

国外実態調査報告書

Seminar: Kidachi Manao

Company Name : Treasury Wine Estates Limited

Date : September 5th, 2019 10:00AM~11:00AM

Presenter : Ms. Maddie Simic

Ms. Monica Tieyens

Member : 17 students and 1 professor from Kidachi Seminar

The purpose of this visit :

Treasury Wine Estates is an Australian wine producer with well-known brands such as Penfolds and Beringer. The company has been growing with global wine interest over the last several years hence we are eager to learn more about their marketing and distribution strategy on global expansion.

The result of this study :

To begin with, Ms. Maddie introduced to us about what kind of company is Treasury Wine Estates and talked about some of their main product line. We learned that they are expanding their product line in different categories other than just red wine in order to respond to diversifying needs, moreover, reducing risk by investing in investments that span different financial instruments, industries, and other categories. In particular, they are also selling alcoholic beverages like craft gin. This is because they wanted to create an alcoholic beverage that are easy to drink, like a refreshment. Furthermore, they are also selling a vodka with pink tint color as known as the rose vodka to make cuteness a concept to attract more young consumers especially female. Besides, we know that consumers nowadays want to learn more about the product before choosing it and they has been putting a lot of efforts in communicating with their consumers by sharing stories on where they came from, who made it, and how are they made etc.

Next on, Ms. Monica shared with us on how they actually promote their product and communicate with their customers. Starting with the packaging, they put a lot of efforts into the design of the bottle and the contents on the label. Ms. Monica showed us some of the product they had in the office and explained why is it designed to look that way. Among all of it, there is one that has been added some gold material below the bottle. This is because they wanted to reinforce luxury credentials of the product and product premiumization is one of their major marketing strategies. Other than that, we also learned that the label is one of the ways to share the product's story to the consumer but

the space on it is limited to a certain extent therefore the contents on the label must be carefully selected.

Besides that, Treasury Wine Estates has been promoting their product by opening a small booth in department stores and airports all around the world. They usually do this in a limited period and mostly on global events like Father's Day, Chinese New Year, and Christmas etc. Through this promote method, they not only have the chance to promote their product but also able to communicate and share their stories with the consumers. On top of that, this also have a great effect in knowing the consumer needs in a high accuracy. Furthermore, they also do their promotion on a large display at train stations like other luxury brands usually do.

On the other hand, they are also doing collaboration with Champagne Thienot to create more creative product and making limited edition product are also one of their major marketing strategies because this have a great effect on increasing the demand. To make sure everyone has the chance to get it, they also separate their limited editions product to different price range. This is eminently important because this gives consumers more choices based on their spending power. In terms of distribution, they choose the best shipping agency to make sure every product is taken very carefully to maintain the quality.



Image above: Ms. Maddie and Ms. Monica sharing with us and a group photo

Through this visit, we were able to learn more details on the marketing strategy of Treasury Wine Estates and it was very interesting and helpful! We will make use of what we had learned in our future studies. Last but not least, we would like to express our deepest gratitude and appreciation to Ms. Maddie and Ms. Monica for sharing with us.

(Written by: Nanako Ito, Ayaka Mukaijima, Yuta Nishiuchi, Ryota Uegaki, Keisuke Sako)