

Wine Marketing

- RESEARCH SYMPOSIUM -



Thursday, 25 november 2021
MOMA - Montpellier Management
Espace Richter - Rue Vendémiaire
Auditorium MOMA

An event organized by:
MBS - Montpellier Business School
L'Institut Agro | Montpellier SupAgro
& MOMA - Montpellier Management

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- RESEARCH SYMPOSIUM PROGRAM -

25/11/2021
Auditorium MOMA
Montpellier Management
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8h15 - 8h45	Welcome coffee
8h45 - 9h00	<i>Symposium introduction & program presentation</i> MARIE-CHRISTINE LICHTLE - Dean of the Montpellier Management Institute & KARINE GARCIA - for the wine marketing symposium organizing committee

GUEST SPEAKERS

Plenary session 1

9h00 - 9h30	<i>Collective' brands strategies: redefining the Languedoc wines brand positioning</i> MARION OURY, Marketing and communication director & THIBAUT SANTA, Brand manager - CIVL Conseil Interprofessionel des Vins du Languedoc
9h30 - 10h00	<i>Heritage brand narratives: Are the stories told by managers effective with consumers?</i> ULRICH ORTH - Kiel University, A&F Marketing - Consumer Psychology
10h00 - 10h30	Coffee break

WINE IN TIMES OF CRISIS

Plenary session 2

10h30 - 11h00	<i>Changing wine tourism strategy – adaption of wineries during the COVID-19 crisis</i> GERGELY SZOLNOKI & SUE BAIL - Department of Wine & Beverage Business, Hochschule Geisenheim University
11h00 - 11h30	<i>The effects of the COVID-19 crisis on the wine consumption of elite professional wine consumers</i> STEVE CHARTERS & LARA AGNOLI - School of wine & spirits business, Burgundy Business School
11h30 - 12h00	<i>Strategic innovation as an entrepreneurial strategy in a regional wine industry in crisis</i> FRANCK DUQUESNOIS - Bordeaux University & JULIEN GRANATA - Montpellier Business School
12h00 - 12h30	<i>The role of fungus resistant grape varieties (FRGV) on the German wine market. A qualitative study among producers and retailers</i> CHRISTOPH KIEFER & GERGELY SZOLNOKI - Department of Wine & Beverage Business, Hochschule Geisenheim University
12h30 - 14h00	Lunch break

WINE BRANDING & PACKAGING

Session parallel 1a

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| 14h00 - 14h30 | <i>How to sell wine in the french hyper and supermarkets? An analysis of private label branding strategies in the wine sector</i>
YOSR BEN TAHAR - Paris School of Business, CHARLOTTE MASSA - EM Strasbourg & SARAH MUSSOL, Montpellier University |
| 14h30 - 15h00 | <i>Environnemental communication on French wine bottles : what is the situation in 2021 ?</i>
THIBAUT DURAND, CÉCILE COULON-LEROY & RONAN SYMONEAUX - Ecole Supérieure d'Agriculture d'Angers |
| 15h00 - 15h30 | <i>Wine labelling: getting aligned or asserting one's individual differences? A survey among French wine professionals</i>
CORINNE CHEVALIER, GHOFRANE GHARIANI, Paris Saclay University |
| 15h30 - 16h00 | <i>Raising from Ashes. Category co-creation and intermediaries role in the emergence of the volcanic wines category in the French wine industry</i>
MARCO BOTTURA - EDC Paris Business School & LUDOVICO BULLINI ORLANDI - Verona University |

WINE DISTRIBUTION & MARKETING PERFORMANCE

Session parallel 1b

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| 14h00 - 14h30 | <i>Virtual reality as a trigger of wine tourism development</i>
VALENTINA KIROVA - Excellia Business School |
| 14h30 - 15h00 | <i>To Retail or Not to Retail: Examining the Producer-Retailer Proximity and Price Policies</i>
NATHALIE SPIELMANN & VOLKER KUPPELWIESER, Neoma Business School |
| 15h00 - 15h30 | <i>Impact of data analysis on wine SME's marketing performance</i>
THEO JUSTY - Montpellier University, JULIEN GRANATA - Montpellier Business School, ANDREAS MUNZEL - Montpellier University & DENIS LESCOP - Montpellier Business School |
| 15h30 - 16h00 | <i>Are cooperative wineries a favored circuit of proximity for consumers?</i>
DIANE CAFFAREL & SARAH MUSSOL - Montpellier University |

PERSPECTIVE AND TRENDS

Plenary session 3

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| 16h00 - 16h15 | Coffee break |
| 16h15 - 16h45 | <i>What's next? Wine marketing perspectives in a post-pandemic world</i>
JEAN PHILIPPE PERROUTY - Director at Wine Intelligence France |
| 16h45 - 17h00 | <i>Best communication award</i>
KARINE GARCIA - Montpellier Management Institute, FOUED CHERIET - Montpellier Sup'Agro & FRANCK CELHAY - Montpellier Business School |
| 17h00 - 18h00 | Wine tasting |

REGISTRATION/INFORMATIONS >> journee.marketing.vin@gmail.com