



# Communication Strategy 2023-2024

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**WINE OF MOLDOVA**  
A legend alive

Vinens Hus (House of Wine) is an experienced independent PR agency for wine event organisation, communication and consulting in Denmark.

We have 40 years of experience with the Danish wine market and we have excellent contacts to the wine trade, sommeliers and the Danish wine & lifestyle journalists and influencers.

We are a small company with just the right number of clients, so we have time to take care of our clients, meeting their individual needs to reach their specific goals. We are flexible and can adapt to any request you may have.





We are a member of the trusted Food & Wine Republic, which is a network of 12 independent PR Agencies specialized in food, wine and hospitality with offices in Benelux, Germany, Spain, France, Italy, UK, United States, Poland, Sweden and Denmark. All the participating agencies are owner run, independent, specialized and 100% active in the world of food and wines.

Another of our company's main activities is to organize wine tours all over the world. These trips obviously include daily winery visits, but also we focus on culture and gastronomy.



### **Client's goals:**

- Increase brand awareness
- Image and reputation building and consolidation
- Promotion of Moldova as an attractive and undiscovered Wine Tourism destination





### **Communication strategy should include:**

- Elaborating a Digital & PR communication strategy for 1-2 years (2023-2024)
- Proposing relevant instruments, media, platforms, events, etc.
- Proposing B2B events
- Creating and developing content including content received from the client
- Implementing the Digital & PR communication strategy on the Danish market
- Identifying messages, subjects and themes that arouse more curiosity and interest of the public: winemaking, viticulture, culinary, food pairings, hospitality, etc. The public likes to learn more about people behind the wines, family stories, historic facts and food pairings through “when to drink” and “how to” videos.



- Creating dedicated campaigns for National Wine Day, Vernissages and other local events that might be interesting for Danish consumers
- Creating dedicated campaigns for the events planned in Denmark – collaborations with sommeliers, wine bloggers, etc.
- Engaging with local bloggers, influencers, ted speakers, wine journalists in digital campaigns
- Displaying videos for people to reuse in social media and webcast tasting, explaining details about viticulture and wine
- Posting content that reminds people of a positive memory and share videos/photos to attract attention and encourage customers to share their own experiences and spreading awareness of your brand online
- Using a mobile-first strategy to reach millennials and stay relevant





Budget for 2023: 50.000 €



## **Tastings and Masterclass**

In 2023, top priority must be given to get Moldova wines onto the Danish market as there are currently very few.

We suggest two seminars and walk around events for wineries looking for an importer, one in Copenhagen (the capital) and one in the center of Jutland, as many importers from Jutland do not have time to travel.

The Masterclass will be carried out by a local wine expert, unless you bring an appropriate wine personality among the exhibitors. The subject is to be discussed, but we suggest high-end wines to show the possibilities of Moldovan wine.

It should include a buffet with Moldovan inspired food.

Target group: importers and media

Suggested time: 8-10 or 22-24 May or 12-14 June (not after mid-June)

Budget: 21.000 € for the event in Copenhagen and 14.000 € for the event in Jutland.





## **Importer meetings/tastings**

For the wineries that have not found an importer after the walk-around tastings, we suggest setting up meetings with attractive importers for a personalized presentation at their premises. We will set up the visit, and the presentation will be done by a respected sommelier.

To create interest for both walk-around tastings and personalized visits in situ, we will mention that at the Concours Mondial de Bruxelles 2022, Fautor Winery in Val Lui Traian, Moldova won the top prize for Best Red wine in the world from a competition of 5.000 wines. That should create interest.

Target group: selected importers

Budget: 7.000 € for 10 half-day visits, incl. transport in greater Copenhagen

These could be extend to Jutland and Fyn, if requested.





## Importers' trip

A trip for importers to Moldova. The best way to get a country and its wine under your skin – and consequently purchase the wine and bring the knowledge on to the customers – is to have been there, tasting the wines, meeting the winemakers and seeing the beauty of the country and the way of living.

Suggested time: September-October

Budget: 7.000 €

The price includes the flights from Copenhagen to Chisinau and back (estimated price in February), plus our fee. We assume that the wineries will host the guests and cover transportation.





## Social Media

Digital promotion: Creation of a page for Moldova on Facebook and Instagram and postings twice a month.

Suggestions for content and relevant photos to be received from ONVV.

Target group: consumers with interest for wine, gastronomy and culture.

Suggestion: Boosting of selected posts to increase knowledge of Moldovan wine, winemaking, food pairing, culture, etc. and to gain followers.

Price: 2.700 €



## Lifestyle fairs

Moldovan Wine should be present at fairs, but the participation depends on whether enough wines are brought to the Danish market. We suggest the lifestyle fair “Bolig, mad & design” in October 2023, where we present Moldova wines on the Danish market in a booth. We bring an overview that the visitors can bring home with information about where to buy the tasted wines and the cost of it. The number of visitors to the fair is almost 50.000 persons.

Budget: 4.000€ which includes rent of a space for 3 days with presence of 6 hours per day, transport and set-up before and take down after the fair





If there is not wine enough on the Danish market by October, there is another “Bolig, mad & design” fair in March 2024

Budget: 6.000 € which includes rent of a space for 4 days with presence of 6 hours per day, transport and set-up before and take down after the fair

Promotional material such as brochures, roll ups, etc. are not included in the budget.

Please note that in order to appeal to a younger Danish audience, it should be stylish rather than folkloric.



## 2024

Next year, when there is a good number of Moldovan wines on the Danish market, it's time to create awareness and increase visibility to generate a serious demand for the wines. We have extensive experience with this sort of activities from our work for Wines of California, Washington, Oregon, Spain and Chile, among others.





## Suggestions:

- We will create a trip to Moldova which we will sell on Danish Wine Tours' own site and on a closed marketplace for affluent consumers, that addresses more than 150.000 employees from 140 companies in Danish business life.
- We will organize a journalist trip for selected journalists, bloggers and influencers. Target group: wine and lifestyle writers.
- We will organize Masterclasses in Copenhagen and Jutland for HoReCa.
- We will barter agreements with wine magazine and serious wine bloggers.
- We will send bottles to journalists. We have excellent results with this sort of activity.
- We will insure that the wines are presented on a podcast that has been nominated as 2023's best podcast of the year. There is a general talk of the wine country, the varieties and the presented sales wines, which fuels good sales.



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