

Castello D'Albola Chianti Classico Digital Campaign

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.

SOCIAL POSTS:

Strategy: Infuse some of the beauty of the region to give people a sense of what the area is like, raising interest in the grand prize, and tempting them to enter. Remind/inform them of the taste of Tuscany in the glass. Write our own posts about our wines, while using the hashtag, to encourage and inspire participants.

Facebook Posts:

POST 1:

Tell us why YOU love Italian wine, and you could win a wine harvest experience at Castello D'Albola in Tuscany's Chianti region. Include hashtag **#LongLifeChiantiClassico**. Enter as often as you like. For inspiration or to learn more, visit www.LongLifeChiantiClassico.com

POST 2:

If you could jam the heart of Tuscany into a 750ml bottle, it would taste like Castello D'Albola Chianti Classico **#LongLifeChiantiClassico**

Twitter Posts:

POST 1 (this is an example of what an entry might look like):

Climbing Mt. Etna in Sicily was amazing, but intense. At the end, we visited a vineyard on the side of the volcano. Never enjoyed wine more! **#LongLifeChiantiClassico**

POST 2:

The air is pure, the hillsides are enveloped in vineyards and olive trees, and the sunsets are electric. It's amore! **#LongLifeChiantiClassico**

