



*Keel + Curley*  
WINERY

**IMC Campaign Packet**  
May 1, 2025



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# Executive Summary



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## Campaign Overview

The course of this IMC Campaign covers planning, research, strategy and execution of Keel and Curley Wine. This campaign is organized by three main sections: background research, objectives and goals, and campaign execution. Each section consists of information to expand and promote company initiatives through specific objectives. Vineyard Agency, a group of four University of Tampa seniors spearheaded the campaign and created this packet to enhance brand perception amongst target audiences. The following information lays out the foundation of this campaign.

## Background Research

This section of the packet includes the situation analysis, competitor analysis and target market analysis. The situation analysis tackles the overarching problem statement for the campaign: increase sales of Keel and Curley Wine in major retailers, specifically Publix, and enhance in-store interactions with products. Vineyard Agency conducted a SWOT analysis and reviewed marketing efforts that need more attention to fulfill company goals. Through the competitor analysis, competitors are audited by products offered, social media presence and branding initiatives. The target audience is split amongst the primary market of Florida women ages 25-55 and Florida college students, specifically women ages 21-24. The markets are broken down by demographics, behavioristics, psychographics, geodemographics, survey results, and visual aids presenting the target audience.

## Objectives and Goals Section

Through objectives and goals, Vineyard Agency presents advertising and marketing objectives that relate directly to the primary and secondary audience. These main touchpoints focus on brand awareness, education and purchase intentions to drive sales for Keel and Curley

wine products in Publix retailers across Florida. This portion of the campaign also references how the company will be positioned in the eyes of the consumer. After compiling research on company perception and goals, the agency crafted an integrated marketing communications strategy, showcasing means of promotion and tactics to support different media platforms.

### Campaign Execution Section

The campaign finalizes all research and strategy with the last portion including creative concepts, the marketing mix and the evaluation of effectiveness. The creative concepts display visuals of promotional advertisements that are featured throughout the campaigns roll out. The visuals represent social media advertising, out of home promotions, influencer marketing and coupon cards. The marketing mix explicitly details the use of the advertising and percentages for budgeting purposes. The evaluation of effectiveness shows the measurement of the campaign and is visualized through a grid format.

### The Agency Behind the Campaign

The agency is thrilled to share this campaign through the eyes of creative strategy and development. Through research and proper execution, they feel strong in their client's success. Looking toward the future, they want everyone to remember to always find time to enjoy a sip of wine. Enjoy the campaign!

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# Situation Analysis



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## **An Examination of Perspectives**

The Vineyard Agency is creating a campaign for Keel and Curley Wine to increase sales at stores like Publix, Walmart, Winn Dixie, and liquor stores like Total Wine and ABC Fine Wine. The goal of this campaign is to raise sales of Keel and Curley Wine and enhance interaction with their products in these stores. Keel Farms makes a variety of fruit wine located in Plant City, FL with fruit they grow on their farm. Their unique and bold flavors put them at a higher chance of something people might want to try (Client Presentation).

The campaign narrows down the most important aspects for achieving this goal. Starting with an examination and comparison between a variety of perspectives, and the general landscape for the product. This references how wine is typically viewed, the taste versus the price, the locality of where the wine is made, and factors of the product line. Research has shown that in the US, consumers tend to rely more on the price of the wine rather than the taste or quality (WineAmerica 2022). Keel and Curley Wine being retailed around twelve dollars, is a strong selling point for average Americans. At the same time, some might argue the quality is questionable at such a low price (WineAmerica 2022). However, in this current society, it can be assumed that the lower the price the better the chances of being purchased.

Narrowing in more on how Keel and Curley Wine is specifically perceived, they seem to have a loyal and strong consumer base. The core target market of Keel and Curley Wine are Florida women ages 25-55, middle-class typically with a salary of 100k. Their locality to Florida and offerings such farm tours, wine tastings, and an on property restaurant, cements their local influence. These factors hold a place of value for friends and families resulting in a higher consumer base especially in Florida, as tourism trends are high. According to an article comparing wine sales in Florida and Georgia, studies show that Florida has many more options

for selection and prices (Thach 2013). Florida holds more choices for consumers, making Keel Farms having a smaller percent chance of being chosen. The purpose of this campaign is to bring awareness to Keel and Curley Wine and communicate positively with the public why to choose Keel Farms wine.

Keel Farms also holds a high social media presence and does a great job advertising their products and offerings, with Instagram being their strongest platform, with a total of 48 thousand followers (Instagram, @keelfarmsfl). Throughout this situation analysis, the focus will center around detailed information about Keel Farms Wine, current trends in this product category, a SWOT analysis, and the key issues being addressed.

### **Product and Service**

Keel Farms provides on site offerings at their Plant City property, including a restaurant, tasting room, venue space, and a loyalty program. Alongside their food and wine options, the 25 acre piece of land serves as a functioning farm for guests to enjoy fresh flower and fruit pickings, tours, animals, and themed events (Keel Farms, 2025). They have a variety of bottled fruit wines, and canned ciders. Products are sold online via their website, and can be shipped to about 40 states using the Vinoship platform (Client Presentation). The creatively determined products are also sold at grocery and supermarket locations as previously mentioned across the state of Florida.

### **Company Size**

Representing the Keel team, there are 65 staff members who run the farm and e-commerce (Client Presentation), with titles including: Hospitality Director, Social Media Manager and Brand Ambassador Manager, to name a few. To fully encompass their family friendly and local flare, the staff does their best to locally source products and offerings from

other Florida farms and companies (Keel Farms, 2025). Each position assists with sales marketing, on property experiences, company growth, generational support and culinary experience.

### **Company History**

Starting as a family business, named Keel Farms in 1981, by Joe Keel, a landscaper who bought 10 acres in Plant City. The nursery evolved into small plants and berries overtime. Joe decided in 2003 to use his “end-of-crop” blueberries to create wine, forming Keel and Curley Winery. It started in the spring with just 10 gallons of blueberry wine made in the family farmhouse kitchen. In 2013 they expanded into ciders and locally influenced beers, including produce and locally sourced poultry and meat. In 2018 the company pivoted to a younger, family-friendly audience and brand, with Clay Keel, son of Joe, and his wife Carmen leading the charge. The main focus of the shift included: quality, sustainability, and community. Fulfilling their growth, 2021 was the year of evolution for Keel and Curley Winery, officially reaching distribution across Florida in major retailers and grocery stores. Achieving goals in the community, Keel Farms was selected as a finalist for GrowFL Companies to Watch, an organization committed to helping second-stage companies grow (Keel Farms, 2025). Through this expansion they are currently selling products in over 800 Publix stores. Keel also has local partnerships with Busch Gardens, the Tampa Bay Bucs and SuperGirl Sports Pro, largest womens surf event and music festival. They also have been partners of the Florida State FairGrounds for the last 5 years, serving unique products and flavors that consumers can find at the fair. The company has partnered with Florida's Giant Dog Rescue, American Cancer Society, and the Ukrainian Humanitarian Relief, supporting charitable causes (Client Presentation).

### **Previous and Current Marketing Efforts**

Previous and current marketing efforts include avid social media use, primarily on Instagram and Facebook, posting reels, story highlights and physical posts. The marketing assistant posts daily on platforms to gain traction and utilizes trendy audio and content. Unfortunately due to app guidelines and restrictions with age and alcohol, TikTok is not a source of marketing for the farm (Client Presentation). However they promote their website, and post blogs twice a month, featuring exciting and up-to-date news. They also used Google Campaigns to target specific Publix's across Florida. In stores, Keel Farms have hosted samples and markets through their partnerships, and unique bottle designs. Keel has also appeared in commercial and hosted segments on Fox and ABC news (Client Presentation). For loyalty members and subscribers, the marketing assistant creates email newsletters and actively engages with google reviews. Keel's currently uses an outside agency for handling all of the paid ads, and is pushing the phrase "sip local, shop local." The 3 year plan includes an in house marketing team, expanded sales channels and launch into the brand ambassador market (Client Presentation).

### **Political and Economic Climate**

In the state of Florida, there are licensing, distribution and labeling requirements that Keel Farms must abide by to remain in legal standing. They must receive approval from the Florida Department of Revenue, pay an annual licensing fee, as well as pass health department inspections. Any vendor of Keel products cannot store alcoholic beverages unless it is listed on a license application or approved by the state (Florida Department of Business and Regulation, 2025). Labels must be registered with the Florida's Division of Alcoholic Beverages and Tobacco, and feature "FL" on the label. Keel Farms also must have an exclusive sales territory agreement and be registered with the Florida Department of State (Florida Department of

Business and Regulation). In accordance with Florida law, hazardous waste management must be compiled and permitted through the US Environmental Protection Agency, regulated through the Florida Department of Health, pertaining to Keel Farms operations and on-site waste practices (Florida Department of Environmental Protection, 2025). More recently the Surgeon General is calling for a cancer label on alcoholic beverages, determining a decline in sales, a drop in stock for major distributors and affecting social behaviors (Mishra, 2025). Sustainable and agricultural foundations also affect the farming and production of wine at Keel Farms. Climate factors and weather patterns for seasonal blooms can alter the quality of fruit and abundance of ingredients for products. Increasing costs of ingredients such as fruit from tariffs and national inflation can affect sales and pricing of products (Ritz, 2024). Thankfully, Keel sources the majority of their alcoholic products from their own berries and fruit, but shipping costs and production costs could see a rise in cost. Tourism for in-state and guests of the farms are pivotal for Keel Farms' success. Located off of I-4 between Orlando and Tampa is it important for people to stop by the property in between travel to witness the full brand. Lack of tourism and advertising can hurt or affect sales and recognition of the company (Client Presentation). Growing competition based on location, availability, landscape and production speed, can create a race of sales and distribution amongst other local wineries, such as their leading competitors, Lake Ridge and Stella Rose.

### **Technological Concerns**

Social media marketing is limited due to alcohol policies and regulations. TikTok is not able to be used for content, due to age restrictions and the app's guidelines. Online sales allows for more access to purchase products, however some states are restricted for shipping including: Alabama, Alaska, Arkansas, Georgia, Hawaii, Illinois, Iowa, Kentucky, Massachusetts, Maryland, Mississippi, Missouri, Michigan, Nebraska, New Hampshire, New Mexico, New

York, North Dakota, Pennsylvania, South Dakota, Oklahoma, Rhode Island, Utah, and Virginia (Keel Farms, 2025). Keel's website provides a store locator option, where users can find their product line. Almost all products can be found on Florida shelves, and only expands to a couple of southern state stores. Keel and Curley have to carefully consider brand and tone and voice advertising alcohol. Certain restrictions are put into place for promotion of 21+ products. Although Publix sells Keel's products, they will not privately promote the brand due to company values and terms (Client Presentation). Many political and economic concerns can also affect distribution, supply chain, product labels, and sustainable practices, creating challenging goals for their cohesive family friendly message.

### **Social Presence and Cultural Nuances**

The brand can respond to various consumers by branching into different forms of communication, appealing to a specific audience. Keel Farms can consider social representation, both through the product's message, their own staff and advertising. Specifically appealing to the US market, adhering to gender roles, appealing to a wider male target, rather than just a female audience. As an entrepreneurial society, showcasing the locally owned and crafted message allows the customers to witness creative business risks and motivations looking toward the future (The Culture Factor, 2025). These shifts could appeal to diverse cultural behaviors and societal roles, while upholding a consistent brand voice.

### **Products Offered: "The Biggest Hitters"**

The most popular wines sold both online and in-person are Blueberry, Black Raspberry, Peach, and Sangria. The wines are sold by bottle, 700 ml for \$19.99, and per glass 7 oz for \$9. The most popular food item sold in the restaurant is the Providence Burger made with meat purchased from a local farm, and is sold for \$15. Keel farms is also very popular for picking

fresh fruit, with the most popular being blueberries and strawberries, with a fruit picking container being \$5 (Keel Farms, 2025). Their busiest season for physical farm presence and retail is November to April, as the Florida summers tend to be too hot for guests (Client Presentation).

### **Product View and Current Trends**

Wine is received by the public as a valued product in a similar way to the arts, with key consumers, terminology, prominent producers and media attention (Fournier, 2023). Many people link their wine to the individual producer or the company that produced it, as it is an agricultural product made in unique ways by different brands (Fournier, 2023). Going to orchards or fields gives people the opportunity to become one with nature and let go of the stressors of life. People prefer picking fruit at the farm as they enjoy the smells, sights, sounds, and take in the atmosphere, reducing stress and helping with mental relaxation (Washington, 2023). Younger consumers are showing less interest in the consumption of wine, making wine advertisers try creative tactics to gain interests of the younger consumers (Bopgun, 2024).

There are a great amount of trends in the industry that are essential to pay attention to. 2025 sets to see trends in wine advertisements prioritising wellness, innovation and sustainability, according to a report by AF&CO (Arundel, 2025). A current trend for wineries is going beyond traditional wine tastings. Wineries are now creating more immersive and memorable experiences during wine tastings, “Wineries are moving beyond traditional tastings to create immersive, memorable experiences. Younger generations, particularly Gen Z and Millennials, are drawn to events where wine is part of a larger narrative” (Arundel, 2025). There is a demand for more health conscious wines or low or no alcohol wines. Wineries are changing and adding more menu items to include more health conscious options (Dingwall, 2024). There

has been a growth in the interest in a smaller consumption of alcohol, making smaller bottles more attractive to the eye of the consumer (Dingwall, 2024).

### **SWOT Analysis**

Keel Farms faces several political and economic challenges that impact its operations and profitability. Compliance with federal, state, and local alcohol laws is a significant concern, as licensing and distribution regulations can be restrictive and vary across regions (WineAmerica, n.d.). Additionally, government policies on sustainable farming, water usage, and waste management require adherence to environmental regulations, which may increase operational costs. Climate change policies could also introduce subsidies or restrictions that affect agricultural production and fruit sourcing, which further complicates long-term planning.

The rising costs of ingredients, especially fruit, pose another financial challenge that is worsened by inflation and supply chain disruptions. According to the U.S. Department of the Treasury (2022), market consolidation has also contributed to increased costs and limited distribution options for smaller wineries. The U.S. wine industry has seen a significant price surge due to factors such as labor shortages, supply chain issues, and shifting consumer preferences, making affordability a growing concern for both businesses and customers (BBC, 2023).

Keel Farms also operates in an extremely competitive market, facing pressure from craft breweries and large-scale wineries like Stella Rosa and Barefoot. With a strong reliance on local and out-of-state tourists, fluctuations in travel and economic downturns can directly impact sales, particularly for on-site experiences and tasting room purchases. The availability of small business tax incentives plays a critical role in profitability, as tax breaks or financial support can

help offset rising costs. However, changes in tax policies could negatively affect the bottom line if incentives are reduced or even eliminated. Keel Farms must strategically diversify its revenue streams and strengthen brand differentiation to remain competitive in a rapidly evolving market.

Keel Farms is strategically placed in the winery and craft beverage industry, offering a diverse product line of fruit wines, ciders, and ales. Its family-friendly destination attracts both locals and tourists, while direct sales through the tasting room drive higher profits. A loyalty program further boosts customer retention and repeat purchases. The brand faces advertising restrictions, particularly on social media platforms like TikTok, along with seasonal slowdowns during colder or hotter seasons affecting sales. There is an emphasis on changing consumer preferences. Reliance on external marketing agencies limits in-house control, and expanding sales channels requires strategic investment.

Opportunities for growth include brand ambassador partnerships, influencer marketing, and new retail collaborations with stores like Trader Joe's and Whole Foods. Exclusive events and promotions can also enhance brand visibility. Threats come from strong competitors like Stella Rosa and Barefoot, strict alcohol regulations, and the loss of its Tampa Bay Buccaneers partnership. Seasonal revenue fluctuations make off-season profitability a challenge. Keel Farms can enhance market position and sustain long-term growth by leveraging strengths and opportunities while addressing the weaknesses and threats.

<p style="text-align: center;"><b>Strengths</b></p> <p style="text-align: center;">Diverse product line</p> <p style="text-align: center;">Family friendly destination</p> <p style="text-align: center;">Direct sales advantage from in house tastings</p> <p style="text-align: center;">Strong customer retention with loyalty program</p>	<p style="text-align: center;"><b>Weaknesses</b></p> <p style="text-align: center;">Alcohol advertising restrictions</p> <p style="text-align: center;">Seasonal slowdowns affecting revenue</p> <p style="text-align: center;">Shifting consumer preferences</p> <p style="text-align: center;">Reliance on external marketing</p>
<p style="text-align: center;"><b>Opportunities</b></p> <p style="text-align: center;">Market expansion with brand ambassadors</p> <p style="text-align: center;">New retail partnerships (Trader Joes)</p> <p style="text-align: center;">Engaging younger audiences with influencer marketing</p>	<p style="text-align: center;"><b>Threats</b></p> <p style="text-align: center;">Strong competitors (Stella Rosa, Barefoot)</p> <p style="text-align: center;">Strict alcohol regulations</p> <p style="text-align: center;">Ending partnership with Buccaneers</p> <p style="text-align: center;">Seasonal variability in foot traffic</p> <p style="text-align: center;">Geopolitical tensions and international conflicts are disrupting supply chains</p>

### **Key Issue to be Addressed**

The main issue to be addressed throughout the campaign is advertising Keel Farms products in Publix to increase brand awareness and stand out in a competitive environment. There are countless options for beer and wine, so consumers may not be familiar with Keel Farms or what makes their products unique. Another key issue to be addressed is ensuring that Keel's products are being thoughtfully positioned on Publix shelves. Keel Farms must additionally address the regulation of alcohol in advertising and find loopholes to promote its offerings both in store and through Publix's marketing channels. Consumers should choose Keel

Farms because they offer something different than their competitors; they are locally produced, with a strong commitment to sustainability and community.

# Competitor Analysis



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### Competitor Analysis Key Points Grid

<b>Brand Name</b>	<b>Barefoot</b>	<b>Island Groove</b>	<b>Lakeridge</b>	<b>Stella Rosa</b>
<b>Founded</b>	1965	1995	1989	1917
<b>Owner / CEO</b>	E&J Gallo Winery	Ken Patterson	Gary Cox	Riboli Family Wines Estates
<b>Headquarters</b>	Modesto, California	Island Grove, North Central Florida	Clermont, Florida	Los Angeles, California
<b>ABV</b>	10%-14%	11%-20%	11%	5%
<b>#Alcoholic Options</b>	3 (wine, spritzers, champagne)	1 (wine)	1 (wine)	2 (wine and brandy)
<b>#Alcoholic Flavor Options</b>	38 (reds, whites, fruitscatos, rose, champagnes, and spritzers)	16 (reds, whites, sparkling, sweet, fruity, dry)	16 (reds, whites, sparkling, sweet, fruity, dry)	40 (reds, whites, semi-sparkling, sparkling, blush, non-alcoholic)
<b>Spokesperson</b>	Patrick Warburton	Sarah Aschliman	Christian Slupe	Riboli Family
<b>Instagram Followers</b>	68.2K	3722	24.4k	231K
<b>Facebook Followers</b>	1.3M	9k	59.k	495K
<b>X Followers</b>	65.1K	94	2.8k	20.4K
<b>Largest Partnership</b>	NFL	University of Florida	VFW Car Fundraiser	Prince Royce (Latin music artist)
<b>Most Popular Product</b>	Moscato	Blueberry Moscato	Pink Crescendo	Moscato Sparkling
<b>Online Sales option directly from website</b>	No (only other retailers)	Yes, can order single bottles or cases	Yes, can order single bottles or cases	No (only other retailers)

## **Examination and Comparison of the Competition**

Keel Farms key competitors in Publix are the opposing brands being sold in similar price range and quality, such as: Stella Rosa, Barefoot Wine, Lakeridge Wine, and Island Grove Wine. Taking a deeper dive into these four competitors, the research question is: what is everyone else doing? As a consumer searches for which wine to choose in the aisle, there are several determinants of what draws a consumer to purchase a specific bottle of wine. Some of these factors include the packaging, if the consumer has heard of the brand before, the brand's quality of the bottle, the brand's locality and reputation, and even how the wine is made.

### **Lakeridge Wine**

#### *Brand and Product Overview*

Lakeridge Wines are typically located right next to Keel Farms sitting on the shelf at Publix. That being said, Lakeridge is one of Keel Farms top competitors. Lakeridge can be purchased both in stores, as well as online on their website. At Publix, Lakeridge has a few options which are retailed at \$13.99 with an ABV of 11%. They have options varying from whites to reds, as well as some dry and sweet wines. Lakeridge Wine uses a variety of Muscadine grapes from local growers who specialize in grape variety to build their flavor profiles (Lakeridge Winery 2025).

#### *Company Background*

Lakeridge Winery started in Clermont, Florida in 1989 founded by Gary Cox accompanied by a few investors. The company and employee base is small, but Lakeridge is the largest winery in Florida and is family run and owned. Lakeridge competes at the Florida State Fair and has a partnership with VFW for Car Show Fundraisers (South Lake TV News 2025). Lakeridge Wines' wide range of bottles continuously receive numerous awards from

competitions held at the Florida State Fair, several Grand Harvest Awards, countless awards from the Los Angeles International Wine Competition, and many more. This brings their total award count to 1,018 (Lakeridge Winery 2025).

#### *Marketing and Social Media Presence*

Lakeridge has a solid social media presence specifically on Facebook with 59k followers, and Instagram with 24.4k followers. They post often and consistently, advertising their winery tours and tastings, their countless flavor options, and highlighting friends and family fun their wines bring together (Slupe 2023).

### **Barefoot Wine**

#### *Brand and Product Overview*

Barefoot wine is the world's largest wine brand according to sales and the top selling wine brand in the United States (Shop Valley Wine, 2025). Products can be purchased on select online retailers and major retailers such as Total Wine, Publix, Walmart, and ABC Fine Wine and Spirits. Their product line includes a selection of red and white wines, fruitscato's, champagne and canned spritzer's. A standard bottle of Barefoot Wine costs about \$7, while specialty items such as champagne are sold for \$10 on average (Total Wine, 2025). As a mainstream company, Barefoot employs upwards of 5,000 people across the United States, including their headquarters in Modesto, California. Although there is not a specific number of current employees, the company acquired over \$555 million worth of sales in 2024 (Statista 2024).

#### *Company Background*

The company began in Albany, California, created in a garage by Davis Bynum. Thus began the first barefoot wine in 1965 and pivoted to Barefoot Cellars in 1986, with the recognizable foot logo on the bottles. The company "struck gold" in 1995, after Jennifer Wall, a

winemaker, joined the team to develop more varieties and flavors for their line of wines (Barefoot, 2025). Previously the website offered online purchasing and handling through Barefoot directly, but currently does not offer purchasing for delivery from the company site (Barefoot FAQ's, 2025).

### *Partnerships, Brand Initiatives and Media*

Marketing efforts include a headlining partnership with the NFL, promoting commercials featuring Patrick Warburton, a notable actor. These advertisements and collaborations are shown on social media platforms and television. Through social media platforms, their Instagram account has 69.5K followers, 1.3 million on Facebook, and 64.6K on X. Barefoot Wine is widely known for their cheaper offerings, and tends to be popular with a younger college audience, who value affordability and sweet flavors (Mark Evans, 2025). The affiliation with the NFL attracts football lovers, who enjoy social settings and are perceived as an inclusive brand, openly supporting the LGBTQ+ community with a pride collection in 2021 (PR Newswire, 2021).

## **Stella Rosa**

### *Brand and Product Overview*

Stella Rosa, a brand owned by the Riboli Family Wines company, offers a diverse range of products, including semi-sparkling and sparkling wines in red, white, and blush varieties. The company also provides gluten-free wines, single-serving cans, non-alcoholic options, and Italian traditional wines, with over 40 alcoholic flavors available (Stella Rosa Wines, n.d.). Their wines have a relatively low alcohol by volume of 5%, making them lighter and more approachable for consumers. Stella Rosa's price point falls within the \$10-\$20 range, positioning it as an affordable yet appealing option for casual wine drinkers (San Antonio Winery, n.d.).

### *Company Background*

The Riboli Family Wines company, which owns Stella Rosa, has been in business since 1917 and currently employs over 450 people. Headquartered in Los Angeles, California, the company also owns vineyards in California to support its production. Stella Rosa was founded in response to consumer demand for sweeter, lighter wines and has since become one of the 30 largest wineries in the U.S., selling over 700,000 cases domestically and 6.3 million cases globally (Wine Business Monthly, n.d.).

### *Marketing and Social Media Presence*

Stella Rosa has an active marketing presence, leveraging social media to engage its audience. The brand has a significant following, with 231K followers on Instagram, 495K on Facebook, 20.4K on X, and 3K on TikTok (Stella Rosa Wines, n.d.). The company's marketing strategy focuses on attracting a younger, predominantly female demographic through vibrant packaging and a sweet, fruit-forward taste profile. Stella Rosa has collaborated with well-known organizations such as GLAAD, a nonprofit LGBTQ+ advocacy organization and partnered with Latin music artist Prince Royce to expand its market reach (PR Newswire, 2024).

### *Consumer Perceptions*

Consumer perception of Stella Rosa varies, with many appreciating its sweetness and ease of drinking, while others critique it for being overly sweet or lacking complexity. The lower alcohol content makes it more approachable for new wine drinkers but may deter those seeking a more traditional wine experience. Despite this, Stella Rosa continues to thrive in the market, maintaining a strong presence in the affordable wine category (Stella Rosa Wines, n.d.).

## **Island Grove Wine Co.**

### *Brand and Product Overview*

Island Grove stands out as a large competitor for Keel Farms due to its similarity in origin, the products they offer, and the location. Island Grove was formed when two blueberry farms in north central Florida combined to become Island Grove Ag Products, with their main focus being high quality blueberries and blueberry plants (Island Grove, n.d.). Ken Patterson, founder of Island Grove, LLC and his daughter Sarah Aschliman wanted to create an innovative way to use extra fruit from the fresh seasons (Island Grove, LLC, n.d.). As a result, in 2010 Sarah Aschliman and her family formed the Island Grove Wine Company (Island Grove, n.d.). This poses a major threat for Keel farms as they also began as a farm in Florida, with their specialty being blueberries.

### *Company Background*

Since 2010, Island Grove has put their wines on many shelves. Island Grove Wine can be found at stores such as Publix, Winn Dixie, ABC Fine Wine and Spirits, Whole Foods, Total Wine, Walgreens, Luekens, and more; with nine wine options sold at each store such as their Blueberry Moscato, Sunshine State White Sangria, Rustic Raspberry, and Bold Blackberry (Island Grove, n.d.). Sarah and her family got bottles on shelves with the help of others, but Island Grove does not disclose to the public how many employees they have in total. Having a strong relationship with the University of Florida's Breeding Program certainly has helped their success as they helped increase production and knowledge of experimental and newly released blueberry varieties (Island Grove, n.d.).

### *Marketing and Social Media Presence*

Previous marketing efforts consist of posting on their social media accounts, with their Instagram having 3,722 followers, their Facebook having 9,000 followers, and X having 94 followers. Island Grove is currently perceived well by the public as most reviews have very high stars, and very positive comments (Island Hawthorne, FL, n.d.). They mention a collaboration with Disney on their website, there was no further information other than the Disney logo (Island Grove, n.d.). They do however, have the Island Grove Formosa Wine Gardens located only two miles from Disney, where they do wine tastings and have a wedding venue; while this can be threatening, this is also an opportunity for Keel Farms to gain more brand awareness as they feature Keel and Curley wines at the Formosa Gardens. (Formosa Winery, n.d.)

# Target Market Analysis



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### **Target Market**

The primary target market for Keel and Curley Wine are Florida women between the ages of 25-55. The secondary target market for Keel and Curley Wine is college-aged Gen Z individuals, aged 21-24.

### **Primary Market**

The primary market of Florida women between the ages of 25 and 55 comprises (19.1%) of the state's population which is about 4.4 million people (US Census Bureau, 2023). This audience defines a variety of age groups, and the percentage holds significance in the state's market. The largest sectors of this population are age groups' 30–34 and 50–54, with populations of approximately 700,000 (US Census Bureau, 2023). The Gen X and Millennial market are career based groups of Florida's transient population. This group of women house a diverse range of state location, access, and income status, discussed below.

### **Demographics**

Geographically, the location of women ages 25-55 and the consumer base will be targeted in densely populated regions in the state of Florida. Additionally, the primary market will be targeted based on accessibility and convenience to major retailers. Substantial populations of this group can be found in cities and surrounding suburbs. The coastlines of Florida, specifically represent a major portion of working neighborhoods. (ZipAtlas, 2025). These career driven residents are middle to upper class, as ages 25-35 are renting in populated areas and focus on individual finances, while ages 35-55 have families and ownership of assets, in surrounding suburban regions (Statista, 2025). This group values affordable alternatives for purchasing as they are fulfilling household and personal needs. On average, Florida women in this age bracket range in annual salary and income of \$58K-\$69K (US Census Bureau, 2023). Compiling

financial backgrounds will create a stronger relationship between products and consumers based on the financial wants and needs.

Ethnically, the majority of women ages 25-55 are approximately White (50.46%), followed by Hispanic or Latino (27.52%), Black or African American (13.76%) and Asian (2.75%) (USA Data, 2023). This diverse market is an opportunity to advertise to a variety of facets. Marketing toward women as the primary audience allows for a sense of community and empowerment amongst product lines. Consequently, Keel and Curley Wine will personally connect and understand their consumer values by absorbing personalized stories across these different groups. The family-friendly brand will appeal to social environments, family gatherings and inviting spaces for consumers. Educationally, women in Florida 25 and older experienced a Graduate or professional degree (13.3%), Bachelor's degree (21.6%), Associate's degree (10.1%), attended college but did not earn a degree (18.4%) and a High school diploma or equivalent (26.8%) (US Census Bureau, 2023). These records are important to analyze as they are factors to career based decisions, personal values, opportunities and understanding societal contributions of the market.

### **Behavioristics**

The primary target audience places a focus on women as their consumption of wine is greater than men's. In a study done by Subgroup it was found that among beer, liquor, and wine (49%) of women prefer wine, while only (15%) of men prefer wine over liquor and beer (Wine's Gender-Split, 2021). Women particularly in this demographic often make purchases that align with their lifestyle needs such as social gatherings with friends, so they will put extra time into researching products strategically before buying to ensure they get the best option (Peacock, 2021). Gen-Z grew up in the era of technology and smartphones are incorporated in their daily

lives (Bouet, 2024). For Gen-Z shopping is all about convenience and they appreciate the convenience of easy to navigate brand websites (Bouet, 2024). Gen-Z has grown up in a time of economic uncertainty making them value-conscious (Feger, 2025). They are less prone to impulse buying than previous generations, and prioritize sustainability when looking for products (Feger, 2025).

### **Psychographics**

It is common among women particularly in this demographic to prioritize their health and wellness, learning about their body, women's health topics and being comfortable and confident in their own body (SWNS, 2024). Millennials take up a majority of the primary target audience and their values very much influence all of their decision making, including which products, services and brands they want to support (Reaching, 2023) Millennials very much value inclusion as (77%) say their favorite brands demonstrate commitment and inclusivity (Reaching, 2023) Values are also influential in the decision making of Gen X such as caring for their loved ones, while also having a major concern for practicality; taking a more cautious approach when making purchase decisions (Media Culture, 2023).

### **Geodemographics**

Keel and Curley's geographic focus can be identified by two significant factors. The location of (25-55) aged women and the regions of distribution for consumers; accessibility is a major selling point for Keel and Curley Wine's ambitions of state-wide growth. Major retailers that sell client products are predominantly located along the east and west coastlines of Florida (Keel and Curley, 2025). This relationship of location and convenience influences in store purchasing. Geographically the primary market will be targeted near retailers and heavily populated cities and counties across the state. It is important to also maintain focus on the retail

locations near the Keel Farms Winery in Plant City, Florida as visits to the farm will provide familiarity with the product persuading consumers to buy off retail shelves.

### Primary Survey Charts and Persona Graphic

*Frequencies for PurchaseLocation* ▼

PurchaseLocation	Frequency	Percent	Valid Percent	Cumulative Percent
ABC Liquor	13	7.345	7.386	7.386
Aldi	2	1.130	1.136	8.523
Costco	6	3.390	3.409	11.932
Publix	20	11.299	11.364	23.295
Target	9	5.085	5.114	28.409
Total Wine	22	12.429	12.500	40.909
Walmart	52	29.379	29.545	70.455
Other	52	29.379	29.545	100.000
Missing	1	0.565		
Total	177	100.000		

*Frequencies for PayForWine*

PayForWine	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$10.00	21	11.864	11.932	11.932
\$10.00 - \$12.49	31	17.514	17.614	29.545
\$12.50 - \$14.99	47	26.554	26.705	56.250
\$15.00 - \$17.49	26	14.689	14.773	71.023
\$17.50 - \$19.99	28	15.819	15.909	86.932
\$20.00 - \$24.99	13	7.345	7.386	94.318
\$25.00 - \$30.00	10	5.650	5.682	100.000
Missing	1	0.565		
Total	177	100.000		

#### Primary Persona



**NAME**  
Bethany Rymer

**AGE**  
47

**HOUSEHOLD STATUS**  
Married  
Two children  
(ages 15 and 17)

**EDUCATION**  
Bachelors Degree in Business

**OCCUPATION**  
Real Estate Broker

**LOCATION**  
Lakewood Ranch, FL



#### Bio

Bethany Rymer is a 47 year old, Florida native, who attended University of Florida and decided to settle in Lakewood Ranch in 2014. Bethany is married with two sons and is a commercial real estate agent in Sarasota. Bethany values a healthy lifestyle and makes it her life goal to expand her financial growth and save for her son's education. She and her husband are very social and are heavily involved with community events.



#### Interests

- Wellness
- Outdoor Activities
- Social Events
- Family Oriented
- Investments
- Career
- Education
- Convenience



#### Goals

- Staying active
- More beach days
- Network with community
- Host more family dinners
- Purchase secondary property
- Be the top broker in agency
- Prepare for kid's college fund
- Accessible travel for household errands



#### Pain Points

- Taking time away from work for health practices (tennis).
- Stress in financial security (college funds).
- Re-invent parenting to support children's needs.
- Losing touch with social friends outside of her work-life.



### **Secondary Market**

The secondary market for Keel and Curley Wine consists of college students between the ages of 21 and 24 in the Tampa Bay area. According to the class survey, the age group 21-24 holds over half the percentage (67.8%) of wine users among the surveyors (Primary Research). This age group represents a significant consumer base, as nearly half (49.6%) of full-time college students reported drinking alcohol within the past month (National Institute on Alcohol Abuse and Alcoholism [NIAAA], 2021). Since this demographic includes students who are legally allowed to drink, they are an ideal secondary audience for Keel and Curley Wine.

### **Demographics**

The geographic focus for this market is Florida, specifically the Tampa area, where multiple universities hold a concentrated student population. Tampa is home to institutions like The University of South Florida (USF), The University of Tampa (UT), and Hillsborough Community College (HCC), meaning there are thousands of students who could be potential consumers. Since these students are enrolled full-time, they likely come from middle-class backgrounds and have disposable income to spend on alcohol, especially for social occasions.

In the Tampa area, the majority of college graduates are White (47.9%), followed by Hispanic or Latino (25.7%), Black or African American (12.4%), and Asian (5.87%) (Data USA, 2023). This demographic breakdown indicates that the target market of women ages 21–24 is ethnically diverse, with White women making up the largest segment, but with a significant presence of Hispanic or Latina, Black, and Asian women. The ethnic composition suggests that the audience is not homogenous and reflects a multicultural environment within the college-aged population in Tampa.

Also, the Tampa college population is majority female, with 48,698 female students

compared to 34,669 male students (Data USA, 2023). This does not mean that only women drink wine, but it does show that marketing efforts are more effective if they cater to the interests and purchasing behaviors of female students.

From an educational standpoint, this market consists of individuals who have completed high school and are pursuing college degrees. Many of them are also active on various social media platforms and engage with brands online, making digital marketing a key strategy for reaching this audience.

### **Behavioristics**

Research shows that college students continue to engage in drinking behaviors, with a common association being binge drinking involving beverages like beer and seltzers. However, recent findings suggest that Gen Z is approaching alcohol consumption more consciously compared to previous generations (Dingwall, 2024). This shift indicates a behavioral trend among college-aged consumers toward more mindful drinking habits, potentially reflecting changes in health awareness and social preferences within this demographic. Keel and Curley's wine aligns with current student lifestyles, where mental health awareness has led many students to favor staying in rather than going out. Students ages 21–24 also have access to a wider variety of alcoholic beverage options compared to previous generations, offering greater opportunities for exploration (Dingwall, 2024). This suggests that this age group may be more open to trying new types and flavors of wine, as they seek products that fit both their social habits and personal preferences.

Other than purchasing alcohol, this age range is known for consistently spending money. Between buying the foods they like and eating at the dining hall, students often still spend a lot of money on grocery shopping. College students spend \$410 a month on average eating

off-campus. In Florida alone it is an estimated amount of \$267 a month, insinuating the secondary market is a valuable target based on their frequent and consistent spending habits (Hanson, 2025).

### **Psychographics**

Students like to drink while they are in college enjoying their young years, it's a norm for most. Students tend to escape reality, like class, exams, work, etc., by drinking on the weekends, and also see it as a way to become more of a social butterfly and enjoy time with friends. In a study done on alcohol consumption, it shows that one of the main reasons alcohol is consumed is taste (National Library of Medicine, 2021). Keel & Curley sweet wine offers a different taste than typical wines. The class survey indicates about half of the survey takers prefer sweet wine over other types (49.7%), which allows a large market for sweet wine (Primary Research).

As students drink more consciously, this age range is starting to focus and prioritize things like sustainability and supporting small businesses, however still value indulging in alcohol like wine (Dingwall, 2024). Gen Z is highly eco-conscious and according to a survey done 73% of them are willing to pay higher prices for sustainable products (Shaw). Through sustainability and to lower overconsumption, they also prioritize supporting small businesses as a value of community. Keel Farms is a small business that practices sustainable efforts, and Keel & Curley Wine is affordable for college students, accumulating them as a perfect market.

### **Geodemographics**

The secondary target being college students ages 21-24 Keel Farms is in a perfect spot being located in Florida. As mentioned previously, there are multiple colleges in accordance to Keel Farms and mostly every student of age in Florida has access to a Publix for purchase. Publix's and liquor stores surrounding these college campuses are going to be the higher

concentrated areas to target, as well as highly populated cities that college students visit often. These areas specifically include cities like Tampa, Jacksonville, Miami, Tallahassee, St.Pete, Orlando, and Fort Lauderdale. According to Florida Demographics, all these cities fall under the top 10 most populated cities in Florida (Carney, 2024).

The state of Florida holds the most Publix's in the country, approximately 62% of the US, which includes 899 stores total. In Tampa Bay alone, Publix has 26 locations, ranking fourth on the list for highest city count. Miami is number one, Orlando is number two, and Jacksonville is number 3 (ScrapeHero, 2025). Therefore, it is important to note that purchasing Keel and Curley from Publix is easily obtainable in Florida.

*Frequencies for LikeFruitWine*

LikeFruitWine	Frequency	Percent	Valid Percent	Cumulative Percent
No	88	49.718	50.000	50.000
Yes	88	49.718	50.000	100.000
Missing	1	0.565		
Total	177	100.000		

*Frequencies for Age*

Age	Frequency	Percent	Valid Percent	Cumulative Percent
21 to 24	120	67.797	68.182	68.182
25 to 34	9	5.085	5.114	73.295
45 to 54	33	18.644	18.750	92.045
65+	7	3.955	3.977	96.023
Prefer not to answer	7	3.955	3.977	100.000
Missing	1	0.565		
Total	177	100.000		

**Secondary Persona**

**NAME**  
Lauren Reed

**AGE**  
22

**CURRENT ACADEMIC YEAR**  
Senior  
The University of Tampa

**OCCUPATION**  
Server

**LOCATION**  
Tampa, FL

**Bio**

Lauren Reed is a senior at The University of Tampa. She studies marketing and wants to pursue a sales job in medical sales in Tampa, FL. Her favorite things to do are workout, hangout with friends, and read. She is excited for the future, but nervous for reality.

**Interests**

- Reading
- Photography
- Pottery
- Happy Hour
- Painting
- Education
- Exercise
- Friends & Family

**Goals**

- Graduate with honors
- Secure a full-time job
- Budget money
- Make new friends

**Pain Points**

- Balancing school, work, and socializing with friends
- Graduation approaching without a job secured
- A lot of her support system leaving to go home after graduation



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# Objectives and Goals



*Keel + Curley*  
WINERY

### **Marketing and Sales Objectives:**

- 1) To ensure one out of 100 wine bottles sold in FL, will be Keel and Curley by 2030.
- 2) To expand distribution points among 5 more states by 10% in major retailers selling Keel and Curley Wine by 2030.
- 3) To increase sales of Keel & Curley wines sold out of grocery and liquor stores by 10% by December 2025 from consumers in Florida 21 and older.

### **Advertising and Communication Objectives:**

- 1) To increase brand awareness of Keel and Curley Wine by 10% among Florida women, ages 25-55 by August 2030.

Description: As a primary target audience, Florida women ages 25-55 will be targeted for brand awareness of Keel and Curley Wine. Brand awareness is important in the eyes of the consumer and bases interactions on visuals or identifiable characteristics of Keel and Curley Wine. These characteristics include logos, slogan, and bottle design. Awareness allows the audience to emotionally connect with branding and subconsciously identify a company. The goal is to invite and attract awareness amongst the brand to expose consumers to the company. Target audience research concludes women ages 25-55 value packaging, sweetness and carbonation in alcohol-related beverages, aligning with Keel and Curley fruit wines and ciders. Brand awareness supports initiatives of market expansion for the company, and allows consumers to familiarize themselves with Keel and Curley values. Consumers in this market will be able to

identify company attributes through awareness and develop personal connections with the brand by 2030.

2) To increase brand education of Keel and Curley Wine by 10% by May 2027:

- Among Florida women consumers 25-55
- Among Florida college student consumers 21-24

Description: When making decisions on where to spend their money, consumers tend to lean towards a small business. There is a sense of satisfaction that comes along with supporting a business that has a meaningful story behind its origin. At Keel and Curley Farms, where the wine is produced, there is a sentimental origin as Joe Keel began his farm only as a plant nursery that evolved into a winery and more; he then passed it along to his son Clay who continued on the family business. This is a story that consumers specifically in the primary market will appreciate and encourage brand loyalty. Keel and Curley wine also prides themselves on being a sustainable company that cares about their impact on the environment. This is a major leverage for brand perception as many businesses today don't focus on environmental impact and consumers tend to notice. This is important and valuable for consumers who value local businesses and sustainability when deciding which brands to give money to. The secondary market of Gen Z is increasingly becoming more passionate about the protection of our environment, therefore highlighting Keel and Curleys sustainable practices could be a great advantage.

3) To increase purchase intentions of Keel and Curley Wine in Florida retailers by 15% by December 2030 among women ages 21-24.

Description: Purchase intention is extremely important as it directly impacts sales and brand loyalty. A strong purchase intention encourages repeat purchases and also helps Keel and

Curley stand out in a competitive alcohol market by positioning it with specific consumer desires. Women ages 21-24 is an important demographic as they are in their early stages of developing brand preferences and consumption habits within the alcoholic industry. Women in this age group tend to prefer lighter, fruit wines that are more affordable as well. Younger consumers are heavily influenced by peer recommendations and digital marketing, meaning purchase intention can lead to organic brand advocacy and word of mouth promotion. This will support long term brand growth and involvement by creating a stronger connection with the consumers.

# Positioning



*Keel + Curley*  
WINERY

### **Positioning Statement & Value Proposition**

The goal is to position Keel and Curley Wine to Florida women, as affordable, sweet, fresh and social among the primary market of women, ages 25-55 and secondary market of college students ages 21-24.

Keel and Curley Wine is an affordable and versatile brand, housing a variation of unique flavors and locally source's fruit wines and cider. This wine is found across the state of Florida in stores like Publix, Walmart, Winn Dixie, ABC Fine Wine & Spirits, and Total Wine. Keel Farms Winery, is located in Plant City, FL and offers tours, wine samples, and on-site dining, engaging a range of visitors. Keel and Curley has a variety of wine flavors ranging from bold and strong to light and refreshing, fitting preferred flavor profiles among women ages 21-55.

### **Offers**

Keel and Curley Wine distinguishes itself within the competitive landscape of fruit wines and ciders by focusing on a farm-to-shelf model. The brand highly prioritizes locally sourced and high-quality ingredients that do not break the bank. Unlike mass-produced brands that usually use artificial flavoring and large-scale distribution, Keel and Curley stay committed to small-batch production. This method ensures an unmatched level of craftsmanship and their promise of freshness (Keel Farms, n.d.). Keel and Curley offers an immersive consumer experience through winery tours, interactive tasting events, and direct participation in the winemaking process. The brand creates a sense of authenticity and uniqueness between the product and its consumers which is not usually seen in larger wine companies (Keel Farms, n.d.).

### **Why Keel and Curley Wine**

Keel and Curley prides itself in being family friendly, as a social and Florida based brand. Although expansion is imminent, the company maintains a community driven message through partnerships and initiatives. Keel and Curley Winery is an official partner to the Tampa Bay Buccaneers and collaborate with schools and nonprofits organizations for the “Keel Cares” foundation (Keel Farms, n.d). Keel and Curley value relationships with consumers through a wine club loyalty program. Consumers are able to engage with the platform to receive updates and promotions for their favorite products (Keel Farms, n.d). Wine and cider lovers experience convenience when shopping for products in person and online purchasing. Keel and Curley wine and ciders are offered across the Florida market in major retailers and through VinoShop, a shipping platform that is available directly on Keel and Curley’s website (Keel Farms, n.d).

The personalization of bottle designs and colorful packaging of ciders invites consumers to perceive the product as an extension of the business. The designs specifically showcase colors and graphics based on the unique flavor profile and farm fresh ingredients. Housed with a variety of flavors, Keel and Curley specifically distribute and sell fruit wines and ciders. The wine ingredients are (100%) natural and feature fruit blends with a 12% alcohol by volume rate, while the ciders are gluten free with a 5% alcohol by volume rate (Keel Farms, n.d). These quality and fresh components of the beverages, allow for healthy and cleaner alternatives for consumers.

### **What the Consumers Want**

Keel and Curley’s target consumers who are Florida women ages 25-55 want high quality, yet affordable wine options that support sustainable practices and are enjoyable for any occasion. The target audience wants an alcoholic beverage that compliments their day to day

activities and values. It could be from relaxing at home with family or going out with friends. These consumers value sustainability and tend to like wines that are more local. Research also shows that a prominent amount of wine consumers consider companies' wine production and their sustainable practices (Forbes et al., 2009). In today's more health conscious world, consumers are looking for more choices that have fewer or no artificial additives and lower sulfite. A survey in 2023 shows across ten countries that 42% of surveyors believe wines with additives are bad for their health and prefer cleaner wine (Wein-Plus, 2023).

Keel and Curley enhance the consumers lives by distributing high quality, locally sourced wine at an affordable price. The emphasis on quality and authenticity lets consumers feel good about what they are drinking. They know Keel and Curley support sustainable agricultural practices and are a local business (Keel Farms, n.d.). The brand also promotes a sense of community through winery tours and various partnerships with local organizations. This allows consumers to engage with Keel and Curley outside of the grocery store or the actual winery itself.

Keel and Curley eliminates a burden from consumer lives by making the wine selection process easier and faster when they go to the grocery store. There are so many wine options available at the store, it is almost overwhelming. The brand removes this feeling of uncertainty when picking out alcoholic beverages. This is because of their large selection of high quality, locally sourced wines that are consistent and flavorful. Keel and Curley makes the wine purchasing process so much more convenient because their wines and ciders are readily available in a range of local grocery stores across Florida. Not only are they in huge grocery stores like Publix, but they are also available online for direct purchasing and shipping right to the

consumer's door. This eliminates the need for customers to search stores or settle for less than they deserve (Keel Farms, n.d.).

Within the secondary market of women ages 21-24, they seek fun, social experiences that make them feel sophisticated and trendy. They want to try new trending flavors and tend to go for aesthetically pleasing packaging, limited edition releases, and wines that align with their values. Whether it be from sustainability practices, to the amount of calories and added sugar in the wine, the secondary market wants something convenient and different. Using social media to grab this audience would be beneficial because of the high percentage of this age group participating on social platforms.

### **Potential Benefits and Capabilities**

There are actually multiple health benefits that come along with drinking wine. It has been proven that individuals with the habit of moderately drinking wine daily have significant reductions in all-cause and particularly cardiovascular mortality when compared to people who do not consume wine (German and Walzem, 2000). This puts Keel and Curley wines at an advantage as health conscious consumers might choose wine over other types of alcohol with no health benefits. Another benefit of engaging with the Keel and Curley brand is that there is a physical location to visit; so after buying and tasting the wine off grocery store shelves, consumers can visit the winery, and take a tour learning all about the brand's background and seeing how the wine is made (Keel Farms, n.d.). This allows consumers to build more of a connection to the process of making the wine, and with the backstory of Keel and Curley. Consumers will also benefit from engaging with the brand because of the satisfaction that comes along with supporting a local family rooted business. Nearly 75% of Americans stated that the pandemic made them appreciate their local shops more than they did before (Adelaide, 2024).

Supporting Keel and Curley means supporting a small business and can provide much more satisfaction than a purchase from a big name competitor such as Barefoot Wines.

### **Competitors**

Barefoot Wine is one of Keel and Curley's top competitors. Their branding is recognizable and they have an assortment of flavors and colors, especially one's which stand out as Keel and Curley's top competitors, like their flavors Fruitscato and Pink Wine, and their convenient creations like their wine on tap from a box and wine-to-go. Barefoot also has strong brand engagement through its partnerships and donations toward the LGBTQIA+ community and being the official wine sponsor of the National Football League (Barefoot Wine, n.d).

In order to compete with Barefoot, Keel and Curley can heighten their brand awareness and partner with big brands to educate the primary and secondary target consumer. When targeting women ages 25-55, it is important to go for something that this large range can all relate to. A partnership with a company like Disney World would efficiently hit the broad target audience. This attraction park brings in a lot of women ages 25-55 and Keel and Curley's fruit wine would fit right into Disney's colorful flavor profiles.

Hitting the secondary target, Keel and Curley could partner with a music festival. The Breakaway Music Festival is happening right here in Tampa in a few weeks, and would be a perfect start since it is relatively small for a festival. Starting local could open up doors to eventually partner with even bigger events, like Coachella or Lollapalooza. This festival attracts a large number of college students and sells alcohol at the venue, so a perfect opportunity for Keel and Curley.

# IMC Strategy



*Keel + Curley*  
WINERY

**Advertising Objective 1: To increase brand awareness of Keel and Curley Wine by 10% among Florida women, ages 25-55 by August 2030.**

### **Strategy 1: Social Media Promotion**

The goal of these Instagram and Facebook advertisements will drive traffic to the wine club program through a CTA caption. The social media posts will encourage users sharing the post with friends to join the program. The post visually represents a group of friends indulging at a wine night, enhancing the social branding of Keel and Curley Wine. Additionally, a story will be posted linking directly to the loyalty program in the social media profiles for optimization and traffic. The story shows a customer holding a bottle of wine in an aisle and addresses the giveaway, using engaging emojis such as the wine glass and the sun to represent the Florida winery. The posts use specific brand guidelines tailored to colors and a consistent tagline across the campaign: “Consume To Bloom.” Once users interact with the post or link in the social media profile, they are brought to the loyalty program and are entered into a giveaway for a free bottle of wine. The first 100 wine club members to use the link will be entered into the giveaway. This opportunity showcases Keel and Curley’s positive relationship with consumers, through slogans such as “Pour More, Pay Less,” on the digital form.

### **Strategy 2: Brand Partnership**

The brand partnership between Keel and Curley and The Candle Pour will increase brand awareness of Keel and Curley through giving the option to participants to sample and sip Keel and Curley while candle pouring. This fun and affordable activity that women of all ages in Tampa Bay can enjoy (The Candle Pour). This collaboration brings awareness to the family-ran

local wine that they will love. The tagline reads, “You Pour the Candles, We Pour the Wine”, emphasizing the chance to relax with wine but also the fun aspect of making the candles.

On May 1st, The Candle Pour will launch their first Instagram ad informing consumers of their newest wine addition and Keel and Curley will collaborate on the post informing their own followers. Following this launch ad, both brands will have access to content at The Candle Pour to post to bring awareness to the brands. These posts will include pictures, short reels, and short story posts. The partnership plays a role in current trends for fun experiences and activities, especially for Millennials and Gen Z who love to partake in experiences rather than material goods (Family Affairs, 2017). The combination of wine and candle pouring reaches a broad audience of women that will introduce people to Keel and Curley.

The out-of-home flyer will be hung around local areas surrounding The Candle Pour locations like Hyde Park Village, Oxford Exchange, and St. Petersburg. This flyer will be an intriguing way to lure customers in, bringing awareness to their new wine addition of Keel and Curley. Hanging this flyer in these areas, it can be assumed people seeing it have a general idea of The Candle Pour, so adding a new wine launch allows consumers to finally book the reservation they have been forgetting to do. Both the Instagram ad and the out-of-home flyer have calls to action for both companies.

### **Strategy 3: Billboard Advertisement**

The billboard advertisements will promote brand awareness of Keel and Curley Wines. Billboards are still one of the most effective ways to advertise even in today's digital age; as billboards allow for 24/7 advertising and are not just for large brands as cost per impression is lower than other traditional forms such as radio or TV (*Digital vs.*, 2025). This billboard will

help to reach the target audience as it reaches entire demographics and provides repeated exposure which increases traffic both online and in stores (Digital vs., 2025). This billboard will be placed on highway I-4 a mile before Exit 17 where Keel and Curley Farms is located. This will generate the attention of consumers who are not aware of the brand, and consumers who may already be aware of Keel and Curley Farms location, but now make them aware that they are available in store. The other location of the billboard will be on highway I-4 about a mile before Exit 45A which leads to downtown Tampa. This exit generates local traffic, and the traffic of those who make visits to the city. This area typically generates traffic throughout the day and will draw in the Florida residents to drink wine from the vines of their very own state. Ideally, putting a five-year billboard within a mile of every major city in Florida to expand brand awareness across more of the state.

**Advertising Objective 2: To increase brand education of Keel and Curley Wine by 10% by May 2027 among:**

- **Women consumers 25-55**
- **Gen Z/college student consumers 21-24**

### **Strategy 1: Billboard Advertisement**

The same billboard advertisements will increase brand education for both target markets by showcasing Keel and Curley Wines as a family business, highlighting its sustainable practices, and explaining that consumers can find the product at their favorite Florida grocery stores. The promotion of local sustainable products will appeal to the primary target market as women show a positive green consumption intention, focus on carbon consumption, and purchase green products more frequently (Ozdoruk, 2024). Sustainable practices will also highly

appeal to the Gen Z market as sustainability is increasingly becoming more important in retail especially among Gen Z consumers; as they place a high value on supporting local businesses that also make eco-friendly products (Zhao et al., 2021). The call to action message to take the next exit to your favorite Florida grocery store alludes to stores such as Publix who carry the Keel and Curley Wine brand. Along with this, having the wine bottles on the billboard will educate consumers on what the bottle looks like, and give them an image to remember next time they are at the grocery store.

### **Strategy 2: Influencer Marketing**

The “Sip and Save with Sam” campaign supports the advertising objective of increasing brand education among Gen Z and college aged consumers in Florida, specifically women ages 21-24. This campaign introduces Keel and Curley Wine to a younger demographic through informative and relatable content by partnering with Tampa based lifestyle influencer Samantha Coscia. Samantha’s personality aligns with the brands local and community focused brand identity, making her the perfect influencer to trust and take her recommendations. Through weekly Instagram Reels she can showcase where and how to purchase Keel and Curley Wine at familiar Florida retailers like Publix, Winn-Dixie, ABC Fine Wine & Spirits, and Total Wine. She will not only show where and how to purchase products but review flavors, price comparisons, and their local production. Samantha helps demystify the wine buying process for first time customers and also makes them feel like they are making the local, smart choice. Influencer led marketing is effective for younger audiences because it blends peer-to-peer communication. Influencers provide a powerful platform for guiding decision-making through authentic content making them key players in educating consumers in a way that feels personal and credible (OHO Interactive, 2024).

Each video follows a similar format of Samantha visiting her local Publix or other popular Florida retailers. She will highlight the placement and price of Keel and Curley Wine compared to higher-cost or more well known brands. By showing the product in a familiar shopping setting, she removes the barrier between product discovery and actual purchase. The emphasis on affordability and shopping locally makes the brand appealing to young women looking for quality wine while staying within a budget. The second part of each video features Samantha at home, where she unboxes the wine, pours a glass, and shares her real first impressions. Her honest reviews of new flavors every week and an easy-going personality help build trust with viewers. This will create an authentic connection from the product to the consumer. The call to action is to go to Publix or local retailers and grab a bottle of wine. This reminds consumers that Keel and Curley Wine is both accessible and priced in a way that makes it worth trying. This campaign wants consumers to feel excited and confident about their purchases.

**Advertising Objective 3: To increase purchase intentions of Keel and Curley Wine in Florida retailers by 15% by December 2030 among women ages 21-24**

### **Strategy 1: In-store Sales Promotion**

Through QR codes placed on coupon cards, users are able to access direct sales, exclusively for in-store purchases. Brand ambassadors stationed at sample stations will pass out the coupon cards after sampling wine. In-store samplers will have the opportunity to take advantage of instant sales at the checkout station. This coupon will provide a 15% off discount from sales price toward any Keel and Curley bottle of wine. The card utilizes the “Consume To Bloom” tagline, promoting sales through inviting and branded messaging.

### **Strategy 2: Bottle Redesign: Loyalty Program through QR Code**

Most markets, specifically college aged students aged 21-24, value convenience and will feel inclined to purchase affordable alternatives (WordStream, n.d). The wine bottle will feature a QR on the tip of the bottle that brings users to the loyalty program registration. Similar to the social media promotional posts, users will be entered into a giveaway that states the first 100 consumers who scan the QR code are able to win their favorite bottle of wine. The consistency across digital and physical access to the loyalty program allows for preference and convenient alternatives for consumers. This messaging creates a sense of urgency through competition and encourages engagement. This specific method has been commonly utilized for brands targeting this age-group, promoting market trends on social platforms (John Corrigan, 2024).

### **Strategy 3: Brand Partnership**

Within the partnership between Keel and Curley and The Candle Pour, there will be a coupon available. Following the candle making session, participants will receive a physical coupon for \$5 off their next bottle of Keel and Curley eligible at any store it's sold. The coupon is acceptable for 3 years and is good to use on any bottle. In 2020, a reported 86% of Millennials said that a coupon could persuade them to switch brands (Langenegger 2024). This coupon will increase purchase intentions and encourage consumers to choose Keel and Curley for their wine of choice.

### **Strategy 4: Influencer Marketing**

The fourth concept covers the advertising objective of purchase intention. The "Sip and Save with Sam" campaign targets Gen Z women in Florida between the ages of 21 through 24 in an effort to increase their likelihood of making a purchase. The campaign intends to convert

social media engagement into real product purchases by partnering with Tampa-based influencer Samantha Coscia. Samantha is a young lifestyle influencer whose personality and values resonate with Keel and Curley's local, community-focused brand identity. The content of Samantha's Instagram Reels is designed to engage her audience in a genuine and relatable way. This will reflect the tastes and purchasing habits of young women. Influencer marketing is a very successful tactic for reaching younger audiences, who are more inclined to trust recommendations from influencers they follow, according to Forbes (Forbes Agency Council, 2024).

By sharing fun and informative content in a style that feels natural to the everyday media habits of young women, "Sip and Save with Sam" directly supports the campaign's advertising objectives which are to increase purchase intentions of Keel and Curley Wine in Florida retailers by 15% by December 2030 among women ages 21-24. The blend of trusted influencer promotion and relatable lifestyle content helps create the ideal setting for turning interest into real purchases.

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# Creative Concepts



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## Problem Statement

Increase sales of Keel and Curley Wine in major retailers, specifically Publix, and enhance in-store interactions with products.

## Target Audience

The primary target are Florida women aged 25-55 and a secondary target college student aged 21-24. Despite being a local and unique brand, Florida women and college students are unaware of the in-store offerings of Keel and Curley Wine. This campaign will work to increase awareness and engagement among Florida women aged 25-55 and college women aged 21-24.

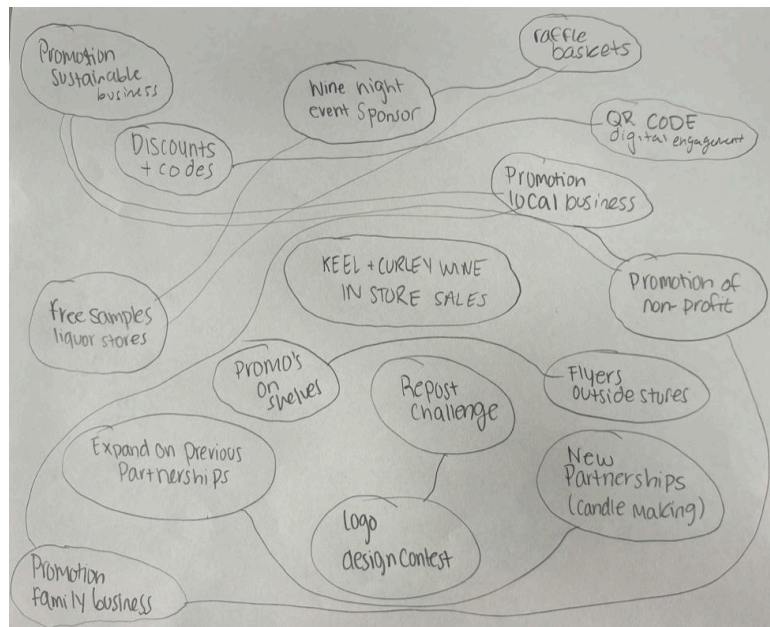
## Brainstorming

Team: Nick Freeman, Avery Feudo, Gracie Maccarella, and Abby Maxwell.

Discussion Leader: Nick

Note Taker: Gracie

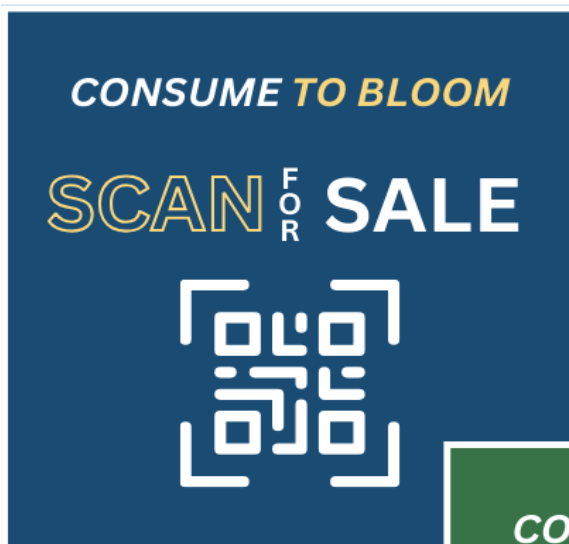
Brainstorming Strategy: Clustering



## Concept 1: Coupon Cards, Bottle Feature and Wine Club Form, and Social Media Posts

Description: The following mockups showcase coupon cards meant to entice shoppers to scan the QR code and interact with Keel and Curley Wine at sample stations with brand ambassadors. The code allows consumers to take advantage of a coupon at the checkout, promoting engagement and discounts. The CTA “scan for sale” evokes urgency and directness to receive instant satisfaction through sales.

- Headline: Scan For Sale
- Tagline: Consume To Bloom
- Key Visual: Coupon Cards
- Hex Codes: #1B4D76, #37764A, #FCD97E, #FFFFFF



Description: The mockups listed, display the redesigned wine bottles, accompanied with custom QR codes. Through accessibility, users can scan the code at the top of the bottle, if they missed out on promotions online and coupons in-store. The QR code, similar to the social media posts listed below, brings users to the wine club loyalty program, with the CTA “Pour More, Pay Less.” The form highlights a giveaway, where the first 100 members have the opportunity to win their favorite bottle of wine. The digital form will allow consumers to access registration and is displayed as an iPhone mockup accompanied with the visual layout..

- Headline: Wine Club
- Tagline: Pour More, Pay Less
- Key Visual: QR Codes on bottle and loyalty program digital form.
- Hex Codes: #1B4D76, #FCD97E, #FFFFFF

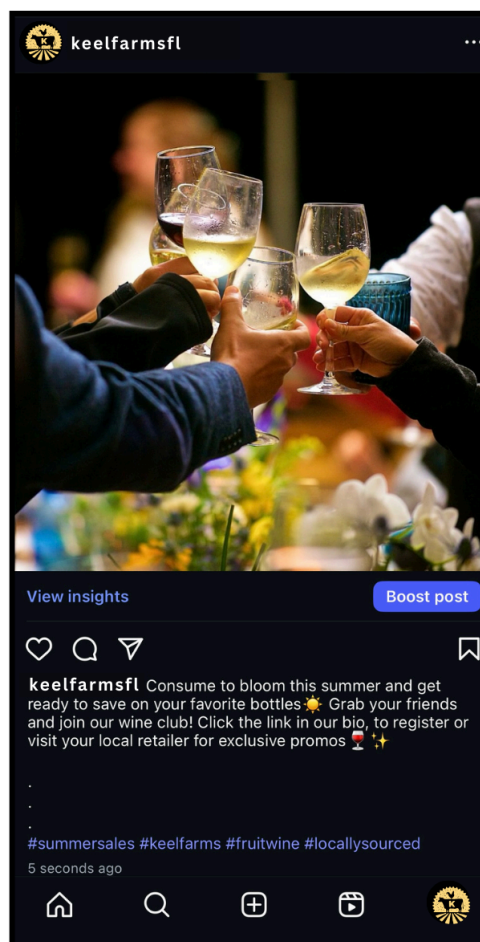




Description: The following social media posts advertise the loyalty program amongst followers and invite viewers to click a link bringing them to the wine club signup. Consumers can visualize their experience with the posts and promote interaction with the brand on Facebook and Instagram. The posts exclusively promote the giveaway prior to viewing the form, appealing to a large audience.

- Headline: Consume To Bloom On Savings
- Tagline: Pour More, Pay Less
- Key Visual: Facebook and Instagram story post and feed post
- Hex codes: #37764A, #FCD97E, #FFFFFF





## Concept 2: Wine Pair & Candle Pour

Description: This social media ad will run on Keel Farms Instagram as well as The Candle Pour's. The post advertises a collaboration of these two businesses coming together and is meant to bring consumers in through their interest in either candle pouring and drinking wine, or both. The caption says, "Come to any of The Candle Pour to make candles and sip wine! Our newest wine addition, Keel and Curley wine is delicious and perfect for candle making. You can pour the candles, and we will pour the wine! "Click here to book @thecandlepour.com @keelfarms.com", the CTA allows two options for booking where each reservation link brings consumers to the same place.

- Headline: You Pour the Candles, We Pour the Wine!
- Tagline: "If there's wine, you'll be fine!"
- Key Visual: Instagram feed post
- Hex Codes: #FCD97E, #FFFFFF



Description: This out-of-home flyer will be hung up around surrounding areas of The Candle Pour locations: Hyde Park Village, Oxford Exchange, and St. Petersburg. Through this advertisement, Keel and Curley will increase brand awareness to then increase purchase intentions of Keel and Curley wine out of liquor and grocery stores. The ad gives information on the new collab and reservations can be booked on either company website through the CTA's.

- Headline: You Pour the Candles, We Pour the Wine!
- Tagline: "If there's wine, you'll be fine!"
- Key Visual: Physical Flyer
- Hex Codes: #8B1418, #FCD97E

# YOU POUR THE CANDLES WE POUR THE WINE!



Starting  
MAY 1



Keel+Curley

[keelfarms.com](http://keelfarms.com)



THE CANDLE POUR

[thecandlepour.com](http://thecandlepour.com)

### Concept 3: Billboard Advertisement

Description: This is a billboard made to promote brand awareness and education of Keel and Curley Wine. This billboard will be placed on highway I-4 a mile before Exit 17 where Keel and Curley Farms is located. The other location of the billboard will be on highway I-4 about a mile before Exit 45A which leads to downtown Tampa. The billboards will remain on the highway for a time span of minimum 5 years. The headline, "Less Waste, More Wine" highlights the sustainable practices used by Keel and Curley along with a CTA to take the next exit to your favorite Florida grocery store.

- Headline: Less Waste, More Wine From Keel and Curley's Family Vines
- Tagline: Less Waste, More Wine
- Key Visual: Billboard mockup
- Hex Codes: #007B9B, #F0CD50, #6BB425, #FFFFFF



#### Concept 4: Social Media Influencer Marketing

Description: The “Sip and Save with Sam” campaign comes to life through a weekly video series on Instagram Reels, featuring Tampa-based influencer Samantha Coscia. Each video follows a consistent, relatable format designed to reflect the everyday lifestyle of the younger target audience. The storyboard begins with Samantha taking viewers along on her trip to Publix, where she highlights Keel Farms wines on the shelves, emphasizing their affordability compared to other popular wine brands. She selects a new flavor each week, shares the price, and provides commentary that feels authentic and personal, like sharing a glass of wine with a friend. The second half of the video transitions to a cozy at-home setting where she unboxes the wine, pours a glass, and gives her honest first impressions. Samantha also offers simple pairing suggestions and teases the next flavor she’ll try for the next video. This will encourage continued engagement with the series and keep her audience waiting for more. The CTA is to go to Publix, grab a bottle of Keel Farms wine and treat yourself. It’s a fun way to support a Florida brand while still staying on a college friendly budget.

- Key Visual: Visual inspiration and storyboard
- Hex Codes: #37764A, #626040

# Visual inspiration



# KEEL + CURLEY STORYBOARD

## INFLUENCER MARKETING: SIP AND SAVE WITH SAM

A trendy, Gen Z-style influencer mini-series starring Tampa-based lifestyle creator @SamanthaCoscia as she highlights local Florida favorite, Keel Farms wines. Each week, Sam takes her followers on a quick trip to Publix or the nearest Keel and Curley retailers, shows how affordable and aesthetic the wines are compared to big-name brands, and then heads home for a cozy taste test of a new flavor. With relatable reactions and a laid-back, wine-loving vibe, this series blends local pride with social media storytelling, all while encouraging viewers to sip, save, and shop local.

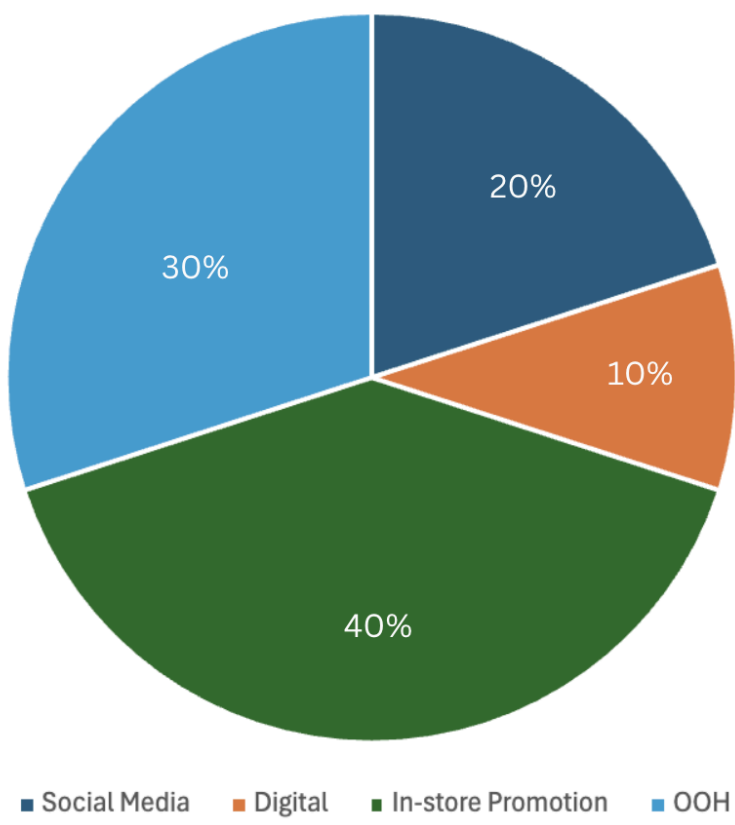
SCENE 1: PUBLIX PARKING LOT	SCENE 2: PUBLIX WINE AISLE	SCENE 3: CART HAUL	SCENE 4: AT HOME TASTING
<p>Visual: Samantha filming herself walking up to Publix</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "Hey guys! I will be partnering with Keel Farms located in Plant City, Tampa! I will take you guys on a mini series of trying their great wines! I'm doing my weekly Publix haul and we are definitely grabbing wine."</p>	<p>Visual: Samantha pointing at the Keel Farm bottles on the shelves.</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "Tell me why their packaging stands out so much more than other brands! And it's so affordable! Look at this amazing price tag of \$13.99!"</p> <p>On-screen Text: "🌟\$13.99 locally sourced from my home🌟"</p>	<p>Visual: Cart cam featuring a bottle of Keel Farms Peach wine, strawberries, and brie.</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "I decided to go with the Peach flavor 'cause I'm in a peachy mood."</p>	<p>Visual: Samantha pouring a glass in her kitchen with plants in background and cozy lighting.</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "I'm so excited to try this flavor so let's pop her open! open! *slowly pours wine into glass</p>
SCENE 5: FIRST SIP REACTION	SCENE 6: RATINGS AND PAIRINGS	SCENE 7: TEASE NEXT FLAVOR	
<p>Visual: Close-up of her sipping with a dramatic pause</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "OH. Oh she's sweet, but not too sweet where it's still refreshing! Makes me want to be out on a beach, it's so fun and summery I love it!</p>	<p>Visual: Samantha with cheese + fruit and her sipping her wine.</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "This + a fruit board + your besties? That's a perfect night for me! So after gathering my final thoughts and pairing the wine I think I'm going to have to give this wine a 8.5/10!"</p>	<p>Visual: Samantha showing all the other flavor options available.</p> <p>Audio: Trendy music softly playing in background</p> <p>Sam: "So for the next tasting let me know what flavor you guys want me to try next in the comments! I can't wait to hear your opinions and thoughts! And if you wanna try Keel Farms wine go to your nearest Publix, ABC Wine Liquor, or Winn Dixie and sit and sip with me! See you guys next time! Bye!"</p>	

# Marketing Mix



*Keel + Curley*  
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### Marketing Mix Summary



### ADVERTISING OBJECTIVE ONE: BRAND AWARENESS

#### IMC Strategy 1: Social Media Promotion

MEDIA PLATFORM: Social Media

1. Instagram/Facebook Feed Post
2. Instagram/Facebook Story
3. Loyalty Program Promotion
4. Giveaway

#### IMC Strategy 2: Brand Partnership

MEDIA PLATFORM: Social Media

1. Instagram Ad
  - a. Pictures, Short Reels, Short Story Posts

MEDIA PLATFORM: OOH

2. Out-of-home Flyer

IMC Strategy 3: Billboard Advertisement

MEDIA CLASS: OOH

1. Highway I-4
  - a. Exit 17 (Tampa Centric)
  - b. Exit 45A (Tampa Centric)
  - c. Exits across Florida near major cities

**ADVERTISING OBJECTIVE TWO: BRAND EDUCATION**

IMC Strategy 3: Billboard Advertisement

MEDIA CLASS: OOH

1. Sustainability
2. Local family business
3. Grocery store promotion

IMC Strategy 4: Influencer Marketing

MEDIA CLASS: Social Media (Instagram)

1. Weekly Instagram Reels
2. Influencer explains:
  - a. Where to purchase
  - b. How to purchase
3. Review flavors
4. Price comparisons
5. Local production

**ADVERTISING OBJECTIVE THREE: PURCHASE INTENTIONS**

IMC Strategy 1: In-store Sales Promotion

MEDIA PLATFORM: In-store promotion

1. QR Discount Codes
2. Coupon Cards
3. Brand Ambassador
4. In-store samples

IMC Strategy 2: Brand Partnership

MEDIA CLASS: In-Store Promotion

1. Wine Samples

2. \$5 Off Coupon

### IMC Strategy 3: Influencer Marketing

#### MEDIA CLASS: Social Media (Instagram)

1. Weekly Instagram Reels
2. Influencer explains:
  - a. Where to purchase
  - b. How to purchase
3. Review flavors
4. Price comparisons
5. Locality of product

### IMC Strategy 4: Bottle Redesign

#### MEDIA PLATFORM: Digital

1. Wine Club access through bottle QR code
2. Loyalty program registration
3. Giveaway

### **Online Promotions: Social Media, Digital**

**Media Objective 1:** To achieve 750,000 impressions across Instagram and Facebook for Florida college students ages 21-24 through influencer collaboration by May, 2026.

**Media Objective 2:** To reach 2,000 Florida women ages 21-55 with a loyalty program promotion on the bottle for one year starting June 2025.

### **Online Description**

Social media is a strong form of advertising to reach these media objectives for Florida women ages 21-55. Facebook and Instagram provide a space to advertise to all target markets. Social media platforms allow for great tracking of analytical performance, for more specific audience tracking. This is a great way to track the return on investments and time spent on posts. Through influencer collaboration that will expand our brand awareness through exposing the

brand to a new audience. The loyalty program will provide brand retention that we will also be able to track directly through social media analytics.

### **Offline Promotions: Out-of-home, In-store Promotion**

**Media Objective 1:** To reach 1,000 Florida women ages 21-55 in Tampa Bay through brand partnership with The Candle Pour from June 2025 to June 2027.

**Media Objective 2:** To reach 500,000 Florida drivers ages 21-55 through billboards among major cities for five years beginning in June 2025.

**Media Objective 3:** To reach 1,500 new customers in Florida ages 21-55 through brand ambassador coupon cards twice a month at sample stations in Publix locations across Florida for one year.

**Media Objective 4:** To reach 750 new Florida customers ages 21-55 through a coupon offering at a brand partnership event for two years.

### **Offline Description**

When targeting across the state of Florida it is important to use tactics that can reach a large audience. The Candle Pour collaboration will provide a fun and memorable experience that directly attracts the target market of women of a variety of ages. The billboards placed near big cities throughout Florida will build brand awareness around the entire state that will reach all demographics. The coupons will provide customer retention as the coupon will bring customers back who have already tried the wine through samples. These offline promotions will thoroughly reach a broad demographic and enhance the name of Keel and Curley in the state of Florida.

### **Promotional Messaging**

The media objectives will be displayed through various media and digital platforms such as social media (Instagram and Facebook) and QR codes, out-of-home such as billboards and flyers, and in-store promotions such as coupon cards. These objectives will promote loyal relationships among new customers and followers, in store and online. The messaging will be geared toward the target market of Florida women ages 25-55 and the secondary market of Florida college students 21-24. Social platforms use engaging and playful language to enhance audience interactions, maintaining Keel and Curley's social message. The loyalty program features a call to action and direct messaging tailored to the target consumer and to keep retention throughout. Social media will highlight Keel and Curley's wide variety of wine offerings that fits everyone needs, specifically the younger target audience on Instagram with clickable links and social events, with consistent graphics and taglines such as "consume to bloom, pour more - pay less, and less waste more wine." The eye-catching billboards will increase brand awareness and encourage consumers to pull off the nearest exit to Publix. The flyers will invite anyone to try Keel and Curley wine and attend a candle pouring event. All of these platforms thoroughly reach the goal of targeting consumers across Florida to promote Keel and Curley.

### **Messaging Goal**

The messaging goal of the marketing mix is to increase brand awareness, education, and increase purchase intentions across multiple platforms. The strategy aims to increase brand visibility among the target audience, Florida women ages 21-55, by utilizing social media platforms such as Facebook and Instagram, out-of-home billboards and flyers, in-store promotions, and digital promotions. The goal is to promote impressions on social media posts

through influencer marketing and promotional posts, sign up for a loyalty program, interact with brand partnerships, and take advantage of physical coupons cards in-store. These tactics will guide Keel and Curley Wine to reach new followers and gain more impressions across a variety of media platforms, increase sales in stores, like Publix, promote brand loyalty and educate consumers on why Keel and Curley is the brand to choose.

# Evaluation of Effectiveness



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**Advertising Objective 1:**

To increase brand awareness of Keel and Curley Wine by 10% among Florida women, ages 25-55 by August 2030.

**Advertising Objective 2:**

To increase brand education of Keel and Curley Wine by 10% by May 2027:

- Among Florida women consumers 25-55
- Among Florida college student consumers 21-24

**Advertising Objective 3:**

To increase purchase intentions of Keel and Curley Wine in Florida retailers by 15% by December 2030 among women ages 21-24.

Objective	Strategy	Tactics	Evaluation
<b>AO 1</b>	Social Media	Still Image Feed Post with The Candle Pour	Reposts, shares, likes, comments
		Still Image Feed Post Promotion	Comments, views, likes
		Still Image Story	Clicks on link, shares, views
	Brand Partnership	Samples	Introduce flavors
		Coupons	\$5 off @ Publix
	OOH	Billboard	Impressions Sales increase
		Flyers	Large public areas Attention grabbing
	In-Store Promotion	Coupon Cards	Sales promotion for in-store shopping
		Brand ambassadors	Representation of the brand
		Sample stations	Invites offerings of Keel and Curley Wine at branded stations.

	Loyalty Program	Digital Wine Club Form	Sign up online, joining a rewards program
		Giveaway	Engage with a giveaway (promoted on social media posts)
<b>AO 2</b>	Social Media	Still Image Feed Post with The Candle Pour	Likes, shares, comments, reposts
		Still image story	Clicks on link, shares, views
		Still Image Feed Post Promotion	Comments, views, likes
	Brand Partnership	Samples	Wine taste education
	OOH	Billboard	Impressions Sales increase
		Flyers	Large public areas Attention grabbing
	In-Store promotion	Brand Ambassadors	Educate shoppers of the brand
		Sample Stations	Invite shoppers to learn about the flavors offered
	Influencer Promotion	Instagram Reels	Views, shares, likes, comments
	Loyalty Program	Digital Wine Club Form	Education viewers of reward before signing up on form
Giveaway		Educate consumers of entering a giveaway by registering for the wine club	
	Social Media	Still Image Feed Post with The Candle Pour	-Reposts, shares -Intrigue new

<b>AO 3</b>			customers
		Still Image Feed Post Promotion	Comments, views, likes
		Still Image Story	Clicks on link, shares, views
	OOH	Billboard	Impressions Sales increase Target Market website traffic Customer retention
	Brand Partnership	Coupons	\$5 off @ Publix
	In-store promotion	Coupon Cards	Purchase intentions through discount opportunity
		Brand Ambassadors	After sampling flavors, increase intentions to purchase bottles.
	Digital	QR Codes	Drive purchases through scanning a rewards promotion
	Influencer Promotion	Reels	Views, likes, comments, shares
	Loyalty Program	Digital Wine Club Form	Sign-ups for loyalty program
Giveaway		Drive purchases by entering a giveaway	

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