republic and has been published multiple times in a variety of works to share his extensive knowledge of wine.

Contact Information

The Wine Store
3205 E Camelback Road
Phoenix, AZ 85018
602-955-7730

Hours of Operation

The Wine Store

Monday-Saturday: 12-9 p.m.

Sunday: Closed

Tarbell's Restaurant

Monday-Saturday: 5-10 p.m.

Sunday: 5-9 p.m.

Tarbell's Tavern

Monday-Friday: 11:30 a.m.- 9 p.m.

Saturday: 4-9 p.m.

Sunday: Closed

Competitors

The Wine Store's competitors can be separated into three categories. The first category, corporate retailers, includes vendors such as Trader Joe's, Costco and Whole Foods. These vendors offer an array of wines at a variety of price points; however, big corporations often lack personal connections with its customers. The second category, wine restaurants that sell wine, includes establishments such as Oven + Vine and Postino. Both restaurants offer its customers a variety of wines and happy hour specials. Additionally, both distribute out newsletters to customers outlining upcoming deals and events. The third category includes independent wine stores in the Phoenix area.

Store Name	Zip Codes Nearest Tarbell's	Social Media	Type
Trader Joe's	85016	Very little social media presence when it comes to wine and beer. Two posts about wine and beer over a six month period. Minimal posting on Instagram, no official Twitter or Facebook accounts.	Corporate Grocery chain with a variety of signature items, plus produce, dairy and more (most sell wine and beer).
Costco	85015	Minimal posting on social media with only three posts on Instagram. Little to no content about wine	Corporate Members-only warehouse selling a huge variety of items including bulk

		and beer on its Facebook page. The store does not have an official Twitter account; however, there are fan accounts which post about Costco's wine products weekly.	groceries, electronics and more.
Whole Foods	85016	Posts a few times a month about certain wine deals and food+wine pairings throughout its social platforms. Produces the most content compared to the other stores and is very active on Instagram, Facebook and Twitter.	Corporate Eco-minded chain with natural and organic grocery items, housewares and other products (most sell wine).

Restaurant Name	ZIP Code Nearest Tarbell's	Social Media	Type
Oven + Vine	85003	Posts frequently to Instagram about wine selections, events and information about the restaurant. Posts every few days to Instagram, Facebook and Twitter.	Niche Restaurant that Sells Wine Hip, laid-back hang out with a garden patio serving gourmet flatbreads, craft beer and wine.
Postino	85012	Social has its own aesthetic and it is seen throughout the restaurant's posts about helping out in the community,	Niche Restaurant that Sells Wine Cafe presenting wine and light Italian fare in a comfortably setting with a front

		events and deals. Very active on Instagram, Facebook and Twitter.	patio and fire pits.
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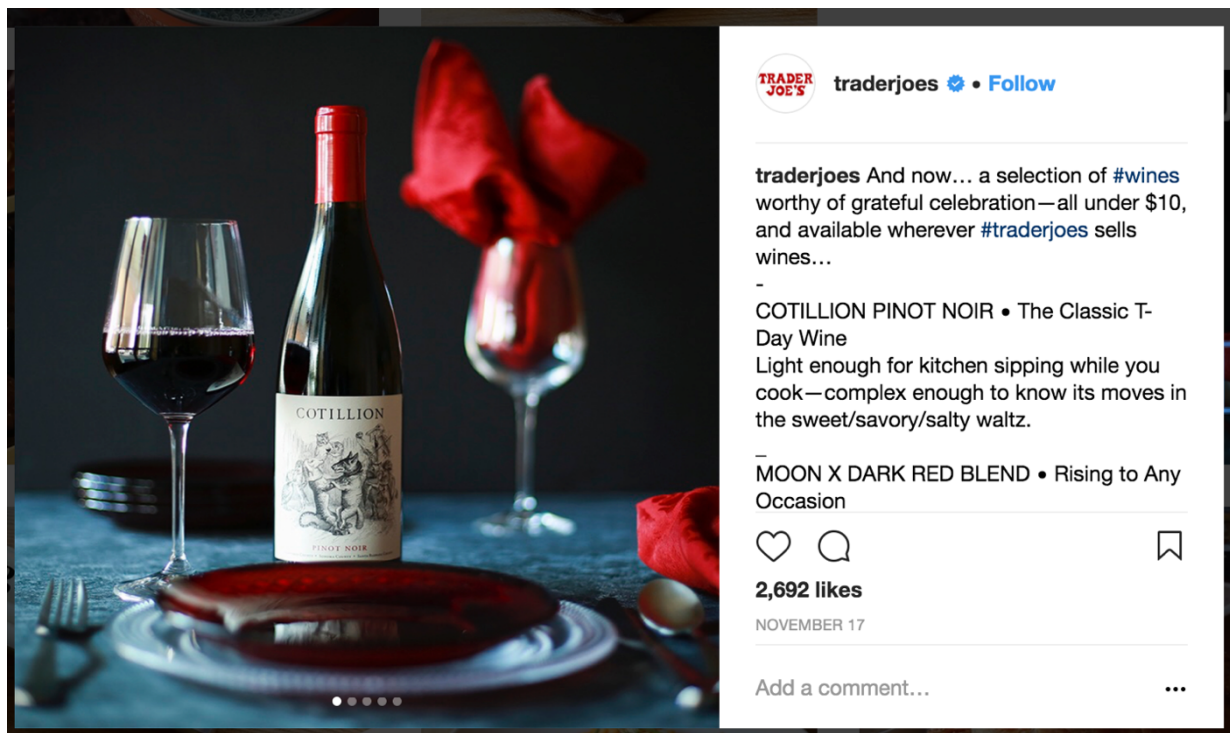
Store Name	ZIP Code Nearest Tarbell's	Social Media	Type
Hidden Track Bottle Shop	85003	Instagram is the main platform with multiple posts about sales, events, community outreach and new products. Facebook updated infrequently with Twitter not updated since May 2017.	Independent Wine Store Hip, bright shop offering a bar for wine and beer tasting and appetizers.
Central Wine	85012	Content is uploaded frequently to Facebook and Instagram accounts. Events, sales and special happenings at the store are the main subjects being posted. Twitter is updated weekly with list of event.	Independent Wine Store Trendy, classy store with marble countertop bar and plush seats; serves a variety of wine.

Top Performing Instagram Posts:

Postino



Trader Joe's



Hidden Track Bottle Shop



Organizational Chart

Mark Tarbell

Anne Ballman

The Wine Store Employees

Social Media Manager

Figure 1: Organizational chart outlining The Wine Store.

Problem Statement

The Wine Store has a loyal customer clientele; however, Tarbell hopes to expand into a younger demographic. Many millennials and members of younger generations look to social media and websites such as Yelp for restaurant recommendations, and although Tarbell's does have a website and social media accounts such as Facebook, Instagram, Twitter and a WordPress Blog, its content, media campaigns and design can be strengthened to better connect with current and potential customers.

The Wine Store also offers its customers the ability to join Mark's Wine Club where they receive wine selections, attend exclusive events and can purchase specialty wines and beers at discounted prices. Young professionals would enjoy becoming a member of this club; however, the rates are too expensive for this demographic to afford.

Additionally, the store's venue is an ideal place to host events. The store does host exclusive tastings, winemaker events and pairing dinners, but currently does not host events targeted to attract young professionals.

Situation Analysis

The Wine Store prides itself on its personal relationships with its customers and its ability to cater to everyone's unique tastes and wine preferences. The store offers a variety of fine wines from around the world and specialty beers that all customers can enjoy.

The Wine Store has a loyal following within the greater Phoenix area; however, it hopes to reach and cater to a younger demographic. Currently, the store attracts a majority of older customers, between the ages of 35 and 90, but hopes to spark interest from younger generations in the future.

Tarbell does advertise The Wine Store through his customer email list which clients can choose to receive. According to a study by Smart Insights Digital Marketing, the average restaurant email open rate was 21.17 percent while the click through rate was only 1.25 percent (Chaffey, 2017, para. 1). To expand and strengthen the Tarbell's brand, other forms of online marketing such as social media would be a more effective form of communication.

Social media is an effective platform to use when targeting members of the millennial generation. A survey conducted by the American Press Institute stated that "88 percent of (millennials) surveyed get news from Facebook...83 percent from YouTube, and 50 percent from Instagram" (Am, P. O., 2015, para. 7). Tarbell's does have a website and uses social media platforms such as Facebook, Twitter, Instagram and a WordPress Blog, but its content, campaigns and design could be strengthened.

The Wine Store has three social media platforms: Facebook, Instagram and Twitter. The Tarbell's Facebook page has just under 4,000 likes and splits its content between the three Tarbell's businesses. Photos on the Tarbell's Facebook account get about 56 percent more interactions than links and videos uploaded to the page; however, total weekly interaction is below 1 percent. The Wine Store's Instagram account has 213 followers and an average of 30 likes per photo. Along with the Facebook page, The Wine Store's Instagram is also very active and posts throughout the entire week. Finally, The Wine Store's Twitter account has not been active since April of 2014 and the follower count is currently at 41. The account has 32 tweets and within the number of tweets, there has only been six retweets.

Many corporate wine vendors are unable to take the time to get to know customers personally and takes a "faceless" selling approach. Tarbell and wine and beer experts Greer and Lopez ensure that customers have a pleasant experience at the store and leave satisfied with their purchases each time they visit.

Based on location and popularity, The Wine Store's competitors include corporate vendors such as Trader Joe's and Costco, as well as competing restaurants such as Postino and Oven + Vine. More information detailing the competitor's social media presence can be found in the chart under the Client Description section.

Stakeholder Analysis

The Tarbell's brand has multiple stakeholders. The primary stakeholders include the The Wine Store's customers, Tarbell, The Wine Store's employees and Arizona PBS.

Customers

The Wine Store has a loyal customer base, with approximately 85 members registered in Mark's Wine Club. The Wine Store's success is impacted by its customer loyalty and its ability to attract new customers. The Wine Store caters to customers throughout the Valley including those living and working Phoenix, Arcadia, Paradise Valley and more.

Customers depend on The Wine Store as a place to purchase specialty wines that other retailers do not offer, as well as a place to host private dinners. Tarbell and The Wine Store employees ensure each customer has a personal and successful shopping experience which many corporate vendors cannot provide.

Owner (Mark Tarbell)

Tarbell, renowned chef and wine connoisseur, is the owner of the Tarbell's brand and has been an integral part of each new addition since 1994. Tarbell enjoys sharing his passion for wine, food and music with the community through his businesses, multiple television appearances and wine columns featured in various local and national publications. Tarbell ensures that customers receive quality service at all of his businesses and have a positive dining or shopping experience each time they visit.

The Wine Store Employees

The Wine Store employees are primary stakeholders in the Tarbell's brand because they directly interact with customers and largely determine their overall shopping or dining experience. The Tarbell's restaurant, Tarbell's Tavern and The Wine Store have approximately 40 employees and several have worked in their designated department for more than 22 years. These loyal employees bring their own personal touch to the Tarbell's brand. "According to the Tarbell's Operations Manager Anne Ballman, there is a balanced amount of male and female employees, and most are between the ages of 20 and 40-years-old" (Moreno, Ganley, McNally & Juarez 2017, p. 16).

Arizona PBS

Tarbell has made many television and radio appearances throughout his career, including hosting “Check, Please! Arizona” on Arizona PBS. In January 2017, Tarbell replaced former host Chef Robert McGrath of Scottsdale’s Roaring Fork. The popular restaurant review series features Arizona residents who share their dining-out experiences at various restaurants in the Valley at roundtable discussions. The show airs every Thursday and Saturday on Arizona PBS and has had a successful six seasons containing 13 episodes each. “Check, Please! Arizona” has won four Emmy awards in the “Excellence in Programming” category and viewing rates have increased 13 percent since Tarbell took over as the show’s host. “Check, Please! Arizona” is an excellent platform to use to help promote the Tarbell’s brand all together and attract new customers. Arizona PBS is broadcasted across the entire state of Arizona and according to the station, more than 1 million people watch the network each week.

The television show’s success can positively impact The Wine Store by spreading awareness of the Tarbell’s brand and allowing the public to familiarize themselves with Tarbell himself. Pairing a face with the Tarbell’s brand will humanize the business and attract customers to the store.

Secondary Research

Vinum conducted secondary research on branding, wine consumption demographics in the Valley and the importance of interior and exterior design to better understand the wine market as a whole.

Vinum also conducted secondary research on the millennial generation and the amount of wine they consume compared to other generations. These statistics show that The Wine Store has the opportunity to cater to millennials and attract customers from younger generations.

Branding

Branding is one of the most important elements of any business and although the Tarbell's business already has an established brand, it can always be strengthened and marketed to new audiences. Branding helps customers know exactly what they are getting when coming to a new establishment and eventually helps create a loyal customer base. Strong brand awareness and marketing helps clients remember a business even after they have left the store.

According to the Branding Journal, branding is defined as "a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other seller's" (Marion, 2015, para. 1). Branding can be separated into two distinct categories; digital branding and physical branding.

Digital branding platforms that increase customer awareness include websites, social media platforms, such as Facebook, Twitter and Instagram, and blogs or newsletters to keep customers up to date on all your businesses events and specials. According to McKinsey & Company, "companies with greater digital capabilities were able to convert sales at a rate 2.5 times greater than companies at the lower level did" (Bughin, 2015, para. 8).

Physical strategy "is all about placement, appeal and attraction" (Lober, 2015, para. 18). For example, displays in The Wine Store should attract customers with its proximity and appeal. To catch the consumer's attention, The Vine Daily suggests that displays be set up close to customers in highly trafficked areas of the store and placed strategically to paint a picture in the client's head (Lober, 2015, para. 18). This will help ensure that customers notice the business' brand and logo wherever they are in the store.

To attract new audiences, refreshing a brand can be more cost-effective and less time consuming than a total rebrand. A brand refresh "maintains a visual connection to how the brand identity was seen before, but the "new suit" makeover is up-to-date, vibrant and designed for today's audiences" (Rebrand? Brand refresh or redesign?, n.d., para. 3). A refresh can bring a new tone and recognition to your business and help attract new audiences. Refreshing logos, colors and messaging channels are just a few of the ways a business can refresh its brand.

Phoenix Wine Store Location Demographics

The Wine Store is located on Camelback Road and 32nd Street and is surrounded by the Arcadia, Phoenix and Paradise Valley communities. Vinum analyzed the surrounding communities demographics, ages and total household incomes to gain a better understanding on the potential customers in the area.

Arcadia residents fall under two ZIP codes, including 85251 and 85018. According to Onboard Informatics, there are 17,268 female and 16,842 male residents in the area, totaling to about 34,110 residents. The median age for the population is 37.06 with 8,588 people being married and 15,156 being single. The median income for 25 to 44-year-olds in the area is approximately \$46,430 and \$30,642 for residents under the age of 25. The percentage of high income households in Arcadia is 9 percent (Arcadia Demographics & Statistics, n.d., p.1).

Paradise Valley's ZIP code is 85253. The 2015 population estimate for the area was about 13,673 residents, with approximately 6,730 male and 6,450 female residents. According to the 2010-2014 American Community Survey 5-year average, there are 6,113 homeowners in the area and the median household income is about \$134,097. The percentage of high income households in the area is 37 percent (Demographics, n.d., p.1).

According to Data USA, the entire Phoenix community has 1.56 million residents with a median age of 33.8. "In 2015, the median household income in Phoenix, Ariz. was \$48,452, a 1.09% growth from the previous year" (Phoenix, AZ, n.d., p.1).

Importance of Interior and Exterior Design

Interior design is an important aspect to any business and helps influence the opinions and moods of customers. According to ATI Decorative Laminates, customers receive messages from interior design. "If a (business) is cluttered, outdated, and poorly designed, customers and clients might think the same about a company" (The Importance of Office Interior Design, 2015, para. 4). To attract clients to a new business, it is encouraged to promote messages that coordinate with the company's overall mission in its interior and exterior design.

The exterior of The Wine Store is painted an olive green and doesn't entirely match the interior design; however, the parking lot and entrance to the store are maintained in good condition.

The interior of The Wine Store is kept in superb condition and displays are organized neatly with a variety of fine wines. Customers are able to navigate the store easily and wines and beers are clearly marked with visible prices. Tables are placed in the middle of the store for customers to book private dinners, events and tastings. The store is well lit with multiple windows, and music memorabilia is placed on the walls to give the store more character and personality.

Keeping the interior and exterior design of The Wine Store updated and relevant with today's trends will help attract new audiences and captivate younger generations.

Generational Audiences

According to *Governing the States and Localities*, Arizona residents span five generations; the Silent Generation (1948-1945), the baby boomer generation (1946-1964), Generation X (1965-1980), the millennial generation (1981-1998) and Generation Z (1999-present) (Maciag, 2014, p.1).

A majority of The Wine Store's current customers belong to the Silent Generation, baby boomer generation and Generation X. These generations range from 31 to 84-year-olds; however, Tarbell would like to expand his audience and gain more customers from the millennial generation.

Arizona is ranked 14th out of the 51 states for having the greatest millennial generation population, with about 27.8 percent of the population being born between the years of 1981-1998 (Maciag, 2014, p.1).

This statistic shows that The Wine Store does have the opportunity to expand its brand awareness and turn young professionals who are members of the millennial generation into customers. A survey conducted by the American Press Institute states that "88 percent of (millennials) surveyed get news from Facebook...83 percent from YouTube, and 50 percent from Instagram" (Am, P. O., 2015, para. 7). Members of the millennial generation highly depend on social media and online branding for information, news and recommendations. For The Wine Store to gain more customers from the millennial generation, Vinum recommends enhancing online marketing tools such as refreshing the website and strengthening its social media presence.

Online Audiences

Online audiences are included in The Wine Store's key publics since social media platforms and websites are where many young professionals get their news, information and restaurant recommendations from. To successfully reach a younger demographic, The Wine Store must strengthen its online presence and use this promotional vehicle to attract younger clientele. "According to Facebook Insights, in regards to Facebook users in Arizona, 60 percent of young professionals (age 25 to 34) are women. Facebook also reports that 49 percent of those young professionals have an estimated yearly household income of \$50,000 to \$100,000" (Moreno, Ganley, McNally & Juarez, 2017, p. 17).

Wine Industry in Arizona

Over the past few decades, Arizona has developed into an up and coming, profitable wine industry. "The wine industry grew gradually until 2001 when Arizona began to experience exponential growth. Wine production in the state soared nearly 700 percent in the 14 years since, well above the national average" (Sowards, 2015, para. 5). As of 2016, there were over 50 licensed and bonded wineries throughout the state of Arizona (August, 2016, para. 4). According to AZCentral "many experts, vineyard owners and educators in the wine industry said Arizona

has the potential to produce high-quality wines, comparing it with regions in Spain, France and Italy” (Sowards, 2015, para. 15).

The Arizona Wine Festival, hosted by the Arizona Wine Growers Association (AWGA), is held twice a year since 2005 and attracts over 250,000 wine patrons per event weekend. The festival introduces Arizona wine to thousands of tasters (Johnson, 2008, para. 4). This event gives local wineries and independent stores a platform to introduce its wine to the general public.

Social Media

Social media is one digital marketing method many businesses use to reach new audiences and expand brand awareness. A study conducted by the Altimeter Group indicated that companies use social media to accomplish various business goals, such as increasing sales, expanding business growth and spreading brand awareness (Nordmeyer, n.d., para. 1). Currently, The Wine Store has accounts on Facebook, Twitter and Instagram.

The Wine Store shares a Facebook page with the entire Tarbell’s brand. The page posts about all three Tarbell’s businesses and is the most active social media platform.

The Tarbell’s Facebook page has just under 4,000 likes and splits its content between the three Tarbell’s businesses. After initial research on the company’s page, Vinum recommends that to boost popularity and engagement more photos, videos and event information should be posted. Photos receive about 56 percent more interaction than links and videos uploaded to the page; however, total weekly interaction is below 1 percent.

The Wine Store’s Instagram account is separate from the Tarbell’s restaurant and Tarbell’s Tavern accounts. Currently, the account has 213 followers and an average of 30 likes per photo. Along with the Facebook page, The Wine Store’s Instagram account is very active and posts throughout the entire week.

Vinum reviewed The Wine Store’s Instagram photos with the highest interaction rate and discovered the top post currently has 72 likes and four comments. Each photo has an array of hashtags and mentions to other Instagram accounts, which helps boost visibility. The Wine Store’s Instagram followers engage 70 percent more when the account posts pictures rather than videos, which only earn about 7 percent engagement on average.

The Wine Store’s Twitter account has not been active since April of 2014 and has only tweeted 32 times. The follower count is below 50 and the tweets have no interaction with followers. Out of the minimal amount of tweets the account has posted, about six have been retweets of other accounts. About 23 tweets have hashtags which is vital in order to engage users beyond the account’s followers with its content. Mark Tarbell’s personal Twitter account posts on a regular basis and has approximately 283 followers. Tarbell’s Twitter promotes all three of the Tarbell’s brands equally and allows followers to stay up to date on events, promotions and deals happening within all three businesses.

After initial research of The Wine Store's Twitter account, Vinum recommends the account should either be revamped or deleted altogether. To target young professionals, a large majority who constantly use Twitter, tweets must be posted regularly throughout the week and be supplemented with either links, photos, hashtags or mentions to gain attention from outside users.

Finally, the newest addition to The Wine Store's social media channels is the Tarbell's Blog. The blog, featuring all three Tarbell's brands, launched in August and has three featured posts this far. The posts are written from the recently hired Tarbell's social media manager who focuses on her experiences working with the Tarbell's brand.

Graphs outlining user interactions on The Wine Store and Tarbell's Twitter, Instagram and Facebook accounts, as well as top performing posts can be found below.

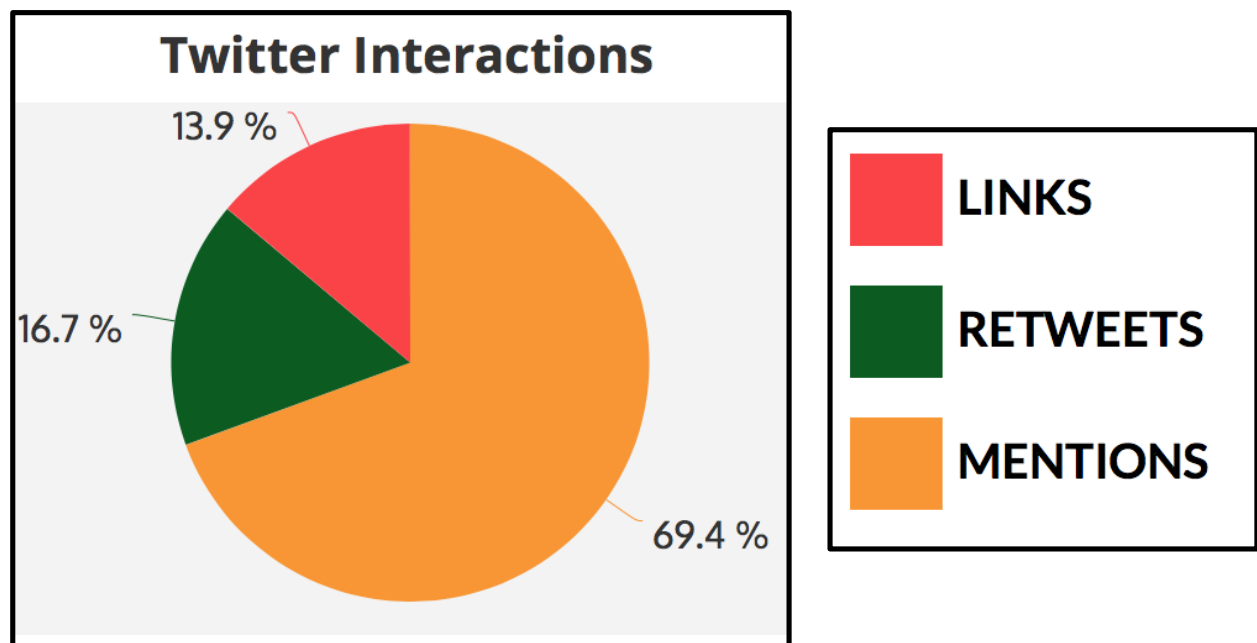


Figure 1: Interactions on the on The Wine Store's Twitter account.

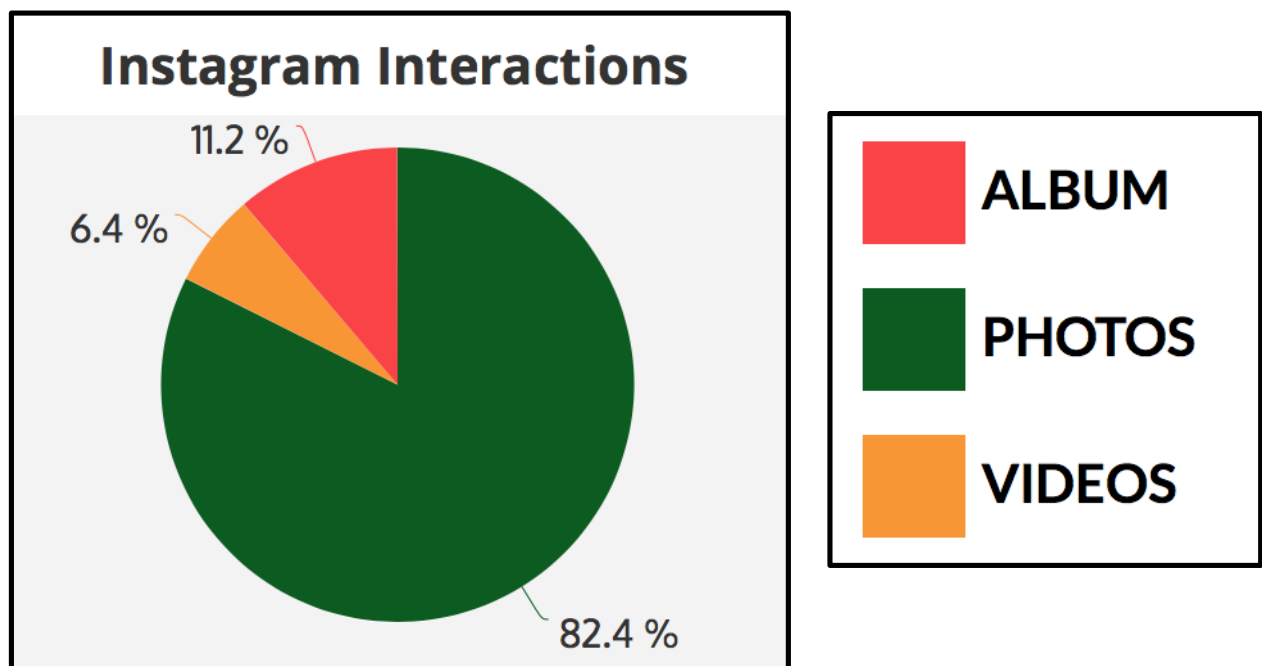


Figure 2: Interactions on the Tarbell's Instagram account.

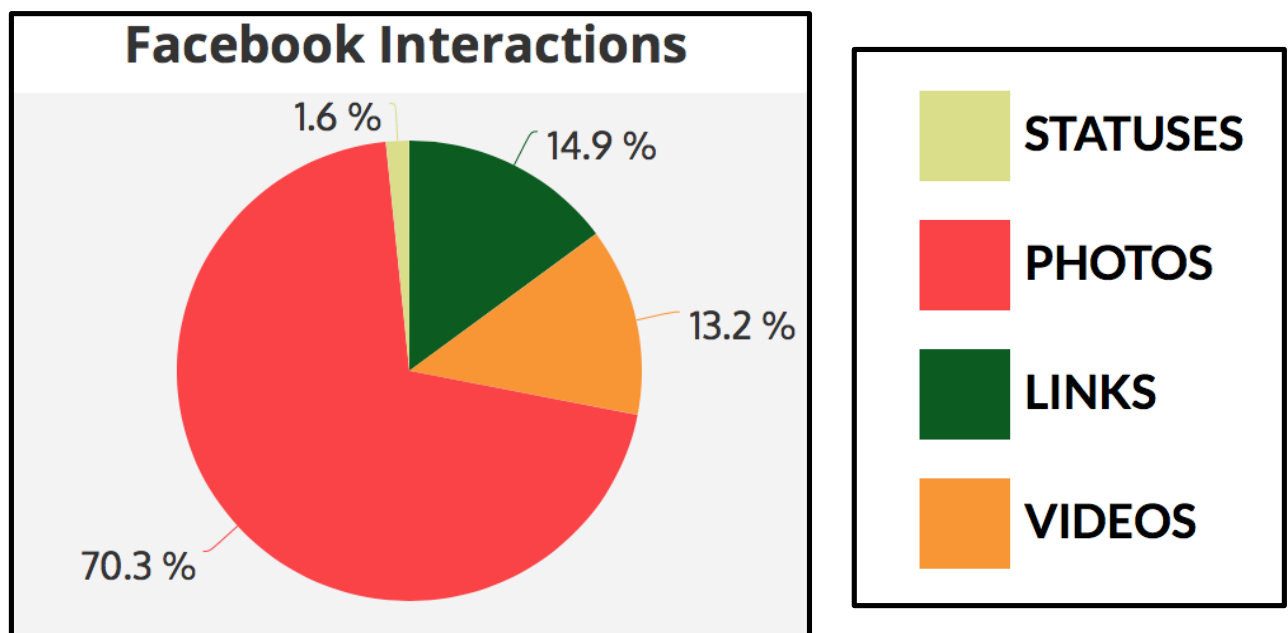


Figure 3: Interactions on the Tarbell's Facebook page.

High Preforming Posts



72 Likes



63 Likes



60 Likes

Figure 4: Top performing posts on the Tarbell's Instagram account.



Millennial Wine Consumption

A study by USA Today discovered that millennials drink nearly half of all wine in the United States. “The report found that millennials, defined as the 79 million Americans ages 21-38, drank 159.6 million cases of wine in 2015 - an average of two cases per person” (Hafner, 2015, para. 4). Researchers found that millennials make up 30 percent of “high frequency” wine drinkers, or those who drink wine multiple times per week, in the United States at about 3.1 glasses of wine per sitting.

The study also showed that millennials have a wide variety of wine tastes and preferences and spend anywhere from \$10 to over \$20 per wine bottle. “Nielsen data shows the average retail cost of a bottle of wine was \$7.81 in 2015, Wine Spectator notes. The council's study found 17 percent of millennials had shelled out over \$20 for a bottle of wine in the past month. Among all age groups, that number was just 10 percent” (Hafner, 2015, para. 10).

These statistics show that The Wine Store has the opportunity to expand into a new audience and attract members of the millennial generation.

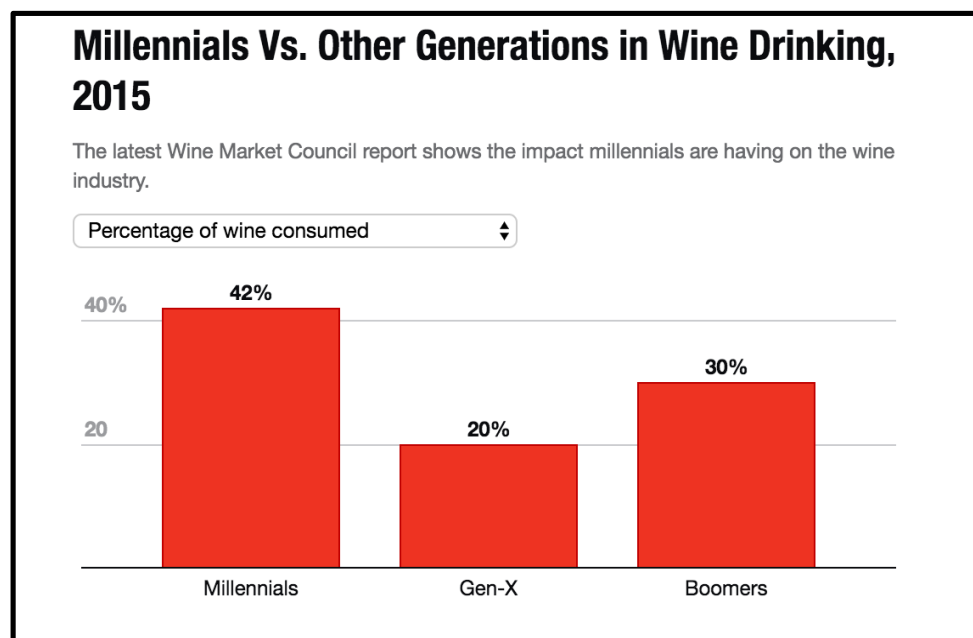


Figure 1: Percentage of wine consumed by the millennial generation compared to Generation X and baby boomer generation.

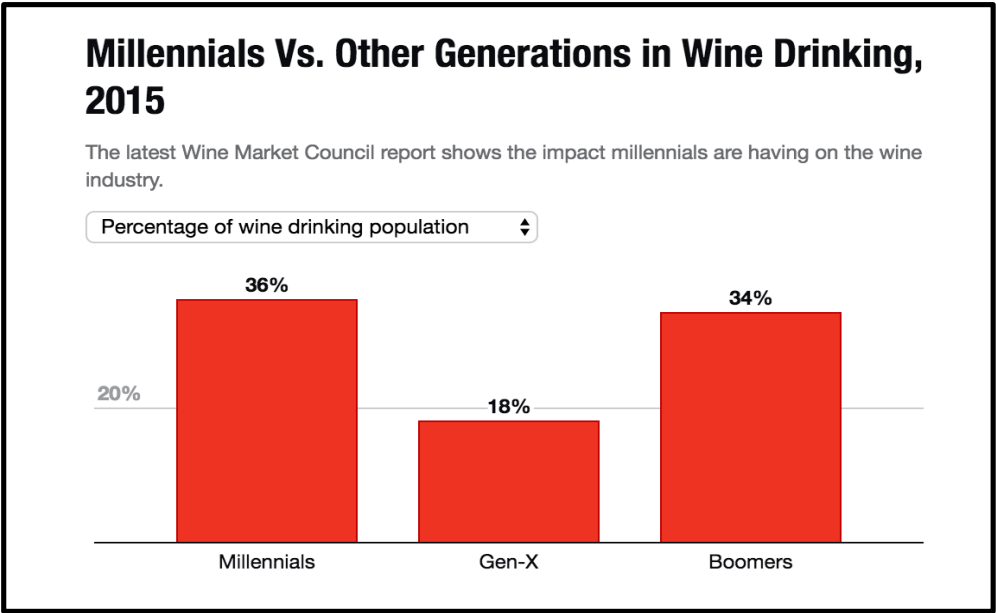


Figure 2: Percentage of wine drinkers in the millennial generation compared to Generation X and baby boomer generation.

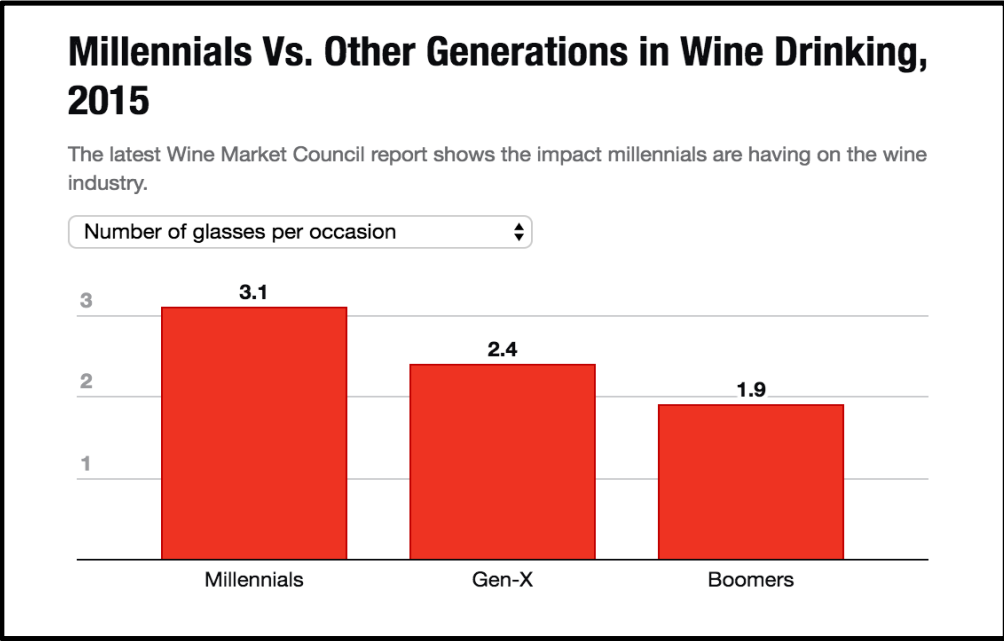


Figure 3: Number of wine glasses consumed by the millennial generation compared to Generation X and the baby boomer generation.

Website Survey and Design

Navigation, brand consistency, content and SEO (search engine optimization) are all important factors to consider when creating a website. Customers create opinions on an organization based on its website design and layout. Building a well-designed website will create more positive conversation about a business and attract a larger clientele.

Vinum conducted an online survey to gain insight on the public's opinions on the The Wine Store's current website and the importance of website design overall. More information about the survey and results can be found in Appendix B under Part 3: Appendices.

Young Professional Club

Vinum looked at competitor wine membership programs in the area, such as Hidden Track Bottle Shop, Central Wine and Postino to gain a better understanding of less expensive programs and what they offer to customers. More information on the proposed Tarbell's young professional wine club can be found in Appendix C under Part 3: Appendices.

Hidden Track Bottle Shop

Hidden Track Bottle Shop is located on Monroe Street in Phoenix, Ariz. and offers a variety of fine wines. The store is also attached to Hidden Track Café which offers customers coffee and food, as well as allows customers to bring their own wine and beer from Hidden Track Bottle Shop.

Hidden Track Bottle Shop's Wine Club offers customers two premium wine bottles per month, 12 percent off in-store purchases, no tasting fees and new wine selections every month, all for \$25 a month. This program is less expensive than The Wine Store's and is affordable for young professionals in the Valley, which is The Wine Store's emerging target audience.

The Hidden Track Wine Club	
What Is The Wine Club?	Join The Wine Club
You have your "go-to" wine that can be counted on. But what if your next favorite is right beside it and you had no idea? We taste hundreds of wines each month (this is the hardest part of the job!) and pick our favorites to share with you. Join the Club and let Hidden Track Bottle Shop help you find the next "hit" that you will think about all day!	\$25/month + tax
Benefits of The Hidden Track Wine Club	
2 Bottles Premium Wine a Month	
12 % Off In-Store Purchases	
No Tasting Fees	
New Selections Every Month	

Central Wine

Central Wine is located on Central Avenue in Phoenix, Arizona and offers a variety of wines and education classes to customers, as well as hosts multiple events per week.

Central Wine's membership program offers customers two bottles of wine per month, 10 percent off all bottles to-go and free tasting classes every first Thursday of the month, all for \$40 a month. This membership program is also less expensive than The Wine Store's and is more affordable for young professionals.

BECOME A CENTRALWINE MEMBER

FOR \$40 YOU GET...

- TWO BOTTLES A MONTH
- 10% OFF ALL BOTTLES TO-GO
- FREE TASTING 1ST THURSDAY EVERY MONTH

CHECK US OUT ON FACEBOOK - CENTRALWINEPHX AND INSTAGRAM - @CENTRALWINE

Postino

Postino, a restaurant that combines unique and approachable wines with food, has multiple business locations. Postino's membership program is slightly different than the rest and gives customers gift cards they can use at any location. Customers are able to check their card balance at any time on their website and add as much money as they see fit. Customers are also able to send cards via email or post about them on their social media accounts.



UPWARD PROJECTS GIFT CARDS
CAN BE USED AT ANY CONCEPT,
SO THERE'S SOMETHING FOR
ALL YOUR FAVORITE PEOPLE.



BUY A GIFT CARD

SEND AN e-GIFT CARD

CHECK YOUR BALANCE

The advertisement features a collection of five gift cards from various brands: Federal Pizza (black with yellow 'FPI' logo), Joyride (teal with orange 'Joyride' script), Postino Winecafé (yellow with a wine glass icon and 'POSTINO winecafé' text), GURRY (pink with white 'GURRY' text), and Windsor (black with white 'WINDSOR' text and a crown icon). The cards are arranged in a slightly overlapping, fanned-out manner on the right side of the image.

SWOT Analysis

Strengths	Weaknesses
- Location - Mark Tarbell - Wine inventory - Existing loyal customers - Connection to Tarbell's restaurant and Tavern	- Online presence (website design and social media) - Promoting events to customers - Cost of membership program
Opportunities	Threats
- Ability to host events - Personal relationships with customers - Ability to educate the public about wine	- Corporate competitors - Niche restaurant competitors that sell wine - Same day delivery

Strengths

One of The Wine Store's biggest strengths is their location. The Wine Store is located in the northern Phoenix area near the Biltmore Hotel, which is a business hub where lots of young professionals are either working or living. This is convenient for The Wine Store because it is located in a section of Phoenix that attracts young professionals. The average income is also relatively high when compared to other areas of the Valley, making it easier for customers to spend a little more for a high-quality bottle of wine.

Mark Tarbell is another significant asset of The Wine Store. Tarbell is a local celebrity chef and has significant wine knowledge and experience that sets The Wine Store apart from the rest. The Wine Store's customers know they are getting rare and special wines from around the world that other stores don't have access to. Tarbell also writes columns for The Arizona Republic about wine, further adding to his expertise.

Another strong asset The Wine Store has is the connection to the Tarbell's Tavern and the Tarbell's restaurant. Customers that are eating dinner and prefer to drink wine at the restaurant can easily purchase a bottle from The Wine Store and drink it with their meal with no corkage fee. Customers in the Tavern can also select wine from The Wine Store as their drink of choice.

Weaknesses

An area where The Wine Store can improve is its online and social media presence. The Wine Store has Instagram, Facebook, and Twitter accounts; however, the content varies on each platform. In order to reach the goal of being the number one wine retailer in Arizona, it's important that The Wine Store reaches out to the customers who use these platforms frequently.

Vinum conducted a survey to learn if potential customers would want to know more about The Wine Store after reviewing the current website for The Wine Store. Out of 122 responses, an overwhelming majority, 93 percent said they would not want to know more about The Wine Store. In today's market, it is important to have a strong online and social media presence to attract potential customers and get them interested in the product.

Another area where an online presence is needed is for event promotion. Currently, The Wine Store has been doing a good job posting on Instagram about events. However, on the website there are currently no upcoming events listed. In order to attract new customers to The Wine Store should promote these events on its website.

The current cost of The Wine Club membership is somewhat 'out of reach' for the customers the store is trying to reach. According to the research conducted, Vinum found that over 50 percent of customers spend \$11 to \$20 on a bottle of wine. A membership costing \$1200 a year can scare away potential customers.

Opportunities

Inside The Wine Store there is a significant amount of space where it can hold events such as wine tastings and education classes. The Wine Store also has the advantage of having the Tavern and the restaurant next door, and could possibly use those locations during off hours, should additional space be needed for larger events.

The Wine Store's staff is well educated on wine and can give customers a more personal buying experience. The current staff's knowledge of wine provides an excellent opportunity for wine education classes. A lot of new customers, especially those customers that are younger, are unfamiliar with important aspects of selecting fine wine. Providing classes to these customers will make The Wine Store stand out and gives them the opportunity to create loyal customers.

Threats

Corporate competitors such as Costco and Total Wine are a go-to destination for many wine seeking consumers. These companies take away potential customers that The Wine Store is targeting.

Restaurants such as Postino Annex and Central Wine have numerous events and opportunities listed on their websites. These companies have the same customer demographic that The Wine

Store is trying to reach, which is another reason why events will help The Wine Store in the long run.

Some of these stores offer same-day delivery for wines brought straight to the customer's home. Most consumers of wine would prefer to have the wine delivered if there is an option. Another big reason why potential customers wouldn't come to The Wine Store is because of these delivery options.

SPEC Analysis

Societal	Political
- Social cachet - Location in high-income area - Philanthropic activities - Mark Tarbell host of “Check, Please! Arizona”	- Liquor license - Minimum wage - Health inspections
Economic	Cultural
- Variety of wine prices - Wine Club fees - Building rent - Employee salary	- Wine connoisseurs - Offers a variety of wine and beer - Three businesses in one (Tarbell’s restaurant, Tarbell’s Tavern and The Wine Store)

Societal

The Wine Store is located in a high-income area of Arizona and caters to customers who are able to spend their money more freely. Since The Wine Store is located in this area, customers are attracted to The Wine Store in part because of its social cachet. The elegant, up-scale venue creates an exclusivity factor that customers want to be a part of.

Tarbell ensures The Wine Store, as well as his other businesses, gives back to the community through philanthropic endeavors and makes certain that Tarbell’s employees feel included in the business. Tarbell is also the host of “Check, Please! Arizona” which reaches a large number of viewers on Arizona PBS and attracts influencers to The Wine Store.

Political

All three Tarbell's businesses must operate in accordance to multiple local and national rules and regulations. Tarbell’s must handle and consider taxes, liquor licenses, zoning matters, insurance and minimum wage laws to operate legally.

Economic

The Wine Store offers a variety of fine wines and beers at various price points. Customers are able to become a member of The Wine Club with a fee of either \$1,200 per year, \$600 for six months or \$300 for three months. All employees of Tarbell's are paid a living wage.

Cultural

All three Tarbell's businesses offer various experiences to cater to every customer's unique tastes and preferences. The Tarbell's restaurant serves American fare with a sophisticated French preparation technique, while holding a New York City bistro vibe. The Tarbell's Tavern offers a more casual dining experience to its customers, while The Wine Store is more upscale and sells a variety of wines and beers at various price points. The restaurants also offer vegetarian, vegan and gluten-free options to accommodate to customers food preferences and restrictions.

Primary Research

The majority of The Wine Store's customers belong to the silent generation, baby boomer generation and Generation X. These generations range from 31 to 84-year-olds; however, Tarbell would like to expand his audience and gain more customers from the millennial generation.

Vinum conducted two online surveys and a focus group to gain a better understanding of the public's education levels, tastes and preferences in regards to wine. After completing this research, Vinum identified key themes from the focus group and surveys. On the following pages are graphs and data sets representing key findings.

Survey and Focus Group Overview

According to Social Media Today, a focus group is a research method organizations use to gather information about customers perspectives and opinions about new ideas, products or services (Lotich, 2011, para. 2). Focus groups allow participants to freely discuss their opinions with others in a round-table discussion. Information gathered in focus groups and surveys allows businesses and organizations to refresh objectives, strategies and tactics to best fit target audiences.

Vinum conducted a focus group with five members of the millennial generation to gain insight on their education levels, tastes and preferences in regards to wine. A transcription and further insight into the focus group can be found in Appendix A under Part 3: Appendices.

Vinum also conducted a survey through Survey Monkey to gain insight on the general public's wine knowledge and preferences. The survey had a total of 129 responses from participants ranging from 21 to 63-years-old. Further insight into the survey can be found in Appendix B under Part 3: Appendices.

Focus Group

Vinum conducted one focus group with five 21-year-old participants, who are all students at Arizona State University. The focus group questions gave the Vinum team insight on the millennial generation's education levels, tastes and preferences in regards to wine.

Methodology

Vinum used "convenience sampling, also known as availability sampling, which is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in a study" (Research Methodology, 2017, para. 1). This form of sampling allowed the Vinum team to find participants within the chosen target audience. Vinum chose these five 21-year-old participants because they will all soon be joining

the workforce and could convey to the moderator what they consider before deciding on a wine retailer.

Each member of Vinum reached out to two potential focus group members and five were able to attend the session.

The focus group lasted about one hour and questions touched on wine preferences, how often the participants drink wine, their wine education levels, how much the participants are willing to spend on a bottle of wine and what events would gain their attention the most.

During the session, the participants were shown the current Wine Store's website and asked to explain their thoughts on the layout and design of the website, as well as how important social media and online branding is to them.

Focus Group Results

Through the focus group, Vinum concluded that price, proximity, wine education and website design were the biggest defining factors for members of the millennial generation.

Proximity was one of the first factors participants addressed during the focus group session. Participants discussed the location of The Wine Store was a problem since other wine distributors, such as CVS, were placed closer to campus. The students suggested The Wine Store have a satellite location or pop-up shop located closer to campus, possibly on Mill Avenue, to spread awareness of The Wine Store and attract students from the University.

Price was discussed throughout the session and was one of the top deciding factors for students. Through the online survey Vinum distributed, respondents said they typically spend about 11 to 20 dollars on a bottle of wine when going out to a restaurant or when consuming it at home. The Wine Store offers a variety of bottles in this price range; however, many students are not aware of them. The focus group participants all agreed that advertising less expensive bottles or having a 'student wine section' would increase millennial customer rates. Participants also recommended creating a student discount card or implementing a less expensive wine membership program targeted to millennials would increase the number of young professional customers. One participant; however, expressed they would be willing to spend a little more on a bottle of wine as a gift for an older relative. Promoting wine deals around the holiday season would attract young customers to the store to buy gifts, especially knowing they would receive one-on-one help when deciding on the perfect bottle of wine for the occasion.

Focus group participants also discussed hosting wine education classes and wine tastings for beginning wine drinkers. These events would educate millennials on wine and increase The Wine Store's brand awareness within this demographic.

Participants also brought up the importance of website design throughout the session. Creating a visually appealing website that matches the elegance of The Wine Store creates brand consistency and spreads the same message the venue does.

Following are responses from focus group participants that exemplify the conclusion that price, proximity, wine education and website design are some of the most important factors for members of the millennial generation consider before visiting a wine distributor. The full focus group transcription as well as additional information about the participants can be found in Appendix A under Part 3: Appendices.

Key quotes from the focus group

1. Proximity:

a. Participant 5 (21-year-old, Arizona State University Student)

- i. “I’d probably go to CVS or something like that. I think it’s all about location and convenience in regard to where I buy wine from.”

b. Participant 2 (21-year-old, Arizona State University Student)

- i. “Yeah that would be great and I think a lot of students would attend if they had a location in Tempe or around the campus.”

2. Price:

a. Participant 3 (21-year-old, Arizona State University Student)

- i. “Yeah I feel like when you’re in college you want stuff especially alcohol that is cheap, quick, and easy.”

b. Participant 2 (21-year-old, Arizona State University Student)

- “I think it it’s a reasonable price and they give you a wine that is sort of tailored to what your preferences are, I think that would be a great way to do it.”

c. Participant 2 (21-year-old, Arizona State University Student)

- i. “Well I feel like the younger demographic cares about three things and that’s what alcohol tastes the best, what has the most alcohol in it, and what alcohol is the cheapest. If you find a wine that fits all three of those qualities I think there would be more interest for the younger generation.”

d. Participant 1 (21-year-old, Arizona State University Student)

- i. “Maybe if they’re offering student discounts for certain wine tastings. I would most likely buy wine on that instance.”

3. Importance of Wine Education & Tastings / Gift Giving / Recommendations:

a. Participant 1 (21-year-old, Arizona State University Student)

- “Yeah I think wine education would be cool. I also feel like drinking wine and wine tasting is an age thing. We (millennials) would take it for granted now but we would appreciate wine as we get older...”

b. Participant 5 (21-year-old, Arizona State University Student)

“(We want) someone that knows what they’re doing and can tell us exactly what we need.”

c. Participant 1 (21-year-old, Arizona State University Student)

“I would love to go wine tasting; my parents have been before and they said it was one of the best times they’ve had...”

d. Participant 1 (21-year-old, Arizona State University Student)

- i. “If I’m going to a birthday party for an older relative, I’d get an expensive bottle of wine for sure.”

e. Participant 5 (21-year-old, Arizona State University Student)

- i. “I think a recommendation from someone would help a lot, especially from someone I know or someone that knows my taste.”

4. Importance of Website Design:

a. Participant 4 (21-year-old, Arizona State University Student)

- i. “The website is so bland and I feel like if you’re running a wine website you would want something more vibrant, not just this white color throughout, I think that’s kind of boring. Especially for being a high-end store, it doesn’t have a high-end website.

Survey Results

Vinum also conducted two online surveys to gain a better understanding of the general public’s education levels, tastes and preferences in regards to wine, as well as the importance of website layout and design. Listed below are the key takeaways from both surveys.

Gauging Your Wine IQ Survey Results

The Gauging Your Wine IQ Survey consisted of 14 questions that were similar to the ones asked throughout the focus group. The first 11 questions asked participants about their wine purchasing tastes and habits, as well as how often social media influences their decision on where to purchase wine. The following three questions provided demographic information about the participants.

The survey was distributed via the Vinum teams personal Facebook accounts. Out of 129 respondents, 78 percent that were over the age of 21, 9 percent were familiar with The Wine Store, and 2 percent had purchased a bottle of wine from the store. Considering this, Vinum concluded that expanding the store’s brand awareness was a top priority. Expanding the store’s social media presence, building a refreshed website template and creating events the store can implement into their calendar are just some of the tactics Vinum would use to accomplish this goal.

Vinum also determined that price was a top factor participants consider before purchasing a bottle of wine. When asking participants how much they spend on a bottle of wine when going

out to a restaurant, approximately 42 percent said they spend between 11 and 20 dollars. When asking participants how much they spend on a bottle of wine when purchasing it at the store and taking it home, 52 percent said about the same. Considering this, Vinum decided that promoting special deals and discounts, as well as having a less expensive wine section in the store would attract customers.

The survey also asked respondents if they would be more inclined to drink wine if it was delivered right to their home. 58 percent stated they would be more inclined, while about 42 percent said they would not be. Many respondents stated they like having the ability to see the wine they are purchasing for themselves and enjoy browsing through the various selections of wine at the store. This data shows that implementing a wine delivery service at The Wine Store would be attractive to some customers, but is not a main factor to consider for many participants.

More information on the survey including questions and results can be found in Appendix B under Part 3: Appendices.

Website Design Survey Results

The website design survey consisted of five questions. The first two compared The Wine Store's current website with competitors' websites. The following two questions asked participants how often website design influences their decision on where they decide to dine or purchase wine. The final question asked participants if looking at The Wine Store's current website, would they be interested in learning more about the business.

The website design survey was distributed via the Vinum teams personal Facebook accounts and received 122 responses. Respondents were shown pictures of the current Tarbell's Wine Store website as well as competitor websites such as Central Wine and Hidden Track Bottle Shop. When asking participants which venue they would rather go to based on the website designs, 89 percent said they would choose the competitor over The Wine Store. Participants were also asked if they would want to attend an event at The Wine Store based off of its current website and 100 percent said "no". 93 percent of participants said that based off of the current Tarbell's Wine Store website they would not want to know more about the store.

Vinum concluded from this survey that website design does influence customers decisions on where they chose to spend their money and can play a big role in improving the store's brand awareness and customer rates. With this information in mind, Vinum created a new website for The Wine Store. Photos of the website template can be found in Appendix C under Part 3: Appendices.

More information on the survey including questions and results can be found in Appendix B under Part 3: Appendices.

Theoretical Underpinnings

Vinum researched the following theories and effects to better determine which methods would assist the Vinum team the most in accomplishing the client's goals.

Uses and Gratification Theory

Vinum used the Uses and Gratification Theory to help accomplish the client's goal of expanding the store's brand awareness and attracting new audiences to The Wine Store.

The Uses and Gratification Theory explains the effects the media has on people. "...this theory explains how people use media for their need and gratification. In other words, we can say this theory states what people do with media rather than what media does to people (Communication Theory, n.d., para. 1). This theory is said to have a user/audience-centered approach and seeks to understand why individuals seek out media to fulfill their different wants, needs or goals.

Vinum conducted a survey and focus group to gain a better understanding of the public's opinions on the The Wine Store's current website, as well as the importance of web design and social media overall. Vinum implemented the Uses and Gratification Theory by focusing on online media and how it can be strengthened to better market The Wine Store to its target audience.

The Uses and Gratification Theory emphasizes that media impacts people's decisions and can be broken down to five distinct categories; cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs (Communication Theory, n.d., para. 1). Vinum focused on the client's and competitor's online media, such as social media and websites, and why people seek out these platforms to make decisions on where to purchase wine.

Triangulation

Vinum conducted a combination of research methods to ensure that the data our team collected was valid. Throughout the semester, Vinum conducted a focus group, multiple surveys and evaluated social media analytics and website traffic to verify the information and statistics Vinum found and used to accomplish the client's goals.

Color Psychology

Consumers have different responses to individual colors and different messages can be translated from them. "In a study titled "Impact of color on marketing," researchers found that up to 90 % of snap judgments made about products can be based on color alone, depending on the product" (Ciotti, 2016, para. 8).

When choosing a color palette for either a logo, website, or interior and exterior design of a building, color is an important aspect to consider. For example, when building the new website Vinum decided to use red, black and white. The color red is associated with energy, strength, power and passion, while black is associated with power and elegance, and is considered to be a formal, elegant and prestigious color. Lastly, white is associated with purity and integrity (The Ultimate Guide to Color Meanings, n.d, p. 2-19). These three colors together created a clean and balanced website design.

Brand Personality

Brand personality is “a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific segment enjoys” (Staff, Investopedia, 2016, para. 1).

Brand personality is a framework that helps shape the way people feel about a company, business or organization. The five main brand personalities include excitement, sincerity, rudeness, competence and sophistication. Customers are more inclined to engage with a business, company or organization if their personalities match the personality of the brand.

Out of the five main brand personalities, The Wine Store’s brand encompasses excitement and sophistication. The store has the opportunity to educate customers on wine and get them excited about wine culture as a whole, as well as the Tarbell’s brand. The up-scale venue also creates a sophisticated atmosphere.

Intragroup Dynamics in Focus Groups

Intragroup dynamics “also referred to as in group, within-group, or commonly just ‘group dynamics’ are the underlying processes that give rise to a set of norms, roles, relations and common goals that characterize a particular social group” (GROUP DYNAMICS, n.d., para. 1).

A study on intragroup dynamics stated that “individual behavior is influenced by the presence of others” (GROUP DYNAMICS, n.d., para. 3). Vinum conducted a focus group with five 21-year-old participants to gain a better understanding of the millennial generation’s education levels, tastes and preferences in regards to wine. Participants had the opportunity to discuss their thoughts and opinions out loud with others and were able to listen to other participants answers before stating their own.

Throughout the session, Vinum noticed that participant’s answers were generally related and seemed to create a similar pattern of responses. This is a form of intragroup dynamics that appeared during the research. Another term for this is saturation, which can occur during qualitative research. “Saturation has attained widespread acceptance as a methodological principle in qualitative research. It is commonly taken to indicate that, on the basis of the data that have been collected or analyzed hitherto, further data collection/ and or analysis are

unnecessary” (Saunders, Sim, Kingstone, Baker, Waterfield, Bartlam, Burroughs & Jinks, 2017, para. 1). This shows that the responses collected all follow a similar pattern and there were no outliers, meaning that Vinum reached a point where no new participants were needed for further research.

Part II: Campaign Proposal

Goals, Objectives, Strategies and Tactics

In order to improve The Wine Store's brand, Vinum outlined an overall goal with objectives, strategies and tactics to support it.

Goal: To attract members from the millennial generation and turn them into potential customers, while improving The Wine Store's brand awareness within the community to eventually become the number one fine wine retailer in the Phoenix area.

Objective: To achieve The Wine Store's goal, Vinum created three categories of objectives: social media, The Wine Club and the website. These objectives focused the team on what each area needed to improve on to move towards achieving its goal.

- **Strategy 1: Increase Wine Education via Events Promotion**
 - **Tactics:**
 - Create an event list for The Wine Store targeted to attract millennials
 - Plan events including around the world wine tastings, food and wine pairing classes and wine education classes
 - Inform audiences of events via social media, flyers and word of mouth
- **Strategy 2: Promote Membership Program via New Website**
 - **Tactics:**
 - Refresh The Wine Store's website to attract new customers and increase website traffic
 - Create tailored membership program for those between the ages of 21 and 31-years-old
 - Aim to educate and engulf millennials into the wine culture
- **Strategy 3: Reach Target Audience via Social Media**
 - **Tactics:**
 - Increase follower count to boost The Wine Store's online presence
 - Facebook: create a weekly content calendar and post three times a day, one post for each of the Tarbell's brands
 - Facebook: post information about upcoming events and create event pages for things occurring at The Wine Store
 - Instagram: post daily, instead of three times a week, to increase the account's picture count and attract more followers to the page
 - Twitter: revamp the account in it's entirely and post content frequently to increase follower count

Line Item Budget

This budget chart illustrates Vinum's campaign activities, research and PR plans for The Wine Store, were it to be billed to the client. Below includes fee-based costs incurred for campaign development, online surveys, focus group, product design and the audit report.

A line item budget is a budget “in which the individual financial statement items are grouped by cost centers or departments. It shows the comparison between the financial data for the past accounting or budgeting periods and estimated figures for the current or a future period” (Line Item Budget, n.d., para. 1). Vinum chose this type of budget to give the client a clear understanding of the price for each specific activity.

ACTIVITY	HOURS	FEE
Campaign Activity (SWOT, SPEC, planning, primary and secondary research)	95.5 hours	\$10,505.00
Campaign Development (PR Plan that includes future recommendations, social media campaign)	65 hours	\$7,150.00
Online Survey (Planning, researching, organizing questions, drafts, distribution, data collection)	20 hours	\$2,200.00
Focus Groups (Planning, inviting, organizing questions, scouting location, set-up, transcriptions)	24 hours	\$2,640.00
Product Design (Includes website, social media campaign, events and event calendar and creating platform for new wine club membership)	75 hours	\$8,250.00

Audit Report (Analyzing, summarizing and organizing data and information to help produce report	84 hours	\$9,240.00
TOTAL	358.50 hours	\$39,985.00

Over the past four months, Vinum worked a total of 358.50 hours on a public relations campaign for the The Wine Store. Hours are billed at a \$110 hourly rate.

Vinum created a final document which includes a detailed outline of the work the team has completed for the campaign. This document includes PR plans, future suggestions, timeline of success and primary and secondary research.

As a team, Vinum dedicated over 95 hours of time for research and in-depth analysis of The Wine Store and conducted a specific plan for Tarbell's to flourish. This plan includes a detailed social media campaign, an updated website listing events and membership opportunities, event mockups to boost community awareness about the store and a new wine club membership to attract the desired demographic.

Timeline

The timeline below outlines the completion dates for our main tasks. These steps will eventually lead to our team reaching The Wine Store's goal of turning members of the millennial generation into potential customers, as well as expanding the store's brand awareness within the community.

Task	Completion Date
Create focus group goal	Oct. 3, 2017
Schedule a date, time and place for focus group	Oct. 5, 2017
Create a list of potential focus group participants	Oct. 10, 2017
Develop questions for focus group	Oct. 10, 2017
Finalize participants	Oct. 12, 2017
Conduct focus group	Oct. 20, 2017
Transcribe focus group and collect data	Oct. 26, 2017
Create online surveys (Wine IQ & Website Design)	Oct. 24, 2017
Post surveys on various social media channels	Oct. 31, 2017
Collect and analyze survey data	Nov. 7, 2017
Create website demo	Nov. 7, 2017
Create event list mock-up	Nov. 16, 2017
Final presentation	Dec. 1, 2017

Evaluation

To measure the success of this campaign, Vinum recommends that The Wine Store focuses on the education levels, tastes and preferences of the millennial generation in regards to wine and what members value the most.

Goal

Vinum's goal is to assess the current audience and brand of The Wine Store using primary and secondary research in order to improve brand awareness within the community and attract members of the millennial generation.

Objective

Conduct primary and secondary research in the forms of a focus group and two online surveys to gain a better understanding of the public's wine tastes, preferences and education levels, as well as understanding the importance of online branding.

How We Measured

Vinum achieved its goal of learning more about the public's wine tastes and preferences, as well as the importance of website design to customers by conducting a focus group and two online surveys. More information on the focus group and surveys can be found in Part 3: Appendices.

Results

Vinum created an audit of The Wine Store's current audience based on our research findings and outlined recommendations for ways to attract members of the millennial generation. The focus group collected insights from five 21-year-old students at Arizona State University, while the surveys collected data from the general public. Vinum has provided key takeaways from each research tool conducted and provided ways to connect with young professionals and turn them into potential customers.

Plan

Vinum provided The Wine Store with a separate plan to further improve the store's social media presence, wine membership clubs, website and event calendar. The plan is listed on the following pages.

Social Media

After analyzing the client's official Twitter, Instagram and Facebook accounts, Vinum determined an increase in interactive posts including links, hashtags, mentions and photos would boost follower counts as well as online awareness of the Tarbell's brand.

The Wine Store's Twitter is the least active social media platform, having no activity since April of 2014. Vinum recommends The Wine Store revamps its Twitter account since this platform has a high user rate with the intended demographic The Wine Store wants to reach. Vinum's goal is to increase The Wine Store's follower count on Twitter from 41 to 100 in an eight month period by tweeting regularly using links, photos, hashtags and mentions. This would result in an 144 percent increase in followers.

Instagram is the second most popular social media platform for The Wine Store, with more than 200 followers. Over an eight-month period, Vinum wants to boost the accounts follower count from 227 to 300 by posting more photos with mentions and hashtags, resulting in a 42 percent increase in followers. Vinum also found that posting singular photos, instead of using Instagram's photo album feature, gain more interaction from users.

Facebook is the most popular social media platform for Tarbell's and its account currently has over 3,600 followers. Though the page represents all three of the Tarbell's brands, it does not post regularly about The Wine Store. Vinum's goal is to increase the Facebook's follower count 8 percent over a year-long period by posting more consistently and raising equal awareness about all three Tarbell's brands. Photos gain about 56 percent more interaction from users when supplemented with a link, photo or video.

The follower growth will help bring awareness and interaction to the The Wine Store. By promoting events, sales and other exciting offers online, the social accounts will grow along with the store.

Mark's Wine Club

Currently, The Wine Store allows customers to join Mark's Wine Club where they receive two wines curated by Tarbell himself, access to specialty wine nights, complimentary wine deliveries and other club incentives. A year-long membership costs customers \$1,200 to join, while six months costs \$600 and three months costs \$300. Through the surveys and focus groups Vinum conducted this semester, the team determined many recent college graduates and young professionals are unable to afford these prices. Vinum recommends introducing a new

membership program at a lower cost to attract young professionals to the store. Information on the young professional club Vinum created can be found in Appendix C under Part 3: Appendices.

The Wine Store's goal is to attract younger clientele and offering a lower priced membership program will give them an incentive to join. Vinum's goal with this membership program is to attract those interested in wine and cultivate them into becoming loyal patrons of the store.

To accomplish this goal, Vinum wants to gain 15 members when the young professional membership club is established. Vinum believes this would be a stable starting off point for the club to flourish and grow.

Website

Currently The Wine Store receives about 200 views per month on its website; however, similar venues, such as Postino's and Hidden Track Bottle Shop, receive almost 20,000 views per month. When creating successful online media, it is important to ensure that the content, design and quality match the business and products sold.

As part of the products for The Wine Store, Vinum created a website prototype to increase interaction rates and website traffic. By adding more photos and events to the newly designed website, customers are able to stay informed on all services and products The Wine Store has to offer. Vinum's goal is to increase website traffic to 500 views per month with the new website model. Photos of the website can be found in Appendix C under Part 3: Appendices.

Increase Wine Education via Event Promotion

Through the surveys and focus groups Vinum conducted over the semester, the team determined many members of the millennial generation are not educated about wine; however, many are interested in learning more.

Education classes, trivia nights and tasting events directed towards beginning wine drinkers would attract young professionals who are not entirely confident in their current wine knowledge. These events would also increase The Wine Store's brand awareness within the millennial generation and hopefully turn event participants into loyal customers. Information on the recommended events can be found in Appendix D under Part 3: Appendices.

Promote Young Professional Membership Club via New Website

Vinum's goal is to promote the young professional membership club through the newly designed website. Information on the new website, as well as photos can be found in Appendix C under Part: 3 Appendices.

The young professional membership club aims to familiarize members with wine and gives them a place to increase their wine education with other beginner wine drinkers. The new membership program offers customers invitations to special events, wine tastings and education classes, as well as allows them to purchase wine at discounted prices.

The young professional membership club will be relatively less expensive than the year, six and three month programs and is tailored to attract members of the millennial generation. Information on the club Vinum created can be in Appendix C under Part 3: Appendices.

Reach Target Audience via Social Media

Social media is heavily used by organizations and businesses to attract members of the millennial generation. To attract this demographic, Vinum recommends promoting The Wine Store's social media accounts more regularly and striving for more interaction between Tarbell's and its online audience.

Young professionals check their social media daily, if not hourly, and Vinum wants to reach them through social promotions. Building The Wine Store's social media presence will increase the account's number of followers and improve overall interaction rates.

Young Professional Membership Club

The young professional membership club is tailored for customers between the ages of 21 and 31-years-old and aims to educate and engulf millennials into the wine culture.

Vinum's intent is to make this a stepping stone for members to come back to The Wine Store as patrons, which will help accomplish the goal of creating a new era of dedicated customers from the millennial generation. Information on what the club fees and what is included can be found in Appendix C under Part 3: Appendices.

Event Mockup Creation

Vinum created an event list for The Wine Store targeted to attract members of the millennial generation. Events include around the world wine tastings, food and wine pairing classes and education classes on how to properly pour, drink and decant wines.

Vinum's goal is for customers who do attend these events not only have a good time, but begin to think of The Wine Store as a one-stop destination to learn more about wine, as well as a place to purchase a quality bottle. A list of events can be found in Appendix D under Part 3: Appendices.

Website Development

From the surveys and focus groups Vinum conducted this semester, the team discovered that many participants look to websites for business and store recommendations. By remodeling The Wine Store's website, Vinum believes not only will more people stay on the site longer to research what The Wine Store has to offer, but will also feel compelled to attend an event or visit the store to purchase a bottle. Using more photos as well as redesigning the layout will make the site more user friendly and current for future visitors.

Photos of the website, as well as information on how the website was designed can be found in Appendix C under Part 3: Appendices.

Social Media Campaign

Vinum focused on social media campaigns that will draw in more followers, since increasing the follower count is a priority to boost The Wine Store's online presence.

To increase interaction on Facebook, Vinum suggests the social media manager create a weekly Facebook content calendar and post three times a day, one post for each of the Tarbell's brands. This way each business has equal coverage and followers see what each individual brand has to offer. Promoting and posting about the three brands equally makes the page more inclusive and informs followers about all three businesses.

Another way to boost interaction on Facebook is to post information about upcoming events, as well as create event invitation posts for The Wine Store. Using this option, followers are able to share the event with their friends and RSVP. The event will then go into the user's calendar and send them reminders to ensure they do not miss out.

For Instagram, Vinum wants the account to post daily instead of three times a week. This change will increase the account's picture count and attract more followers to the page. Photos of new products, events and exciting things happening at the store will draw followers in and increase interaction rates.

Lastly, for Twitter, Vinum wants to gain more followers and revamp the account in it's entirely. Twitter is a popular social platform with the demographic the client is targeting. To conduct a major reboot with new content, frequent posts and gathering more followers would boost The Wine Store's Twitter presence.

Future Recommendations

Vinum's recommendations for The Wine Store include various strategies and tactics to increase brand awareness within the community and turn members of the millennial generation into future customers. Vinum's primary and secondary research focused on the millennial generation's education, tastes and preferences in regards to wine. The data collected helped Vinum create the following recommendations.

Social Media

After initial research of The Wine Store's Twitter account, Vinum recommends the social media manager should either update the Twitter or delete the account altogether. If The Wine Store wants to target young professionals, a large majority who constantly use Twitter, the account must make major changes.

If the social media manager chooses to revamp The Wine Store's account, Vinum recommends posting tweets with more hashtags, mentions and links to attract more followers. The more linked content on the account, the higher the possibility is to connect with users who don't already follow The Wine Store. Promoting The Wine Store's Twitter account on other social media platforms, such as Facebook and Instagram, will also help build a follower count and increase popularity.

As for Facebook, Vinum recommends the social media manager start boosting interaction on the page through low cost paid promotions. Photos get about 56 percent more interaction than links and videos uploaded to the page; however, total weekly interaction is below 1 percent.

For Instagram, Vinum recommends to be aware of the time The Wine Store posts on its social media accounts. Vinum analyzed data of The Wine Store's top posts on Instagram and determined photos have higher interaction rates if they are posted at 1 or 5 p.m.

1 p.m. has a high interaction rate since many working individuals are on their lunch breaks and 5 p.m. is when many individuals are leaving their workplace. These are ideal times to post special events occurring that night, new product arrivals and wine and food pairings.

Media Coverage

The Wine Store has the opportunity to gain new customers and increase their brand awareness through earned media. Earned media is any publicity that is gained through media advertising and promotional efforts. Media coverage from local newspapers, magazines and other publications would increase The Wine Store's awareness and attract new customers. Promoting Tarbell's wine columns in The Arizona Republic, as well as "Check, Please! Arizona" would broaden The Wine Store's audience and inform the public of Tarbell and his businesses. Taking

advantage of public relations opportunities and creating relationships with local reporters would also increase The Wine Store's brand awareness within the community.

Design and Decor

The interior design of The Wine Store is kept in great condition and organized to help customers navigate the venue easily. The interior is elegant and upscale; however, the exterior of the building does not necessarily give the same message. Vinum recommends, if possible, updating the exterior of Tarbell's to match the interior decor and design.

Website

To attract younger generations, Vinum recommends keeping the design of the Tarbell's websites updated and refreshed. Based off of the web design survey our team conducted, Vinum determined layout and website attractiveness majorly impacts the public's decision on where to dine and purchase wine.

Linking The Wine Store's Facebook, Twitter and Instagram accounts to the home page of the website would also increase follower count on the store's social media platforms and increase online brand awareness.

Events

Another way to attract younger customers to The Wine Store would be to host events that appeal to the millennial generation. This could include networking events for recent college graduates, beginner wine education classes, trivia nights and mingling events for singles. Events would increase community involvement and targeting young professionals would increase awareness within this age group and create new customers. A detailed list of possible events can be found in Appendix D under Part 3: Appendices.

Earned Media

Earned media is another promotional vehicle The Wine Store can use to gain publicity with their target audience, young professionals in the Valley. Tarbell's various articles in The Arizona Republic and television appearances on The Food Network and Arizona PBS allows the brand to be marketed to new audiences. Finding new outlets to be featured in and taking advantage of public relations opportunities will only expand the brand to new audiences and create publicity around the store.

Part III: Appendices

Appendix A: Focus Group

Vinum conducted a focus group to gain insight on members of the millennial generation's education levels, tastes and preferences in regards to wine. This focus group allowed our team to get a better understanding on how to promote the Tarbell's brand to a younger demographic. Below is the description of the participants and the focus group questions. On the following pages is the transcription of the session.

The focus group was held on Oct. 20, 2017 at 1:00 p.m.

Participants List:

Participant 1: 21-year-old undergraduate at Arizona State University. Public Policy major.

Participant 2: 21-year-old undergraduate at Arizona State University. Exercise and Wellness major.

Participant 3: 21-year-old undergraduate at Arizona State University. Web Design major.

Participant 4: 21-year-old undergraduate at Arizona State University. Sports journalism major

Participant 5: 21-year-old undergraduate at Arizona State University. Journalism and Art major.

Focus Group Questions:

1. When consuming alcohol, how often do you choose to drink wine?
2. What is more of a concern to you, the type of wine you're drinking or the price of the bottle?
3. If you were to buy a bottle of wine, where would you buy it from?
4. What would motivate you to buy wine from an independent wine store?
5. Would you be interested in attending a wine education class?
6. Why do you think our age group is more inclined to drink wine at a place such as Postino versus an independent wine store?
7. On a scale from 1 to 10 (1 being knowing nothing at all, 10 being a wine expert) how would you rate yourself on your wine knowledge?

8. What would compel you to attend a wine tasting event?
 9. Would you be more inclined to drink wine if it was delivered to your home? If yes, why?
 10. How do you think you can reach the younger demographic and get them to be more interested in wine?
 11. Do you have a preference for sweet wine or more of a rich tasting wine?
 12. If Tarbell's had a stronger social media presence, would that incline you to go visit the store?
 13. Would you be more inclined to visit the Wine Store after seeing the website?
 14. If Tarbell's proposed classes on basic wine education, would you be interested in attending?
-

Moderator Introduction (Jill Haynie):

Hello everyone and welcome, my name is Jill Haynie, and I'm a team member for Vinum Public Relations.

The team is representing Tarbell's Wine Store in Phoenix. Tarbell's Wine Store is a high-end wine store that sells a variety of wine bottles from around the world. One of their primary goals is to reach and sell their product to a younger audience.

The purpose of this focus group is to gain a better insight of where millennials lie with wine knowledge. For the questions asked during this survey, there are no right or wrong answers and your opinions are what we are looking for.

This session will be recorded and you will only be identified by your first name. My colleagues and I will be listening and taking notes during the session for accuracy.

Thank you to everyone for participating in our focus group your opinions and experiences are highly valued to our team.

If there aren't any questions, let us begin.

Transcription

Participant 1: My name is Vince, I'm 21 and my major is in Public Policy.

Participant 2: My name is Joe, I'm 21 and my major is exercise and wellness.

Participant 3: I'm Blair, I'm 21 and I'm a web design major.

Participant 4: I'm Ethan, I'm 21 and I am a sports journalism major

Participant 5: I'm Hannah I'm 21, I am a sports journalism major and an art major.

Moderator: If you could only consume one type of alcohol for the rest of your life, what would it be ?

Participant 1: Cognac

Participant 2: Jager

Participant 3: Rosé

Participant 4: Malibu

Participant 5: Don Julio Silver

Moderator: When consuming alcohol, how often do you choose to drink wine?

Participant 1: I'd say 0-1 times a week.

Participant 3: I don't drink wine that often, occasionally, when it's there.

Participant 5: I mostly drink wine during the winter holidays

Participant 2: I feel like wine is something you drink when it's there. I wouldn't go looking for wine if that makes sense.

Moderator: What is more of a concern to you? The price of wine or the type of wine that you're drinking?

Participant 1: If I'm going to a birthday party for an older relative, I'd get an expensive bottle of wine for sure.

Participant 2: Instead of spending money on a nice bottle of wine, I would rather buy an expensive liquor bottle maybe something like whiskey.

Moderator: If you were to buy a bottle of wine, where would you buy it from?

Participant 5: I'd probably go to CVS or something like that. I think it's all about location and convenience in regard to where I buy wine from.

Participant 4: Yeah, I'd probably go to Bevmo.

Participant 1: I would say Safeway or Total Wine

Participant 2: Total Wine

Moderator: What would motivate you to buy/taste wine from an Indie/Fine Wine Store?

Participant 5: I think a recommendation from someone would help a lot, especially from someone I know or someone that knows my taste.

Participant 1: Maybe if they're offering student discounts for certain wine tastings. I would most likely buy wine in that instance.

Participant 2: Maybe if the store was offering a 'buy one get one free' type thing. Anything free would definitely motivate me to buy wine.

Moderator: Would you be interested in attending a wine education class?

Participant 1: Yeah I think wine education would be cool. I also feel like drinking wine and wine tasting is an age thing. We (millennials) would take it for granted now but we would appreciate wine as we get older. I say that because my dad is very into wine and he got more into it as he got older.

Participant 3: Yeah I feel like when you're in college you want stuff especially alcohol that is cheap, quick, and easy.

Moderator: Why do you think our age group is more inclined to go to Postino's versus another independent wine store?

Participant 5: I think the biggest thing about Postino's is the food that they give you and then they give us the entire wine list, and they tell us exactly what we want based on what we're eating. Basically, it's someone that knows what they're doing and tell us exactly what we need.

Moderator: How would you rate yourself on your wine knowledge. 1 being you have no idea and 10 being a wine expert.

Participant 5: I would say I'm a 3, all I know is that they're grapes, there's two different colors, and they have different names, that's about it.

Participant 4: I'll say I'm a 2, and that is a generous 2.

Participant 3: I would say I'm a 2 as well.

Participant 2: I would say a 2

Participant 1: Yeah, a 2 or 3, somewhere around there.

Moderator: What would compel you to attend a wine tasting event?

Participant 5: Well if it was free that would be awesome, and also if people I knew were going that would make me want to go, especially if it was a fun event.

Participant 1: I would love to go wine tasting; my parents have been before and they said it was one of the best times they've had. They told me that you get on a bus and bounce around different wineries in the area and taste good wine. I would for sure do it if it was with a group of friends or my family.

Moderator: Would you be more inclined to drink wine if it was delivered to your home? If yes why?

Participant 3: Yeah, if it was delivered to me it would be way more convenient because I wouldn't have to drive anywhere or worry about choosing which wine I want.

Participant 2: I think if it's a reasonable price and they give you a wine that is sort of tailored to what your preferences are, I think that would be a great way to do it.

Moderator: How do you think you can reach the younger demographic and get them to be more interested in wine?

Participant 2: Well I feel like the younger demographic cares about three things and that's what alcohol tastes the best, what has the most alcohol in it, and what alcohol is the cheapest. If you find a wine that fits all three of those qualities I think there would be more interest for the younger generation.

Moderator: Do you have a preference for sweet wine or more of a rich tasting wine?

Participant 4: I would say sweet wine definitely.

Participant 5: Yeah, sweet over rich. I don't like when it tastes too bitter like on the back of my tongue, that makes me not want to drink that.
Pink wine is easier to drink for me, I prefer pink wine.

Participant 2: I like dark red wine, so I would go for that versus a sweet wine. Sweet wine gives me a headache after a while.

Moderator: If Tarbell's had a stronger social media presence, would that incline you to go visit the store?

Participant 2: If it was a really good social media ad, I feel like anyone would go, because social media entices everyone in certain ways so I think if they had a good ad people would definitely want to go.

Participant 5: I would consider going if people were tweeting about it, or just making a buzz about it in general. I think word of mouth is a strong factor in getting people to go places.

Moderator: Would you be more inclined to visit the Wine Store after seeing the website?

Participant 4: The website is so bland and I feel like if you're running a wine website you would want something more vibrant, not just this white color throughout, I think that's kind of boring. Especially for being a high-end store, it doesn't have a high-end website.

Participant 3: It (the website) also doesn't have a photo, I don't really know what I'm looking at
(Regarding the new website)

Participant 4: Yeah I think having pictures of the guys is great, because you get familiar with the faces and you'll know that those are the guys that are going to be picking the wine for me.

Participant 5: The original website doesn't even look finished, it looks like they just threw it together and said that's it. It doesn't look like their actual company or store at all.

Participant 1: If Tarbell's really wanted to reach a younger, maybe college audience I think they should have a location closer to the college, like maybe a location on Mill or something. I feel like having a store there would make more people want to go, since it's so close.

Participant 2: I also think having student discounts would help grow their membership as well, because as college students, we don't have a lot of money and as soon as we see discounts we jump all over it.

Participant 1: Maybe if you pay like \$100 a year, and you can walk into the store at any time and maybe they'll have a bottle of the month and you can just grab your bottle if you're a member.

Moderator: If Tarbell's proposed classes on basic wine education, would you be interested in attending?

Participant 2: Yeah that would be great and I think a lot of students would attend if they had a location in Tempe or around the campus.

Participant 5: An event that I would attend would be like a wine and painting event.

Appendix B: Surveys (Wine IQ & Website)

Vinum conducted two online surveys to gain a better understanding of the public's wine tastes, preferences and education levels, as well as the importance of website design. The data and information gathered from the surveys assisted our team in developing strategies on how to better promote The Wine Store to the millennial generation. Questions from both surveys and results can be found on the following pages.

Gauging Your Wine IQ Survey

The Gauging Your Wine IQ survey's intent was to learn more about the public's education levels, tendencies and preferences in regards to wine. The survey was distributed via Facebook and had a total of 129 participants.

Survey Introduction

Welcome! We are Vinum, a student-led public relations firm at Arizona State University. Our goal is to learn more about the public's education levels, tendencies and preferences in regards to wine. Your responses will help our team gauge your wine IQ to gain a better understanding on how to promote Tarbell's Wine Store to the public. Please complete the brief survey by Nov. 3.

Section 1: About You & Wine Results

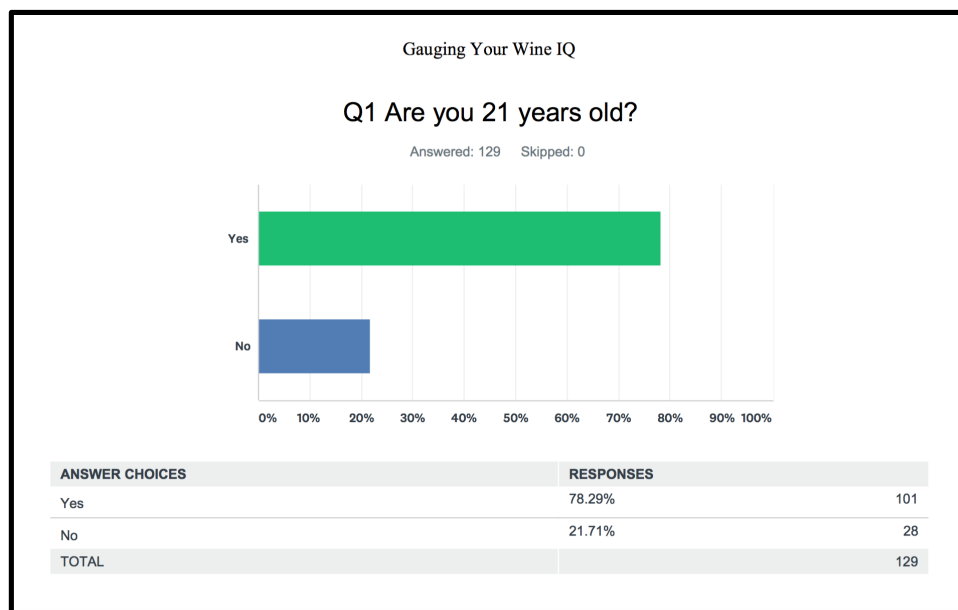


Figure 1: This figure represents the number of participants who are 21-years-old or older.

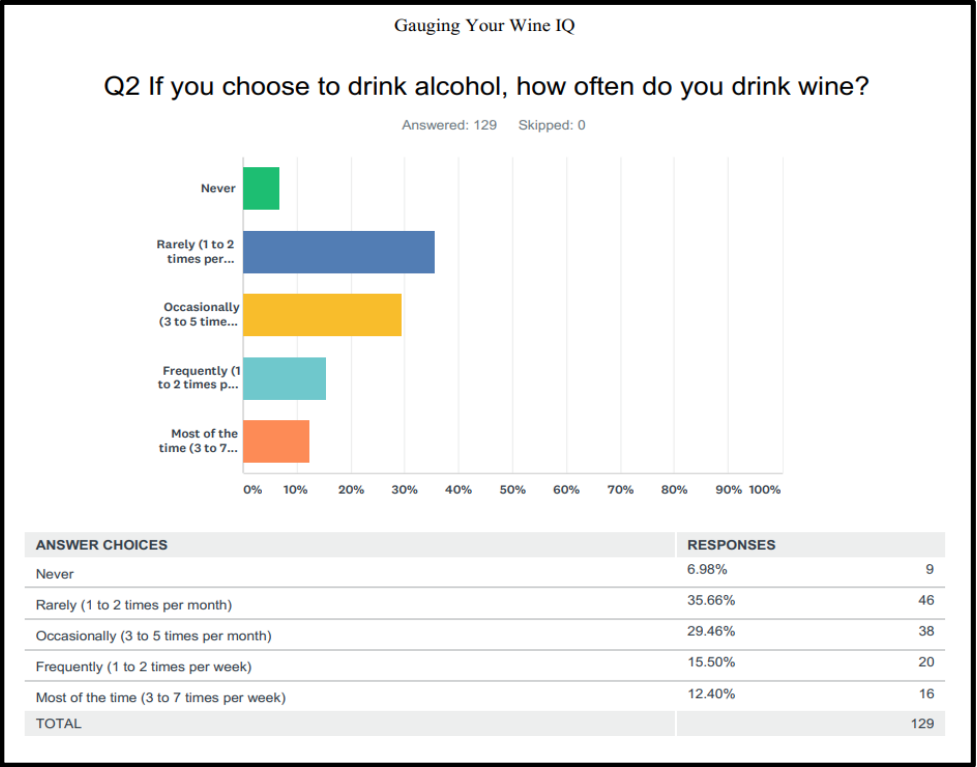


Figure 2: This figure represents how often participants choose to drink wine.

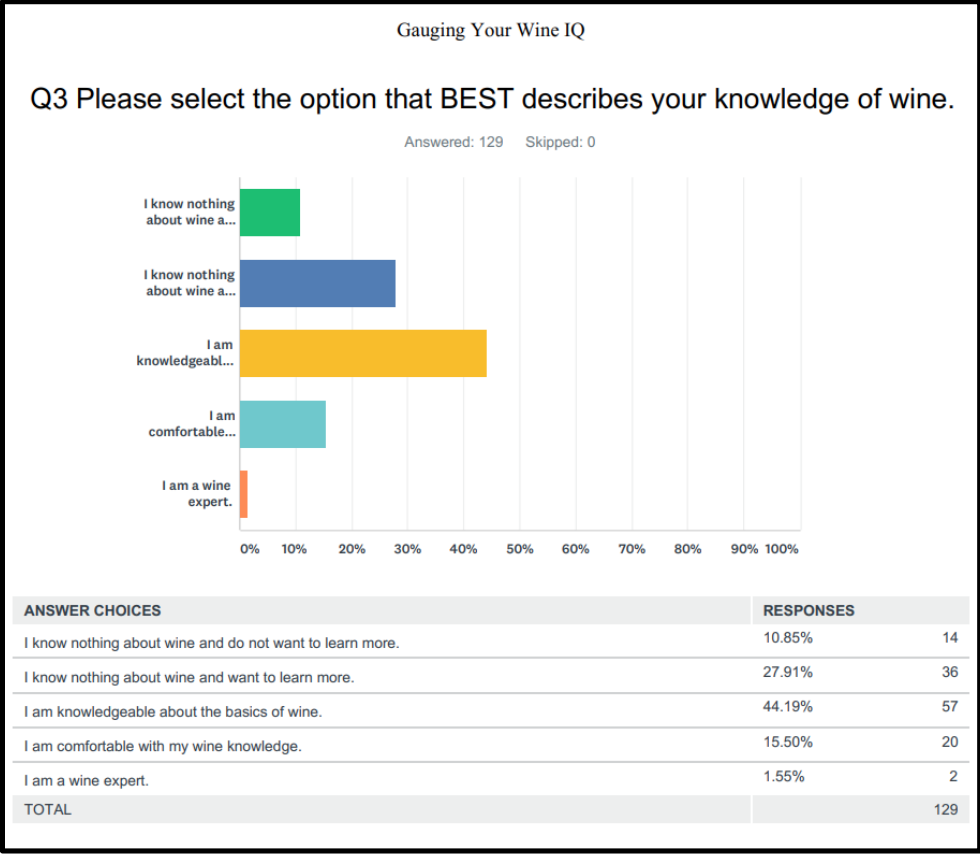


Figure 3: This figure allowed participants to rate their wine knowledge.

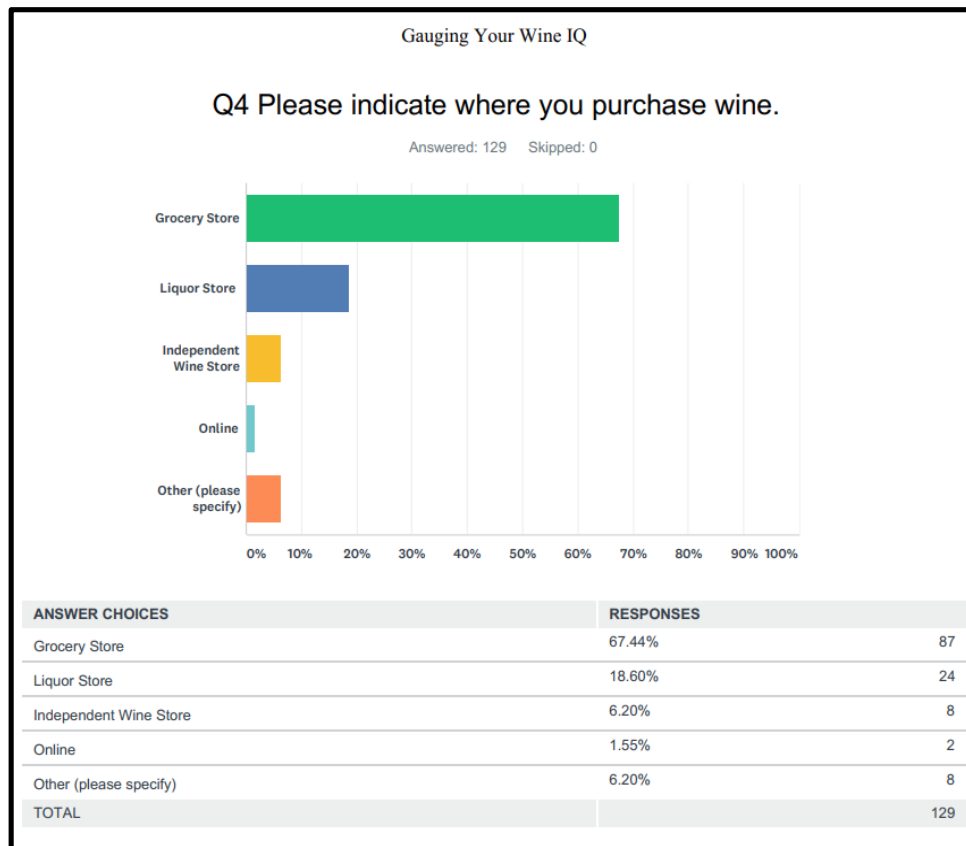


Figure 4: This figure represents where participants choose to purchase wine.

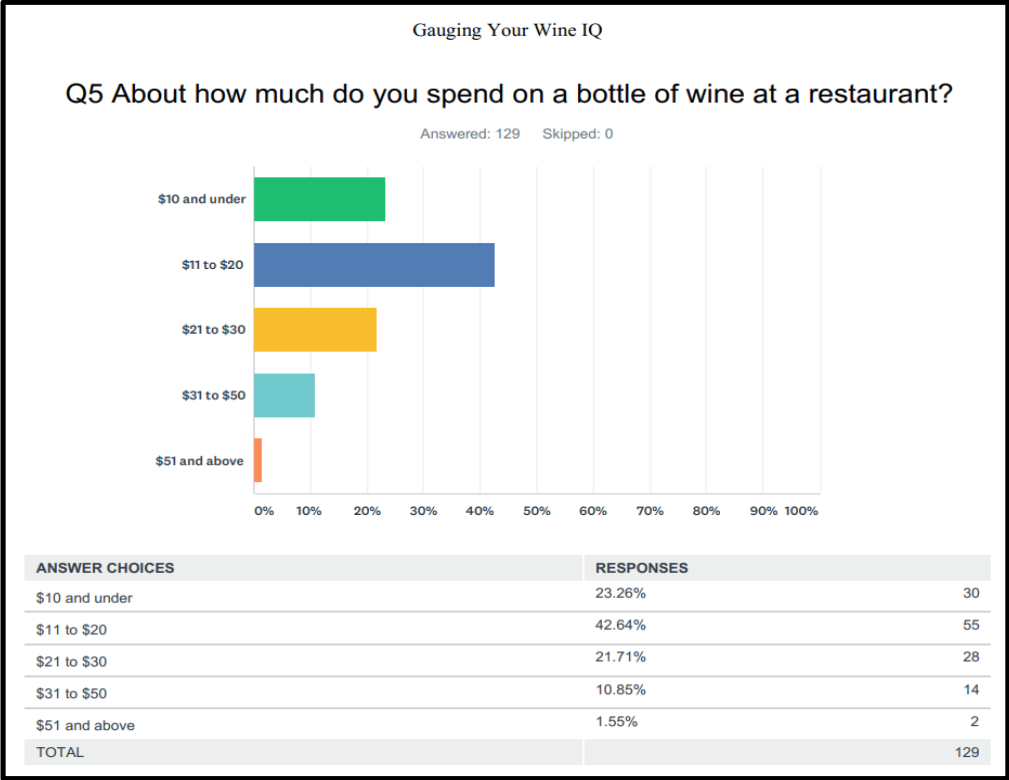


Figure 5: This figure represents how much money participants choose to spend on a bottle of wine at a restaurant.

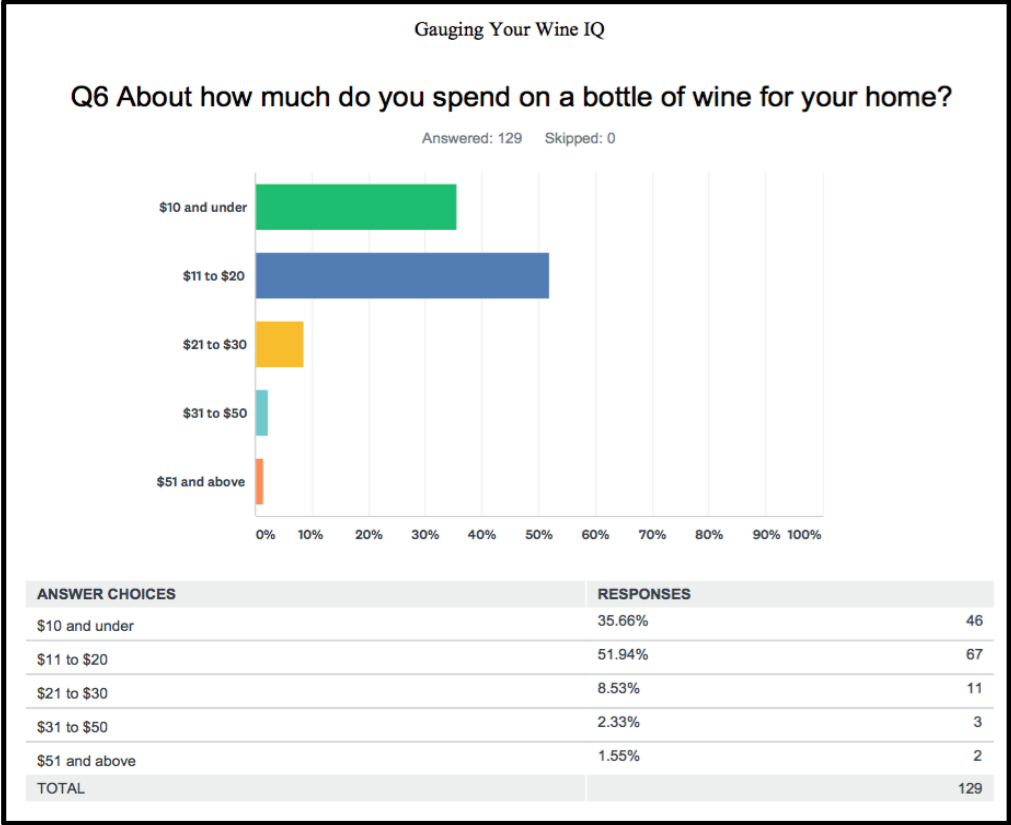


Figure 6: This figure represents how much money participants feel they spend on a bottle of wine for their home.

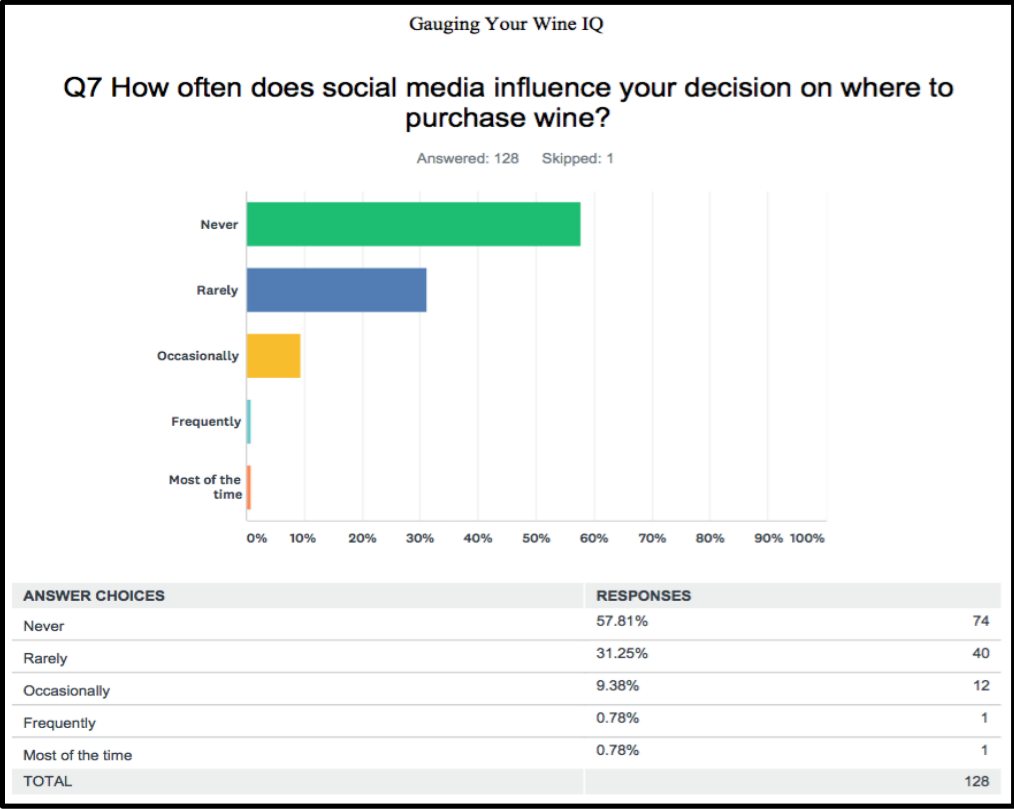


Figure 7: This figure represents how often social media influences where participants choose to purchase wine.

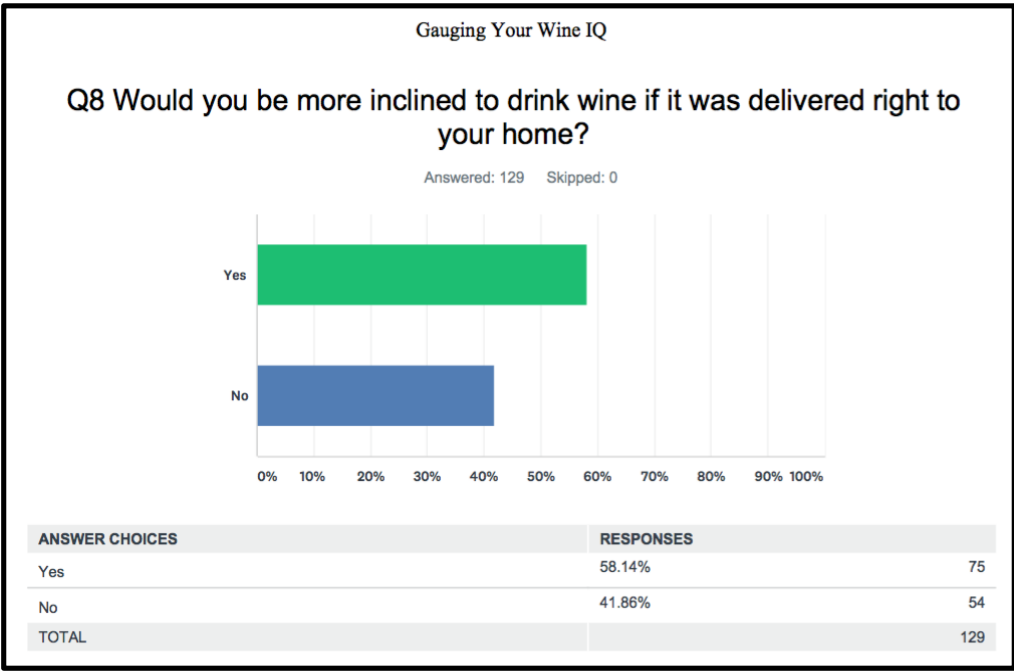


Figure 8: This figure represents if participants would be more inclined to drink wine if it was delivered right to their home.

Gauging Your Wine IQ

Q9 If you answered no to the previous question, briefly explain why.

Answered: 68 Skipped: 61

#	RESPONSES	DATE
1	I think I would drink more if it came to my door, and I don't think that would be good for me.	11/2/2017 6:59 PM
2	N/A	11/2/2017 2:08 PM
3	I answered yes	11/2/2017 12:35 AM
4	i didnt	11/1/2017 3:06 PM
5	Said yes	11/1/2017 1:58 PM
6	Like looking at all the different choices	11/1/2017 10:56 AM
7	I prefer to buy at a store	11/1/2017 7:24 AM
8	Go to store and purchase	11/1/2017 6:50 AM
9	Not that frequent	11/1/2017 6:40 AM
10	Don't like it that much	11/1/2017 6:03 AM
11	Yes	10/31/2017 9:17 PM
12	Don't drink it that much. I'm always at the store anyways.	10/31/2017 8:53 PM
13	Na	10/31/2017 8:47 PM
14	I know wine, but prefer craft beer and whiskey.	10/31/2017 8:12 PM
15	Only drink wine occasionally	10/31/2017 7:50 PM
16	I don't drink enough wine to need it delivered.	10/31/2017 7:47 PM
17	I am not much of an alcohol drinker.	10/31/2017 7:36 PM
18	I'm capable of going to the store.	10/31/2017 7:06 PM
19	I prefer craft beer	10/31/2017 6:59 PM
20	I don't drink wine	10/31/2017 6:57 PM
21	Not home during the day	10/31/2017 6:57 PM
22	X	10/31/2017 6:56 PM
23	I am the only one in my home who drinks wine. My husband likes beer.	10/31/2017 6:53 PM
24	Home delivery is not that big of a value for me	10/31/2017 6:53 PM
25	I haven't had wine delivered to my house, I usually bring it home.	10/31/2017 6:47 PM
26	I know what wine I like and where I get it	10/31/2017 6:46 PM
27	I would rather buy from a store.	10/31/2017 6:42 PM
28	I answered yes	10/31/2017 6:41 PM
29	Prefer to browse a store	10/31/2017 6:27 PM
30	I can buy at grocery store	10/31/2017 6:24 PM
31	I usually prefer other types of alcohol.	10/31/2017 6:09 PM
32	I don't drink wine.	10/31/2017 5:55 PM
33	I'm not influenced by the availability of wine, by the occasion and/or meal	10/31/2017 5:50 PM
34	I wouldn't pay for a subscription	10/31/2017 5:39 PM
35	Spouse works for wine distributor	10/31/2017 5:39 PM

Figure 9: If participants answered 'no' to the previous question, they were able to write in the reason as to why they would not drink more wine if it was delivered right to their home.

Gauging Your Wine IQ		
36	Like to check out different wines	10/31/2017 5:26 PM
37	I would want to make sure it is wine I like.	10/31/2017 5:18 PM
38	Rather go out to get my wine	10/31/2017 5:18 PM
39	Don't drink much	10/31/2017 5:14 PM
40	Didn't answer no	10/31/2017 5:08 PM
41	more social drinker than home drinker	10/31/2017 4:49 PM
42	I purchase wine online, at wine stores, etc already	10/31/2017 4:38 PM
43	Don't like wine	10/31/2017 4:22 PM
44	Na	10/31/2017 4:14 PM
45	Costs more...	10/31/2017 4:13 PM
46	Z	10/31/2017 4:04 PM
47	I like visiting the local wine store.	10/31/2017 3:53 PM
48	I drink less than I used to.	10/31/2017 3:51 PM
49	Not a big wine drinker	10/31/2017 3:38 PM
50	I usually have some on hand.	10/31/2017 3:25 PM
51	No need for delivery.	10/31/2017 3:25 PM
52	I like to personally select my own wine noting color, texture, region, rating, price in comparison to others readily available. Same long is also a consideration	10/31/2017 3:22 PM
53	I rarely have things delivered	10/31/2017 3:18 PM
54	N/A	10/31/2017 3:18 PM
55	Not 21	10/31/2017 2:47 PM
56	Said yes..	10/31/2017 2:44 PM
57	I mostly drink wine when at restaurants. I like white and hubby likes red so we don't finish a bottle together. We tend to drink things that are earlier to have just 1 serving of.	10/31/2017 2:32 PM
58	I don't have a great desire to drink wine and having it delivered to my house wouldn't make me drink it.	10/31/2017 2:29 PM
59	I enjoy browsing selections in person	10/31/2017 2:18 PM
60	I want to take time to choose it and talk' to a wine expert	10/31/2017 1:57 PM
61	I feel I would be equally inclined to drink it whether or not it was delivered	10/31/2017 1:56 PM
62	Don't really like wine	10/31/2017 1:49 PM
63	I don't really like wine	10/31/2017 1:46 PM
64	N.a	10/31/2017 1:41 PM
65	N/A	10/31/2017 1:40 PM
66	The store is still pretty convenient	10/31/2017 1:39 PM
67	I don't like deliveries	10/31/2017 1:36 PM
68	N/A	10/31/2017 1:23 PM

Figure 10: This figure represents participants answers to question nine.

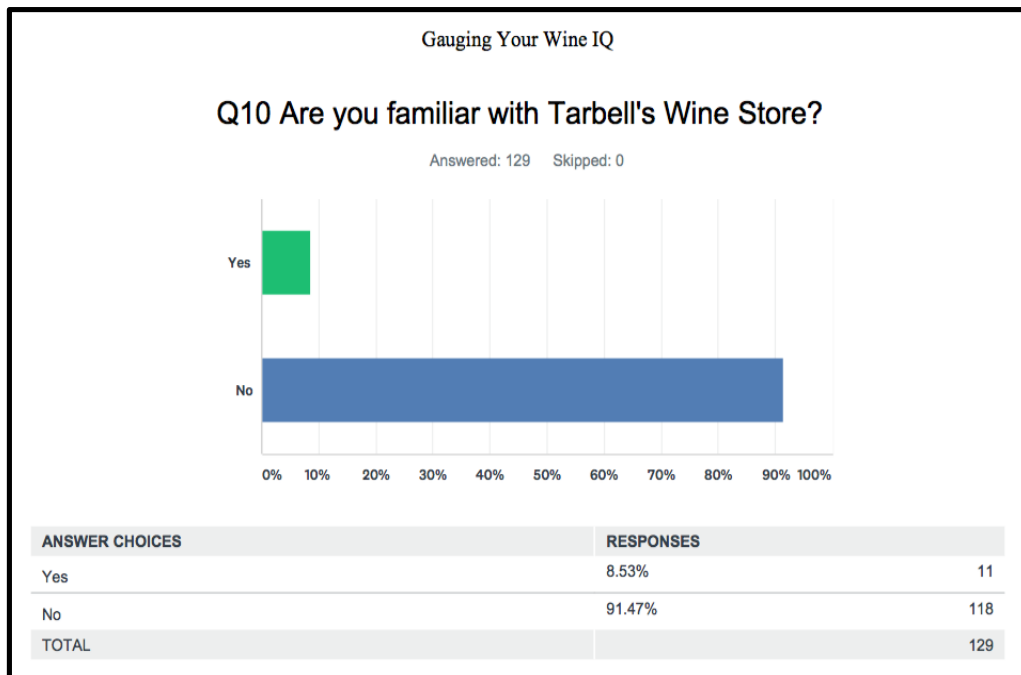


Figure 11: This figure represents how familiar participants are with The Wine Store.

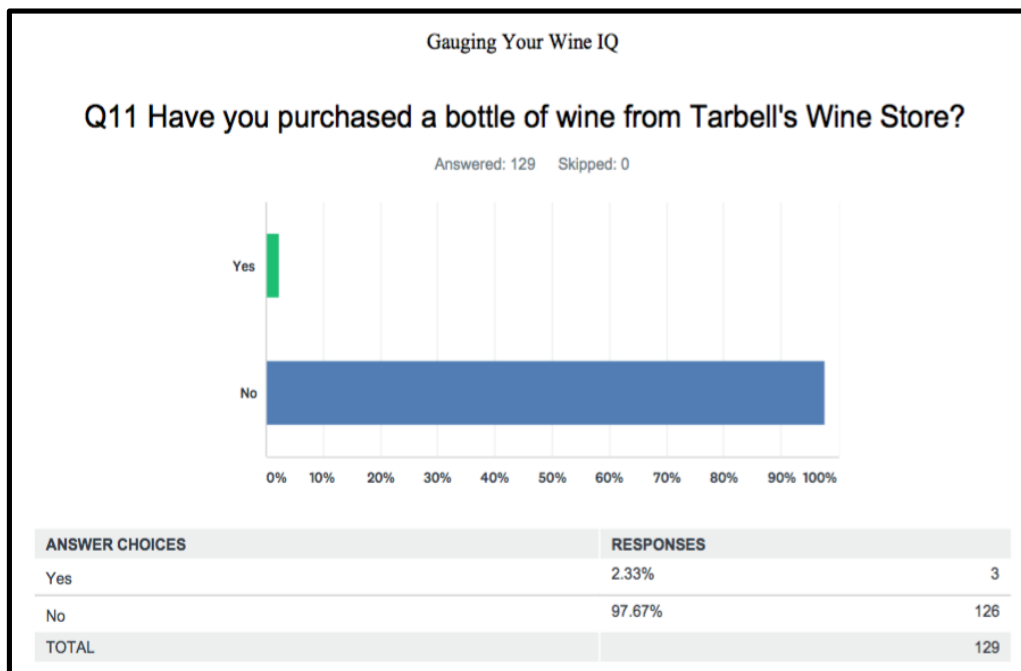


Figure 12: This figure represents if participants have purchased a bottle of wine from The Wine Store.

Section 2: About You Results

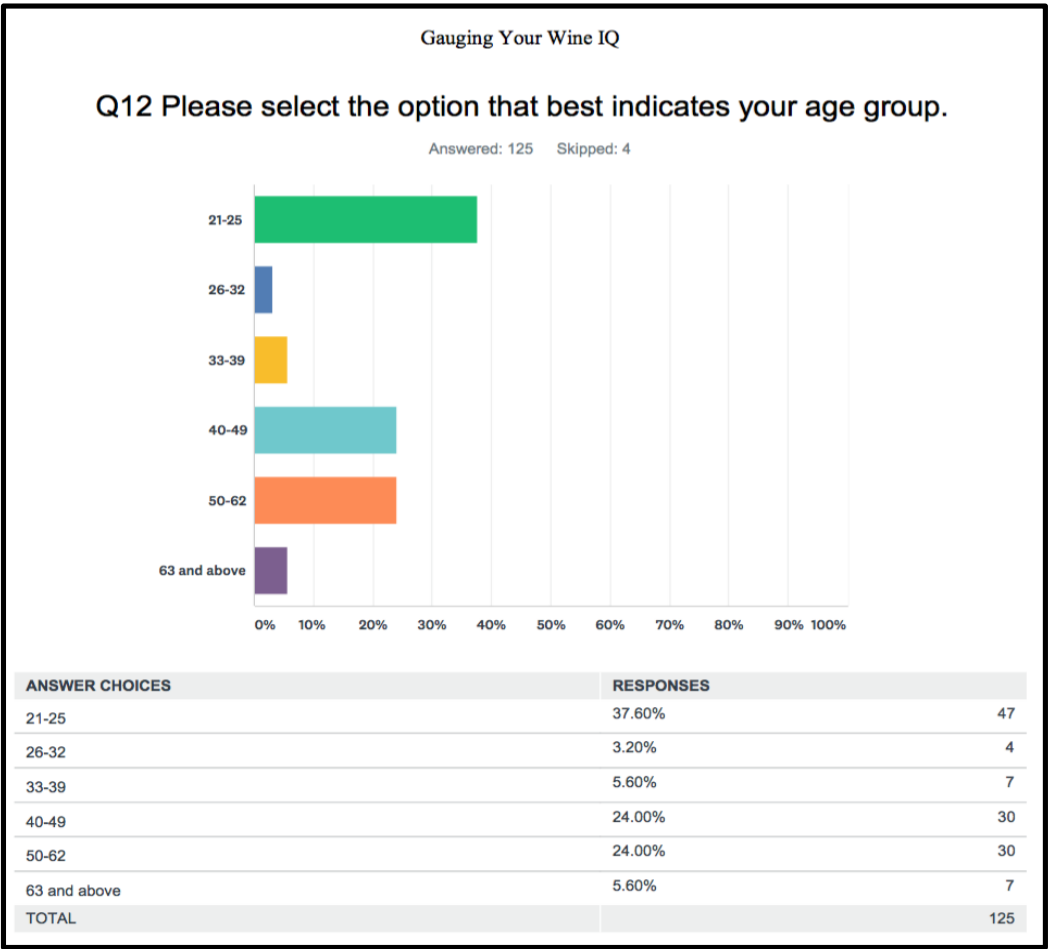


Figure 13: This figure represents demographic information about the survey participants.

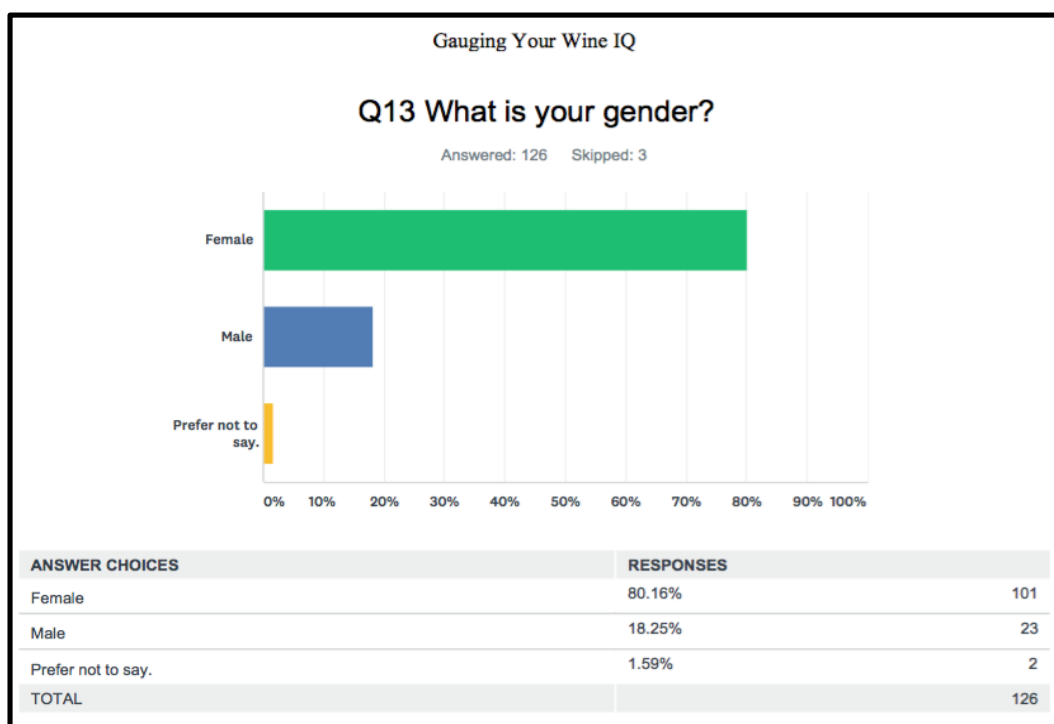


Figure 14: This figure represents demographic information about the survey participants.

Website Design Survey

The website design survey's goal was to gain insight on the public's opinions on the current Tarbell's website and the importance of website design overall. The survey was distributed via Facebook and had a total of 122 participants.

Survey Introduction

Welcome! We are Vinum, a student-led public relations firm at Arizona State University. Our goal is to explore the need and importance of professional web design. Your responses will help our team better understand the public's opinions on the current Tarbell's website and how it can be improved.

Survey Questions and Results

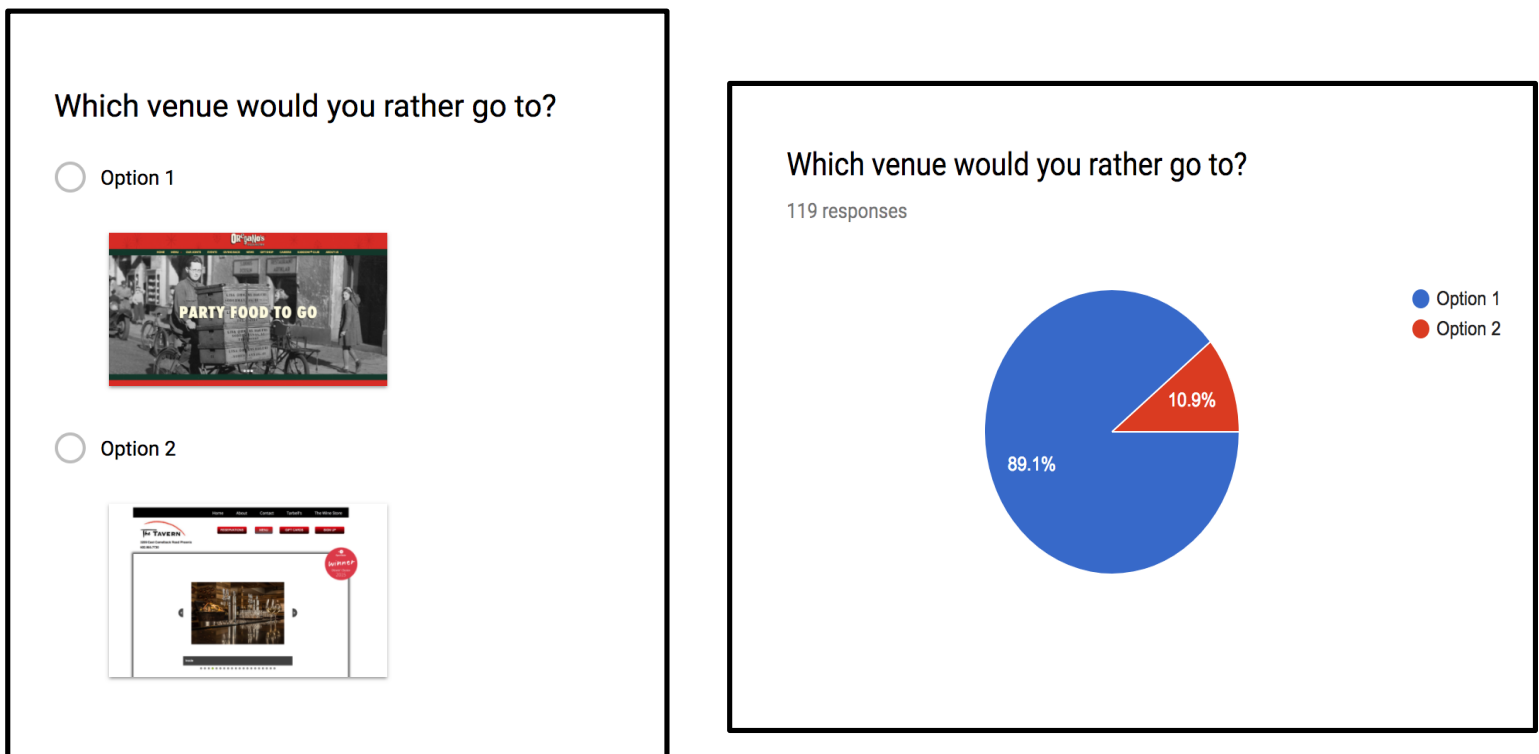


Figure 1: This figure represents which venue participants would rather to go based off its website design.

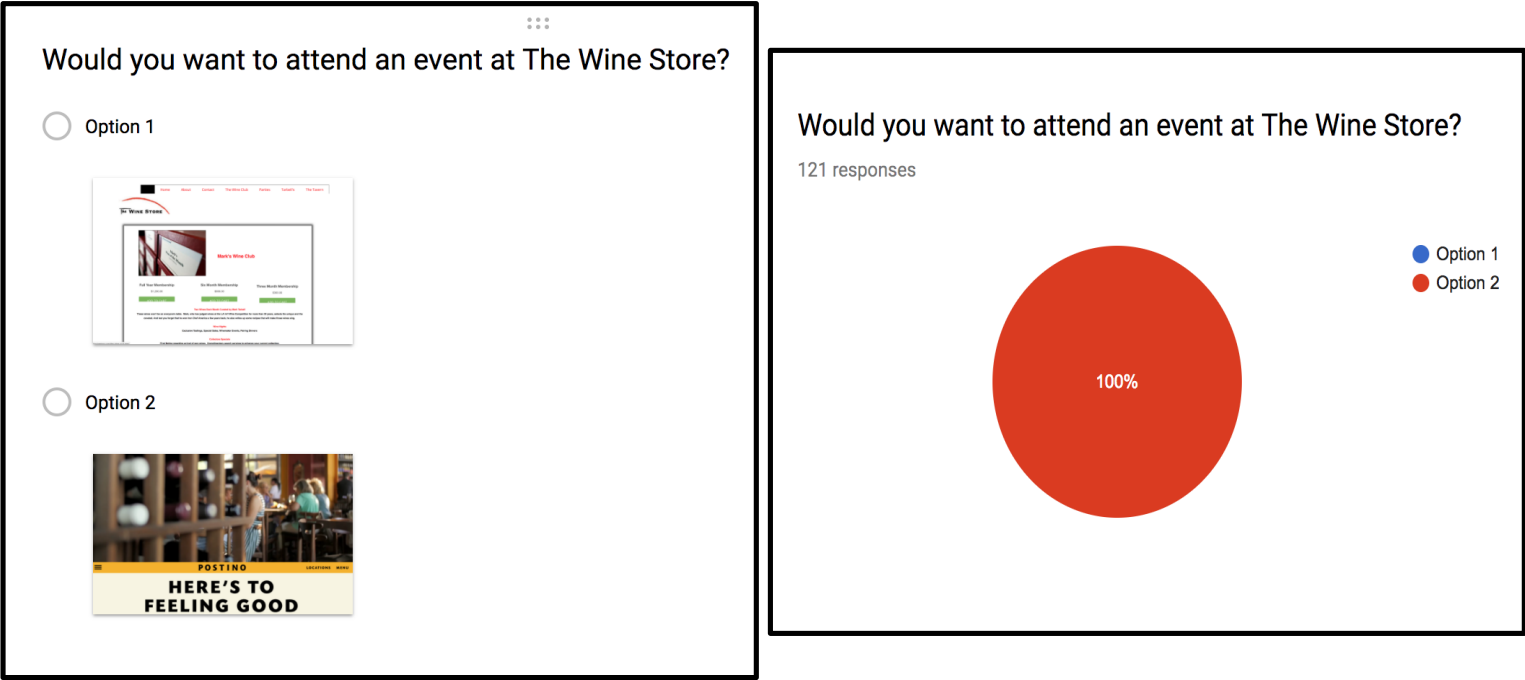


Figure 2: This figure represents if participants would attend an event at The Wine Store based off the current website, compared to a competitor website.

Does website design influence the restaurants and stores you go to?

☐ Yes

☐ No

Does website design influence the restaurants and stores you go to?

122 responses

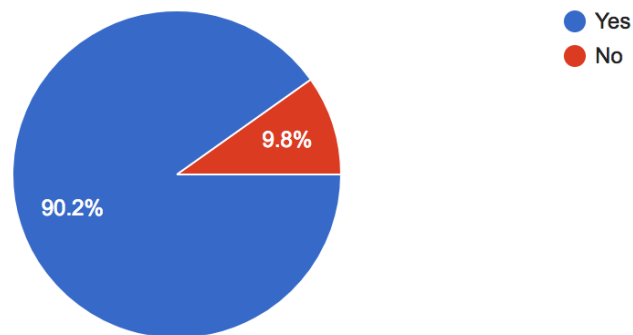


Figure 3: This figure represents if design influences the restaurants and stores participants choose to go.

How often does design influence the restaurants and stores I go to?

1 2 3 4 5

Never ☐ ☐ ☐ ☐ ☐ Always

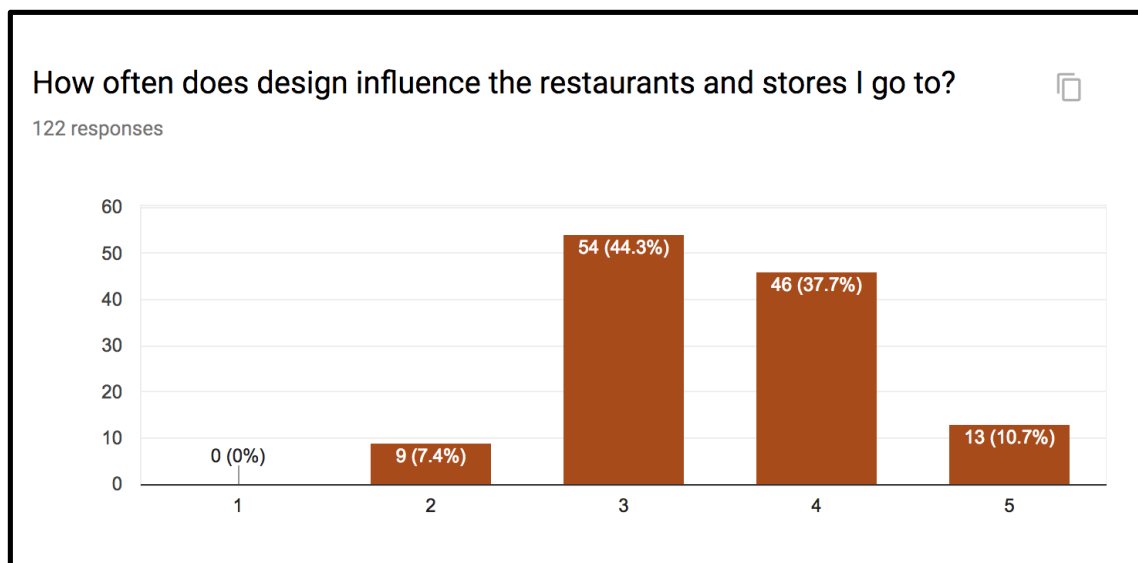


Figure 4: This figure represents how often website design influences the restaurants and stores participants choose to go.

Based on first impression, would you want to know more about The Wine Store?

Home

About

Contact

The Wine Club

Parties

Tarbell's

The Tavern





Mark's Wine Club

Full Year Membership

\$1,200.00

ADD TO CART

Six Month Membership

\$600.00

ADD TO CART

Three Month Membership

\$300.00

ADD TO CART

Two Wines Each Month Curated by Mark Tarbell

These wines won't be on everyone's table. Mark, who has judged wines at the LA Int'l Wine Competition for more than 20 years, selects the unique and the coveted. And lest you forget that he won Iron Chef America a few years back, he also writes up some recipes that will make those wines sing.

Wine Nights

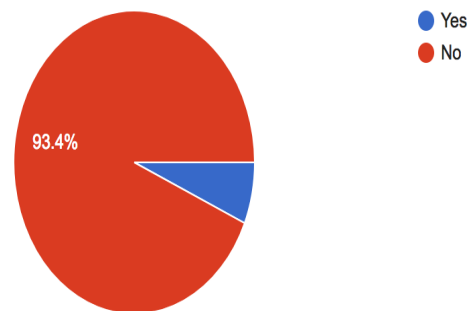
Exclusive Tastings, Special Sales, Winemaker Events, Pairing Dinners

Collectors Speciale

First Notice regarding arrival of rare wines. Complimentary search services to enhance your current collection.

☐ Yes

☐ No



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Appendix C: Products (Website Demo and Young Professional Club)

Website Demo

Creating a template for a new website for The Wine Store was a crucial task for Vinum. The Vinum team wanted to ensure the website matched the elegant and modern interior design customers find inside The Wine Store.

Before designing the website prototype, Vinum conducted a survey to understand how audiences interact with the current website. Vinum received 122 responses and the overall results showed that 90.2 percent of people said that design influences the restaurants and stores they go to. It also revealed that 93.4 percent of people said they would not want to know more about The Wine Store based on its current website.

When creating the product, our team used the elements of design, such as space, unity and color, to develop a website that flowed naturally. Designing with space in mind, our team wanted to create depth with negative space. By utilizing the negative space, it created white space. Our team avoided overlapping design elements to achieve a modern design and unity was achieved by contrast, alignment and repetition. We created contrast between the black and white photographs with bright red accents, and ensured there was centered alignment throughout the website. Lastly, the selected color scheme and pictures were repeatedly used within the website. During the brainstorming process, we decided on an elegant black, white and red color scheme that was simple to navigate. This is an accented monochromatic color scheme, meaning the white and black colors are within all the colors used, just in different shades. The pop of red is the accent color which adds contrast to the website. The color red is associated with energy, strength, power and passion, while black is associated with power and elegance, and is considered to be a formal, elegant and prestigious color. Lastly, white is associated with purity and integrity (The Ultimate Guide to Color Meanings, n.d.). These three colors together created a clean and balanced website design.

When adding content to the website our focus was keeping it simple for the customer to use. Vinum wanted to have a general about page, a page explaining the wine membership clubs and an additional page explaining the services The Wine Store offers. The home page connects the viewer to The Wine Store's brand and displays The Wine Store's mission statement clearly. The Wine Club membership page is focused on attracting customers to join and connecting customers to The Wine Store's employees. Our team gave the existing club memberships new names and a profile picture to the coordinating wine store partner. We made it simple to click on the contact button, which leads users to a form they can fill out to become a registered member. Lastly, the services page shows viewers upcoming events and other additional services The Wine Store offers.

Home Page

Before



After

THE WINE STORE

ABOUT

WINE CLUB

SERVICES



TARBELL'S WINE STORE

We're pretty proud of the value and diversity that the Wine Store represents.

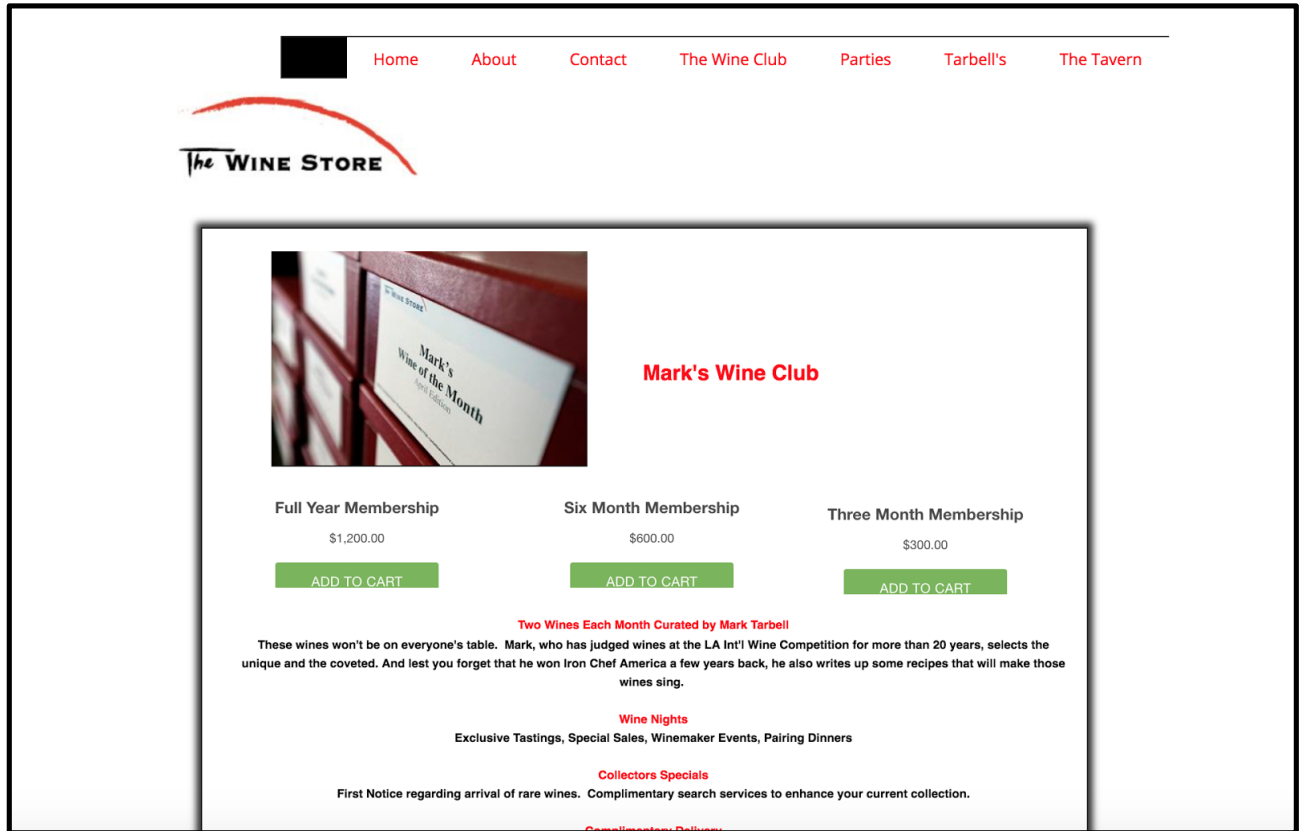
OUR #1 RULE

We want to assure you that you won't be getting low-end wines you would see at a big-box outlet.

LEARN ABOUT OUR WINE CLUB

The Wine Club

Before



After

THE WINE STORE

ABOUTWINE CLUBSERVICES

THE WINE CLUB



The Mark
FULL YEAR MEMBERSHIP
\$1,200



The Tom
SIX MONTH MEMBERSHIP
\$600



The Gilbert
THREE MONTH MEMBERSHIP
\$300

CLICK TO JOIN THE CLUB

THE WINE STORE

ABOUTWINE CLUBSERVICES

Sign-Up for Wine Club

NAME

FirstLast

EMAIL

CHOOSE ONE

☐ The Mark - FULL YEAR \$1,200

☐ The Tom - SIX MONTH \$600

☐ The Gilbert - THREE MONTH \$300

COMMENT

SUBMIT

Proposed Tarbell's Young Professional Club

After researching competitor membership programs, Vinum created a young professional membership club for The Wine Store marketed toward the client's emerging target audience, 21 to 31-year-olds. This club would offer customers two featured wine bottles a month, 10 percent off in-store purchases and free wine education classes, all at the affordable price of \$30 per month.

This program would allow customers to engage with the Tarbell's brand and also network with other young professional wine lovers in the Phoenix area. This program would introduce millennials into the Tarbell's brand and allow them to become loyal customers. Customers would also be more incentivized to join the pre-existing membership clubs as they out grow the young professional club and develop their wine tastes and preferences.

Young Professional Club



Young Professionals Club Benefits

- 2 featured bottles a month
- 10% off in store purchases
- Free educational classes

Marketed towards our audience of young professionals, between the age of 21-31. At the affordable price of \$30.

Appendix D: Event List

Through the research Vinum conducted over the course of the semester, the team determined The Wine Store should host events that attract young professionals. Trivia nights, beginner wine education classes, around the world wine tastings and young professional networking nights are just a few of the events the participants from the focus group addressed they would be interested in attending.

Trivia Night

A fun and exciting night every third Thursday of the month with a different trivia theme each week. It gets the audience engaged as well as gets them well acquainted with the Tarbell's brand. The team that wins could receive a bottle of wine or a gift card and the rest of the teams could receive a 10 percent off coupon. These incentives would encourage participants to come back to The Wine Store to shop for wine.

Wine Education Classes

Many young professionals choose to drink wine but are not fully educated on the topic. Beginner wine education classes would allow participants to learn more about wine as a whole with other young professionals who have the same level of wine knowledge. These classes will also get participants to know Tarbell as well as the Tarbell's brand.

Professional Networking Nights

Professional networking nights would allow similar aged wine enthusiasts to gather and engage with each other at The Wine Store. This event would increase The Wine Store's brand awareness within the millennial generation and give them a space to discuss their careers, hobbies and interests while drinking wine provided by The Wine Store. Organizations to contact could include Public Relations Society of America (PRSA) Young Pros Group, Valley Young Professionals (VYP) by the Greater Phoenix Chamber of Commerce and the Greater Phoenix Urban League Young Professionals.

Around the World Wine Tastings

Around the world wine tastings would allow participants to learn about wine from different regions of the world, while engaging with other wine enthusiasts and Tarbell's employees. This would be a great opportunity for students who are studying abroad to get to know the wine and wine culture in the city they are traveling to.

Below are more examples of events The Wine Store can implement into their calendar.

Connect with LinkedIn

Who: Internal Wine Store Employees

What: The LinkedIn party's goal is to use the company's existing employees' network to locate and reach out to passive candidates, who are not necessarily looking for a job. You gather executives and employees in one room, they all bring their laptops, and you present the most challenging positions to fill.

Why: This is just one example of the many ways you can use your event space to grow The Wine Store internally. A LinkedIn party would help fill needed positions and grow the Tarbell's business.

How it's Made: Wine Edition

Who: Anyone who wants to learn.

What: How it's Made: Wine Edition event is a great way to education millennials and the general public how wine is made from grapes to glass. A wine expert can teach the basics of picking, crushing, fermenting, aging and bottling. The Wine Store could also provide sample wines to taste and appetizers.

Why: Similar to Wine 101, The How it's Made: Wine Edition event is geared at educating. This event allows a deeper look into how wine is made.

Taste Profile Discovery

Who: Young Professional Club Members

What: The Taste Profile Discovery event is geared towards exploring an individual taste preference. Within the event space The Wine Store could provide wines which have a wide range of tastes. An expert could teach how to recognize the different notes in wine. Appetizers from Tarbell's could be offered.

Why: The Taste Profile Discovery event reflects the research done in the final presentation and strategic communications book. Millennials generally do not know how to appreciate wine. If millennials discover the wine they like, they will want make more purchases.

Exploration of Taste

Who: All inclusive.

What: Exploration of Taste is the same event as The Taste Profile Discovery but open to the public.

Why: Having events only for certain groups will ensure younger club members to feel safe and comfortable to ask questions. This event will allow a more inclusive opportunity to connect.

Millennial Mixer

Who: Young Professional Club Members

What: Millennial Mixer is a way for local young professionals to meet and network. Invite young professionals to come into The Wine Store to taste wine, eat appetizers and network.

Why: Have the millennials become familiar with The Wine Store and Tarbell's brand.

Exploration of Arizona Wine

Who: All inclusive.

What: The Exploration of Arizona Wine event would allow customers to sample local Arizona wine. An expert could also talk about the Arizona wine culture and business. Appetizers from Tarbell's could be offered as well as light refreshments.

Why: This event will bring a new light to local wine business. This event could also lead to furthering partnerships with vineyards in the area.

Excusive _____ Membership Event

Who: Excusive _____ Memberships

What: This is an exclusive event for the higher paying club members. This should be made special by catering to these members needs. Exclusive wine tastings and moving locations to an upscale hotel.

Why: Connect with different club members to keep them interested and involved with the brand.

Taste of _____

Who: All inclusive.

What: This could be the Taste of Italy or Taste of Spain. This event would dive deeper and explore the tastes of specific countries. Experts can guide customers to taste sample wines and learn about smells and more.

Why: This event would show customers the diversity of tastes and knowledge connected to the Tarbell's brand.

Wine Trivia

Who: All inclusive.

What: Wine Trivia would be an interactive game put on in the event space. Sample wines could be offered along with appetizers from Tarbell's.

Why: Wine Trivia would be a fun event to show the diversity of The Wine Store.

Taste Around the World

Who: All inclusive.

What: The taste around the world event would be ideal way to show off The Wine Store's specialty products. Within the event space The Wine Store could provide samples of wine from different countries. During the event, a wine expert could explain the differences between some of the wines. Appetizers from Tarbell's could be offered as well as light refreshments.

Why: The Taste Around the World event would communicate the numerous options The Wine Store offers. This event would show customers the diversity of tastes and knowledge connected to the Tarbell's brand.

5 Under \$30

Who: All inclusive.

What: The 5 Under \$30 event would be ideal way to show that The Wine Store has affordable options. Within the event space The Wine Store could provide samples of wine, priced under \$30. During the event, a wine expert could discuss smell, taste, and terroir. Appetizers from Tarbell's could be offered as well as light refreshments.

Why: The 5 Under \$30 event would communicate the wide price options The Wine Store offers. This event would attract the millennial generation with affordable prices and encourage them to learn more about wine.

Wine 101

Who: Anyone who wants to learn.

What: The Wine 101 event would be a great way to educate The Wine Store's target audience. The Wine Store could have a wine expert break down the basics of tasting wine. This would be relaxed and quieter event that focused on teaching. Bread from Tarbell's could be offered as well as light refreshments.

Why: Communicated in the final presentation and strategic communications book, the target audience has expressed they want to learn more about how to appreciate wine. Millennials don't want to be embarrassed with their lack of knowledge.

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