

# GoodFood

## CASE STUDY NAKED WINES

The screenshot shows the top section of the Naked Wines website. At the top left is the 'naked WINES' logo and phone number '01603 281 800'. A timer shows '3:27:35 to go' with a note: 'Order before 5pm and we will deliver tomorrow for only £4.99 \* Call us on 01603 281 800 Or free to almost anywhere in the UK if you spend over £100'. A 'Your Basket' notification asks 'Have you got a voucher?' with a 'Yes' button. The navigation bar includes 'Home', 'Winemakers', 'Wines', 'Cases', 'Groups', 'Naked Me', and 'Good Food'. A search bar is present with the text 'or browse all of our wines'. The main content area features a large banner for 'GoodFood + naked WINES' with the text 'The food and wine match made in heaven!' and an image of a dish. Below this is a 'WAS NOW £70.43 £34.99' offer for six bottles, with 'ADD TO BASKET' and 'VIEW DETAILS' buttons. There are also links for 'Join the Good Food Group!' and 'Join the GoodFood wine tasting panel'.

The screenshot shows the BBC GoodFood website. The top navigation bar includes 'Home', 'Recipes', 'Blog', 'Wellbeing', 'Seasonal food', 'How to cook', 'Wine etc', 'Competitions', 'Shop', 'Magazine', and 'Subscribe now'. The main content area features a recipe for 'Mustard-glazed salmon with cannellini beans, lemon & rocket' with a 'Try this recipe' button. Below the recipe is a 'Naked Wines offer' section with the text 'A fine time for wine' and 'Ease yourself back after a quiet January with our latest brilliant Naked Wines offer - six bottles for just £34.99 - that's 50 per cent off with a free corkscrew too.' There are also links for 'Order before 5pm for next day delivery' and 'Cooking with wine recipes'. The page also features a 'Your binder' section, a search bar, and a 'SHOUT' section with the text 'about how great you feel after taking 10,000 steps a day'.

## Naked Wines Driving e-commerce

### THE CHALLENGE

Naked Wines provide customers with the opportunity to purchase fantastic wines at great value direct from independent wine producers across the world. bbcgoodfood.com, as the leading food and drink website, was seeking to enhance its wine proposition and formed a strategic partnership with Naked Wines to provide excellent wines for its users, along with great offers and relevant content.

### THE IDEA

The bbcgoodfood.com commercial team came up with the ideal solution to help generate Naked Wines sales. This has been achieved through showcasing Naked Wine promotions and exclusive offers on the bbcgoodfood.com home page as well as being featured in the

bbcgoodfood.com weekly newsletter. The campaign has also been supported by a co-branded landing page to ensure maximum relevancy and the creation of an innovative wine matching tool, which marries up recipes with complimentary wines to provide ideal eating occasions.

### THE EXECUTION

The bbcgoodfood.com home page features Naked Wine offers such as six bottles for £34.99 or a £40.00 discount off first purchase for new registered users. Naked Wines also created bespoke promotions exclusive to bbcgoodfood.com users such as a festive case over the Christmas period. In addition to Naked Wines offers featuring on the homepage, they are delivered directly into the inboxes of

● Launched in September 2009, we are pleased to be the official wine partner for BBC Good Food. Over the last 8 months, we have run a number of campaigns which have delivered in excess of 50,000 visitors to our site. This has helped create awareness of our brand, whilst enhancing the BBC customer experience. With over a 1,000,000 visitors to the BBC site monthly, and with ongoing work, we firmly believe this is only the tip of the iceberg.●

**Diane Pearce, Sales Director, Naked Wines**

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with a slotted spoon, and set aside. Cook the sauce over a high heat for a few mins until the sauce has thickened a little, then return the beef and vegetables to the pan.

5. To make the celeriac mash, peel the celeriac and cut into cubes. Heat the olive oil in a large frying pan. Tip in the celeriac and fry for 5 mins until it turns golden. Season well with salt and pepper. Stir in the rosemary, thyme, bay and cardamom pods, then pour over 200ml water, enough to nearly cover the celeriac. Turn the heat to low, partially cover the pan and leave to simmer for 25-30 mins.

6. After 25-30 mins, the celeriac should be soft and most of the water will have evaporated. Drain away any remaining water, then remove the herb sprigs, bay and cardamom pods. Lightly crush with a potato masher, then finish with a glug of olive oil and season to taste. Spoon the beef bourguignon into serving bowls and place a large spoonful of the celeriac mash on top. Garnish with one of the bay leaves, if you like.

TRY

#### Make ahead

Try to make this dish a day in advance, then slowly reheat in the oven. You'll find that the flavours will really develop overnight and the dish will be richer and more mature.

#### Beef shin

Beef shin is a great cut for slow-cooking. It's good value and the ripples of fat running through it ensure that it doesn't dry out. You could also use wild boar, which gives a really special flavour.

#### Know how - Bouquet garni

To make a bouquet garni, use a piece of string to tie together a couple of rosemary, thyme and parsley sprigs and a handful of

#### Goes well with...



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Fast Just Use 1 Patch Every

## Naked Wines Driving e-commerce

165,000 registered users via the bbcgoodfood.com newsletter. Furthermore, a wine survey was run on bbcgoodfood.com to gain insight into users' wine consumption and tastes. A £40.00 Naked Wines voucher was offered as a thank you to the users who filled out the survey. The data yielded both informed editorial content on bbcgoodfood.com and Naked Wines' promotional offers. In response to over half of users being keen to see more wine recommendations with food on bbcgoodfood.com a wine

matching tool sponsored by Naked Wines has been developed. Naked Wines consequently has prominence in the recipe section: the most visited area on bbcgoodfood.com. A co-branded landing page has been created on Naked wines website to further extend the relationship between Good Food and Naked Wines. The co-branded landing page provides continuity to the users' journey and acts as a hub page for varying communication messages devised as part of the partnership.

The screenshot shows the BBC Good Food website interface. At the top, there's a navigation bar with links for Home, Recipes, Blog, Wellbeing, Seasonal food, How to cook, Wine etc, Competitions, Shop, Magazine, and a 'Subscribe now' button with a 'SAVE 25%' offer. The main content area features a large recipe card for 'Mustard-glazed salmon with cannellini beans, lemon & rocket', labeled as 'Today's favourite - 17 February 2010' and 'Ready in 20 mins'. Below this is a 'Naked Wines offer' section with a 'A fine time for wine' headline, a photo of wine glasses, and text about a £40 voucher for six bottles. To the right, there's a 'Your binder' section for signing up for a £40 voucher, a search bar for 'Search Good Food recipes', and a vertical banner for 'Make an everyday meal feel like a special occasion' with a 'Get inspired' button. At the bottom, there's an advertisement for 'IMPOSSIBLE' and a 'Chevrolet Cruze competition' section.

“With a new food and wine matching tool in production, and the potential for a unique BBC Customer Wine Tasting panel, capable of finding and recommending wine to other customers nationwide, we believe the scope for the overall success of this partnership could be very positive”

**Diane Pearce, Sales Director, Naked Wines**