
PARALLAX

Very few briefs get us as excited as the one presented to by Jo Watkins, of the Watkins Wine Group, to develop a new wine brand. Her idea was the most innovative we'd heard in nearly 30 years working with wine producers.

That idea—

Make a beautifully dry Rosé lighter in alcohol (9.5%) and infuse it with natural marine collagen.

I've long thought that if I were to put my life-savings into a building wine business, I'd make sure the wines I made were the wines people wanted to drink. In my experience, most winemakers make the wines they like to drink and then hope customers like them too. Overwhelmingly the industry is production, not consumer, led.

Pure Glow is the exact opposite. The target market was tightly defined — health conscious Millennial and Gen Z females. We knew who they were, what they like, what they value, their aspirations and desires. And a wine was made precisely for them. And not just any wine, but one that straddles and blurs categories.

Much has been written about declining consumption of wine world-wide, particularly amongst Millennials. To them, wine is not cool. Pure Glow reverses this and speaks directly to them. It extols consumer benefits beyond soil, vines and winemaking. And it compliments their lifestyle. It's innovations like Pure Glow that will engage this cohort and introduce them to the world of wine.