

Castello D'Albola Chianti Classico Digital Campaign

CREATIVE BRIEF

Target: Americans aged 34-54 (Generation X) who enjoy Italian wine. They are interested in wine, and frequently purchase wine for casual enjoyment and to de-stress. They lead stressful American lives, are dual-income families, and are raising children. They live in mid-to-large-sized American cities, and battle traffic as part of their daily grind.

They are beginning to care more about their health as they age, so they likely participate in fitness, or try to eat well, and are interested in health trends. One trend they are well aware of is the health benefits of the Mediterranean diet, and including a glass of red wine in the diet.

Gen X Americans are educated, like to travel, and enjoy the prospect of vacation as a method to decompress. The thought of traveling to a relaxed place like Tuscany would be very tempting to this target, so a glass of wine from here could inspire this mood, as could this campaign.

Competition: Competing with wines from around the world, as well as Italian varietals, as this campaign intends to draw attention to and inform about the Chianti Classico region. Specifically, the campaign is being promoted by Castello D'Albola, so it will likely be the first wine people try to learn more about Chianti Classico wines.

Unique Positioning Attributes: Not only must wines labeled Chianti "Classico" be within a small zone within the Chianti region in Tuscany, they also must meet stringent standards to receive the DOCG denomination and use the black rooster on their label. They must be made from at least 80% Sangiovese grape.

Also, the Castello D'Albola Chianti estate is set in a restored 16th century medieval castle-turned-villa. This brand of wine is very good quality for the value, and is a classic representation of a Chianti Classico. Our wine is preserved for 12-months (considered a nice amount of time in the wine world) in Slovenian oak casks.

We are promoting the Chianti Classico varietal and Castello D'Albola in partnership with Chianti Classico Wine Consortium -- <http://www.chianticlassico.com>

Goal: We want Gen X Americans to think more like Italians when they want to relax. Reach for a glass of Chianti Classico. The campaign must inspire an interest in Chianti Classico, as well as get the name Castello D'Albola in front of them. We want people to discover that it is a food-friendly choice to pair with a meal, or enjoy on its own, and is a smart selection in terms of

quality and value. We also want to evoke a sense of relaxation and fondness of the terroir this wine originates from.

Why It Will Work: Here is a campaign started by Pacific Rim, a brand of Riesling, who successfully promoted their brand by informing people about Riesling wine in general.

http://boss.blogs.nytimes.com/2012/07/06/using-social-media-to-promote-an-underdog-wine/?php=true&_type=blogs&_r=0

Campaign Concept: 'Long Life Chianti Classico'

#LongLifeChiantiClassico

The campaign eludes that adopting Chianti Classico into one's "daily grind" contributes to a longer life by living la dolce vita (the sweet life, like Italians do), following the ways of life in Tuscany, and decompressing from the typical American lifestyle.

Campaign is to prompt target market to write a post or tweet about ways they de-stress with wine. They must include hashtag **#LongLifeChiantiClassico** to enter contest.

Deliverables:

- Email
- Social Posts to Facebook, Twitter, Instagram
- Website about Chianti Region
 - Contest Landing Page