

Wine Marketing in Action: Picasso vs. the Elixir of the Gods

CLINTON STARK - JAN 8, 2016



In one corner: Picasso.

In the other: wine impresario Jean-Charles Boisset.

A wine marketing cage match is born.

Most sales collateral is repetitive, non-imaginative, and quite forgettable. But, occasionally, I receive a piece in the mail that captures my attention. It's at these moments, I pour a Sonoma Chard, shutdown Chrome, and enjoy some old-school paper-based marketing analysis.

Jean-Charles Boisset: Party!

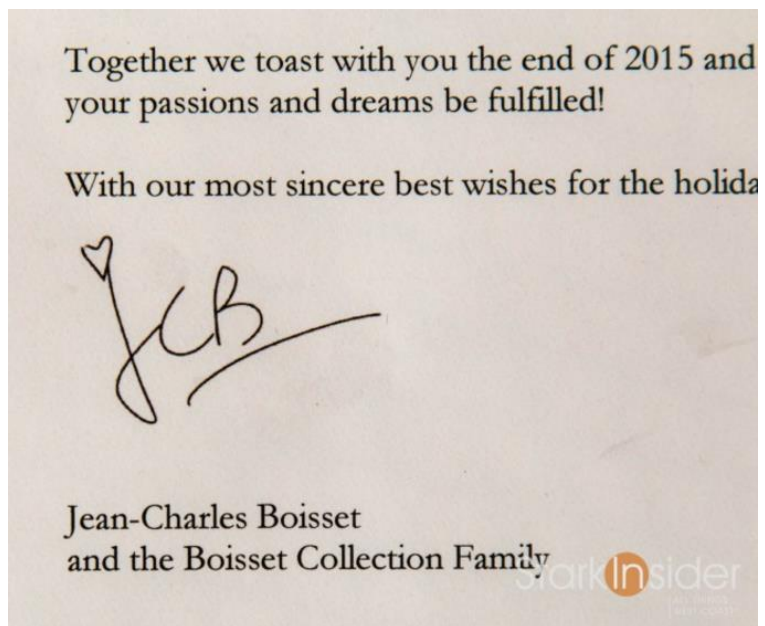
“Jewelry fulfills ladies’ desires and men’s anticipations with its stunning significance where dreams meet reality.”

Isn't that line from *Barbarella*?

Indeed, JCB is the life of the party. Er — correction — JCB is the party!

Anyone who has frequented Napa or Sonoma over the years has likely come across one of Jean-Charles Boisset's wineries. Most notably he hosts often slightly bizarre tastings (often featuring Counts and actors in costume) at the newly renovated Buena Vista Winery in Sonoma, and the most definitely bizarre and crazy entertaining "Napa Gras" at Raymond Vineyards in Napa. That party, held during the week of the Premiere Napa Valley, marks the first moment I've been served a glass of sparkling wine by an acrobat, hanging upside down in a barrel room. To the video evidence on a whimsical evening in Napa when Loni Stark and I attended Napa Gras:

With that backstory, it's likely no surprise that marketing for the Boisset Collection Family is rich with passion! art de vivre! true pleasures! and... exclamation marks!



Note how JCB's signature subtly incorporates a heart. And, a quick Google reveals he's also known as "Agent 69". And you thought Napa was staid?