



13-14 November 2025

Marketing and Communication in Romania's Wine Industry: A Comparative Case Study.

ALEXANDRU POGAN, PAUL SEICHE, CORNEL RUJA, IASMINA IOSIM, ANKA
ROXANA PASCARIU
UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

Abstract: *This comparative case study examines two leading Romanian wine companies, analyzing how their communication approaches, ranging from traditional channels to digital marketing, storytelling, and experiential branding influence consumer perception and purchasing behavior. The research evaluates promotional tools, social media engagement, brand positioning, and the alignment between marketing messages and company values.*

• Introduction

The Romanian wine industry has experienced significant growth and diversification over the past decade, driven by both domestic demand and expanding export opportunities. In this context, marketing and communication strategies have become crucial instruments for strengthening brand identity, increasing market visibility, and differentiating products in a highly competitive environment..

Material and method

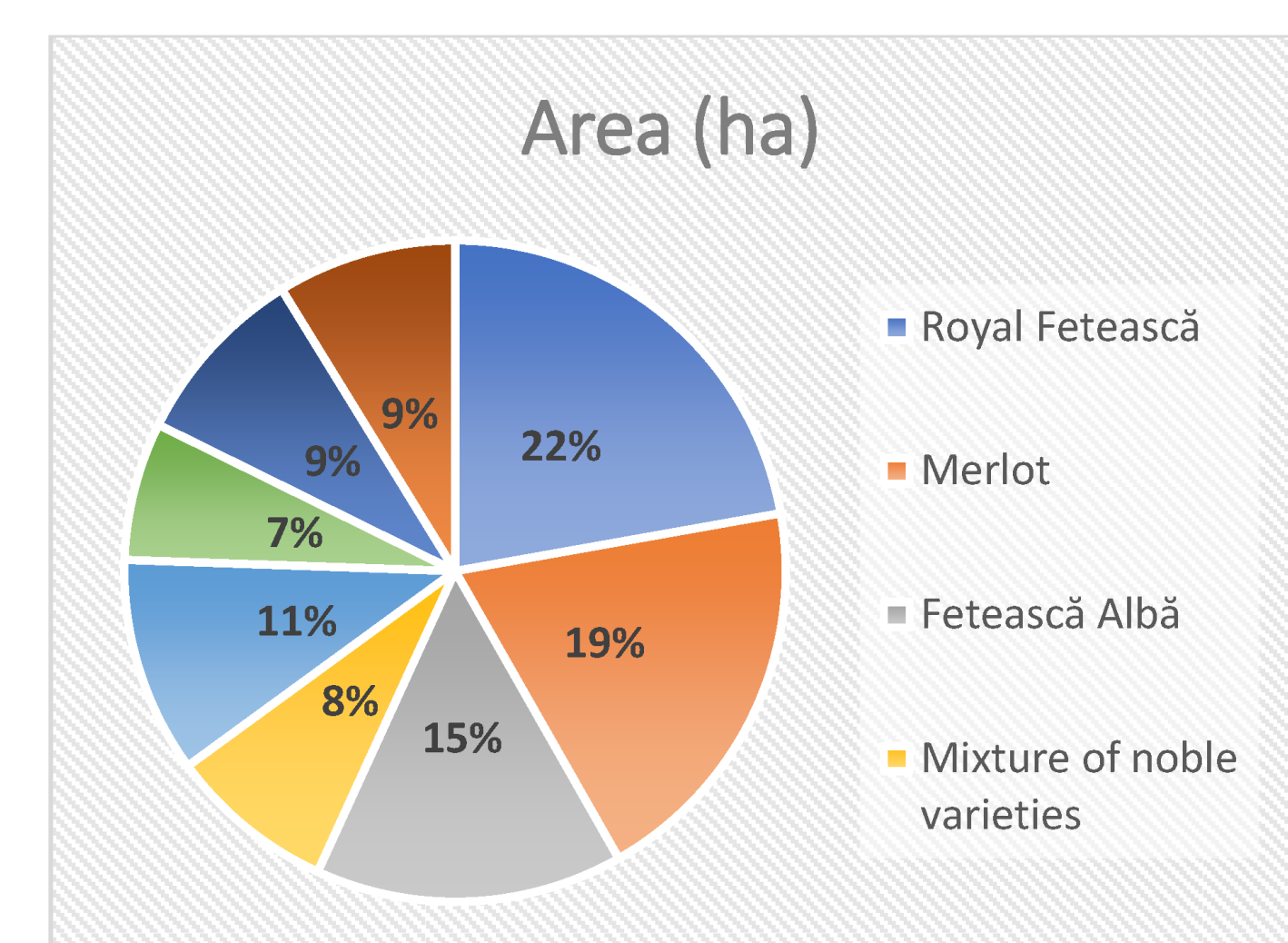
This research employs a qualitative, comparative methodology focused on analyzing communication patterns and strategies wine industry. Data were collected from academic literature, marketing field studies, and documented case studies from three big wine companies from Romania.

Conclusions

The study concludes that companies must integrate online and in-store experiences to succeed, leveraging data-driven communication to enhance customer loyalty and combat challenges like out-of-stock products. Key strategies include focusing on product differentiation through design, implementing targeted communication for customer retention, and adopting a customer-centric approach that emphasizes relationships and loyalty to maintain a competitive advantage in a dynamic market.

• Results and discussions

Findings indicate that successful communication in the Romanian wine sector depends on the integration of cultural elements, authenticity, and consistent consumer interaction, supported by coherent long-term marketing strategies. The study contributes to a deeper understanding of how communication shapes competitive advantage in the wine industry and offers practical insights for improving brand performance in both national and international markets.



(b)