

Success Stories

How fractional Marketing Director Karen Senior helped Simonsig create a professional tactical sales tool to share its heritage, location and story with local and international audiences.

About Simonsig Wine Estate

Simonsig Wine Estate is deeply connected to the history of South African wine, the Stellenbosch wine region and the Malan family name.

The family-owned estate is known for producing South Africa's first Méthode Cap Classique, Kaapse Vonkel, and for co-founding the Stellenbosch Wine Route.

Karen Senior, part-time Marketing Director from The Marketing Centre, has worked with Simonsig and the Malan family for many years as part of their strategic management team.

The Challenge

Simonsig's sales and marketing team needed a tool that could capture the estate's story and explain its location and proximity to Cape Town.

It was mainly aimed at foreign clients and visitors whose first language is not English, especially when a verbal explanation was not enough or not possible.



Simonsig Wine Estate

The Solution

A six-minute video was created to tell the rich story of Simonsig honestly, with feeling, professionalism and substance.

This included:

- **Heritage and provenance:** The video shares Simonsig's history, family legacy and pioneering role in South African wine.
- **Estate story and location:** The tool explains the estate's setting, its connection to Stellenbosch and its proximity to Cape Town.
- **Professional sales support:** The video gives the sales, marketing, tasting room and winemaking teams a consistent way to present the brand.
- **International accessibility:** Subtitled versions were created in Mandarin, Russian and German for key international markets.

“The video has become an important tool for our agents and sales staff to professionally present Simonsig on both the international and local stage.”

Jacques Jordaan, Head of Sales and Marketing,
Simonsig

Results

The video became an easy-to-use promotional tool for the sales, marketing, tasting room and winemaking teams.

- **Versatile promotional tool:** It can be used across different settings, with a range of clients and visitors.
- **Reduced language barriers:** The subtitled versions help overcome language limitations during meetings and events.
- **Positive market response:** The video received positive feedback in important markets including Russia, China and the USA.
- **Stronger brand presentation:** The tool helps present Simonsig professionally, with pride and consistency, both locally and internationally.

Long-Term Investment

The video gave Simonsig a professional, reusable sales and marketing tool that supports the estate's brand story beyond one meeting, event or market.

By combining heritage, provenance, location, pioneering history and multilingual accessibility, Simonsig created a lasting asset that helps agents and sales teams communicate the value of the estate with greater clarity and consistency.

Jacques Jordaan, Head of Sales and Marketing, Simonsig

"We are applying the Simonsig video with great effect in both the local and international markets. This video is in my opinion the first professionally produced video of Simonsig that objectively and positively covers all the important aspects and features of this esteemed estate."



Have a question?

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