GLOBAL VINI SERVICES

ARTIFICIAL INTELLIGENCE IN WINE MARKETING

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SUMMARY

I. The main tendencies coming from AI

- Big Data
- Data Mining
- Internet of Things
- Geolocation
- CRM

II. Traceability and fight against counterfeiting

- RFID chip
- Security Tag
- Block Chain

III. Mobile Applications

- Easy login
- Virtual and enhanced reality
- Community-based applications

IV. Physical and virtual stockists

- Chatbot
- Digital Stores

BIG DATA

The massive quantity of data collected through different devices.

« If it's free, you are the product »

- Data are collected trough web navigation, purchases, social networks, connected objects.
- 2.5 trillion bytes of data is collected each day.
- The cloud knows you better than yourself.
- Companies are always using more and more data.
- Allows to target better, more efficiently & more clients.
- Companies can create personalized and better fine-tune offers and develop sales.
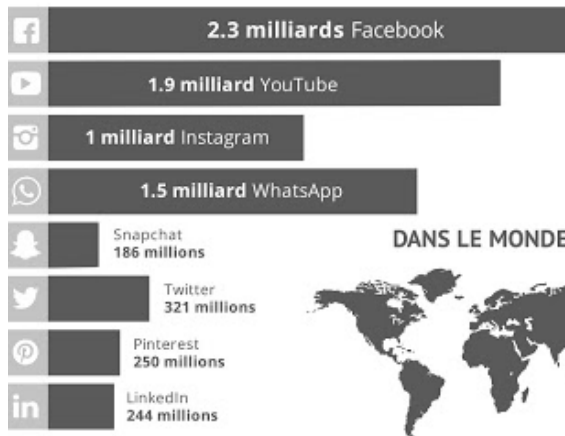
Future?
- *Creation of precise profiles for better inbound marketing (to attract prospects with personalised contents thanks to a better identification of their needs).*
- *Security: theft of competition's data.*

DATA MINING

A software able to analyse and dig-in Big Data and create correlations between them.

- Knowledge Discovery in Data.
- Creation of useful data after correlations.

Different types of data mining:
- Association
(patterns in which an event is linked to another)
- Sequence analysis
(patterns in which an event conducts to later ones)
- Prediction
(discover patterns of data which could conduct to predictions)
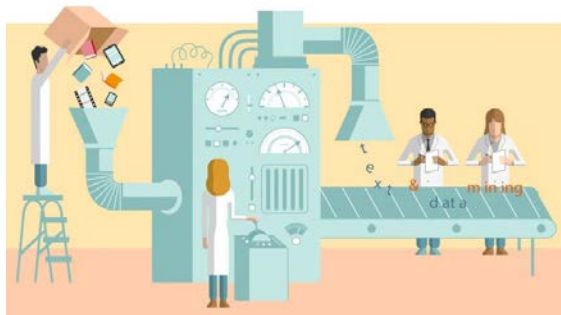
New jobs

- Data Scientist:
Creates algorithms to select useful data.
- Big Data Architect:
Creates technical infrastructures to collect data.
- Data Miner:
Helps companies to collect useful data to answer their needs.
- Data Protection Officer:
Monitors the application of data protection regulations.
- Chatbox Master:
Imagines scenarios for conversations between a human and a Chatbot.
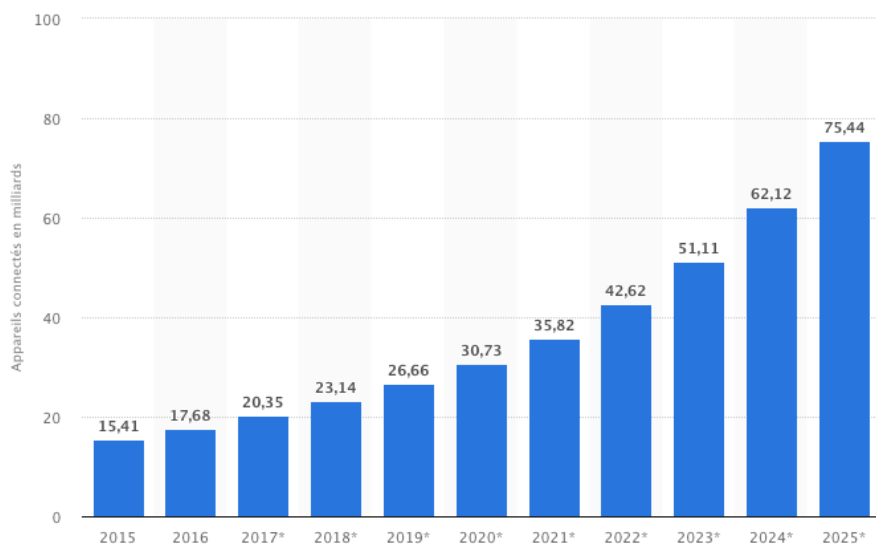
They are jobs of the future.

INTERNET OF THINGS

Every object connected to Internet which is able to communicate with each other and collect data.
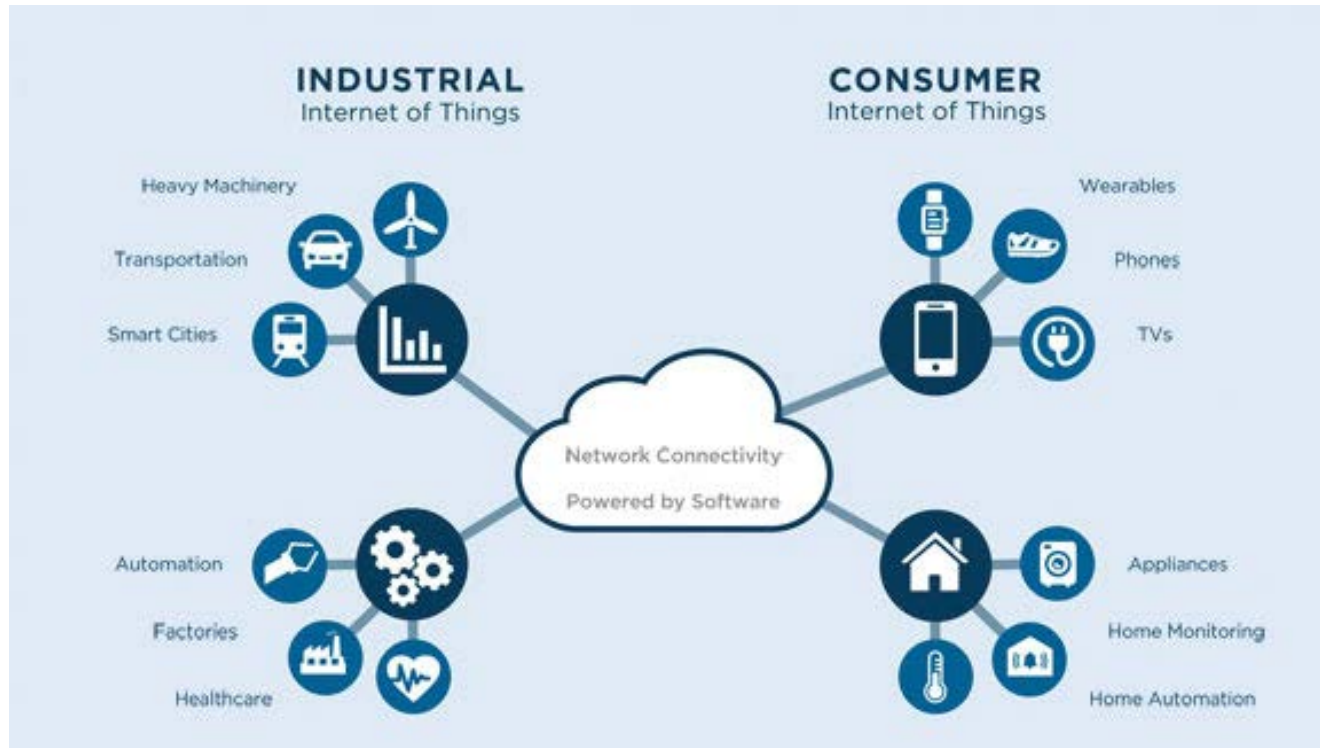
INTERNET OF THINGS

Every object connected to Internet which is able to communicate with each other and collect data.


Number of connected things in the world

- Also called connected things / devices.
- Allows to collect data to help humans in every day life.
- Data collection is made thanks to sensors.
- Connected things are developed in different sectors : medicine, industry, home automation, marketing …
- Smart systems using Big Data.
- Connected things number is booming worl-widely.

Future? Every object will be connected. Could it override humans especially through deep-learning?

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GEOLOCATION

Use of connected devices to geo-target potential consumers and enhance consumer experience.
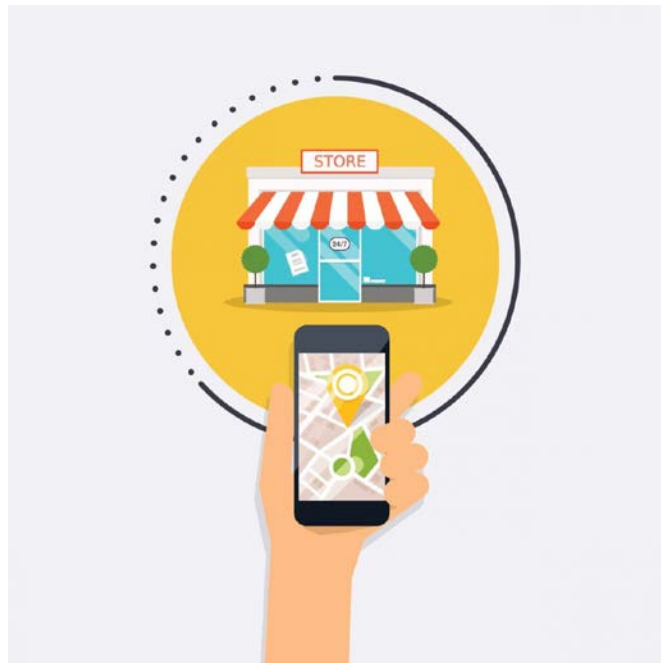
- Use of localisation initially available on smartphones.
- Push notifications or messages sent to people in the zone.
- Geo-targeting according to data collected.
- Allows to enhance consumers' loyalty.

Future?
- *Creation of ultra-personalised offers in real time.*
- *Use for prediction.*

CRM

Use of Big Data in Customer Relationship Management.

Ex: Salesforce

- Use of Big Data.
- Allows to better know consumers. More than themselves?
- Creation of personalised offers / content / services.
- Marketing automation.
- Lead nurturing.

Future?
- *Create ultra-personalised offers.*
- *Replace human jobs by CRM automation being cheaper and (much) more efficient.*

- A company specialised in CRM.
- Creation of a complete software.

Uses:
- Previsions thanks to IA,
- Marketing automation,
- To provide useful data,
- To create personalised offers,
- To generate analyses.

# I/ TRACEABILITY AND FIGHT AGAINST COUNTREFEITING
(+ better end-user info)

RFID chip

Radio Frequency IDentification is a process using a chip in order to stock and read information.

→ RFID chip
- The chip is about 1mm2 and is contained in a tag.
- Data is stocked in the chip.
- Chip capacity between 2ko and 8ko.
- Different distance (from 0mm to 10m).
- Costs between 0,10€ and 0,20€.
- Data collected by scanning.
- Data are read with a specific device or a smartphone with NFC.
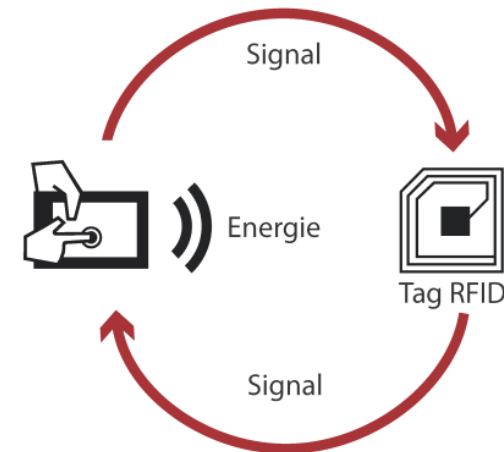
Future?
- *RFID will replace barcodes in mass retail.*
- *Could contain use-before dates + product info.*
- *Every objects will be connected.*
- *Humans could also have a chip.*

RFID chip

- Flashcode, NFC or RFID ? (all 3 can allow internet connection if wanted)

Advantages:
- Easy printing,
- Lower costs.

Disadvantages:
- Limited storage,
- Impossibility of shooter moving code,
- Obligation of having a dedicated reader.

Advantages:
- Better security,
- Easy to read with a smartphone.

Disadvantages:
 - Distance of 10 cm.

Advantages:
- Higher storage capacity,
- Relevant for large scale production,
- High distance of scan.

Disadvantages:
 - Significant investment costs.

RFID chip

Ex: Tageos

- A French start-up producer of RFID tags.
- Tags 80% less polluting.
- Clients: Decathlon, Coca-Cola, Galeries Lafayette.

Uses:
- Stock management,
- Quick checkout,
- Anti-theft,
- Traceability,
- Geo-location.

Ex: WID Group

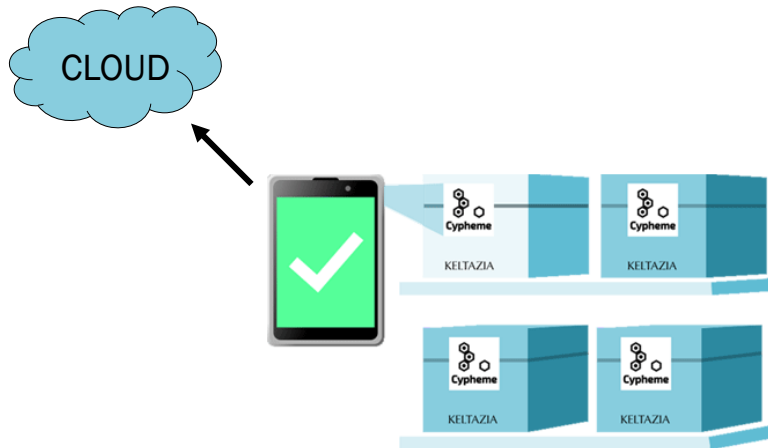- Application of a RFID tag on the bottle at the producer's.

Uses:
- Traceability,
- Stock management,
- Authenticity of wines,
- Provides advices to consumers.

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Security Tag

A unique security tag made with a specific ink gives access to data collected in the cloud.

- A tag made with a specific ink placed on a bottle.
- Data are stocked in the cloud.
- Available through Facebook Messenger, WeChat or Cypheme mobile application.

Ex: CYPHEME

- Ensures the authenticity of wines.

Geolocation to:
- Identify counterfeiting.
- Follow a bottle.
- Identify where is the demand.

Marketing to:
- Identify consumers (age, gender, location …)
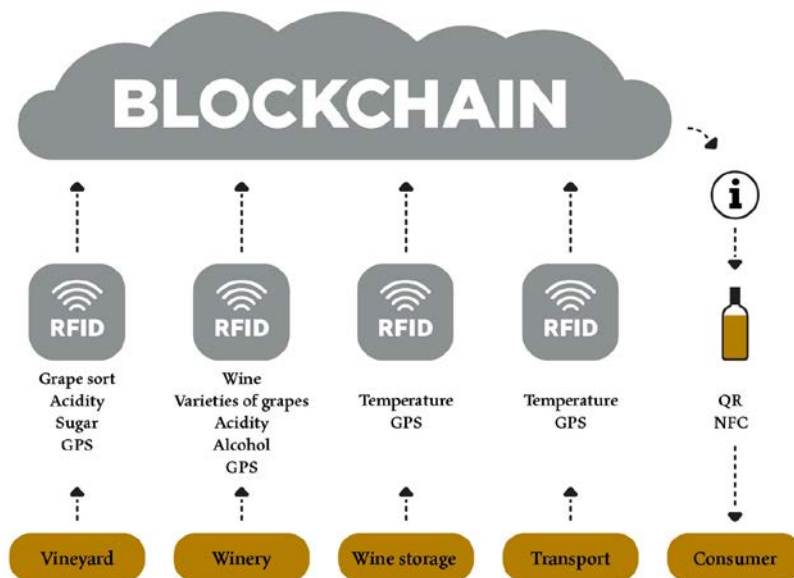- Create push marketing with personnal offers.
- Provide advices to consumers.

Future?
- *Security: theft of competition's data.*

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Blockchain

A data storage technology using digital cryptography techniques.

Ex: VeChain

- RFID chips allow to collect data during the supply chain.
- Data are encrypted in blocs.
- Each bloc is dated and connected to the previous one.
- High level of security, data are not modifiable.
- Different types of data can be used: pictures, videos, stories.
- Capacity storage is higher than RFID chip system.
- Consumers have access to data through QR code and NFC chip fixed to the bottle cap.
- Enhances traceability.
- Ensures the authenticity of wine.

Future?
- *Lack of regulation and control.*
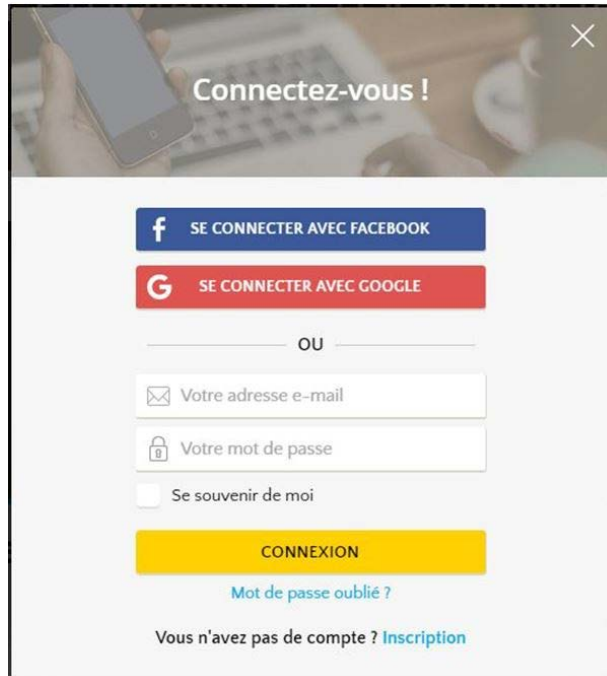- *It uses lots of energy.*
- *End of cash payments?*

II/ MOBILE APPLICATIONS

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Easy login

Easy login though Facebook, Google accounts and others...

- Quick access.
- Collection of data available on Facebook and Google accounts.
- Anticipates consumers needs.
- Companies have access to massive data.

Virtual and enhanced reality

Use of enhanced reality through smartphones to create a better consumer experience.

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION

Ex: Casanova & Treasury Wine Estates

- 3D content.
- Create experiential marketing.
- Involves the consumer in its purchase.
- Allows to deliver a new form of content.
- Attracts young targets.
- Allows to transmit technical and promotional information.

Future?
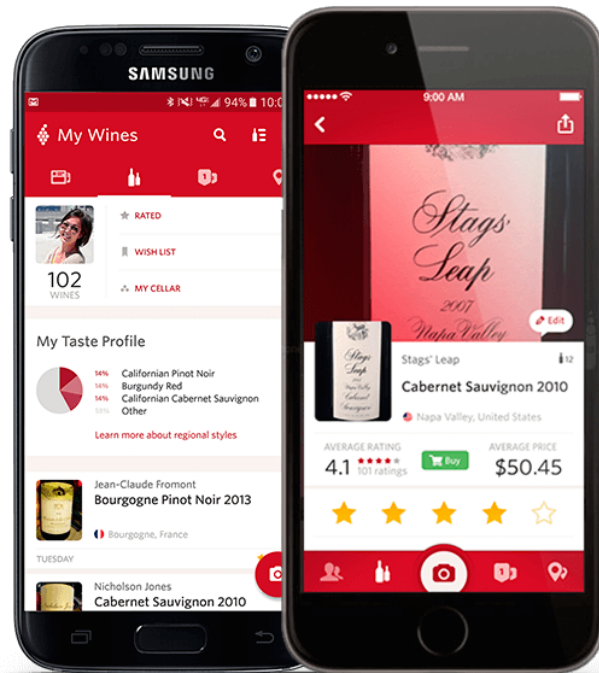- *Consumers immersion in another environment.*

Virtual and enhanced reality

19 crimes video
https://bit.ly/2D4Au4c

Community-based

A mobile application dedicated to wine & offering different services.

Ex: Vivino

- The first mobile application dedicated to wine.
- More than 30 millions of users.
- More than 9.2 millions of wine references.
- Allow to scan bottle's labels.
- Consumers can rate the wine and have access to reviews.
- Consumers can buy directly online.
- The application suggest personalised offers.
- Creation of a virtual cave.
- Use of Deep Learning.

Future?
- *No need for a distributor? True total B to C?*
- *Restaurants and other on-premise purchases?*

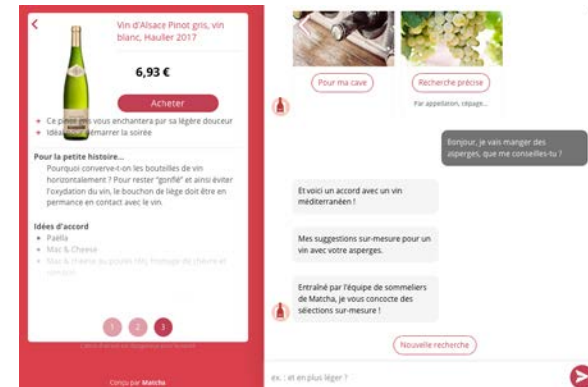# III/ PHYSICAL AND VIRTUAL STOCKISTS

CHATBOTS

The ChatBot is a « conversational agent », a program that can discuss with an Internet user.

Ex: Dis-moi Nicolas

- A Twitter account dedicated to wine recommendations + serving advices.
- Answers given by a Community Manager in less than 2 hours.
- Created in 2013 by Nicolas.

Ex: Magnum

- A ChatBot dedicated to wine advices.
- Available on supermarket chains' websites: Monoprix, Intermarché Drive.
- Answers 95% of queries.
- Uses Machine Learning.
- Created in 2016 by Matcha Wine
- Future? Chatbot may replace humans and be more efficient

DIGITAL STORES

Retailer's digitalization in order to improve consumer's experience.

Ex: 4 Casino

- A concept Store like Amazon Go
- Scan your smartphone at the entrance, scan your products, pay online and scan to leave.

- A digital tablet to scan bottles and access information.
- Gives advices to consumers.
- Connected to the Twil mobile application.
- Improve in-store consumers' experience.
- Created in 2018 by Casino Group.
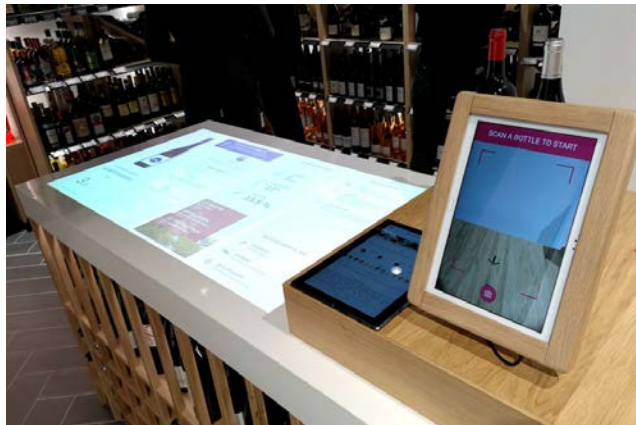
Future? Application to wine stores and wine distributors?

DIGITAL STORES

Amazon Go video
https://bit.ly/2g0yeUM

CONCLUSIONS & questions to be solved

B TO B or B to C distribution?:

- Producers can be in direct contact with their end-users. Could they by-pass their distributor?
- Further improvements within the supply chain (fast enough to deliver fresh products)?
- How could distribution progress to both satisfy producers and end-consumers needs?
- What will the added-value of distributors in future?
- In the wine sector, how will traditional distribution face global market platforms like Amazon?

Marketing

- Service is becoming more important than the product or the brands themselves.
- Vital added-value of data mining and inbound marketing will totally change competition.
- Future leaders will be companies able to create ultra-personalised instantaneous offers and immediate deliveries?
- In the wine industry, will these changes benefit the big and/or the small producers?

CONTACTS

Thank you for your attention.

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