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# DTC as an Ethos

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WINE ESTATES

# Wine's Region-Beta Paradox

**Region-beta paradox** is the phenomenon that people and organizations can sometimes recover more quickly from more distressing experiences than from less distressing ones.



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# Wine's Region-Beta Paradox

If someone is currently in a mediocre romantic relationship, they will be less likely to end it to find an excellent relationship than if their current relationship was worse...

Thus, making their current overall situation worse.



# Wine's Region-Beta Paradox

With a goal to reach the next generation of wine consumers, we are going to need to get out of what we're used to.

We are going to need to get uncomfortable.



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# DTC as an Ethos

Digital Transformation Through a DTC Lens



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# DTC as an Ethos for Digital Transformation

## Why DTC?

- DTC is Scrappy and Iterative
- DTC Tells Stories
- DTC Builds Relationships
- DTC Knows the Customer
- DTC Welcomes Everyone



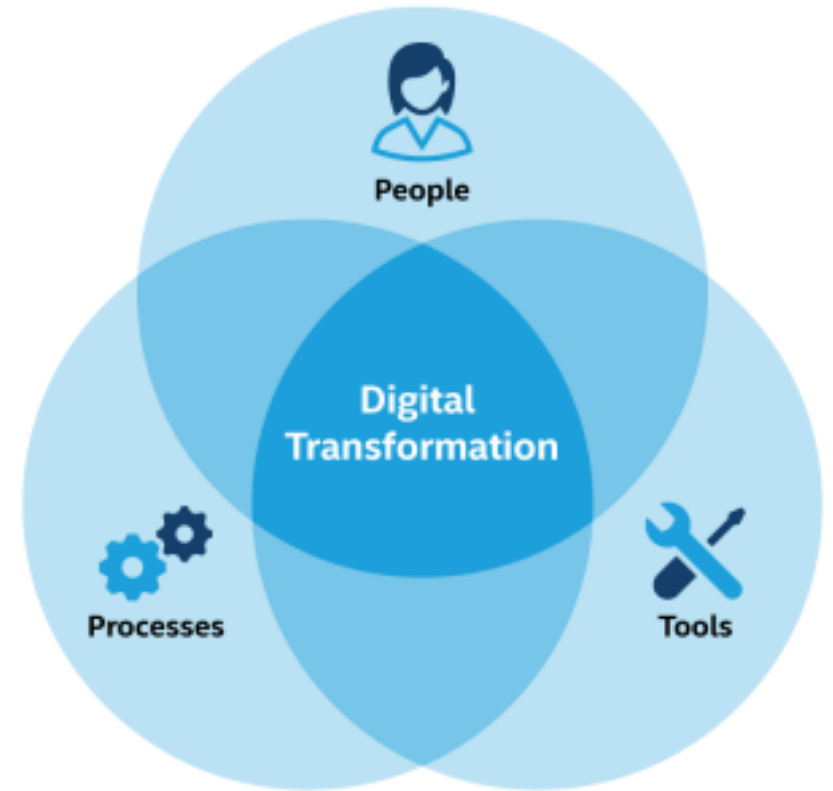
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# 1. Scrappy & Iterative

- Get involved with technology from the beginning – platforms and digital tools are for everyone to use.
- Technology moves quickly - be ready to learn new tools, adjust to new ideas, and use data to optimize.
- Get better everyday, even on the days you get worse.



## 2. Tells Stories

- People, Place, Process – then what?
- Catered stories, occasions, and making the customer the star.
- Context matters – format your content





# 3. Builds Relationships

- Acquire customer contact data
- Reach out early and often – by adding value
- Inform and engage.



IT'S ALL ABOUT  
RELATIONSHIPS



# 4. Knows the Customer

- Get accurate insights from data
- Scale your audience
- Discover trends
- Become obsessed



# 5. Welcomes Everyone

- Everyone (+21) is a potential customer
- Exclusivity can hold us back
- Inclusivity opens doors



# DTC as an Ethos for Digital Transformation



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