



# Brown Family Wine Group Unpacked

A case study in beverages

## The Challenge

With most sales transactions taking place in brick and mortar stores, Brown Family Wine Group (BWFG) were experiencing a gap in their view of offline transactions. This limited understanding of their customers' behavioural and demographic traits, coupled with a lack of visibility around cross-category purchasing trends and geographic variance created challenges both within the advertising and marketing space, but also in the strategic, end-to-end management of the consumer brand.

## The Mission

To use first party data to gain better insight into customers and drive real world results across marketing activity.

## The Solution

Create a custom journey using real-world sales data, providing an unparalleled view into customer demographic and transaction trends, identifying the right audiences to engage with across digital marketing campaigns, and impacting the broader customer experience.

To 'find' the consumer, Unpacked by Flybuys and Next Level Online Marketing (NLOM) designed a custom journey comprising data feeds shared by Unpacked by Flybuys (approximately 1.9M rows being shared monthly) providing BFWG with the transactional, basket and audience profiles of their shoppers.

NLOM then used these feeds to build an in-depth, real time custom data visualisation dashboard for BFWG, enabling both teams to dive deep into the customer trends, behaviours and patterns across different post codes, SKU groups and audience attributes.

Working with the procured data, Unpacked by Flybuys then set out to use it to impact campaign planning and decision making and drive strategy for BFWG. NLOM identified groups of highly engaged wine segments and leveraged these across BFWG's brand campaigns, programmatic and social media.

## The Results

This market first partnership elevated the role of data to helping BFWG answer strategic questions around product development, cross brand promotions, customer engagement strategies and creative. Rolled out in January 2022, the insights gained from the dashboard are having a strong impact on the sophistication of the BFWG brand:



Driving database growth with known wine drinkers.

**+20%**

greater ad recall rate from the new Flybuys audiences.

**+44%**

higher CTR than standard audiences.

## The Outcome

BFWG is leveraging this data to drive effective campaign results, educate localised strategies, and cross-promote product categories. Additionally, insights into what else BFWG customers are buying can be used to effectively inform creative and ongoing marketing strategies.