



Branding and Marketing Communication in the Field of Wine: The Experiences of Spanish Denominations of Origin to Build Brand Territory

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Territories are in a constant struggle to attract tourists, investments and residents striving for differentiation by exploiting the unique local values, which hold the essence of each one of them. This distinction is critical, differentiating each territory from others, and improving their competitive edge to be chosen as a favorite destination (Bigne et al., 2000). The application of branding in destination management has been used in recent years to generate a distinctive and competitive identity for a place, and distinguish it from others. And to be truly effective, the perceptions that a territory brand inspires in visitors and residents must align with the destination's main assets and their presentation in marketing communication (Kotler and Gertner, 2002). In this sense, local products, such as wine and food, are valid levers that contribute to shaping the positioning and differential values of the territories.

The purpose of this paper is to: a) Examine how advertising of different Denominations of Origin in the wine

industry contributes to the image and positioning of the different regions, thus creating a distinct positioning and promoting the area's identity and values; b) Analyze the content, strategies, and communication messages of the Denominations of Origin (of wine) across Spain.

Through content analysis, combined with discourse analysis of the advertising strategies of a significant sample of Denominations of Origin (66 campaigns), we seek to establish variables for analysis and categorization of objectives, strategies, and discursive constructions that brands develop in their communication policies.

Among the main results to highlight, the group of brands under scrutiny focused on the characteristics of the product while other strategies highlighted the values of the territory as main positioning values, that is, they served to communicate key aspects of the territory.

Keywords: brand, brand territory, marketing, place brands, wine brands.

Cities, regions and countries compete nationally and internationally to improve the living conditions of their inhabitants, attract visitors and tourism, generate investments, organize events, etc. but it is recently that this competition has been assumed in a professional way by the public managers of the territories. The way to assume that competence effectively is to apply the logic of marketing and branding to places, and supporting their promotion, in imitation of commercial companies, in the creation of powerful brands. In this sense, the application of some principles of marketing and branding in the management and marketing of territories is proposed, giving rise to what is called place brands or territory brands.

Territorial brands have received a great boost in recent times (Mangiapane and Puca, 2023), which can be associated with the increasingly evident need for differentiation felt by the different communities (López and Benlloch, 2005; Medway and Warnaby, 2008). From this perspective, cities or territories are configured as key actors in modern socio-economic relations because they converge multiple exchanges and turn into better places to live (Scorza and Gatto, 2023). As well as other authors Cruz-Ruiz *et al.* (2023) mention, “territory brands are vehicles for transmitting the attributes that identify a geographical setting, they facilitate market positioning and can contribute to generating an opinion that determines the promotion strategies of a place”. They are also becoming products that compete with each other, brands and objects of consumption according to their identities.

Cities or territories are in a constant struggle to attract tourists, investments, and residents through differentiation (Yildirim and Çakici, 2022), exploiting the unique local values that contain the essence of each city, allowing it to differentiate themselves from any other, obtaining a greater competitive position to be chosen as a destination. Moss (2000) sustains that, at present, the competitiveness of cities or territories goes through the development of policies that try to enhance the following elements: 1) Infrastructure for collaboration, so that individuals are helped to thrive locally in a global economy, favoring creativity and innovation; 2) Leadership and excellence, based on a common vision that invites the participation of other agents of the community; and 3) Facilitate connections with the world, expanding contacts beyond local territories.

There is consensus when it comes to pointing out that the territory that bets on marketing and branding and develops a brand can attract more investments in tourism, while increasing the possibility of establishing new companies and generating a much more favorable environment for business. In this regard, Florido-Benítez (2022) points out, “To add value to local products, bet on tourist quality and design customized products with high added value”.

Sousa (2009) analyzes the current situation of this discipline and affirms that while a few territories still do not have a brand and the brand strategy is nothing more than a mere will, a declaration of good intentions. In other areas a second stage of work is being faced: the positioning of the brand, which requires definitively placing the territory on the international map. The most advanced stage, with only a few examples, is improving the content of the brand focusing

on the product. Once the brand is known and established, it is time to improve the product to make it more attractive.

Experts believe this is not something new, it would merely consist of applying the learning of intangibles' management in the business field and transferring them in the management of the territories. Defining the identity of a territory and promoting its distinctive features is nothing new. What is new for many territories is to do so in a coherent, structured, planned way, responding to a specific objective, and designing mechanisms to evaluate the success of the effort (Sousa, 2009, p. 22).

CONCEPTUAL FRAMEWORK

TERRITORY BRAND CONCEPT

Numerous attempts have been made to define in a synthetic way what should be understood by the place branding process. Rainisto (2003, p. 12), for example, defines place branding as "providing an added attraction to the territory, through the central activity of the construction of the brand identity". For some authors, the territory brand should be based on the identity of the territory (Olins, 2002; Pritchard and Morgan, 2001), its history, its national character and its personality. To this an image with its signs and its codes must be added. However, for Huertas (2011), the territory brand should be based on some real attributes of the territory, but it should not necessarily focus solely on its identity understood from a cultural, historical or political point of view.

In the opinion of López and Benlloch (2005, p. 89), the territory brand covers everything from licit commercial concerns to deeply existential manifestations. We could define the image of a territory, in a simple way, as the idea or perception that the rest of the world has of this territory. With the development of a territory brand, it would be possible to position its brand, using the external perception that one has of a territory allows it to provide differential and added value to its brand and to the elements that compose it.

On the other hand, it is also important to clarify that a territory brand is not only, as Blain *et al.* (2005) state, "the creation of a name, symbol, logo or other graphic design that identifies and distinguishes a destination". The territory brand has a graphic image, but it also communicates some highpoints or strengths of the territory and is associated with emotional values with which the target audiences identify and feel attracted, whether they are tourists, investors, students or residents (Huertas, 2011).

For all the above, when the territory brand is considered as the creation of graphic elements, values, attractions and promises that are intended to be associated with a specific area, we would be facing the identity of the territory that the marketing organizers decide and communicate. In other terms, the positioning that they are aiming to achieve. Then again, when it is considered that the territory brand is the set of attitudes and perceptions that are created in the mind of the consumer and not in the minds of the marketing organizers, we

would be facing the concept of territory image (Huertas, 2011). As Baker (2007) puts it, if a brand is not adopted and assimilated by its audiences or consumers, it will be nothing more than a simple logo on a piece of paper. In this case, we are talking about the image of the territory brand, the conception that the public has formed from it.

The territory image is formed through a perceptual process, representing a mental concept. This concept develops based on a series of impressions resulting from exposure to multiple sources of information. In addition, within this sector this image is developed without even having visited the destination, since throughout their lives they accumulated information related to historical, political, economic and social factors that are shaping their image on the aforementioned territory (Echtner and Ritchie, 1991).

The process of forming the image of a territory is conceived as a continuum of different agents or sources of information that act independently to form a single image (Gartner, 1993). These stimulus factors encounter the subject's own personal characteristics (values, beliefs, past experiences...) to form what is the global image of the destination, the result of both cognitive and affective evaluations. Thus, there are two types of studies to analyze territory brands. On the one hand, those who analyze brands by themselves: their names, logos, symbology, identity, values, functions and meanings. On another hand, those that are based on the associations and relationships that the brands create in audiences, that is, in the brand image they create among consumers.

The essence of territory branding consists of understanding that the choice of a territory in any type of decision always depends, to a greater or lesser degree, on the perception that people have of that place, whether it is more or less simple or complex, correct or erroneous. In turn, branding processes are an effective way to influence the perception that human beings have of those realities of which we have little information (Fernández Cavia, 2010, p. 4). Branding cannot change a region, but it can contribute to improving its global competitiveness (Liu and Wang, 2022).

The objective of branding is not to transform the territories, but to communicate them in the most effective way (Fernández Cavia, 2010) in order to:

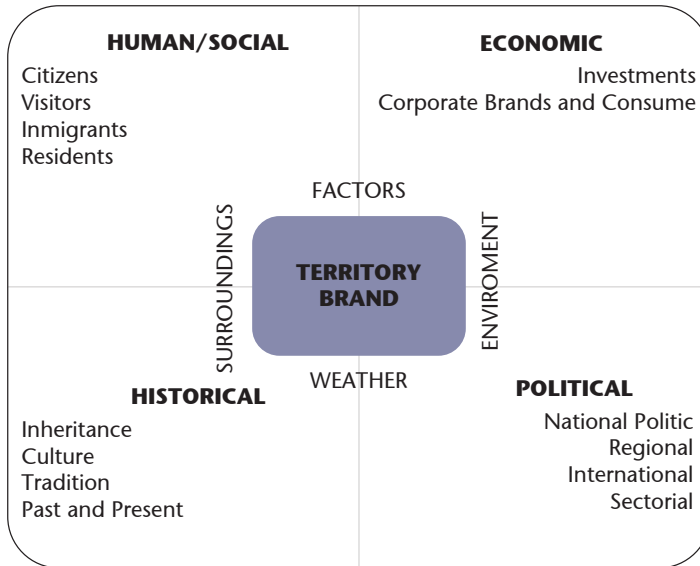
- Increase their attractiveness as receptors of business investment.
- Improve its competitive position in the tourism market.
- Encourage the identification of citizens with their place of residence (rootedness).
- Facilitate economic and social development.

LOCAL PRODUCTS AS IDENTITY ELEMENTS OF THE TERRITORY

A simple way to conceive the process of building a territorial brand is to start from the basic theory of brand building (Almeida and Cardoso, 2022). In this way, the process of building a territory brand begins by identifying the reasons why that territory needs it. To the extent that the brand constitutes a promise, it is necessary to determine through research tools what that promise is: the values that make it unique.

Brujó (2008, pp. 257-258) considers that to facilitate the development of a territorial brand, we must identify those attributes that best define and differentiate the place. Generally, the different expression of a territory can be grouped into seven categories:

Figure 1. The expression of a territory brand



Source: González Brujó, 2008.

These seven broad channels are the ones that essentially communicate the brand. Another categorization is given by Anholt (2010), who understands that most countries and regions communicate with the outside world and, therefore, build the image that others have of them through six channels or basic areas of activity, what has come to be called the hexagon of competitive identity: tourism, brands or products, policies, investment, culture, inhabitants. Other authors approach the process of creating a territorial brand from strategic planning, considering that tangible elements should be considered with intangibles in these processes. Well, if we take into consideration the tangible elements (corporate and consumer brands according to Gonzalez Brujó's scheme or products or brands according to Anholt's hexagon), the construction of a territorial brand can be addressed through the analysis of both of them, which is the main object of this work.

In this sense, local products, such as wine and food, are valid indicators that contribute to the construction of the positioning and differential values of the territories. As some researchers highlight, food tourism has emerged as a major research theme for tourism and associated disciplinary areas (Dai *et al.*, 2022). Food and especially wine are assets that promote synergy with the territory and expand the impact among its target audiences (WTO, 2009). In that same line, specially talking about wine, Bellia *et al.*, (2022) mention that "wine is a product

with significant symbolic components, and the territory of origin is crucial for its connotation and recognizability”.

The products that are usually associated with the place are products that have been acquired in the place for a long time, so we could call them “place products”. In some cases, those products are linked to the consumer as a social identity or consumer identification with the brand, and many other psychological factors (Zhang *et al.*, 2023). The brand territory products are intended to promote synergy between the products and the territory and expand the positive impact, transferring mutual values. The latter is precisely what we address in this research to detect how territorial brands are built from local products focused on the wine sector.

In this context of territorial brands, it is important to highlight the concept of guaranteed quality brands that certify the origin of products to the consumer. These are products endorsed by a system of identified and regulated marks by the European Union. Thus, the concept of Denomination of Origin (DO) emerges strongly in Spain as a system for the protection and promotion of products based on the relationship between the product and its place of origin, highlighting the specific characteristics and know-how of the region.

According to the Ministry of Agriculture, Fisheries, and Food of Spain, the objective is to define the set of peculiar and specific characteristics of a food due to the origin of the raw materials used and/or the production processes. These products are regulated by European Union (EU) regulations, which ensure compliance with additional quality requirements compared to conventional products. These are voluntary schemes, and products that meet these requirements are registered in a EU register and protected by intellectual property rights.

The following typologies of differentiated quality products can be distinguished:

- Protected Denomination of Origin (DOP) products are those whose quality or characteristics are due to the geographical environment with its natural and human factors, and their production, processing, and preparation are always carried out in that delimited geographical area from which they take their name.
- Products with a Protected Geographical Indication (IGP) possess a specific quality, reputation, or other characteristic that can be attributed to a geographical origin, and their production, processing, or preparation takes place in the delimited geographical area from which they take their name.
- Traditional Specialty Guaranteed (ETG) products have specific differentiating features from other foods in their category, and they are produced from traditional raw materials or have a traditional composition, production method, or transformation.

In the wine sector in Spain, there are 101 Protected Denominations of Origin (DOP) for wines that were registered in the EU during the 2021-2022 campaign. They are grouped based on their geographical location, and the “traditional term” to which they have the right to use is also indicated. These “traditional terms”

are expressions that have customarily been used to indicate that the product is covered by a protected designation of origin and has the associated requirements. In Spain, the following terms are used to replace “protected designation of origin”: Denomination of Origin (DO), Qualified Denomination of Origin (DOCa), Wine Estate (VP), and Quality Wine (VC). (Ministry of Agriculture, Fisheries and Food, Government of Spain, 2023).

METHODOLOGY

The main objective of this research is to delve into the analysis of the advertising strategies adopted by the wine sector to communicate with its audiences and the predominant discourses generated from them.

It is important to emphasize that this research specifically concentrates on the communicative aspect of the territorial brand, excluding other aspects of the marketing mix. It is not a comprehensive study on brand management, but rather an exploration of how advertising communication plays a role in establishing and conveying territorial values.

To conduct this study, the list of Protected Denominations of Origin (DOP) and Protected Geographical Indications (PGI) for wines registered in the European Union, as provided by the Ministry of Agriculture, Fisheries, and Food of the Government of Spain, has been taken as the universe in the sampling frame.

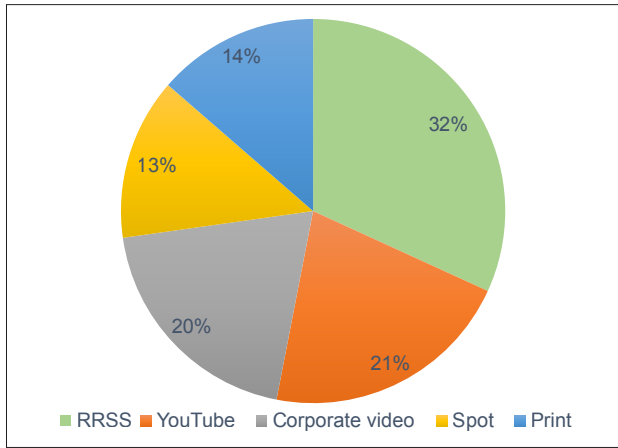
The selected sample consists of 38 Denominations of Origin from 10 autonomous communities. Qualification of Denominations of Origin (DOCa), Wine Estates (VP), and Quality Wines (VC) brands have been excluded. The geographical selection criteria for the sample have been based on stratification by autonomous communities, and the selection of Denominations of Origin within each community is based on their level of importance in terms of production volume, combined with expert criteria in brand communication management (advertising presence and campaign volume).

To analyze the advertising strategies of wine Denominations of Origin in Spain, a body of 66 advertising campaigns were compiled. These campaigns were sourced from the Denominations of Origin’s official corporate websites, spot tv, as well as their social media platforms (Instagram, Twitter, Facebook, and YouTube). Additionally, graphic materials such as brochures and posters were included in the analysis.

The distribution of the sample according to the media is the one shown in the figure 2.

In order to collect the sample of advertising campaigns, it was necessary to rely on various owned media of the brands, as they have relatively low activity compared to other consumer sectors. These are advertising messages aimed at their different audiences (especially local, as they are often in Spanish) through their websites or social media platforms (Instagram, Twitter, Facebook, or YouTube). The analysis focuses on the message, aiming to understand how brands work with territorial values, regardless of the approach towards different target groups.

Figure 2. Sample by media



Source: Own elaboration.

Figure 3. Denominations of Origin analyzed

AUTONOMOUS COMMUNITY	DESIGNATION OF ORIGIN
ANDALUSIA	DO Montilla-Moriles DO Vinos de Jerez and Manzanilla-Sanlúcar de Barrameda DO Condado de Huelva DO Granada DO Málaga
REGION OF MURCIA	DO Jumilla
CASTILLA-LA MANCHA	DO Almansa DO Dehesa del Carrizal DO Finca Élez DO La Jaraba DO La Mancha DO Méntrida DO Machuela DO Mondéjar DO Ribera del Júcar
CASTILE AND LEÓN	DO Arlanza DO Bierzo DO Cebreiros DO Cigales DO León DO Ribera del Duero DO Rueda
GALICIA	DO Rías Baixas DO Ribeira Sacra DO Ribeiro DO Valdeorras

AUTONOMOUS COMMUNITY	DESIGNATION OF ORIGIN
BASQUE COUNTRY	DO Chacolí de Álava – Arabako Txacolina DO Chacolí de Bizkaia – Bizkaiko Txacolina DO Chacolí de Getaria – Getariako Txacolina
COMMUNITY OF MADRID	DO Vinos de Madrid
LA RIOJA	DO La Rioja
NAVARRRE	DO Navarra
CATALONIA	DO Conca de Barberà DO Costers del Segre DO Montsant DO Penedès DO Pla de Bages DO Tarragona

Source: Own elaboration.

The approach used in this study starts from the consideration of advertising as an activity that contributes to building the reality of the subjects and of the brands themselves. Beyond their commercial and economic purpose, advertising messages establish worlds of meaning around brands, which allow the consumer to interpret their context and establish relationship frameworks with them.

Using qualitative methodology¹, the analysis model tries to capture the advertising discourse of brands, through a simplification exercise and the definition of three levels, which have already been validated in previous studies (Benavides, 2002a, 2002b, 2003; Alameda, 2009; Fernández-Blanco *et al.* (2020):

- A. *Discursive axes.* In this article by discursive axis is understood a broad way of conceiving the advertising concept or axis (in the classic terminology of Joannis, 1992). Which is, that axis that organizes the message of an advertiser towards its target. It is a much broader term than the creative concept, since it refers to the way of constructing the advertising story and the main discursive arguments used by brands to communicate with their audiences (semantic axes in Barthes terminology). Therefore, arguments and categories that brands use to organize messages.
- B. *Positioning values.* They are those categories that define the positioning of the brand with respect to the narrated event; and that are observed by redundancy and saturation in the analyzed materials. It is a concept different from the advertising tradition (Trout and Ries, 1972; Ries and Trout, 1981; Joannis, 1992; Trout *et al.*, 2010; Cobelo, 2001; García Uceda, 2008), since in the processes of the social construction of reality positioning values are

¹ On the qualitative methodology, see Jensen and Jankowski (1993), Schwartz and Jacobs (1984), Valles (1997), and Taylor and Bogdan (1984).

notions that help to situate subjects in front of objects and events and, thus, exceed the selection of an attribute or referential variable to anchor the brand (Benavides, 2003).

- C. *Structures of meaning.* It alludes to the general significant organization that brands build with respect to different topics. Thus, each brand present in advertising contributes to creating interpretation schemes and reflects different responses depending on the type of discourse used.

To proceed with the discursive analysis, first, the following registration variables have been considered for content analysis:

Figure 4. Registration variables

Brand (DO)
Autonomous Community
Date
Media/channel
Copy text
Slogan
Claim
Campaign Link

Source: Own elaboration.

RESULTS

BRAND POSITIONING VALUES

In the analysis of the corpus of advertising messages analyzed, the presence of four large positioning categories has been detected, which allow brands to build their communication strategies.

Figure 5. Main brand positioning values of DO wine

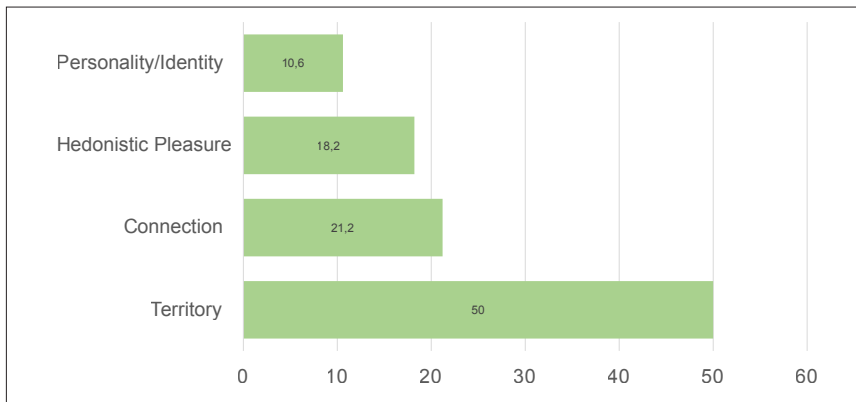
TERRITORY	CONNECTION
History	Happy moments
Tradition	Connection between people
Legacy	Engagement
Landscape	Present /give a present
Heritage	Celebration
Nature	Party
Ecology	Cheers
Vineyards	Live the small things of the life
Geography	Happiness
Quality	Smile
Origin	Laughter
Inheritance	

Source: Own elaboration.

From a quantitative point of view, the result is clear because most of the creatives (50,0%) are appealing directly to the territory and, therefore, transferring the values of the territory to the DO and thus leveraging a certain positioning.

The second category refers to wine as an element of union and sharing with others, regardless of the values referred to the territory (21.2%). Below is the positioning of wine as a hedonistic element and a moment of indulgence (18,2%). And the references to the qualities of the product and its identity account for 10,6% of the sample analyzed.

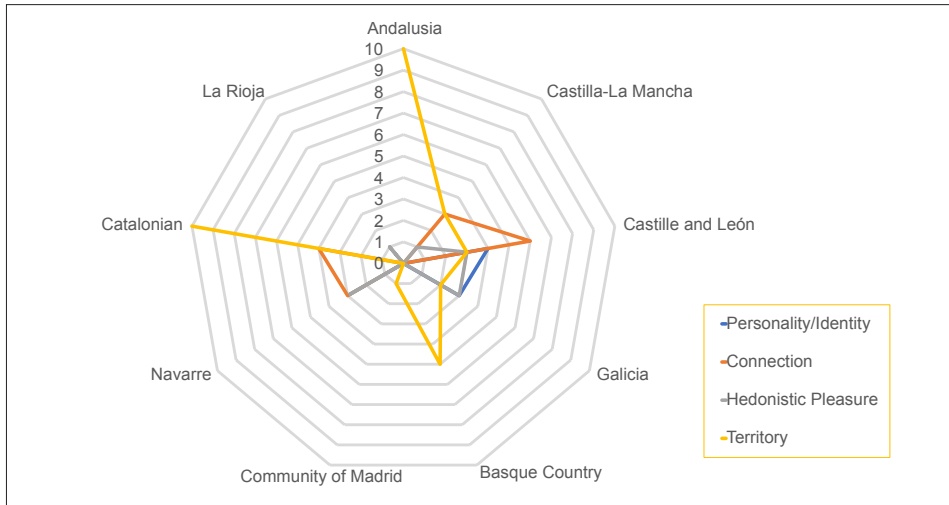
Figure 6. Value categories



Source: Own elaboration.

If we analyze the positioning of the DO in each Autonomous Community, we observe that in Andalusia, Catalonia and the Basque Country values related to the territory predominate. The values of the personality and identity of the product have more presence in the DO of Catalonia and Castile and León. Wine as a connecting element also has an important presence in the DO of Castile and León. Finally, the positioning of hedonism is more dispersed, and we do not observe a territory with DO that stands out located in this value.

Figure 7. Positioning of the Autonomous Community



Source: Own elaboration.

Values Related to the Territory

Territory is one of the core concepts that DO use to convey the essence of their wines. In the advertising strategies analyzed, the strength of the territory is manifested through advertising positioning linked to specific categories such as the history of the geographical area where the wine is grown, its historical and artistic heritage, the peculiarities of nature and the orography that are transferred to the essence of the vineyards. All this makes up the tradition of wine.

These positions refer to the role of the land as a promoter of origin and quality; as wine is the result of the territory; it is born from the land and it grants it all its benefits and gives it the distinction of a great wine.

“The taste of a landscape” (DO Ribeira Sacra), “In harmony with the land” (DO Dehesa del Carrizal), and “From the land to the table” (DO La Jaraba) are some examples of claims that represent this position.

Values Related to the Personality

In the dimension of being, together with the positions centered on the territory, the DOs are committed to linking wine to the identity and personality of their people. This set of advertising strategies speaks from the essence, the nature of wine. The Denominations of Origin appeal either to the land or to its people and their personality to define their own product.

This link to the essence refers us to a cultural dimension of wine, the result of tenacity, the effort of its people, authenticity, a firm character, a fighter who proudly shows his work to the world in the form of a quality wine.

Examples: “Where culture becomes wine” (DO Arlanza), “A legacy preserved since the Middle Ages” (DO Arlanza), “The value of the autochthonous” (DO Manchuela), “Because you are, we are Spirit Ribera” (DO Ribera del Duero).

Values Related to the Connection

We find Denominations of Origin that highlight a lifestyle, as opposed to a nature. Here are the strategies that put wine on the SHARING (positionings of connection) or ENJOYING (positionings of hedonistic pleasure).

Positioning close to connection is a common axis in a very significant part of advertising campaigns, since wine is present in the most important moments of people's lives. It acts as a connecting element, almost like a magical object (in Propp's terms) that allows people to come together and gather around a good wine. Acting as master of ceremonies at romantic evenings, family reunions, weddings, successful work moments, celebrations of all kinds, gatherings of groups of friends, etc. Or just celebrating the happy little moments in life with a good toast. Many brands thus move away from the land and the origin, betting on stories that show the possibilities of wine in the celebration of shared life.

Examples: "Celebrate it with Cigales" (DO Cigales), "Created to move you" (DO Ribera del Duero), "There is always a reason to toast with Condado de Huelva" (DO Condado de Huelva), "It is time for reunions" (DO Málaga).

Values Related to the Hedonistic Pleasure

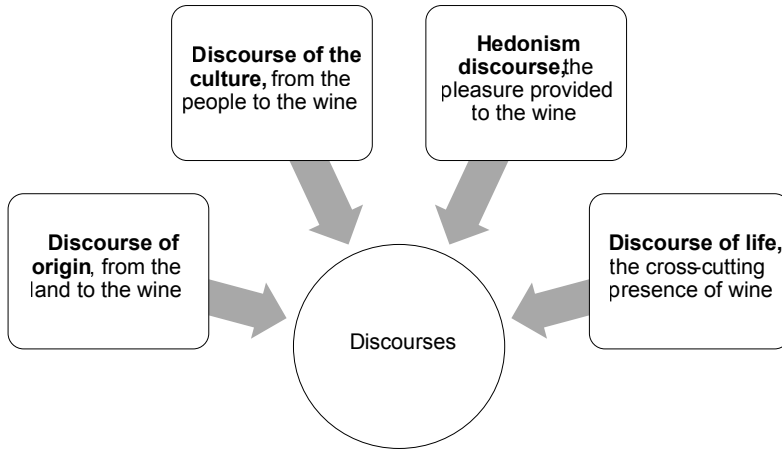
To a lesser extent in the analyzed corpus, there are stories that highlight the value of the individual and hedonistic pleasure of savoring a good wine. These campaigns refer not so much to the wine-product as to the consumer. It is the individual who gives value to the wine since from his exquisiteness and sybaritic posture he knows how to enjoy life; In this search for hedonism, wine is once again a sublimating element.

"You deserve a Rioja" (DO La Rioja), "They are not just wines, they are experiences" (DO La Mancha), "Rueda Lovers" (DO Rueda), "A toast of sensations" (DO Valdeorras).

MAIN DISCURSIVE AXES AND STRUCTURES OF MEANING

The analyzed positioning values refer to four main axes of meaning or discourses, which intersect in the advertising messages:

Figure 8. Main discourses axis



Source: Own elaboration.

Discourse of Origin, from the Land to the Wine

It is very present in the advertising stories of the DO brands, the discursive axis of the ORIGIN, in an attempt by the brands to focus on the “Essence”, away from the superfluous and, of course, from the tangibility of the products. This discursive typology recovers the concept of essence around the origin: the earth.

This discourse is the one that is most in tune with the theoretical framework proposed on the territory brand and its link to the land. Being the majority in the analyzed sample, it poses an interesting working hypothesis to continue delving into the study of foodie brands.

Discourse of the Culture, from the People to the Wine

The social subject has become the protagonist of many DO. In this way, the local people, their traditions, their personality, their values, define the personality of the wine. It is a distant discourse that enhances the community and the feeling of belonging. From an actantial point of view (Greimas, 1973), it could be affirmed that society has become the collective hero that fights to obtain the object of desire: a wine with cultural identity and personality.

This discourse is in line with the current that conceives brands as cultural exponents (Holt, 2014; Fernández *et al.*, 2019).

Hedonism Discourse, the Pleasure Provided to the Wine

This discourse, being a minority in the corpus studied, represents the closest to the classic advertising discourse, marked by the desire for individual satisfaction and the personal self-realization of the human being; the most evolved needs of Maslow’s proposal. This minority discourse raises an important underlying hypothesis that must be verified in future research: DO brands promote, above all, their link to the territory and its people, above their link with consumers.

Discourse of Life, the Cross-cutting Presence of Wine

This is the discourse chosen by the brands that choose to show that wine is synonymous with life; a discourse of a mostly emotional nature, which is articulated from the accompaniment in the small and great moments of life.

The presence of the brand seeks empathy and connection, generally from an affective bond between the brand and the consumer, through content aimed at their senses (wishes, dreams, hopes, possibilities...). It is important to remember that stories that produce feelings and emotions that make us feel good are intended to motivate viewers to participate in the campaign (Brader, 2006; Gobé, 2005).

DISCUSSIONS AND CONCLUSIONS

The analysis of the advertising discourses of the wine brands allows us to articulate the following conclusions, which in turn open as large areas of discussion for future research and to define working hypotheses on advertising in the short and medium term:

- In the analysis of the discourses of the brands, the importance that wine brands are giving to generating experiences of consumption and enjoyment around wine beyond the values of the territories is observed. (Innovation on communication).
- However, the type of communication is quite traditional in terms of brand aesthetics and narrative (example: the winemaking process is constantly alluded to).
- DO Brands do promotion on social networks sharing corporate videos and campaigns specifically on Instagram and Facebook.
- The main referent of the messages is the wine itself, without observing its own brand's intangible values. The values that support the product are the territory itself. The level of brand identity is analyzed through the analysis of messages but not the dimension of the image as the study has not worked with audiences.

The study has analyzed the DO linked to the analyzed territories in Spain. The study gives some highlights about what type of message has been promoted and the channels and media used to connect with the audiences in each DO territory. It is important to mention that many DO brands have no online presence, including social networks or webpages.

Spain is a country that produces wine and is well known locally and internationally. One important tool to promote this product is through publicity and how this message communicates and connects with the audience. The design of the message includes words used, discourse, values promoted helps to promote better the DO of the territory. As seen in the research there are some territories that have more DO and are making a better effort in differentiating their wine from great publicity campaigns and messages transmitted.

LIMITATIONS

As limitations, it has not been possible to differentiate the different audiences to which the advertising campaigns are directed. Nonetheless, we have already mentioned that it is not a study of audiences, but an analysis of the message of the advertising campaign.

Since the study does not focus on the analysis of the audience, it cannot be verified that advertising shapes the territory brand by not being validated by audiences, but it is identified that advertising is a variable that “helps” by starring in the message and the features of the territory to which the campaign refers.

The study has not analyzed brands of each of the DO. This is a future research line to explore. The research focuses on the wine sector, this limits the validation of the results in other sectors/products. The study directs its interest to the country Spain; future studies could extend to other countries, sectors, and products.

As a new tendency and relevant topic these days, future research linked to the food sector could include other variable analysis in the communication campaign analysis such as sustainability, local development and popularity of the culture.

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