

# 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 Sup'Agro  
& MOMA - Montpellier Management

# Wine Marketing

- RESEARCH SYMPOSIUM PROGRAM -

25/11/2021  
Auditorium MOMA  
Montpellier Management  
Espace Richter

8h15 - 8h45	Welcome coffee
8h45 - 9h00	<i>Symposium introduction &amp; 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> STEVEN 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><br>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><br>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><br>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><br>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><br>VALENTINA KIROVA - Excellia Business School  |
| 14h30 - 15h00 | <i>To Retail or Not to Retail: Examining the Producer-Retailer Proximity and Price Policies</i><br>NATHALIE SPIELMANN & VOLKER KUPPELWIESER, Neoma Business School  |
| 15h00 - 15h30 | <i>Impact of data analysis on wine SME's marketing performance</i><br>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><br>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><br>JEAN PHILIPPE PERROUTY - Director at Wine Intelligence France                               |
| 16h45 - 17h00 | <i>Best communication award</i><br>KARINE GARCIA - Montpellier Management Institute, FOUED CHERIET - Montpellier Sup'Agro & FRANCK CELHAY - Montpellier Business School |
| 17h00 - 18h00 | Wine tasting  |

REGISTRATION >> [journee.marketing.vin@gmail.com](mailto:journee.marketing.vin@gmail.com)