

# From technical missions to communication: towards a classification of the French AOC wine interprofessions

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## Abstract

The purpose of this article is to analyze the communication strategies of the 17 French inter-professions for wines with appellations of origin. The data was collected in 2008 through a survey of the inter-professions, an analysis of their activity reports as well as several interviews and phone calls. We first take a look at the missions of the inter-professions, and we then show that they do not all spend their budgets the same way. Although an important part of the investments is often made in communication, the figures show that different strategies exist. An exploratory factorial analysis identifies six variables which enable us to draw a two-dimensional map that highlights very distinct governance models. A further analysis of the data by means of an agglomerative hierarchical classification shows that there are three categories of wine inter-professions based on the share of the budget allocated to communication and technical research. Because of atypical characteristics, the Champagne inter-profession forms a fourth category on its own. We finally discuss the differences between the categories regarding the communication strategies implemented by the inter-professions.

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**Keywords:** wine market, French inter-professions, appellations of origin, communication, Champagne.

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