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EXPERIENCES OF APPS USAGE IN WINE MARKETING

ISKUSTVA PRIMJENE MOBILNIH APLIKACIJA U MARKETINGU VINA

ANDRLIC, Berislav & DEL VECHIO, Manuel

Abstract: *This preliminary study brings theoretical and practical comparative analysis of the mobile marketing in wine tourism. It was seen growth in the number of users of mobile applications in tourism, which brings numerous advantages in wine marketing by Croatian managers. This paper analyzes the functions of the world's leading application for a wine that can be put into operation the development of Croatian tourism market and branding Croatia as wine region.*

Key words: *wine industry, tourism, mobile marketing*

Sažetak: *Ova preliminarna studija donosi teoretsku i praktičnu komparativnu analizu mobilnog tržišta sa tržištem vina. Uviđa se trend rasta broja korisnika mobilnih aplikacija u turizmu, što donosi brojne prednosti u marketingu vina i kod hrvatskih menadžera. U radu se analiziraju funkcije vodećih svjetskih aplikacija za vino koje se mogu staviti u funkciju razvoja hrvatskog turističkog tržišta i brendiranja Republike Hrvatske kao vinske regije.*

Key words: *vinska industrija, turizam, mobilni marketing*



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1. Introduction

Marketing is a societal process by which the creation, and offer free exchange of products and services that carry the value of others, allows individuals and groups to obtain what they need or what they want. Four major support to the underlying concepts of marketing are: market focus, customer orientation, coordinated marketing and profitability. [1]

Electronic marketing (e-marketing, telemarketing) is a way to achieve the company's marketing activities with intensive use of information and communication (Internet) technology. Mobile marketing goes a step further in using information and communication technologies. Mobile Marketing Association defines mobile marketing as "the use of wireless media as the integration of content delivery and direct response marketing communications transmission within the program or through a combination of independent media [2].

So, what makes mobile marketing for unique compared to other marketing channels, it is best to show the characteristics and dimensions of mobile marketing listed below using the example of wine tourism.

2. Brief theoretical overview of mobile marketing

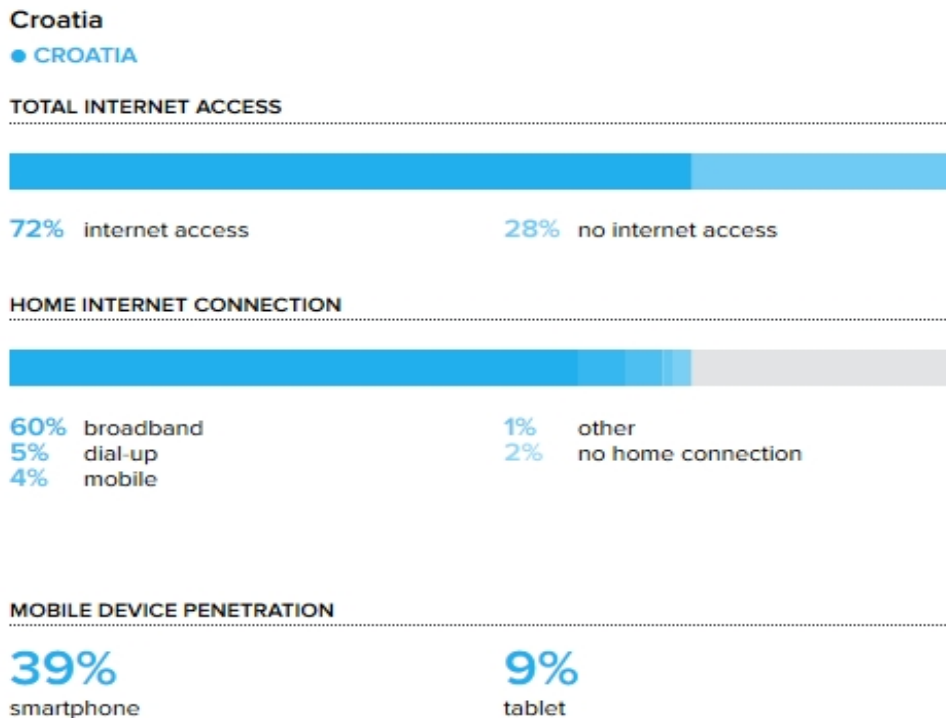
James and other authors have researched the participation of users and key characteristics of the resulting advantages of mobile marketing over other marketing channels. Besides the participation of beneficiaries experts cite several attractive features of mobile marketing [3]:

- Direct and immediate communication anytime and anywhere,
- Focus on target groups,
- Inexpensive marketing channel,
- Measurable effects for the ROI,
- Huge potential for viral marketing as they are prone to relay messages of groups,
- Easily integrates into the media mix with other media such as television, print, radio and the like.

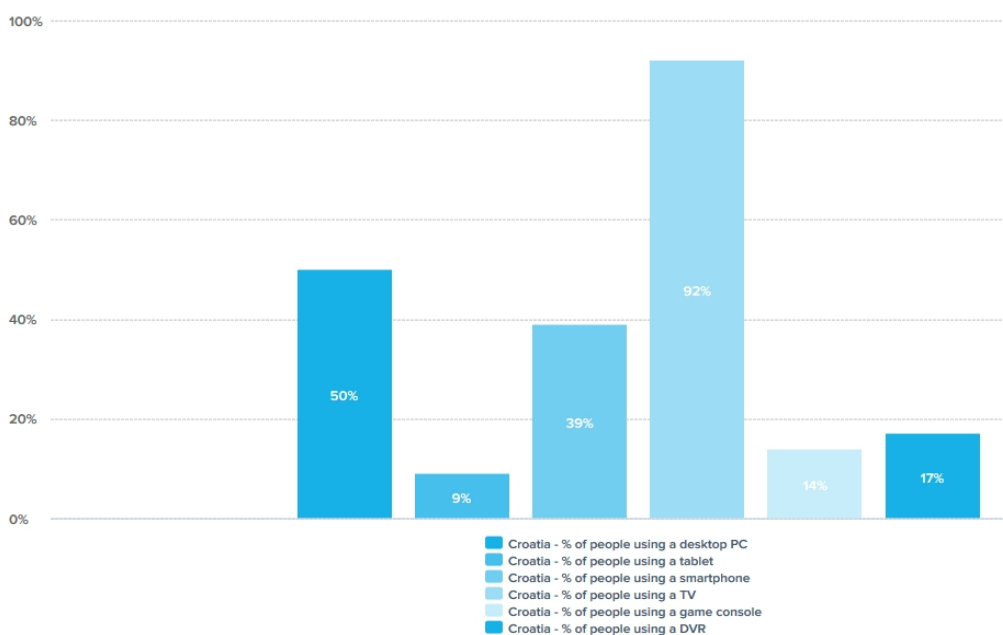
With its interactivity and the possibility of direct communication with the user, mobile marketing represents an enormous opportunity that recognize all types of organizations, especially in wine tourism. The integration of mobile technology into existing communication campaigns, companies allow their customers to take advantage of special offers, cash in mobile coupons, customers can more easily obtain the additional information and have the ability to receive alerts about relevant events. Mobile marketing has enabled advertisers to create personalized multimedia campaigns for their target groups and users the ability to react or respond directly to the tourism or wine campaign.

3. State and trends on Croatian mobile market

The research phase had two phases of data collection, both qualitative. During the first phase, the research was conducted with Google trends tool. The research method selected for this phase was a descriptive analysis. The method was selected as the most convenient since it represents a series of data intended to create a view of mobile market in Croatia. It can be viewed that market is in integrated phase but it has a space for development.



Picture 1. Mobile device penetration in Croatia [4]



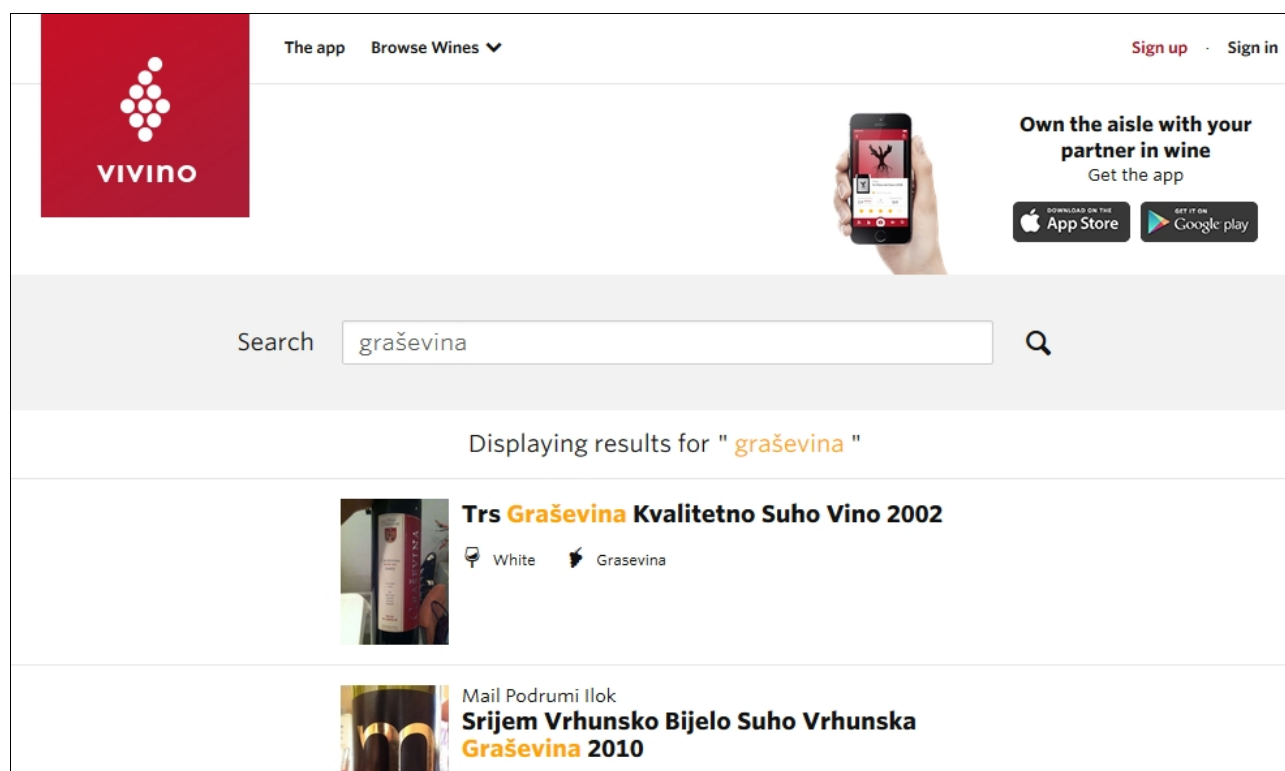
Picture 2. Structure of mobile marketing users [4]

4. Analysis of wine apps in tourism marketing and research findings

Wireless mobile applications have a range of unique features, which impact the nature and specifics designed for tourists in wine marketing. Such features of mobile devices include: their ubiquity (they are affordable and portable); personalization (a typical PDA belongs to and can be identified with a single individual); and location-awareness (connection established by the wireless medium can be used to determine the physical location of the device). Good marketing management is based on building longstanding interpersonal relations. When traditional media advertising and e-marketing are compared with m-marketing, several characteristics come up as limiting factors on the one hand, but a challenge on the other: ubiquity, convenience, localization, and personalization and interactivity above all. [5]

After author interview with 10 hospitality managers in Croatia, they noted that there is a need for using mobile apps in their industry in function of promoting wines and tourist destination. They recognized few actual mobile apps useful for their industry. The following describes the function of these apps in wine marketing.

Vivino is app has the snapshot feature - a pic on mobile phone will help tourists to find out a wine's average rating, price, and show comments. Once tourist rate/wish list three wines, the app will start recommending bottles for try (the more wines tourist rate, the more on the nose the recommendations become). [6] Example of browsing with name of wine „graševina“ is presented below.



Picture 3. Vivino browsing [6]

Hello Vino helps tourist if they want to know which wine to pair with some kind of food. Hello Vino helps tourists to find the right bottle to go with the right food in a format that's easy to follow but not dumbed down. Novice wine enthusiast Meghan Spork of Chicago loves being able to save the wines that she's tried and liked. "I can't remember what I had for breakfast yesterday, let alone which wine I liked the last time I came to this particular restaurant. [7]

Crushed is a socially driven wine app where users can track, search and share their favorite wines across social networks. This is wine application that improves tourist wine life in any setting. With Crushed they can: search or scan a barcode, explore a wine, track the wines you drink, create your own wine database, connect with your social networks and follow and interact with your friends. [8]

5. Conclusion

Wine brands and retailers in Croatia are finally taking advantage of mobile and social to market themselves in a cheap and efficient way. Mobile applications such as Vivino, Hello Vino and Crushed provide opportunities for wine brands and wineries to promote themselves within a mobile and social context, creating a conversation with tourists. Wine brands tend to be slow to adopt newer technology, but they are finally beginning to realize the potential in mobile and tourism marketing.

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