



UNIVERSITÀ  
di **VERONA**

Dipartimento  
di **ECONOMIA AZIENDALE**

Seminario

***How wine brands grow:  
a perspective from down-under***

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Ore 10:00

presso il Dipartimento di Economia Aziendale  
Polo Santa Marta, Il piano, Aula 2.3

The information available in typical marketing textbooks and the advices provided by many marketing consultants about the way in which wine brands should be created and managed are often full of assumptions, which are rarely backed up by actual purchase data. Unfortunately, the real world does not operate this way! This presentation illustrates and discuss some key empirical laws of marketing and how they apply to the wine category. This presentation is built from the book, 'How brands grow', by Professor Byron Sharp and colleagues at the Ehrenberg Bass Institute. Results come from over 15 years of investigation of wine purchases across Australia, Belgium, Italy, Germany, France, the UK, and the US, both in the off-trade and the online market, showing similarities and differences across markets.

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