

GO

YOUR OWN WAY

WITH SOUTH AUSTRALIAN WINE

MADE
OUR
WAY



The Department for Trade and Investment with the South Australian Government will launch a campaign, developed and delivered by Wine Australia, promoting South Australian wines and regions with Watson's Wine in November.

To enhance the exposure for South Australian wines in Hong Kong, below is a summary of how our wines will be promoted and how you can join in the campaign.

CAMPAIGN DETAILS

IN-STORE POINT OF SALE DISPLAYS

Timing: November 9 – December 6

Across all Watson's Wine stores in Hong Kong, point of sale displays will be featured highlighting the entire South Australian wine range. Encourage your HK customers to look for the 'Go Your Own Way, With South Australian Wine Made Our Way' campaign display pieces including light boxes and posters, shelf banners, small format stickers, price cards and handbill flyers.

WEBSITE PRESENCE

Timing: November 9 – December 6

Includes a carousel banner on the watsonswine.com home page, changing weekly with a different regional focus and linking to a dedicated promotion page listing all South Australian wines. The main sales driver for both in-store and online channels is a gift with purchases of a minimum value. Consider promoting watsonswine.com via your channels.

EMAIL

Two regionally focused email newsletters will be sent out to Watson's Wine customer database across the promotion period.* A banner link through to the promotion page on the Watson's website will link to the full South Australian wine range for purchase.

SOCIAL POSTS

2 x image posts: Highlighting the weekly regional focus and selected products.

Please consider using the hashtags and attached social media tile on your channels. Hashtags used will include #aussiewine, #southaustralia, #southaustralianwine and other regional/varietal hashtags as appropriate.

LIVESTREAMED TASTINGS

Watson's Wine will host 'Watson's Hour', a livestreamed conversation focusing on various themes, with consumer engagement and wine purchase incentives offered in the week leading up to each livestream and to the audience attending.*

All sessions will be streamed and shareable through Watson's Wine's [Facebook page](#), commencing at 7.00pm in Hong Kong.

- **12 November – Iconic Wines of South Australia**
Hosted by Ben Cheung and Frankie Law, and featuring Brian 'Prof' Lynn from Majella Wines.
- **17 November – Travelogue, visiting South Australia's Wine-Friendly Restaurants**
Hosted by Ben Cheung, Frankie Law, featuring guest KOL Erik and Louis Ng.
- **22 November – Home Cooking and South Australian Wine Pairing Tips**
Hosted by Ben Cheung, Frankie Law, and featuring guest chef Raymond Cheung.

AUSTRALIAN WINE
MADE OUR WAY



*All wines and winemakers featured throughout this promotion have been selected at the discretion of Watson's Wine.