

## 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.

### **EMAIL:**

#### **Subject: Win a Wine Harvest Experience in Tuscany**

**Images:** Castello D'Albola's vineyards, the castle/villa, a nice shot of a glass of Chianti, and the black rooster stamp. Also accentuate **#LongLifeChiantiClassico** as a possible graphic.

#### **Headline: How Does Wine Help You Relax?**

**Subhead:** *Tell us your fondest memory of how wine helps you relax, and you could win a trip to Tuscany for a 6-night stay in our 16th century castle-turned-villa, or a free bottle of Castello D'Albola Chianti Classico.*

**Body:** Here in Tuscany, the warm sun soaks into the vines that canvas Castello D'Albola's Tuscan hillside, and the fresh night air cools them. The quiet brings peace, while time stands still, as if there is no other place beyond these hills. Each glass of our Chianti Classico offers a little taste of this bliss, and the key to a long, vibrant life.

Castello D'Albola wines are a leader in representing Tuscany's exclusive Chianti Classico region. We meet the stringent DOCG "black rooster" label standards, offering the highest-valued quality Chianti Classico available.

**Enter to Win a Trip to Castello D'Albola in Tuscany:** Post to FB, Instagram, or Twitter about how you relax with wine. Use hashtag **#LongLifeChiantiClassico**

**Learn More** (link to landing page)