



# EXTRA! EXTRA!

## HOBNOB FEATURED ON *The New York Times* WEBSITE & IN ADVERTISING NEWSLETTER ON OCTOBER 25, 2010!

Renowned *New York Times* advertising columnist Stuart Elliott's feature article on HobNob Wines is a true testament to the brand's strong performance and unique Marketing initiatives.

A special thank you and recognition to trade partners across the country for their extraordinary sales efforts and for contributing to HobNob's ongoing success!

### CONSUMER AWARENESS:

- New York Times website traffic has 19MM+ monthly visitors.
- An additional 600,000 people were sent this article through *The New York Times* in Advertising newsletter.

### MEDIA VALUE:

- The feature article is equivalent to \$65,000 in advertising support in *The New York Times*.

### BENEFITS:

- Leverage this powerful and influential publication to create new placements of HobNob wines.
- Leverage with your accounts to demonstrate HobNob's "Best in Class" marketing campaign.
- Call your Distributor Representative to place your HobNob order today

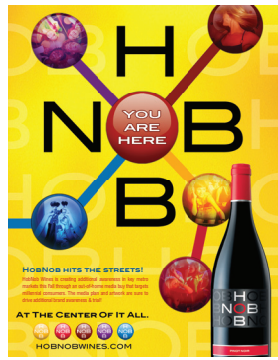
AT THE CENTER OF IT ALL.



# Selling New Wine in Millennial Bottles

Campaign Spotlight  
By STUART ELLIOTT  
Published: October 25, 2010

There's a moment in a classic Warner Brothers cartoon when Bugs Bunny asks, "What's all the hubbub, bub?" Now along comes a campaign that might encourage the wascally wabbit to inquire, "Where's all the HobNob, Bob?"



A new campaign promotes HobNob as just the right wine to go along with the busy, casual lives of the echo boomers.

The campaign, now under way, is for a line of wines named HobNob. ("Natch," as Bugs would say.) The campaign, with a thrifty budget estimated at \$200,000, carries the theme "At the center of it all."

Three agencies are working on the campaign, on behalf of W. J. Deutsch & Sons in White Plains, which imports HobNob from France. The brand's origin, however, is not an element of the campaign, nor is the price, about \$11 or \$12 a bottle.

Rather, the ads promote HobNob as just the right wine to go along with the busy, casual lives, filled with friends and entertainment, of the members of the generation known as millennials, Generation Y or echo boomers.

(That demographic cohort is generally defined as being composed of those born between 1982 and 1995. HobNob is aimed primarily at consumers who are of legal drinking age, 21, through 32, which brings in some at the tail-end of Generation X.)

To appeal to its intended audience, the HobNob campaign seeks to reach them through the media that are as much a part of their lives as Bugs Bunny cartoons were to moviegoers in the '40s.

So there is a Web site,; a blog called The Juice; social media like Facebook and Twitter; promotions; an application for the iPhone, Rock My Whirl, that offers spinning-bottle games; an e-mail newsletter, Inner Circle; and a focus on "indie" music that includes a section of the Web site called Creative Juices.

There are also pitches in a more traditional medium, posters, in five target markets: Atlanta, Chicago, Dallas, Los Angeles and Miami. They appear on kiosks and the tops of taxi cabs and in seemingly random "wild posting" locales. But there are no print ads or television commercials.

"We're positioning and imaging HobNob in ways that fit the life style of the millennial consumer," says Tom Steffanci, president at W. J. Deutsch.

That includes the name, with its connotations of "socializing and mingling," he adds. "These millennials want to be in the mix, want to be plugged in, literally."

The target audience is "a fascinating consumer base," Mr. Steffanci says, because "it's very, very diffuse."

And "they're starting to drink wine younger, and drinking more of it, than previous generations," he adds, to the point where the echo boomers represent 18 percent of the wine consumed in this country.

"Generations before stuck with beer and wine coolers well into their 20s," Mr. Steffanci says. "I'm 41, and when I was 25 what I drank was very different" from what the 25-year-olds of 2010 drink, he adds.

Mr. Steffanci attributes that difference to the fact that younger consumers have been "exposed to a lot more a lot younger" than their predecessors, thanks to the Internet.

"There's a boundless curiosity with this group," he says, and they are "discovering things earlier" in realms like food, cooking and restaurants.

"As younger people discover food earlier, it naturally brings them to wine," he adds, and as a result, "25-year-olds are buying an \$11 bottle of wine rather than a 30-pack of cheap beer."

HobNob, in its third year on the market, has been created "to fulfill the needs of

NEVER LET ME GO NOW PLAYING WATCH TRAILER

millennial consumers," Mr. Steffanci says. "They drink wine in a freer way than other demographics and don't feel they have to study it to enjoy it." As a result, with HobNob "we're trying to take the pretension out of wine," he adds.

W. J. Deutsch imports other wines with brand images intended to appeal to drinkers not into wine culture, most notably Yellowtail, from Australia, which is a hugely popular and successful product.

Yellowtail, "our largest brand, has been embraced by millennials," Mr. Steffanci says, but more of its buyers are older than that.

With HobNob, by comparison, "100 percent of our marketing" is directed at Generation Y, he adds, "and the way we spoke to them from the beginning was primarily digitally."

For instance, hobnobwines.com is "totally life-style-focused," Mr. Steffanci says, providing visitors a chance "to download games, play games, learn more about music" from acts like the Antlers, Alex Babini, the Black Angels, Cassette Kids and Undersea Poem.

"You're not going to see pictures of oak barrels and 589 biographies of winemakers whose names you can't pronounce" on the Web site, Mr. Steffanci says.

Generally, the millennial consumers want to know "is it a wine for me?" he adds, determining that by finding out about "the type, the price."

"This is an adventurous consumer," Mr. Steffanci says. "They'll try a bottle of wine and third-party reviews are not important."

"For 11 or 12 bucks," he adds, "the risk is low."

The campaign is being introduced because HobNob "is growing to a size we felt we could expand the way we reach these consumers," Mr. Steffanci says. The brand has been growing at about 30 percent a year, he adds, and W. J. Deutsch expects to distribute 160,000 cases of HobNob this year.

Market Watch, a trade publication owned by M. Shanken Communications, named HobNob a "hot prospect" brand for 2009. The designation is awarded to brands in the range of 50,000 to 200,000 cases that grew at least 15 percent last year after also growing the previous two years.

HobNob comes in five varieties, which the Web site playfully describes as the "Hob Mob": cabernet sauvignon, chardonnay, merlot, pinot noir and shiraz.

The agencies working on the HobNob campaign are MacDonald Media in New York, Passionate Marketing in New York and the Ryan Partnership, also known as the D. L. Ryan Companies, in Wilton, Conn.

"With this brand, right from the start of launching," says Greg Harrow, creative director at Ryan, the intent has been to be "very engaging," to woo the engaged, connected consumers at which it is aimed.

That is conveyed in the creative approach for the posters, which depict the "Hob" and "Mob" of the brand name arrayed as if in a crossword puzzle, connected by the "o" that is common to both words. (The "o" is, to echo the theme of the campaign, at the center of it all.)

Inside the "o" is the phrase "You are here," and emanating from the "o" are lines that connect to scenes of millennials in social situations like dancing and raising wine glasses in a toast.

"It's fun, engaging," Mr. Harrow says, and reflects "the activities, the energy of the consumer."

The ads use five colors for the five varieties of HobNob, he adds. They are bright red, for the pinot noir; a darker red, for the merlot; purple, for the shiraz; blue, for the cabernet sauvignon; and yellow, for the chardonnay.

A risk with an effort like HobNob's, so focused on a single demographic group, is that the millennials — a notoriously "cynical group," as Mr. Steffanci puts it — will perceive it to be pandering to them.

So the goal is to "not do it in a way that's seen as intrusive," he says, so the campaign is not dismissed as just another example of "in-your-face marketing."