

Iper La grande i & Vinhood

The collaboration between Vinhood and Iper La grande i aims **to create a more engaging and personalized in-store experience**, focusing on the wine and beer sections. The interactive kiosks guide consumers in choosing the ideal products, improving both engagement and the purchasing process.

Engagement

- Increase customer engagement by offering a personalized selection of wines and beers.

Community

- Build a community of enthusiasts through tasting journeys and CRM, strengthening customer loyalty.

Integration

- Integrate the in-store experience with the Grandi Vigne website, ensuring synergy across all touchpoints.

Goals

The collaboration between Vinhood and Iper La Grande I aims to create a more engaging and personalized in-store experience in the wine and beer sections, thanks to the use of interactive kiosks that facilitate the selection of ideal products, **improving both engagement and the purchasing process.**

Activities

1. In-store kiosks

- **Interactive and personalized experience:** the interactive kiosks in 5 stores allow customers to discover the wine or beer that best suits their tastes or food pairings, acting as a digital guide.
- **Physical-digital connection:** The kiosks are the main access point to the Vinhood experience, but customers can also complete it on their smartphones via QR code.

2. CRM

- **Personalized tasting journeys:** featuring 5 products selected based on consumers' personal tastes, enriched each month by interactive emails that stimulate dialogue and engagement..
- **Gaming and feedback activities:** the experience is enhanced with quizzes and games aimed at gathering feedback on products and maintaining consumer attention.

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3. Content Creation

- **Creating engaging content** on Italian wine regions with QR codes to guide consumers towards products that match their tastes.

4. Grandi Vigne Website

- **Integration with Grandi Vigne:** activation of a widget on Iper La grande i's Grandi Vigne website that suggests wines and beers based on taste profiles, connecting the online and offline experiences.

Results

81%

test **completion rate**

+10%

purchase intention

IMPROVED PRODUCT PERFORMANCE

wines and beers categorized with Vinhood **perform better** than those not included in the experience

AWARDS AND RECOGNITION

the project was **awarded** at **Milano Wine Week 2021**

Therefore...

Vinhood offers a **complete and innovative solution for grocery retail**, capable of improving the customer journey through an engaging and personalized approach, **effectively combining physical and digital experiences** thanks to interactive kiosks, e-commerce integrations, and taste-driven personalized CRM.