

Good PRACTICES GUIDE

TO JUSTIFY WINE PROMOTION ACTIONS IN THIRD COUNTRIES



This guide to good practice for aid applicants is intended to help you gain a better understanding of the principles underlying the mechanism used to promote wines in third countries, financed by the common agricultural policy.

It uses concrete examples to present good practices and errors to be avoided when submitting your events to the portal. Supporting documents to be provided to prove the event took place are also indicated.

This document is laid out as follows:

- Presentation of each event
- Explanations when the title of the event requires clarification
- Supporting documents required to prove the event took place (those in Annex 1 of the decision creating the aid)
- An example of a good practice with respect to proof of performance and/or the description.
- Where appropriate, examples of the mistakes most frequently made

Some additional notes:

The supporting documents required to prove the event took place are cumulative. They must always be sent to the portal for each event submitted. They make it possible to check the materiality of the action carried out and to show the action enabling the wines to be promoted. In addition, the descriptions must be precise and inform the event evidence provided.

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Advertising in the media (TV / radio / billboards / press), including online advertising

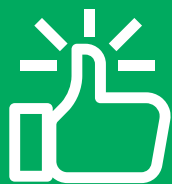
This event concerns in particular the purchase of advertising space including on the web (Facebook Ads, Google Ads, Pinterest Ads, TikTok...).

NB: The costs of designing and producing communication materials are only eligible in the form of services, i.e. when they are carried out by a third party entity.

Proof of performance required in the sheet:

- A copy of the communication materials designed and produced

Good practice



Event Description: "Advertising page in the LCBO magazine, Food & Drink."

In this example, the communication medium is a full-page advertisement in the magazine «Food & Drink»



Frequent errors



Confusion with other events / misclassification in the various events, notably between:

- « Publicité et annonce dans les médias (télévision / radio / - "Advertising in the media (TV / radio / billboards / press), including online advertising" »
- and «Press Relations».

Thus, for an event with a description, «We are working for France and for Exports with a news agency. The aim of our collaboration is to create press files concerning our structure and wines and then communicate with the French and international press to create notoriety. » and having a press release as proof of performance. This is a «Press relations» type event and not an «Advertising in the media» type event.

A press release is not attached to the "Advertising" event but to the "Press Relations" event.



The production and dissemination of press releases and press files, the organization of press conferences, the provision and production of press kits, come under the "Press Relations" event.

Advertising in the media (internet / social networks)

This event concerns communication via your website, your own social networks and those of your partners (influencers, advocates).


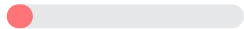
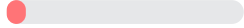
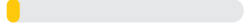
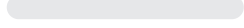
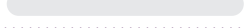



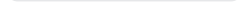
Expected proof of performance:

- Service provider's report / performance report showing the number of posts, pages, tweets...
- Presentation documents for the campaign mentioning the wines, the target and the message: contract or one of its annexes

NB: Where the language used is one of the languages of the European Union (English, French, Spanish, Portuguese, etc.), only the share of expenditure relating to the third country concerned by the operation is eligible for aid. Therefore, to be fully eligible, expenditure submitted in particular for websites, social networks or materials used must be accompanied by evidence proving that it is induced by events targeted at third countries included in the convention.

For example:

AUDIENCE TWITTER

Country name	% of audience
United States	43 % 
United Kingdom	13 % 
France	11 % 
Canada	8 % 
Australia	2 % 
Spain	2 % 
Russia	2 % 
Ireland	2 % 
Italy	1 % 
South Africa	< 1 % 

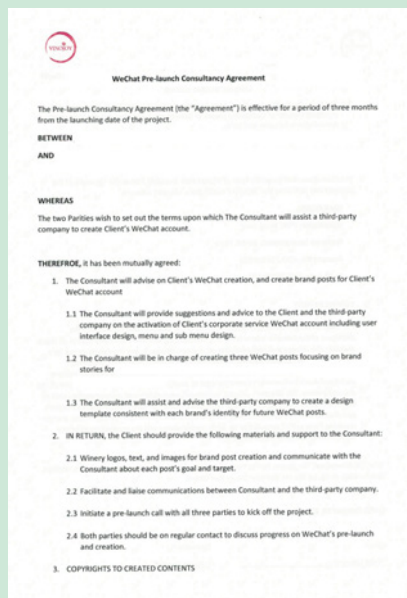
NB: The expenses incurred for this type of event are only eligible in the form of services, i.e. when they are carried out by a third party entity.

Good practice



Event Description: «Creating posts and articles and publication on social media throughout the year. WeChat and Weibo website promotion services with mini-campaigns and mini-series.”

Contract with the provider presenting the campaign, mentioning the wines, the target and the message.



Translated provider report showing the number of articles posted on WeChat

1.3 Wechat : Aperçu des articles de janvier à juin

Top 3 articles

DATE	Numéro	Titre	Type	Vues	Interaction	Wow
05/03/2020	Article 1	在罗纳河谷学葡萄酒是怎样的体验 Comment c'est d'apprendre le vin dans les vignobles de la Vallée du Rhône	Expérience	821	31	1
11/03/2020	Article 2	与中国一起坚守，才是醇美的样子 Ceux qui tiennent la position avec la Chine sont les plus beaux / ont plus de charme	News	473	42	11
20/03/2020	Article 3	歌海娜——罗纳河谷的精英 La Grenache-Guifé: l'élite en Cotes du Rhône	Education	655	66	4
26/03/2020	Article 4	培训活动——2020年线上课程 Formation - le cours en ligne 2020	Campaign	533	31	1
17/04/2020	Article 5	西拉为什么人人爱？因为它像孙悟空一样七十二变 Pourquoi on aime tant le Syrah ? Parce qu'elle a une telle diversité	Campaign	497	44	1
30/04/2020	Article 6	直播预告：罗纳河谷，有什么征服了帕克？5月3号，不见不散！ Aperçu en direct Vallée du Rhône, qu'est-ce qui a conquis Parker ? Rendez-vous le 3 mai !	Campaign	483	41	4
07/05/2020	Article 7	收藏！罗纳河谷葡萄酒中国市场推广活动 Enlèvement du marché chinois du vignoble de la vallée du Rhône	Campaign	504	37	1
18/05/2020	Article 8	葡萄酒品种知多少 La présentation des cépages	Education	328	12	0
27/05/2020	Article 9	罗纳河谷区的岩石 La présentation des sols de Cotes du Rhône	Education	440	31	1
01/06/2020	Article 10	罗纳河谷区葡萄酒小课堂开课啦！ Le cours en ligne de Cotes du Rhône va commencer !	Education	434	37	4
08/06/2020	Article 11	罗纳河谷葡萄酒线上课程 Cours en ligne de Cotes du Rhône	Education	671	50	11

*Taux de lecture = nombre de vues/nombre de followers

Frequent errors



For this event with the description, «Creation of a Chinese website for the company that works exclusively with China.» the provision of the site address as proof of performance is insufficient:

The website address is not enough. It is necessary to attach the contract with the provider who designed the website and the report showing the number of visits.

ADRESSE DU SITE INTERNET CHINOIS

WWW.CHATEAULAUJETTE.CN

In order for the costs of designing a website to be eligible, you must provide the proof of performance mentioned in Annex 1 of the decision, indicating that this is a promotional action. Thus, expenses relating to an e-commerce site will be ineligible because they relate to strictly commercial actions.

On the other hand, if your website is a showcase for your designation of origin, your know-how and products and is a genuine part of a promotion process, the related expenses will be eligible. To prove this, you must provide the documents that demonstrate that it is a promotional activity and describe it, for example:

- the contract linking you to your service provider and clearly illustrating your strategic thinking,
- your model,
- your expectations regarding the design of the website,
- the specifications in the call for tenders setting the objectives of the new website (image, notoriety, etc.)
- or the provider's offer.

You must also submit a report showing the number of visits to your website. This may be the Google Analytics report for example. It must make it possible to know the impact and justify the country or countries targeted by this action.

Details of the event sheet «Advertising in the media (internet / social networks)» about the website:

Eligible actions:

- Costs of creating a website in the form of a service provided under the conditions mentioned above
- Updating of a website by a service provider insofar as this update concerns a clearly identifiable promotional event
Example: Annual update of the Vignes Vins Randos event website by a service provider

Ineligible actions:

- Creating, updating, running an internal website
- Bug correction by a provider
Example: Bug correction (error code on the page, links no longer working...) by a web developer
- Update, development work not linked to a promotional action or not related to a promotional message
Example: Improved ergonomics and page design

Sponsorship/ product placement

Expected proof of performance:

- Communication materials, photos or video extracts to observe the event taking place
- Sponsorship or placement contract

NB: The expenses retained are strictly sponsorship and placement expenses.

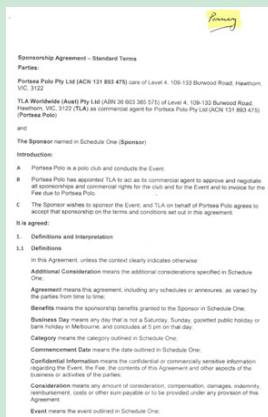
Ancillary expenses related to sponsorship events are not to be presented under this event. Thus, if activations such as specific tastings or happenings are carried out in connection with the sponsorship event, enter them in the corresponding event sheets

Good practice



Event Description: "Sponsorship for a basketball competition. The *** brand is the exclusive supplier in the lodges and bars. The brand is strongly present during the event. The logo is present on many of the organizer's official communication media (partner wall, posters, signs, caps etc. around the stadium...). Approximately 6,000 participants."

Sponsorship contract



Dated photos from the image bank of the event are proof that the event took place



Frequent errors



Event Description: "*** is the official wine of a car race. *** therefore performs a large number of on-trade activations around this race in order to increase volume sales, increase the population reached and the visibility of the brand."

The sponsorship action is not illustrated by any evidence of tangible performance (no contract submitted, no communication media or photos of the event proving that the event took place).

In addition, the mentioned activations must be spread out among the corresponding events, for example tastings or happenings.

Insufficient proof of performance provided:

**The photo of the material used
"out of context" does not prove the
event took place**



**Photo not attached to a particular
event but to a succession of
activations around the race that are
not spread across the corresponding
events and are not described**

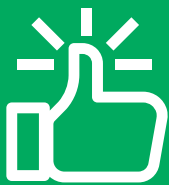
Press Relations

This event concerns in particular the production and dissemination of press releases and press files, the organization of press conferences, the provision and production of press kits. Press trips to the place of production are to be classified under the heading «Trips to the place of production».

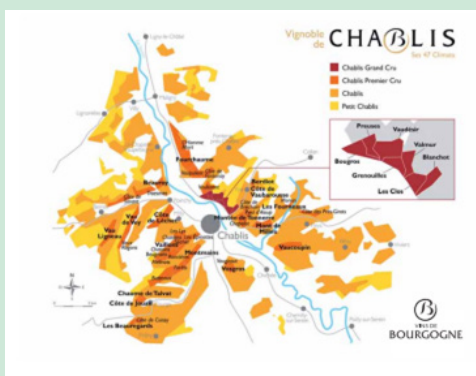
Expected proof of performance:

- List of journalists or influencers
- Communication materials (provided to journalists, influencers)
- Dated photos of the event (except for press releases)

Good practice



Event Description: «Press dinner ***: Organization of a press dinner on *** wines with the Australian trade press. / Participation objectives: 15 participants / Results: 15 participants / Press fallout 1 article published online in The Real Review and 3 articles published in GoodWeekend, Gourmet Traveller Wine / circulation/month for the press articles: 669,000 audience/month: 1,079,000”



Example of communication materials distributed to participants during the event

Event Date



Tastings (in third countries) – general public – Mini-shows, local, regional, national events

Expected proof of performance:

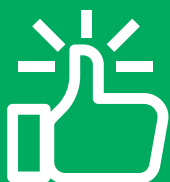
- Operator / provider report: calendar and wines promoted
- Copy of communication materials
- Dated photos of the event

Tastings at an international show or event must be linked to action 2 and to the "International shows" event. The list of international shows is that of the tele-procedure.

When you participate in several mini-shows in the same country, you must create an event for each mini-show.

The samples used in the tendering process are ineligible. Sample storage costs are not eligible. Samples sent to customers and not related to a tasting identified in a submitted event are not eligible.

Good practice



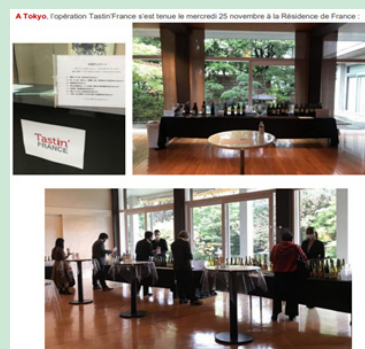
Event Description: «Show organized in November 2020 by Business France, one of our partners to promote our wines in third countries.

Report



Example of communication materials:
video presenting the different terroirs and wines of *** to participants (NB: Videos are to be submitted in a ZIP file or via a link to be opened in the portal)

Dated photos of the event



Tastings (in third countries) – general public – Tastings at the place of sale

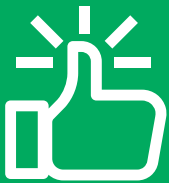
Expected proof of performance:

- Operator / provider report: calendar and wines promoted
- Copy of communication materials (materials can be dematerialised)

The following are not eligible:

- The samples provided as part of the tendering process
- Sample storage costs
- Samples sent to customers and not related to a tasting identified in a submitted event

Good practice



Event Description: "General presentation of the*** brands in Spec's points of sale and tasting."

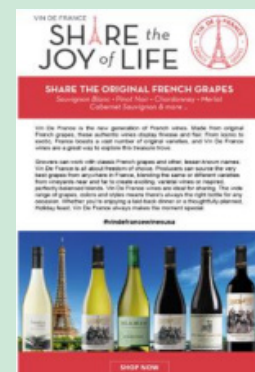
The proof of performance provided below is sufficient: all the expected mentions are present (dates of the event, wines promoted and brief report on the action carried out).

[illegible]

Calendar

Wines promoted

Report



Communication materials: flyers distributed during the tasting and presenting the specificities of the PDO's wines



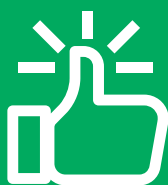
The photos are not enough to prove the event took place. Photos may be submitted in addition to the other evidence but the evidence requested must be submitted.

Travel to production sites

Expected proof of performance:

- List of participants, countries of origin and functions of the visitors
- Detailed programme of the trip and visits to the production sites

Good practice



Event Description: «Introduce American journalists to the world of Rhone wines, the Rhone region and the PDO wines in the Rhone Valley.»

Proof of performance:

Description

3 journalists ont été recrutés:

Blake Gray, pour Wine Searcher & The Gray Report,

Patrick Comiskey, pour LA Times & Wine & Spirits

Michael Franz, pour Wine Review Online

Identity and functions of participants

Detailed programme

Night: Hôtel Bristol Avignon 44 Cours Jean Jaurès, 84000 Avignon Phone: +33 (0)4 90 16 48	Tuesday, April 16th 2019 TAIN L'HERMITAGE – MAUVES 07:00am → Breakfast at the hotel 07:40am → Check out of your room 08:00 – 09:30am → Presentation AOC Saint Joseph in the bus 09:00am → Opening of the fair 11:00am → Shuttle for the Picnic Lunch on Hermitage Hill from Mauves 06:00pm → Closing of the fair 06:15pm → Departure to Avignon by bus 08:00pm → Diner at La Table de Sorgue restaurant 10:30pm → Arrival at your hotel – Hotel Bristol Night → Your hotel: Bristol Avignon
Night: Hôtel Bristol Avignon 44 Cours Jean Jaurès, 84000 Avignon Phone: +33 (0)4 90 16 48	Wednesday, April 17th 2019 AVIGNON – Palais des papes 08:15am → Breakfast at the hotel 08:45am → Departure for the fair 09:00am → Master class Gigondas 12:00-2:00pm → Lunch Buffet 06:00pm → Closing of the fair 07:15pm → Meeting in the hotel lobby 07:30pm → Cru Lirac's dinner Night → Your hotel: Bristol Avignon
Night: Ibis Saint-Exupéry 60 rue du Royaume Uni, 69125 Lyon Saint-Exupéry Phone: 0692 10 12 76	Thursday, April 18th 2019 AVIGNON – Palais des Papes 07:30am → Breakfast at the hotel 08:40am → Check out of your room (luggage can be stored in the hotel) 08:45am → Departure for the fair 09:00am → Opening for the fair 11:00am → Annual Rhône press conference 12:00-2:00pm → Lunch Buffet 04:30pm → Private tasting with Lirac in the press room 06:00pm → Taxi picks you up at Bristol Hotel 06:24pm → Boarding for your train 06:54pm → Departure of your train to Lyon (OUIGO7836 booking YESNLF) 07:55pm → Check in at your hotel Night → Your hotel: Ibis Lyon Saint-Exupéry

Tastings (in third countries) – targeted audience – Wine and food pairing tastings

Expected proof of performance:

- Menu with associated wines
- For each meal: list and functions of participants (participants' jobs/functions)

Good practice



Event Description: "As part of our planned promotional programme in Africa, *** travelled to Johannesburg for 2 days in January to present our range to industry professionals. This trip was organized by our partner***, a local distributor. A wine lunch and a wine dinner were thus organized mainly with wine waiters and restaurant owners."

Guests

[illegible]

Privé Restaurant
 Le Wine Chambré Restaurant
 Epicure Restaurant
 dw Eleven-13 Restaurant
 Wine Menu Specialist Wine Store
 Sommelier
 Luca's Restaurant
 Luca's Restaurant
 Oaks and The Green Vine Restaurants
 Prosopa Restaurant
 Monte de Dios
 Relish Bistro
 Solly Kramers
 Norman Goodfellows
 Ethos Restaurant
 The Grillhouse
 Tsogo Sun
 Saint and Marble
 Nineteen Forty Six Restaurant
 SUD Restaurant
 Kream Restaurant

Menu with associated wines

Menu

Welcome drink

Champagne Barons de Rothschild Brut

Amuse Bouche

*Wilderness Wild oyster, apple, cucumber, samphire

Starters

Butter poached 'Natal Crayfish', pain brioche, plum relish, béarnaise

Champagne Barons de Rothschild Blanc de Blancs

Palate Cleanser

"Sidecar" cocktail

Mains

Pan roast Guinea fowl, sweetcorn, samp salsa, tender stem

Champagne Barons de Rothschild Brut Rosé

Dessert

Selection of 'Dalewood' cheese, preserves, crackers

Champagne Barons de Rothschild Blanc de Blancs

Petit fours

Participants and their functions (restaurant owners and wine waiters)

Frequent errors



Event Description: “*** was cellar master for 20 years with the *** maison. We organized an event in October in his honour and to welcome the new cellar master ***.”

Public visit
Faire de cet événement un incontournable pour la Maison en ciblant les médias et les clients.

A precise list of participants is required for each dinner including their function and the countries represented in order to demonstrate that this is indeed a promotional action

No photos are expected for this type of event. They can be provided as a complement to illuminate the context of the event, but cannot replace the required evidence.

Tastings (in third countries) – targeted audience – B to B tastings

Caution: This event is not just a business appointment. You must prove that you have carried out an action to promote your wines, i.e. a tasting with professionals. Otherwise, the activity will be considered commercial prospecting and therefore considered as ineligible.

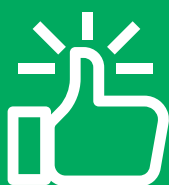
Expected proof of performance:

- Statement by the provider / operator as to the dates and places, the wines promoted, list of participants specifying their functions

The following are not eligible:

- The samples provided as part of the tendering process
- Sample storage costs
- Samples sent to customers and not related to a tasting identified in a submitted event

Good practice



Proof of performance:

No	AOC	VIN PROPOSÉ (NOM DU CHÂTEAU)	COULEUR	MILLÉSIME
1	CHENU-LAMONT 1688	BORDEAUX SUPÉRIEUR	ROUGE	2018
2	LOUIS VALLON	BORDEAUX	ROUGE	2017
3	CHÂTEAU BRIOT	BORDEAUX	ROUGE	2015
4	CHÂTEAU LARROQUE	BORDEAUX	ROUGE	2012
5	CREU DE NOE	BORDEAUX SUPÉRIEUR	ROUGE	2016
6	CHÂTEAU LE MAYNE CUVÉE PRESTIGE	BORDEAUX SUPÉRIEUR	ROUGE	2016
7	CHÂTEAU BRANDARD CHEMIN DE CASTILLE	BORDEAUX SUPÉRIEUR	ROUGE	2017

→ Wines promoted

Catégorie	Nom	Adresse	Ville	Nom d'entreprise	Email
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SHANGHAI 26 et 27 octobre	SHENZHEN 28 octobre	CHENGDU 3 novembre	CHANGSHA 4 novembre
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Dates and places

List of participants and their functions (restaurant owners, importers, etc.)

Frequent errors



An event with the description «Promotional tour to present and promote our wines to different professionals and retailers.» and as proof of performance, a single photo without the context, without a report or guest list.



No photos are expected for this type of event. They can be provided as a complement to illuminate the context of the event, but cannot replace the required evidence

Happening / promotion (without tasting)

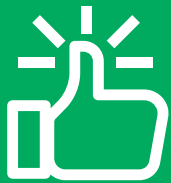
Please note that for this event, the communication materials must be specifically linked to the promotional events in which they were used. Without this connection, expenses related to the communication materials will not be considered eligible.

The "Happening / promotion (without tasting)" event concerns for example,

- End cap placement of wines in supermarkets or placement of wines in specific mini-fridges
- A «How to serve wine» event at a wine store

Expected proof of performance:
operator, provider or store report:
calendar and location, wines promoted

Good practice



Calendar and
location, wines
promoted

Proof of performance:



Gondola ends – Dan Murphy's store
DM January Catalogue 2019



Frequent errors



Sole proof of performance provided:



A photo without a date or caption that cannot prove the event took place

As a reminder, a report from the operator, the provider or the store including at least the calendar, the location and the wines promoted is required.

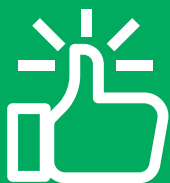
You can provide photos as a complement to illuminate the context of the event, but they cannot replace the required evidence.

Training / participation in tasting or wine knowledge course

Expected proof of performance:

- Operator/provider's report on the event, including the calendar, characteristics of the training course and the wines promoted
- For each training session, list of participants and their functions

Good practice



Description: "On 20 September 2019, a master class was organized by our importer in the Philippines. On this occasion, *** - Public Relations Officer - was on hand to present the *** maison and its champagnes. 6 people had the opportunity to discover and taste the *** champagnes and in particular the *** and the Rosé Prestige."

DATE (s)	2009/2019
LIEU(x)	ASE - PHILIPPINES
Descriptif: s/action 1.7 Formation à la dégustation Le 20 septembre 2019, a eu lieu une master class organisée par Happy J. - notre importateur aux Philippines. A cette occasion, Julie - Chargé de Relations Publiques - était présent afin de présenter la maison Duval Leroy et ses champagnes. 6 personnes ont eu l'occasion de découvrir et de déguster les champagnes Duval Leroy et notamment la Femme GC et le Rosé Prestige. Nous avons dépensé 140€ HT dans la fourniture des vins de cet événement et 57,40€ dans les frais de personnel.	
Participants: voir liste ci-jointe	
Vins mis en avant: la Femme GC et le Rosé Prestige	

Training date

Wines promoted

Characteristics of the training course

NO.	Guest Name	c/o
1	Louis Duval Leroy	Duval Leroy
2	Julie - Chargé de Relations Publiques	Happy J.
3	Julie - Chargé de Relations Publiques	Happy J.
4	Julie - Chargé de Relations Publiques	Happy J.
5	Julie - Chargé de Relations Publiques	Happy J.
6	Julie - Chargé de Relations Publiques	Happy J.

List of participants in this course and their functions

Information campaign on the EU's designations of origin, geographical indications and organic production mechanisms

NB: This is an event that you find in the measures: generic promotion and internal market information.

Expected proof of performance:

- Communication materials
- A report by the provider showing the activities, their dates and the different costs

NB: The costs of creating, designing, disseminating and implementing communication materials are only eligible in the form of services.

This event concerns in particular consumer information on designations of origin, geographical indications or organic production.

The message media vary: press, radio, billboards, the internet...

Information campaigns are based more on the intrinsic qualities of the wine or its characteristics rather than on the brand. If you wish to advertise your brand, you should refer to the event sheets of Action No. 1, "Advertising in the media (TV / radio / billboards / press), including online advertising" and "Advertising in the media (internet / social networks)".

In particular, you can communicate on the characteristics of a particular grape variety or on elements concerning quality, based in particular on the specifications of the PDOs or PGIs. You can inform the consumer about a particular terroir (soil, climate...), the reputation of your PDO (origin, history...), know-how (cultural practices...)....

For example, this may be a provider doing a radio spot broadcast in Canada on behalf of a wine syndicate wishing to communicate on its specifications regarding total chemical weeding getting tougher.

It may be a case of an industry representative body using the services of a provider to carry out a billboard campaign in the United States highlighting the freshness of the appellation's wines due to its exceptional terroir as a result of its proximity to a river.

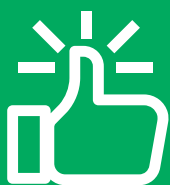
International shows

NB: The list of international shows only appears in the tele-procedure for certain countries. If you do not find the choice "international shows" for your chosen country, fill in your show in the event "tastings (in third countries) – general public – Mini-shows, local, regional, national events".

Expected proof of performance:

- Report from the operator or provider on the programme carried out for the show: participants, events, actions, wines promoted
- Dated photos of the event (booth and events)

Good practice



Event Description: "Participation in the APAS show in Sao Paulo."

Dated photos of the event



Moyens mis en place :	<ul style="list-style-type: none"> Espace dédié ANIVIN DE FRANCE de 14m² avec comptoir de dégustation des Vin De France médaillés 2019 Agenda de 15 rendez-vous ciblés et qualifiés avec les décideurs de la GD et des importateurs pour : <ul style="list-style-type: none"> Présenter l'offre Vin De France Cépage, ses atouts et son potentiel. Dégustation commentée d'une sélection de vins représentatifs de la qualité VDF Cépage Dégustation libre des vins présents sur le stand par les visiteurs du salon Développement de supports de communication : des flyers en libre-service sur le stand pour expliquer les atouts de la dénomination VDF Cépage
Réalisateur(s) :	Business France Brésil
Résultats obtenus :	<ul style="list-style-type: none"> 37 références de VDF Cépage présentées sur le stand avec possibilité de dégustation : <ul style="list-style-type: none"> Le Bouquet Sauvignon Blanc - Vignobles & Compagnie Maison De La Villette Sauvignon Blanc - Badet Clément Hornhead Sauvignon Blanc - LGI Wines La Petite Perrière Sauvignon Blanc - Saget La Perrière Tussock Jumper Chardonnay - Wineforces Nic Rager Chardonnay - Vignobles & Compagnie Georges Duboeuf Chardonnay - Les Vins Georges Duboeuf J. Moreau & Fils Chardonnay - La Famille Des Grands Vins Duo Des Mers Sauvignon Blanc, Viognier - LGI Wines Gérard, Simone & Marcel Grenache Blanc, Sauvignon Blanc, Marsanne - Vignobles & Compagnie Pyrène Charamsenseng Gros Manseng - Lionel Osmin & Cie Pyrène Grains Dorés- Gros Manseng, Sauvignon Blanc - Lionel Osmin & Cie Tussock Jumper Grenache - Wineforces Voiturette Grenache - Vignobles & Compagnie

Programme for the show: participants, events, actions

Wines promoted

Frequent errors



Non-compliant proof of performance:

A boarding pass is not
proof the event took place



New market surveys

This event concerns exploratory market surveys, required to find new outlets for the wine (including a new geographical area, a new age group, new packaging...) or an event that is made necessary to adjust to market changes.

Expected proof of performance:

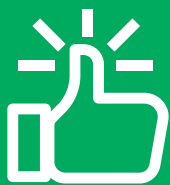
- Study report (delivered document)

Expenses relating to this event are eligible **in the form of services only**.

Purchasing access to a database is not an eligible expense.

Just presenting figures is not enough to prove the action took place. The market survey must be interpreted and give rise to a report.

Good practice



Event Description: «New market research, studies on data, panels and statistics to help place French PDO and PGI wines on the Russian market. This enables *** to understand elements relating to new outlets.»



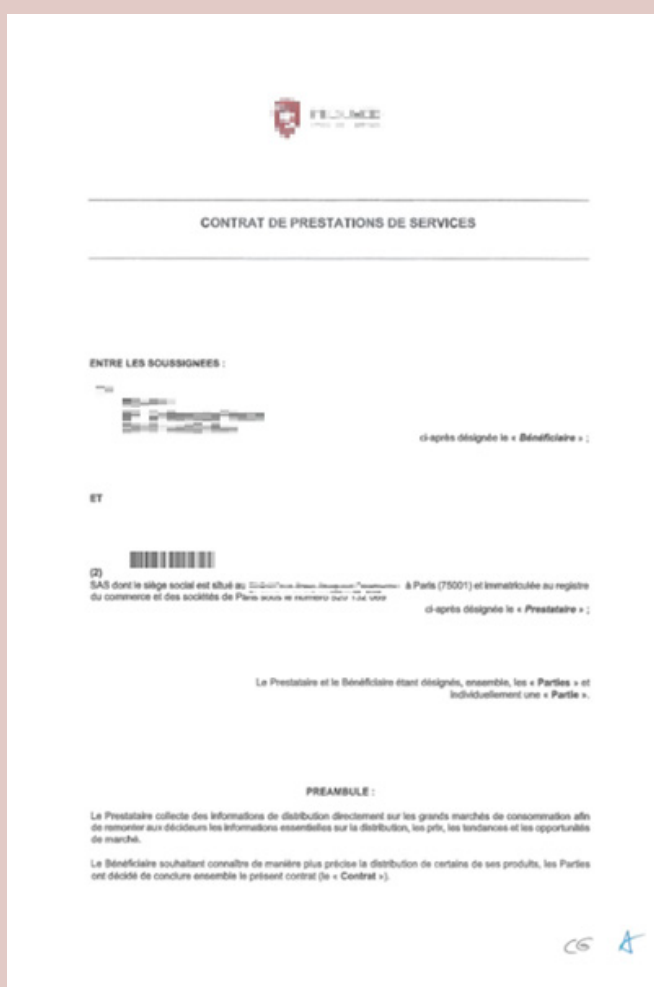
Study report delivered

Frequent errors



The study report delivered must be submitted and not the contract for the provision of services

Non-compliant proof of performance:



Evaluation study of the results of promotional and information actions

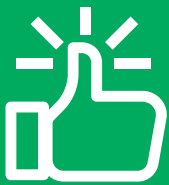
Expected proof of performance:

- Study report (delivered document)

Expenses relating to this event are eligible in the form of services only.

Evaluation studies should only concern the evaluation of the promotion actions carried out and not the evaluation of the commercial activity of your structure.

Good practice



Event Description: «A study of consumer conversations on social networks about our wines to assess the strengths and weaknesses of our networks to improve communication on the Chinese wine market.»



Study report delivered

Frequent errors



Internal evaluations

Event Description: «Work on presenting the results of promotional actions at year-end meetings.»

To be eligible, evaluation studies on the results of promotional activities must take the form of a service and cannot be carried out internally

ETUDES D'EVALUATION DES RESULTATS
DES ACTIONS DE PROMOTION SUR LES
DEPLETIONS DES DISTRIBUTEURS USA
ANNEE 2020

