

A SHARED HISTORY FOR A SHARED PROJECT: USING STORYTELLING AND COLLABORATIVE RELATIONSHIPS TO LAUNCH A NEW PRODUCT

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ABSTRACT

Purpose: The aim of this paper is twofold: first, to investigate the role of collaborative relationships and the dynamics underlying value co-creation in the Italian wine industry; second, to explore the potentialities of storytelling as a mean to enhance the emotional connections between wine and consumers.

Design: We adopted a qualitative research approach, based on the deep analysis of the project carried out by three Italian wineries, involved together in the production of the first sparkling wine made with Aleatico grape. Semi-structured interviews with wineries' owners/managers and the oenologist who coordinated the project were conducted to gather in-depth information.

Findings: The paper underlines how three wineries, each located in a different region and with a specific tradition, can engage in collaborative relationships in order to achieve a shared objective. Furthermore, it describes a new approach to storytelling, aimed at creating an emotional bond with customers through a shared history, that evokes the history of the wineries' country of origin.

Practical Implications: In the highly fragmented Italian wine industry, mainly made up of small and medium wineries generally reluctant to engage collaborative relationships, the analyzed project suggests an alternative way of facing market challenges based on co-creating value without losing autonomy and individual identity of wines.

KEYWORDS: Collaborative Relationships, Experiential Marketing, Storytelling, Wine Marketing