

WINE magazine website repositions

The WINE magazine website, WINEtoday.co.za, has repositioned itself through a brand change that involves a new name and also a complete overhaul of its online presence.

On 1 August the site changed its name to WINEmag.co.za, accessible via www.winemag.co.za, to take better advantage of e-commerce opportunities and to get closer to the magazine's subscriber base.

"The feedback we had was that the site was too fragmented and people didn't associate it with the magazine," explained Neal Farrell, digital publishing general manager at publishers Ramsay, Son & Parker. "Now everything is under one brand, using one logo - the WINE logo."

The redesign, done in conjunction with Mnemonic, takes advantage of new technology and makes it considerably easier for browsers to navigate their way around the site. With contents listed under the headings 'magazine', 'online' and 'buy wine', users can go directly to their chosen field of interest without having to key in any other web address.

"The success of WINE's e-commerce efforts depends on a strong association with the magazine and, ultimately, the readership of WINE," said Farrell. "The primary target market for this relaunch is therefore the magazine subscriber, and the objective is both to promote the core brand (being WINE) more effectively and to sell more wine through WINEmail and our various wine stores, of which we now have seven."

Launched in April 2001, wine stores is gaining momentum among the estates, with Meerendal, Nederburg, Neethlingshof, Simonsvlei, Nietvoorbij, Bonfoi and Alexanderfontein already signed, Farrell said.

"Wine sales in the second quarter of 2002 compared to the first quarter have increased by 25 per cent, a clear indication that our commerce offerings have appeal. The closer alignment to the magazine will ensure we maximize our ability to attract what we consider our primary target customer, the magazine subscriber."