

Rias Baixas



2015-2016
BRANDING CAMPAIGN U.S.A.





INTRODUCTION TO THE CAMPAIGN



RÍAS BAIXAS, ALBARIÑO

The key objective of the new campaign will be to build awareness and sales through strategic programming presented in two tiers of activity: **(1)** a highly inclusive campaign for the region as a whole to benefit all wineries with an export presence in the U.S.; and **(2)** opt-in actions for wineries who elect to participate at additional cost.

Target audiences are national media, trade and consumers, particularly millennials 25-44 who are inclined to wine discovery. Visual and creative impact are key to success. The campaign will reflect the modern, progressive look of Galicia, and the unique origins of Rías Baixas wines from Green Spain.

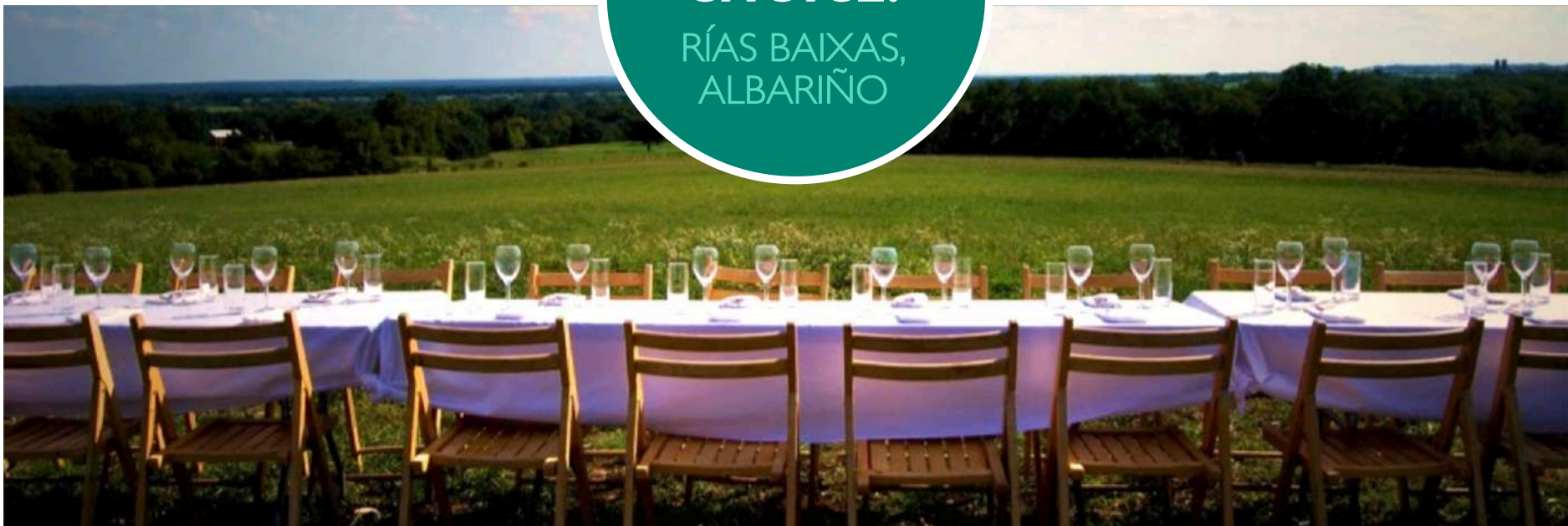


CONCEPT BOARD



***THE PURE
CHOICE.***

RÍAS BAIXAS,
ALBARIÑO





DEFINING MESSAGE



The Pure Choice in White Wine. Rías Baixas, Albariño.

Rías Baixas Albariño stands apart. A white wine that can only be produced in the northwest corner of Green Spain. There is no other white wine like it – crisp, yet floral, pleasing and complex, with traces of sea spray and minerality that are entirely unique to this coastal, Atlantic region. Acidity and depth of flavor lend the wines incredible versatility with food, yet they are also beautiful wines to drink on their own. There is a purity of expression in Rías Baixas Albariño that cannot be duplicated by any other white wine region. It is a pure expression of place that inspires our defining messaging for the new campaign: **The pure choice in white wine. Rías Baixas Albariño.**



THE
PURE
CHOICE

CAMPAIGN TACTICS

COMMUNICATIONS/PR



TRADE
PROGRAMMING



CAMPAIGN TACTICS

COMMUNICATIONS/PR
DIGITAL MARKETING
SPONSORSHIPS & EVENTS
TRADE PROMOTION



DIGITAL
MARKETING



SPONSORSHIPS
& EVENTS



Rias Baixas



TASTEMAKERS CAMPAIGN
BRAND COMMUNICATIONS/PR





TASTEMAKERS ON PURE PAIRING PERFECTION

OBJECTIVE – Enlist “tastemakers” to demonstrate versatility and range of Rías Baixas Albariño. Work with creative, daring and accomplished national voices in food and wine to reach trade, media and consumers.



TASTEMAKERS CAMPAIGN

Tastemakers serve as spokespeople during events with press and trade.

A new Rías Baixas content portal will include recipes, videos and interviews with top food and wine tastemakers teach us how to get more from our white wine.

Integral to a 360° strategy and a sales promotion program.



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CONSUMER SURVEY

OBJECTIVE

Determine the current brand positioning and build awareness for Rías Baixas wines through a consumer survey.



SURVEY WITH VINEPAIR ON RÍAS BAIXAS

VinePair is a community for young wine lovers with 1 million+ Millennial and Gen X followers.

- Spring 2016
- Overview: Survey on the trends in white wine and Albariño consumption in the United States. The results of the survey will be announced in a press release, through an email campaign and through a dynamic infographic. VinePair will also distribute the information to their 1 million+ readers.

VINEPAIR



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BUILDING A 360° CONTENT HUB

Reaching Trade, Media and Consumers

SOCIAL MEDIA



**"WHERE TO
BUY" APP**



*Rias
Baixas*
**TASTEMAKERS
CONTENT HUB**

Regional/Wineries
Where to Buy
Tastemakers Content
Events/Promotions

**VINEPAIR
FOOD & WINE**
bottlenotes



**DIGITAL
MARKETING
CAMPAIGN**



**PRESS
RELATIONS
& EVENTS**



- Regional Background/Maps
- Images of the Region
- Sales and Training Materials
- Where to Buy App
- Events and Promotion Calendar

Individual winery pages include:

- Winery overview and wines
- Contact information
- Winery images

- Bios and head shots in the tastemakers' gallery
- Pure pairing perfection recipes and tips
- Select Videos
- Upcoming Events and promotions





“WHERE TO BUY” APP

OBJECTIVE

The number one question we receive from consumers is “Where can I buy your wines?” Our **Where to Buy** app allows wineries to easily upload their account data and enables fast search for Rías Baixas wines by zip code.

WHERE CAN I FIND RIAS BAIXAS ALBARIÑO?

Support direct-to-consumer awareness and sales with an online account locator that enables account search for Rías Baixas wines. Located on the content portal.





SOCIAL MEDIA



DYNAMIC CONTENT

Build content for Rías Baixas Social Media (Facebook, Twitter, Instagram) designed to:

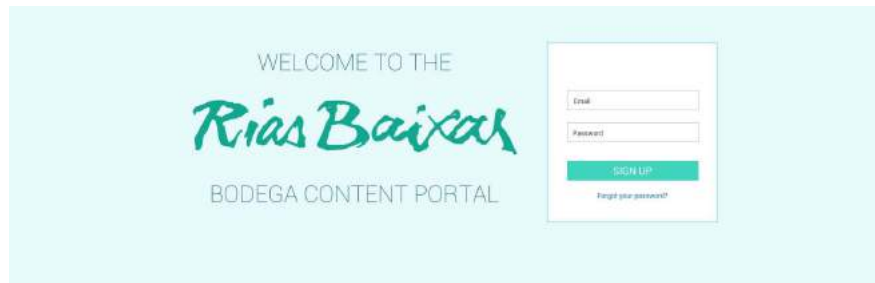
- ☐ Spread the global campaign message
- ☐ Promote campaign activities, including events as they take place
- ☐ Engage consumers with tastemakers content and press articles
- ☐ Respond to all comments and interactions to develop Rías Baixas consumer brand loyalty
- ☐ Drive traffic to Where to Buy resources for the region



BODEGA CONTENT PORTAL

OBJECTIVE

Integrate content from the participating wineries in a dynamic brand portal.

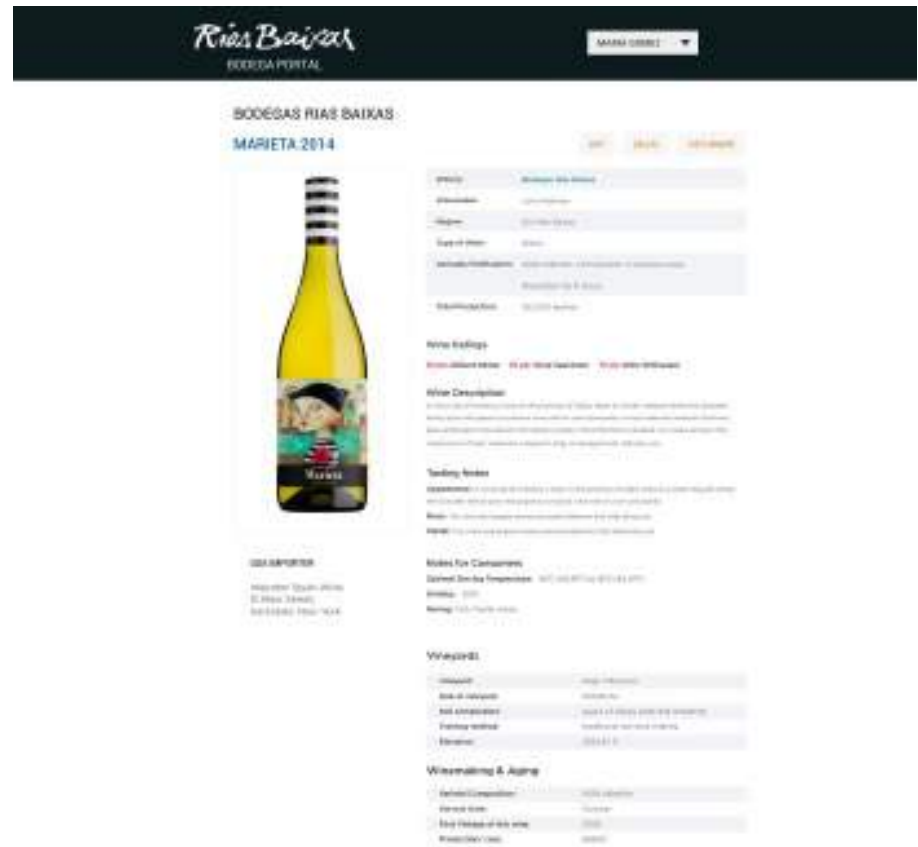


Set up your winery profile

GET STARTED !!

[Home](#) - [Contact Us](#) - [Privacy](#) - [Avviso Legal](#) - [Cookies](#)

- Wineries will be able to sign up for the campaign in December 2015
- Database for the whole campaign
- Essential to create brand awareness





PR PROGRAM

OBJECTIVE

Support a constant flow of media coverage based on a seasonal calendar

Spring 2016	<i>Get the Most of your White Wines! —Vine Pair Survey reveals why Albariño is the best option for your food pairings.</i>
Spring 2016	<i>#WineStudio – Spring Release Party — Now that spring is here, we will work with #WineStudio to revive the conversation on social media about Albariño consumption.</i>
Spring/Summer 2016	<i>Pure Spring and Summer Sipping – Rías Baixas Albariño is the perfect pairing for a light meal in the spring/summer nights.</i>
Summer 2016	<i>Independence Day for White Wine Drinkers – Get More out of your White wine! – New and surprising ways to enjoy your Albariño.</i>
Summer 2016	<i>Pure Rías Baixas – Winemakers will share their 12 favorite spots to enjoy a glass of Albariño.</i>

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TASTEMAKERS CAMPAIGN
OPT-IN
TASTEMAKERS TABLE





OPT-IN
24
WINERIES

THE TASTEMAKERS TABLE

WE INVITE YOU TO GET MORE OUT OF YOUR WHITE WINE

CLASSIC
PAIRING...

DARING
PAIRING...

TOTALLY OUT
THERE....

COMMUNICATIONS PROGRAM– TASTEMAKERS TABLE

Tastemakers are key to our marketing goal: to cross the chasm from an “emerging” Spanish region to an “essential” white wine. To demonstrate the versatility and range of Rías Baixas Albariño we will work with influencers to explore and challenge what we know about white wines and food pairing (hint: it’s not just chicken and fish). In the process we will showcase how far we can go with *pure pairing perfection: Rías Baixas Albariño*.



THE TASTEMAKERS TABLE

MEDIA/TRADE TASTING

SUMMARY

Exclusive events for press and sommeliers to demonstrate the singularity of Rías Baixas wines.

❑ **Two Markets**

- New York (April 18) – Presenters: Best New Chef Katie Button and Spanish wine expert Félix Meana
- Chicago (April 20) – Presenter: Jill Zimorski, Sommelier/Beverage Director at Alinea
- 1 market per winery; maximum 12 wineries
- One representative per winery can attend

❑ **Audience:** 50 media representatives and top sommeliers per market





THE TASTEMAKERS TABLE

MEDIA/TRADE TASTING

Meet Our Tastemakers



Katie Button and Félix Meana



Jill Zimorski, Sommelier

Chef Katie Button

Executive Chef/Owner for Cúrate bar de tapas and Heirloom Restaurant Group in Asheville, North Carolina. She worked with Chef José Andrés in Washington, D.C. and Los Angeles, CA; with Chef Johnny Iuzzini at *Jean Georges* in New York; and in the kitchen of *El Bulli*, Ferran Adrià's world-renowned Spanish restaurant. Katie was a 2015 *Food & Wine Best New Chef* and is releasing a new cookbook about Spanish flavors this year.

Félix Meana

Beverage Director, Heirloom Restaurant Group

Félix Meana is from Roses in Catalunya, home of *El Bulli*. Félix worked as a manager for *El Bulli* for five years before holding positions at Madrid's *La Terraza del Casino* with Chef Paco Roncero, and in Washington, DC with José Andrés of *ThinkFoodGroup*. He is now a co-owner of *Heirloom Restaurant Group* with his wife, Chef Katie Button.

Jill Zimorski

Sommelier, Alinea

Jill Zimorski is an Advanced Sommelier for Chicago's three-star Michelin restaurant *Alinea*, where she seamlessly links the Kitchen to the Wine Cellar. Named one of the 2015 "*10 Most Buzz-worthy Sommeliers in Chicago*," Zimorski just spent several months in Spain exploring wine service and education.

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TASTEMAKERS CAMPAIGN
OPT-IN
BUYERS SHOWROOMS



OBJECTIVE

Build new Rías Baixas placements in national markets through educational training workshops.

BUYER SHOWROOM

Seminar followed by a showroom where each winery will present up to 5 wines.

- ☐ First showroom: Seattle, Washington; Monday, April 26
- ☐ Up to 12 wineries per showroom
- ☐ 3 bottles per winery will be sent to the wine bank. Maximum of 5 wines per winery.
- ☐ Participation by a winery/distributor representative during the showroom is mandatory

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TASTEMAKERS CAMPAIGN
OPT-IN
DIGITAL MARKETING





DIGITAL MARKETING

PARTNERS – BUILDING AUDIENCE

- Email newsletter and digital marketing campaign to promote tastemaker partnerships and drive audience to the Rías Baixas content portal.
- Reaching millions of highly qualified consumers and trade professionals.
- Each newsletter will feature 5 wines from 5 different wineries.

TRADE/SOMMELIER



CONSUMER/LIFESTYLE





DIGITAL MARKETING

Tasting Panel, Clever Root, The Somm Journal

TASTEMAKERS AND CONSUMERS



PROGRAM

- Digital marketing and in-book promotion of 15 participating wineries including tasting notes and winery profiles.
- Participating publications:
 - Tasting Panel (trade and consumer)
 - Clever Root (consumer)
 - Somm Journal (sommeliers/trade)

*A total of 15 wineries will participate in the digital marketing program



DIGITAL MARKETING

TASTEMAKERS AND CONSUMERS



PROGRAM

- Email newsletter campaign to Wine Enthusiast national consumer and trade audience
- Link to tasting notes and wine reviews (if available) for 15 participating wineries
- Cross-promotion with Spain “Bookazine” release in 2016

*A total of 15 wineries will participate in the digital marketing program

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TASTEMAKERS CAMPAIGN
OPT-IN
BY-THE-GLASS PROGRAM





ALBARIÑO WEEKEND!

OVERVIEW

On-premise sales is a critical driver of consumer wine discovery and category sales. We propose two tiers of programming: (1) Support existing accounts; and (2) drive new by-the-glass placement.

Drive Albariño Sales in Current Accounts

Wine Directors will be featured tastemakers on the content portal. A new list of wineries and their participating accounts will be promoted every Friday in May in social media and digital newsletters: “Make it an Albariño Weekend!”

- ☐ When: May 2016
- ☐ Maximum of 12 wineries
- ☐ Each of the wineries will indicate 3 current on-premise accounts (in any region), specifying contact information and distributor.
- ☐ GVPR will create by-the-glass sell sheets and materials for staff training.





ALBARIÑO WEEKEND!

Digital Marketing Promotion

CONSUMER/LIFESTYLE:



PROGRAM:

- 3 dedicated emails reaching 50,000+ consumers in target markets.
- Each email will feature profiles and links to 4 wineries.
- Emails will drive traffic to content portal and direct consumers to 'where to buy' app.

*A total of 12 wineries will participate in the digital marketing program



ALBARIÑO WEEKEND!

Digital Marketing Promotion

TASTEMAKERS AND CONSUMERS



PROGRAM

- Digital marketing and in-book promotion of 12 participating wineries including tasting notes and winery profiles
- Participating publications:
 - Tasting Panel (trade and consumer)
 - Clever Root (consumer)
 - Somm Journal (sommeliers/trade)

*A total of 12 wineries will participate in the digital marketing program

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TASTEMAKERS CAMPAIGN
OPT-IN
SNOOTH SALES PROMOTION





SALES PROMOTION + DIGITAL

WE INVITE YOU TO GET MORE OUT OF YOUR WHITE WINE

RETAIL SALES AND DIGITAL MARKETING:



PROGRAM:

- Direct-to-consumer national sales promotion in collaboration with SNOOTH
- Maximum: 12 wines – must have distribution in New York and California to participate.
- Wines will be promoted in an email newsletter series, with a focus on 4 wineries per email.
- Consumers can purchase the featured wines through six national retail partners powered by Snooth.com.
- Winery content will also be distributed and shared via Snooth's social media outlets.

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TASTEMAKERS CAMPAIGN
BRAND EXPERIENCE/SALES PROMOTION





GENERAL

- Ensure optimum wine storage conditions and campaign access to winery samples.
- Support ongoing shipments of samples for all activities. Importers will receive email alerts to manage program deadlines.
- Real-time inventory is available to monitor all shipments for communications, sales promotion and events. Wineries that opt-in to press pitches and sales campaigns requiring samples will receive confirmed sampling reports.



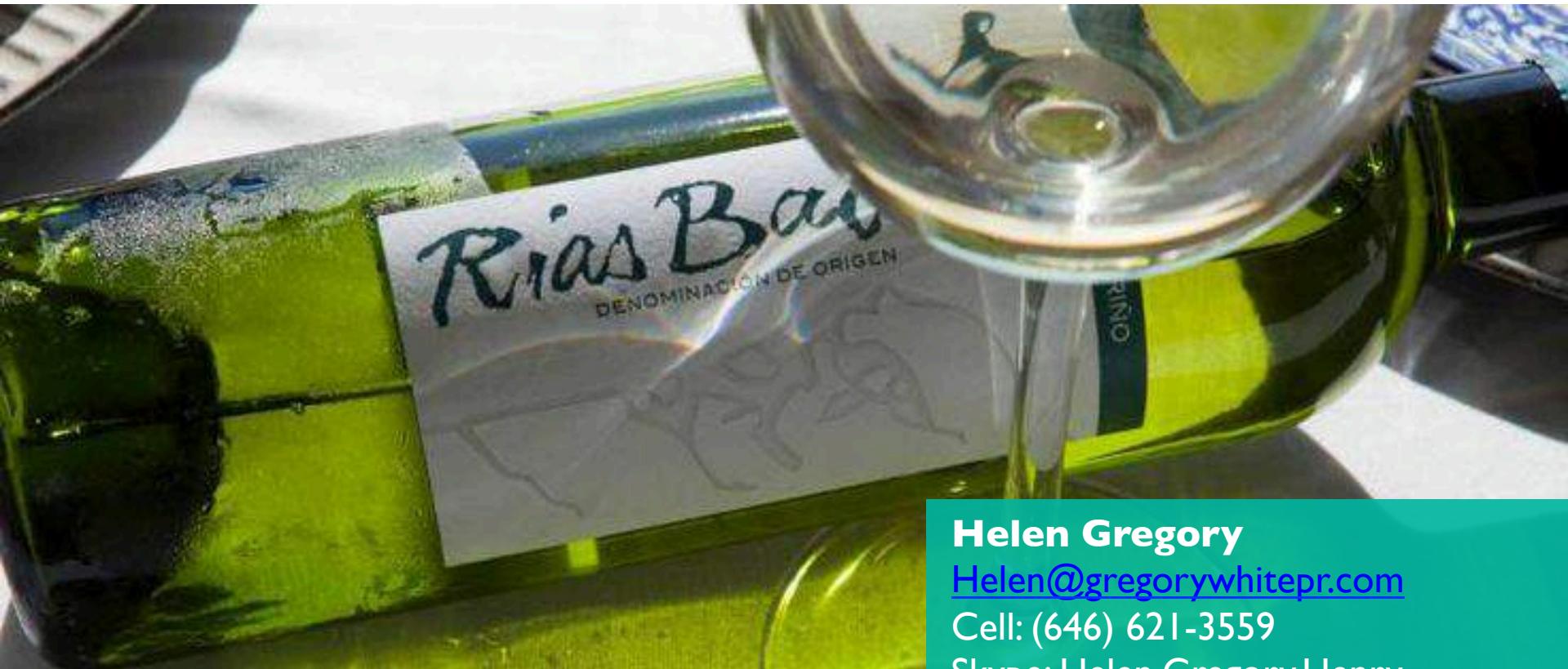


PROGRAM CALENDAR

2015/2016	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Inclusive/ Opt-In
VinePair Survey		Survey Development		Survey Results						Inclusive
Tastemakers Content Portal			Winery Profile Creation Where to Buy App Build							Inclusive
			Tastemakers Content Development							
Communications		Press Sampling: Campaign Launch		Press Sampling: VinePair Survey		Press Sampling: New Releases		Press Sampling: Summer		Inclusive
Social Media	Content Creation and Audience Engagement									Inclusive
							#Winestudio Make it an Albarino this Weekend			
Digital Marketing Partners	Planning				E-Newsletter Launch					Opt-In January 2016
				VinePair Survey Results						
Sponsorships and Events	Great Match NYC					Tastemakers Tables Buyers Workshops			Aspen Food & Wine Classic	Opt-In January 2016
Sales Promotion Program		Planning				Sales Promotion Program Activation				Opt-In January 2016
Albariño by the Glass			Receive Information from the Wineries		BTG Material Design BTG Newsletter		Albariño Weekend! Program Activation			Opt-In January 2016



CONTACT US



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