

## 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.

### **WebSite:**

*Concept of site is to provide info about the Chianti Classico region. It is being sponsored by Castello D'Albola, so there could be a whole page about them. There is also a landing page about the contest, plus a blog.*

### **Home Page**

#### **The Region**

What is Chianti Classico? (How to receive the DOCG black rooster) Where is it located? What are the wines like? What is the climate like?

#### **Castello D'Albola**

About this winery, history, wines, castle/villa with link to their website.

#### **Other Great Wines**

A listing of all the wineries in the region with links to their site.

#### **Directory**

A database to search your area to find great Chiantis.

#### **Blog**

Topics include:

- Health benefits of red wine
- Visiting the region/highlights
- Local (Tuscan) wine bars to enjoy Chianti
- Why Tuscany is special climate for wine production
- Words from the Winemaker
- Harvest news

- Proper glassware for drinking Chianti
- Food/cheese to pair with Chianti
- Recipes for cooking with Chianti

## Gallery

Images of Castello D'Albola, Chianti region, Tuscany, and Italian wine.

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## Contest Landing Page

Contest Details:

*How Do You Relax with Wine?*

Enter as often as you wish.

Prizes:

Best entry is chosen to win a week stay at the majestic Castello D'Albola in Tuscany. We'll choose the top response, and fly you and friend to Tuscany for 6 nights during the upcoming Fall harvest season. Stay in our gorgeous Castello D'Albola villa, dine with the winemaker, participate in the Fall wine harvest, tour our grounds, and visit the city of Florence, including the new Chianti Classico wine bar

Plus, explore the neighboring towns of Siena, and the quaint, tiny village of Volpaia.

- offer more details of trip (more about the castle history)

50 runners-up will receive a bottle of 2012 Castello D'Albola Chianti Classico to share with friends.

- have a Twitter feed showing latest posts on **#LongLifeChiantiClassico**

Enter and share the fun:

Facebook / Instagram / Twitter

[link]

[link]

[link]

Read More About Us: <http://www.albola.it/>

Read more about Chianti: <http://chianticlassico.com/>