



VINO & VITALITY

WINE BAR • IV LOUNGE • SHOP

Executive Summary

Vino & Vitality experienced a decline in consumer trust and brand perception following viral criticism that questioned the alignment between its wellness messaging and wine-centered experiences. The “Elevate Your Wellness” campaign aims to restore credibility, improve media sentiment, and reinforce the brand’s commitment to wellness, balance, and meaningful social connection through transparent communication, community partnerships, and expanded alcohol-free offerings. Through strategic public relations initiatives, Vino & Vitality seeks to rebuild trust, strengthen its public image, and reposition itself as a brand centered on personalized wellness experiences.

Situational Analysis

The attitudes of consumers towards Vino & Vitality following the viral criticism indicate that 42% of consumers had a positive brand perception and 35% had negative brand perception. Prior to the criticism, 74% of consumers had a positive brand perception which highlights the poor impacts of brand perception that followed the viral video. Additionally, 66% of respondents agreed that combining wine and IV wellness service sends mixed messages, suggesting increased consumer concern regarding brand positioning and messaging consistency.

In comparison with the leading competitors in the category, Vino & Vitality continues to perform strongly in the numerous areas. Prior to the incident, the company held a brand trust score of 79 out of 100 which closely aligns with leading competitors. It also maintained the highest perceived authenticity in wellness messaging at 73%, surpassing competitors who ranged from 61% to 72%. Previously, the company held a Net Promoter Score of +45, exceeding several competitors within the luxury and wellness category.

We conclude that some of the weakness of Vino & Vitality seem to be inconsistent consumer perceptions regarding the relationship between wellness and indulgence that the brand is promoting. Consumer agreement with the following statement: “Vino & Vitality promotes a balanced lifestyle,” has decreased from 77% before the controversy to 43% after the controversy, indicating a shift in public confidence surrounding the brand’s messaging. Following the incident, the company’s trust score declined from 79 to 62 and perceived authenticity also showed declines from 73% to 46%. These factors were likely contributors to the decline in bookings from 1,460 to 1,070 IV bookings, Lastly, the media coverage shifted to 48% negative sentiments.

A public relations program is needed because consumer attitudes and media coverage indicate a growing distrust and concern regarding Vino & Vitality's brand messaging. Strategic communication efforts are necessary to rebuild trust, clarify brand values and reinforce the company's commitment to its mission.

Goals

- Strengthen brand credibility and restore consumer trust in Vino & Vitality.
- Improve media perception and strengthen the public image of Vino & Vitality.
- Improve consumer perceptions of Vino & Vitality as a brand centered around wellness, balance, and meaningful experiences.

Objectives

1) Return the consumer trust score to the high 70s to align more closely with competitors within **six months** following the launch of the *Elevate Your Wellness campaign*.

- Consumer trust declined following the controversy and now falls below the competing wellness and hospitality brands.
- Increased trust can strengthen customer relationship, improve loyalty and increase willingness to recommend the brand.
- Measurement: Net Promoter Score (NPS)

2) Improve negative media coverage from 48% back to its original 7% within **six months** following the launch of the *Elevate Your Wellness campaign*.

- Negative media coverage increased significantly following the viral criticism and contributed to an unfavorable public perception.
- With more positive media coverage Vino & Vitality's reputation along with strengthening the brand's credibility and reinforce the company's intended brand messaging.
- Measurement: Media monitoring reports and sentiment analysis of news coverage.

3) Improve consumer perception of Vino & Vitality as a brand centered around wellness, balance and meaningful connections.

- Consumer perceptions of the brand's commitment to balance declined following the social media controversy indicating the need for brand messaging clarification and reinforcement.
- Strengthening perceptions of balance and wellness will help consumers better understand that the wine aspect of Vino & Vitality is not centered around alcohol itself, but rather around the value of social connection, shared experiences and meaningful moments with friends and family as part of an overall wellness journey. The introduction of alcohol-free beverage options further reinforces that wellness is about personal choice, connection and creating experiences that support individual lifestyles and well-being.
- Measurement: Consumer perception surveys

Publics Analysis

Nonpublic

- Individuals who have no interest or stake in the happenings with Vino & Vitality. These people are likely uninvolved in the fitness/health craze that has recently gained popularity. They are also individuals who do not care to spend money to participate in luxury hospitality or wellness experiences.

Latent Public

- Individuals who are indirectly affected by the controversy but may not yet recognize the issue. This includes wellness-conscious consumers ages 25 to 45, Aspen residents who consume in luxury lifestyle experiences that likely align with Vino & Vitality's mission but have not actively engaged with the social media controversy surrounding the brand.

Aware Public

- Individuals who recognize the issue and understand the controversy but have not taken a stance in the matter. These are individuals who have been exposed to the viral content, current customers, Aspen residents and visitors who are aware of the perceived messaging contradiction between wellness and alcohol-centered experiences.

Active Public

- Individuals who recognize the issue and actively engage with it through discussion and content sharing. This includes wellness influencers, social media users commenting on the controversy, health-conscious consumers expressing concern and individuals participating in online conversations regarding Vino & Vitality's brand messaging.

Key Opinion Leader

- Individuals with high credibility and influence among target audiences. This includes Aspen wellness experts, health professionals, lifestyle creators and local community leaders who can help reinforce Vino & Vitality's updated messaging centered around balance, wellness and meaningful connection.

Messaging Map

Vino & Vitality believes wellness extends beyond just physical health and includes connection, community and meaningful experiences. The wine aspect of Vino & Vitality represents the shared moments between friends, family and colleagues rather than the alcohol itself. Vino & Vitality is expanding the menu to include alcohol-free offerings and educational wellness experiences to demonstrate its commitment to individual wellness journey.

Latent Public

- Wellness should be personalized and accessible
- Social connection contributes to overall well-being
- Guests have options that support individual lifestyles

Aware Public

- Vino & Vitality values balance and intentional living
- The brand promotes meaningful experiences rather than unhealthy habits
- Alcohol-free experiences support diverse wellness

Active Public

- Vino & Vitality understands concerns regarding wellness messaging
- The organization is taking measurable action through community partnerships and wellness initiatives
- The brand is committed to transparency and consumer trust

Strategies

1) The aim of the first strategy is to strengthen consumer understanding of the company's mission. Vino & Vitality will affirm the relationship between wellness, connection and intentional experiences and declare the difference between drinking small amounts in social settings and excessive drinking linked to poor health.

2) The aim of the second strategy is to increase credibility. The viral backlash to the company's credibility needs to be mitigated through gaining partnerships with wellness professionals and local organizations.

3) The aim of the third strategy is to improve brand perception. The current messaging strategy of Vino & Vitality lacked clarity, therefore the company needs to take measures in implementing transparent communication and positive media coverage.

4) The aim of the fourth strategy is to increase community engagement. Vino & Vitality can do this from experimental programming such as implementing workshops with the health professionals.

Tactics

Media Relations (proactive and reactive)

- Proactive
 - Distribute press release announcing the Elevate Your Wellness campaign
 - Pitch wellness and lifestyle publications
 - Arrange interviews with founder Rachel Jones
- Reactive
 - Develop crisis messaging guide

Press Release Program

- Event announcement release
- Campaign announcement release

Events

- Host Elevate Your Wellness: A Night of Balance and Connection
- Conduct monthly wellness workshops
- Launch alcohol-free tasting events

Social Media

- Introduce #ElevateYourWellness
- Feature wellness experts and local partnerships

Crisis Preparedness

- Develop social media response plan
- Create crisis communication guidelines
- Conduct quarterly crisis response training

Timeline

Month 1:

- Release campaign statement
- Pause “recovery” branded messaging
- Publish press release
- Develop social content

Month 2-3:

- Introduce alcohol-free offerings
- Begin media outreach
- Secure wellness professional partnerships

Month 3-4:

- Host Elevate Your Wellness event
- Conduct post-campaign evaluation

Budget

- Event Costs - \$15,000
- Social Media ads - \$4,000
- Content Production - \$3,500
- Wellness Partnerships - \$7,000
- Research and Surveys - \$2,000
- Miscellaneous - \$1,000

Total Estimated Budget: \$32,500