

GROW

Virginia Wine Board
Focus Group Research Findings
February 2012

The following report summarizes findings from research conducted on behalf of the Virginia Wine Board. The overall objective of the initiative is to develop brand position and messaging as well as determine the target audience for marketing for Virginia wine. Specific research questions included:

- Who is currently purchasing wine bottles of \$15 or more? What is their demographic profile?
- How does this audience currently view Virginia wine?
- How believable does this audience find the idea that Virginia wine is of high quality, a good value and other attributes?
- What is the awareness of specific Virginia varietals among this audience?
- How does this audience find information and learn about wine in general?
- How do retailers in the region view Virginia wine?
- How are these views reflected in store inventory, shelving, promotion, recommendation, etc.?
- What influence do they have on buying decisions of purchasers of \$15+ bottles?
- What messages work best with both audiences to position Virginia varietals as unique, high quality and a good value?

In order to answer these research questions, a four-phased approach was recommended and approved.

- 1) Regional survey among targeted wine drinkers
- 2) Individual interviews with sommeliers and restaurateurs
- 3) Online bulletin board focus group among wine retailers
- 4) Consumer focus groups (post message development)**

This report outlines findings for the fourth phase. The first three phases were previously conducted, and a report submitted in January.

Methodology

Four focus groups were conducted among wine drinkers in Virginia. The following table presents specific group configuration.

Group	Winery Visitation	Age
1	Visitors	Millennials
2	Visitors	Boomers
3	Non-visitors	Boomers
4	Non-visitors	Millennials

Winery "Visitors" had visited a Virginia winery within the previous year. "Non-visitors" had not visited a Virginia winery in the previous five years; however, most had visited at some point in their lives. All respondents personally drink four or more bottles of wine per month, and at least half of their total wine purchases are \$15 per bottle or more.

Table of Contents

Wine Purchase and Consumption3

Virginia Wine.....3

Winery Visitation4

Marketing Concepts.....5

 Revolutionary.....5

 From Virginia, With Love6

 Taste With Passion.....7

 True To Our Roots.....8

Executive Recommendations9

Appendix.....11

 Consumer Screener.....11

 Discussion Guide.....14

 Critique Worksheet18

FOCUS GROUP FINDINGS

WINE PURCHASE AND CONSUMPTION

The vast majority of consumers were enthusiastic and longtime wine drinkers. The respondents shared an appreciation for a sense of fun and relaxation inspired by drinking wine. They were able to articulate their preferences (sweet, red, white, spicy), and preferred varietals. They enthusiastically exchanged brands of wine they knew to be a good value.

Most buy the majority of their wine in a grocery store or Total Wine; a few shop in wine boutiques. All groups indicated they enjoy tastings offered by retailers.

Consumers distinguish between “everyday” wine and “special” wine: bottles purchased as gifts, when hosting guests, or for special meals. Everyday wine has a lower price point, and special purchases are likely to be wines consumers know well, have a story, or offer unique presentation in label or bottle shape. “Special” does not mean “infrequent,” however, as special wine is generally called for several times per week.

VIRGINIA WINE

There was a sharp distinction between winery visitors and non-visitors in perception and awareness of Virginia wine. It is clear that winery visitation is an important channel to Virginia wine discovery, as very few respondents were aware of Virginia wines available through their retail channels.

Visitors. Winery visitors are generally enthusiastic about Virginia wine, indicating improved quality and positive experiences with repeat visits. Despite their experiences, few are aware of Virginia’s association with Petit Verdot, Viognier, and Cabernet Franc. However, they do often have favorite Virginia wines and vineyards, and are quick to recommend them.

“I love Virginia wines, that’s pretty much most of what I drink. Unless you have a bad year, it’s usually very great.” – Millennial Visitor

Non-Visitors. Those who have not recently visited a Virginia winery acknowledge that Virginia is producing wine, but most were unfamiliar with Virginia wine’s quality and varietals.

*“They’re not mass producing like Kendall Jackson, but I know they’re producing.”
– Boomer Non-Visitor*

Though most non-visitors have little knowledge of Virginia wines, some obtain a strong familiarity with them through alternate sources such as wine festivals.

“I just like Virginia wine because those are the ones I’ve tasted the most. When you go to the wine festivals, those are the ones you get.” – Millennial Non-Visitor

Boomers are slightly less likely to believe that Virginia produces quality wines than Millennials. They have experienced Virginia wines in the past when low-quality wines were more prevalent. Millennials, on the other hand, are very open to the idea of Virginia producing some high-quality wines; this is especially true for those who visit wineries.

The amount of exposure to Virginia wines consumers experience is currently very dependent upon winery and festival experiences. Respondents complain that the Virginia wine sections are consistently composed of a select few wineries. Many respondents have difficulty locating Virginia wines they enjoyed while visiting a winery, or sometimes finding any Virginia wines at all in retail locations.

"I'd like to buy Virginia wine, but I can never find it anywhere!" – Boomer Visitor

Some respondents believe that Virginia wines should have retail shelf space amidst other wines organized by varietal. When shopping for wine, it is common to look for a specific varietal before a region.

"There is a disadvantage to having the Virginia wine separate. If you're looking in the cabernet section for a wine, you're not going to see a Virginia wine." – Millennial Visitor

Most respondents do not associate Virginia wine with the "buy local" movement. While wine is an agricultural product, they are more inclined to think of local businesses or farmers when considering buying local. However, in general, they cheer the industry, and would like to see Virginia wines succeed.

Despite a number of respondents' strong appreciation and awareness of Virginia wine, there is little to no awareness of awards or recognition received by the industry. The Virginia Wine Board has an opportunity to raise quality expectations of Virginia wine by further disseminating this information.

WINERY VISITATION

Most consumers who have visited a winery at some point in their lives have fond memories and a great appreciation for the experience. Even non-visitors who have visited a Virginia winery more than five years ago or visited a winery in another region promote the experience.

"It's just a fun day out with friends, relaxing, it's nice. They're very welcoming."
– Millennial Visitor

"Those things are kind of an occasion too, going to a winery. It's like an adventure."
– Boomer Non-Visitor

Respondents treat winery visits and tours as a relaxed opportunity to meet new people, share experiences with friends, and even bond with coworkers.

"I never have to sell a day trip to wineries to my friends." – Millennial Visitor

"My company's actually doing a team outing next week at Barboursville." – Millennial Visitor

However, being an avid visitor and enjoying Virginia wine does not necessarily guarantee that a consumer will focus on Virginia wine. Both the price and retail availability of Virginia wine hinder its popularity.

"I'll go to a winery because it's fun and nearby, but I stick to California or France in the grocery store." – Boomer Visitor

The Virginia Wine Guide enjoys only moderate awareness among consumers, though it is appreciated as a tool for discovering new wineries among those who know it.

"I have a book with every vineyard in my truck...whenever we go out we try to venture a little bit more west or more north." – Millennial Visitor

One respondent nostalgically recalled a map or book that was designed to hold stickers as a mark of visiting different wineries.

"There was a time that they would give you stickers that you could put in your book, but that was like 10 years ago. That was really fun!" – Millennial Non-Visitor

Virginia Winery Guide Mobile Application. Numerous respondents suggest creating a mobile app designed to act as a more robust Virginia Winery Guide. Desired functionality included a map and winery locator, in addition to a source of detailed information on each winery.

"How about an app on your phone and you can just find vineyards within five or 10 miles of where you are?" – Millennial Visitor

"Tasting times, opening times, whatever I need to go there right now." – Millennial Non-Visitor

"Types of wine would be nice, with a feature like 'if you like this wine, try this one from this vineyard.'" - Millennial Visitor

The basic functionality of a winery/variety locator and information source already exists on the Virginia Wine website. This functionality should be promoted. Additionally, a Virginia Winery Guide app may increase convenience and offer expanded functionality. Development of such an app will position the Virginia wine industry as modern, and encourage winery visitation. Winery visitation has been demonstrated as a clear channel to awareness and appreciation of Virginia wine.

MARKETING CONCEPTS

Respondents were presented with four potential brand positioning concepts for Virginia wine. To begin, every respondent reviewed each concept individually and completed a critique worksheet. Once all concepts had been presented, respondents discussed the concepts as a group.

REVOLUTIONARY

"Virginians have always been bold, determined and fiercely independent. Maybe even a little stubborn. They said it was impossible to grow grapes in Virginia. We did it anyway. Now we're challenging the world's perception of what American wine can be. You won't find anything bland or mass-produced from our vineyards. We believe the biggest memories come from small batches. We believe in using our hands (and getting them dirty). We respect the land and we've never been afraid to do things the hard way if it makes better wine. One taste and you'll see: our wines are as unique as the people who make them – and have just as much personality. Virginia is leading a revolution in American wine. And the world is listening."

The least favorite of participants, this concept is in conflict with respondents' desired wine experience. The concept implies intensity, difficulty, and struggle, which is contrary to respondents' laid back, casual, and happy experience with wine.

"I don't think it's good to focus on the negatives." – Millennial Visitor

The subtle historical reference to the Revolutionary War inexplicably evoked visions of the Civil War for some respondents. War, in general, is a jolting association with wine.

“It brings up that whole Civil War theme to me and that just isn’t doing it for me...If it was a younger person talking about revolutionary as a concept, that would actually be really good. I really liked the middle part of that one.” – Millennial Visitor

Even when respondents understand the message promoting Virginia wine as a revolutionary product, they take issue with the concept’s direction and attitude. Rather than promoting Virginia wine, respondents feel that it is insistent and somewhat bragging.

“I didn’t get a war sense from it at all. I was thinking of the evolution of Virginia wine. I didn’t like it because the other ones were selling more of why it was good and you would like it, but this one didn’t do that for me.” – Millennial Visitor

“It’s not that they’re trying to sell the wine, they’re trying to sell Virginia.” – Boomer Non-Visitor

Reference to non-mass produced, small batch product holds appeal to respondents. This reference may be incorporated into other concepts.

“I like the part about it being small batch and not being mass produced. We respect the land and that’s important.” – Millennial Visitor

“Small batches really resonate with me because I like microbreweries. I know it will be different versus Kendall Jackson.” – Millennial Non-Visitor

FROM VIRGINIA, WITH LOVE

“Virginia wine is so special and so unique that every bottle feels like a personal gift from Virginia to you. We love the rich heritage of Old World winemaking—and the unique qualities of Virginia soil that make our wines so distinct. We love quality, taste, and authenticity. We love food, friends, and sharing it all with you. Virginia has had a love affair with wine for over 400 years. And you can taste it in every glass. Virginia loves making wine. And that’s why wine lovers love Virginia, too.”

The concept implies romance to several participants, particularly women, who experience wine and wine tasting with their significant others.

“Drinking wine is sensual!” – Boomer Non-Visitor

“For me, it’s all about the romance so I love this one.” – Boomer Visitor

There were, however, mixed reviews on the association with both love and the “Virginia is for Lovers” campaign (which was immediately associated with the concept). Some find the campaign tired or are simply disinterested. The phrasing and tone of the message repel some respondents. They feel that wine’s association with romance or love is best implied, but not directly stated.

“There’s a way to do it [connect Virginia wine to love] without saying the word ‘love’ and they need to do that. It’s too... I don’t know... feminine.” – Boomer Non-Visitor

As with *Revolutionary*, some respondents get a sense of bragging from this concept.

“I got angry with From Virginia, With Love. It kind of annoyed me. It sounds like ‘Virginia, Virginia! Virginia is so good!’” – Millennial Non-Visitor

The idea of Virginia wine as a gift, whether from Virginia to the consumer or from one person to another, was rarely communicated by the concept, and does not resonate with all respondents. Though they acknowledge that wine as a gift is special, many find the concept lacking when applied to marketing Virginia wine.

“I get it: a gift wine would be one that someone put some thought into. It’s not just one that someone picked off the shelf, I don’t know. Seems a weird way to talk about [Virginia] wine.” – Millennial Visitor

“It’s hokey. It’s just a cornball concept. It’s like Smithfield hams or something.” – Boomer Non-Visitor

TASTE WITH PASSION

“It takes a special kind of passion to make Virginia wine. Our climate doesn’t always make it easy, but for centuries, we have persisted. Because our love for wine is much deeper than soil and roots. Much stronger than scorching summer days or freezing winter nights. It’s born from a passion so intense – such a part of who we are – that we wouldn’t have it any other way. That passion has led us to craft some of the finest, most unique wines in the world. And it’s why people love Virginia wine with the same enthusiasm as the people who make it. Because wine born from this much passion and dedication inspires everyone to experience it with us. Simply put, we craft our taste with passion, and you taste with passion, too.”

Respondents perceived the message that Virginia wine is high quality wine, and most thought the concept suggests Virginia wine growers are qualified and passionate about their work. They appreciate the efforts described.

“I see a farmer with the soil going through his hands, inspecting them. I really felt it made it out like he knows what he’s doing.” – Millennial Visitor

“They’re trying to say that there’s heart in it.” – Boomer Non-Visitor

However, the image of growers *struggling* to create good wine evokes a negative feeling for respondents. They feel it contrary to the pleasant association they have with wine. Others thought articulating the difficulties of Virginia’s climate and soil implies Virginia wine might be low quality.

“It also talks about a struggle to make wine, but winemaking is fun.” – Millennial Non-Visitor

“It almost makes it so that if the climate’s really bad, it’s not gonna be very good.” – Boomer Non-Visitor

Some respondents suggest that the concept may be too broad. Without specific examples of success or specialization, the high quality message is less believable for them.

“For me, Virginia is not known for the finest wines in the world, so I don’t believe that.” – Boomer Non-Visitor

TRUE TO OUR ROOTS

“What makes Virginia wine so unique? The answer lies within our roots. Literally. Soil plays a big role in shaping a wine. As they grow, grapes absorb the unique characteristics of the land where they were planted. Since no two vineyards have quite the same soil, every Virginia wine is different. And our winemakers take pride in crafting wines that capture the essence of their particular corner of Virginia. A distinctive Chardonnay can carry you to the sandy soil of the Eastern Shore while a Cab Franc might whisk you off to the rocky slopes of the Appalachians. Our wines can take you just about anywhere you want to go. All you have to do is pour a glass.”

This concept inspires a sense of travel and adventure in respondents. They can see themselves visiting the different wine growing regions of Virginia, or even experiencing them vicariously through the wine itself.

“It’s adventure to me. It’s travelling to different places just by having a glass of wine.”
– Millennial Visitor

Respondents feel the message conveyed is one of the uniqueness of Virginia wines. Most importantly, they feel the message is believable and positive.

“This one was all about traveling to me. It was about the uniqueness of Virginia.”
– Millennial Visitor

“I immediately saw the huge geographic differences of Virginia. It makes sense...It was believable.” – Boomer Non-Visitor

Respondents particularly appreciate the sense of modesty inspired by *True To Our Roots*. The concept felt like an invitation, not braggadocio.

“It just tells you about the wine. It’s point blank, it’s personal.” – Millennial Non-Visitor

“It just kind of says ‘taste it’ while the other ones are all telling you it’s good. I like that.”
– Millennial Non-Visitor

The idea of travelling to experience unique wines inspired a sense of excitement and discovery. The message reinforces the feeling of relaxation and fun that they associate with drinking wine. They feel that this concept especially encourages them to visit wineries and drink Virginia wine.

“This one just made me want to taste wine more.” – Millennial Non-Visitor

EXECUTIVE RECOMMENDATIONS

Move forward with True To Our Roots

The adventurous spirit of *True To Our Roots* is inspirational and appealing to consumers. It emphasizes the fun and relaxing association they have with wine. Rather than bragging of Virginia wine's greatness, this concept woos consumers with a sense of pride and excitement by encouraging them to discover Virginia's unique wines for themselves. It lets the consumer decide which wines they enjoy and invites rather than instructs with its call to action, "all you have to do is pour a glass."

Additionally, the concept's claim that Virginia offers unique wines is backed with information on soil influences that educates consumers and makes the message believable. As a result, they are happily led to associate drinking wine with traveling and experiencing the unique qualities different regions have to offer.

Incorporate "not mass produced/small batch"

Though the concept "Revolutionary." was not well-received overall, the idea of small batch wines was. That Virginia wines are not mass produced and small batch is believable, appealing, and easily incorporated into the concept of *True To Our Roots*.

Consider older narrators

Respondents usually pictured older narrators for most campaigns. Consumers believe age to be associated with greater appreciation and experience with fine wine. Consumers are more apt to trust an older source for opinions and information on wine.

"Older people know what they're doing, and drink for the taste. Younger people drink to get drunk." – Millennial Visitor

Use specific messaging and an inviting tone

Respondents consistently resisted concepts' claims to Virginia wine's greatness. They believe Virginia wine is not yet renowned and many consumers have personal experiences with poor quality Virginia wine. A general claim to quality wine is not yet believable. Claims of quality should be specific to certain varietals or award winning wines and supported with facts rather than opinion.

We recommend a more modest approach, attempting to lead consumers to Virginia wine with an invitation to experience its quality for themselves. This will pull them toward the idea, rather than pushing it upon them.

Educate about Virginia's regions, specialties, and awards

Few respondents, even those regularly visiting Virginia wineries, are familiar with the qualities of Virginia's different wine-growing regions, their specialty varietals, or the attention and awards Virginia wines have received. An educated public is more likely to believe claims of quality and support Virginia wine.

[In response to moderator informing respondents of Virginia wine accolades] *"I had NO IDEA. Why aren't they saying THAT?" -Boomer Visitor*

"I think that you're gonna want to show some of the wines that have won big awards." – Boomer Non-Visitor

Encourage retail distribution

Consumers complain of a limited selection of Virginia wines available through their local retail establishments. Those finding wines they enjoy and are willing to purchase at wineries are unable to find the same wines in their local store. Making more Virginia wines available will allow wineries to

capitalize on the same ideas of nostalgia and travelling vicariously through wine that the *True To Our Roots* concept inspires.

Emphasize winery visitation

Until more Virginia wine is available via retail establishments, winery visitation is the most effective method of promoting it. Consumers visiting wineries have a significantly greater knowledge of, and appreciation for, Virginia wine. Winery visits create strong associations between Virginia wine and fun, relaxing, enjoyable memories. Familiarity with the stories behind specific wineries and their wines add depth to the experience of drinking the wines and encourage endorsement of the product.

Develop a Virginia wine mobile app

Respondents are excited at the prospect of a mobile app that will supplement the Virginia Winery Guide. Though the Virginia Wine website currently provides a range of options and is accessible via smartphones, an app can make it easier to visit wineries, add depth to the experience, and encourage growth in awareness of Virginia wine. Features may include:

- Map with directions to all wineries
- Winery locator by zip code/region or distance from current location
- Detailed information on each winery including hours and prices
- Ability to track visits to wineries and share your history with friends
- Ability to rate and review wineries/wines
- Function for taking personal tasting notes saved by winery
- Ability to plan winery visits/routes and invite friends
- Ability to print or save driving instructions for a wine “tour” including multiple wineries in series
- Ability to “check in” at a winery similar to Foursquare



APPENDIX

RBM-0020 + Virginia Wine Board Consumer Focus Group Screener January 23, 2011

Recruit 10 per group for 8-10 to show

Group 1: Ages 21-35, Have Visited Virginia Winery Past Year

Group 2: Ages 21-35, Have Not Visited Virginia Winery Past 5 Years

Group 3: Ages 36+, Have Visited Virginia Winery Past Year

Group 4: Ages 36+, Have Not Visited Virginia Winery Past 5 Years

General Quotas:

Annual Household Income > \$50,000

Purchase at Least 4 Bottles per Month

At Least 50% of Bottles Purchased in Past Year \$15+

Mix of Ages Within Groups

Mix of Gender

Attempt Mix of Ethnicity, May Skew Caucasian

Hello, my name is _____. I am calling from _____. We are not selling or promoting any product or service. We are conducting a study among consumers in Virginia and would like to include your views. If you are able to participate in this study, you will be provided _____ for your time. Are you interested in answering a quick set of questions to see if you qualify?

1. What is your annual household income? _____
[Recruit Mix; Terminate if < \$50,000]
2. In the past year, which of the following excursions have you taken?
____ Visited a Virginia Civil War Landmark
____ Visited Museums in Washington D.C.
____ Visited a Virginia State Park
____ Visited a Virginia winery or vineyard **[Groups 1 and 3]**
____ Visited a Museum in Virginia

3. In the past 5 years, which of the following excursions have you taken?

- Visited a Virginia Civil War Landmark
- Visited Museums in Washington D.C.
- Visited a Virginia State Park
- Visited a Virginia winery or vineyard **[Groups 1 and 3]**
- Visited a Museum in Virginia

4. Have you ever, or has any member of your household or immediate family, worked for: **[Read Responses Aloud]**

- A market research company
- An advertising agency or public relations firm
- The media **(TV/radio/newspapers/magazines)**
- A winery, vineyard, or retail wine establishment
- The Senate of Virginia, as a Senator or staff
- Virginia House of Delegates, as a Delegate or staff
- Virginia Department of Agriculture and Consumer Services
- Virginia Tourism Corporation
- Virginia Economic Development Partnership

[If Yes to Any, Thank and Terminate]

5. On average, how many bottles of wine do you drink in a month?

- Less than 1
- 1 to 2
- 2 to 3
- 4 or more >> **Must answer to qualify**

6. Thinking about your wine purchases over the past year, about what percentage of the bottles you purchased are less than \$15, as opposed to \$15 or more?

[At least 50% of purchases must be \$15 or more]

7. **[Interviewer Record]** Gender. **[ATTEMPT MIX]**

- Female
- Male

8. Thank you! So that we can be sure that all backgrounds are represented in the study, please tell me which best describes your ethnic background. Are you...? **[ATTEMPT MIX, MAY SKEW CAUCASIAN]**

- Spanish, Hispanic, or Latino
- American Indian or Alaska Native
- Asian American or Pacific Islander
- African American
- Caucasian (Not of Hispanic origin)
- Other (Specify _____)
- Prefer not to answer

We will be scheduling a series of focus groups to discuss Virginia Wine. The focus groups will be conducted on _____. No one will attempt to sell you a product or service, and you will be paid _____ to participate. Are you interested in participating?

- Yes
- No **[Thank and Terminate]**

[If yes, read ...] Please arrive no later than five minutes prior to session time, and bring your glasses if you need them to read or watch TV.

NAME: _____

MAILING ADDRESS: _____

CITY: _____

ZIP CODE: _____

PHONE: (DAY) _____

(EVE) _____



Virginia Wine Board Research

Consumer Discussion Guide January 31, 2012

I. Introduction (10-15 minutes)

A. Welcome!

1. Thank you for agreeing to participate
2. Not selling or promoting any product or service.

B. Explanation of focus group and agenda:

We are working with the Virginia Wine Board and talking with wine drinkers throughout the state. The discussion should last about 2 hours. Over that time, I hope to gain some insight into your thoughts surrounding purchasing wine, Virginia wines, and some new marketing materials in development for the Virginia Wine Board. I want you to feel comfortable knowing that your answers will not result in your being contacted by any winery, vineyard, or the Virginia Wine Board. They are working to develop overall outreach, and want to understand the perspectives of various constituents. Your name will not be used in any reporting, and your comments are anonymous.

C. Disclosure

1. Mirror
2. Observation
3. Recording

D. Participant Introductions

1. Name
2. Home, hobbies, work (will adjust based on groups)
3. Kids- how many, names, ages

II. Wine Warm-up (5-10 Minutes)

- ##### A. Tell me a little about the way you drink wine... How often do you drink it? Where? When?

- B. Where do you normally shop for wine?
 - > Does it change depending on the occasion? Why?
- C. Do you have a favorite wine that you drink regularly?
 - > How about a favorite varietal (for example merlot or chardonnay)?

III. Virginia Wine (10-15 Minutes)

- A. When you think about Virginia wines, what comes to mind? Why? Explore.
- B. If someone were to ask you to describe Virginia wine, how would you do it? *Unaided, then probe*
 - > Quality
 - > Value
- C. What varietals is Virginia known for?
- D. Have you ever visited a Virginia winery or vineyard?
 - > Where did you go? When? What was the experience like?

IV. Virginia Wine Board

- A. Have any of you ever heard of the Virginia Wine Board? If so, what do you know about the organization?
- B. *The Virginia Wine Board was created by the Virginia General Assembly in 1984 as part of Virginia's Department of Agriculture and Consumer Services. The Virginia Wine Board promotes the interests of vineyards and wineries in the Commonwealth through research, education and marketing.*
- C. Any thoughts about the organization or its mission?
- D. What do you think the Virginia Wine Board should do to promote Virginia wines among people like you?

V. Buy Local Movement (5-10 Minutes)

- A. How do you feel about the emerging “Buy Local” movement?
- B. How does the wine industry fit in this context?
 - > Do you consider Virginia Wine to be a “local” product? Why/why not?

VI. Message Testing (50-60 Minutes)

Respondents will be presented with a number of storyboards of potential marketing campaigns for Virginia wine. Respondents will first review each campaign individually, rating each and writing their reactions on worksheets (developed in collaboration with Grow). Campaigns will then be discussed and reviewed, one at a time, by the group. (Execution-specific questions to be developed upon materials review)

- A. First, probe on the individual review worksheets – discuss one campaign at a time.
 - 1. What did you write down for your initial reaction?
 - 2. What did you write down for the main message?
 - 3. Can you relate to this idea? Why or why not?
 - 4. Was anything confusing?
 - 5. What did you like about this concept?
 - 6. What did you dislike about this concept, if anything?
- B. For each storyboard, probe on the overall campaign
 - 1. What do you think about an overall campaign based around this?
 - 2. What is the campaign *trying* to say? How does this message portray Virginia wine?

- > How does this compare to your current view of Virginia wine?
- 3. Is it successful? Why/why not?
- 4. Is the message in the campaign relevant to you?
- C. Comparing at the campaigns, which speaks to you most? Why? *Explore.*

VI. Conclusion (3-5 minutes)

- A. Is there anything you would like to add? Any advice for Virginia Wine Board?
- B. Thank you for your time.

Critique Worksheet

Title: _____

Rating: _____

1) Who do you imagine the speaker to be? Consider their traits, such as: gender, age, physical description, profession, attitude, tastes, and lifestyle.

2) What are the overall message or messages being conveyed?

3) Are the message/s believable? Why or why not?

4) Please take your time and use the space below to either draw or describe (in as much detail as possible) the image that this concept brings to mind.