

# SOUTH AUSTRALIAN WINE + VIVINO

## CAMPAIGN DETAILS

Wine Australia is once again partnering with Vivino, the #1 wine app, on a campaign sponsored by South Australia's Department for Trade and Investment. Vivino is the world's biggest wine community with 45 million users, and has seen tremendous growth in the past year, so we're very excited to work with them to help promote Australian wines.

The campaign will run October – December and include segmented direct emails encouraging engaged consumers to explore and purchase South Australian Wine.

### PREMIUM CABERNET SAUVIGNON TARGETED EMAIL

This South Australia sponsored email targets Vivino users who are scanning premium domestic Cabernet Sauvignon, a top selling variety. The messaging highlights what makes Australian Cabernet Sauvignon unique and exciting (and a great alternative to the domestic Cabernets they know and trust). This email will include a link for consumers to explore all South Australian wines along with recommendations and links to purchase the following wines based on their high ratings, regional diversity, and commercial availability in Vivino's Virtual Marketplace.

### WINERY / IMPORTER CALLS TO ACTION

- This is a fantastic opportunity to drive premium messaging for South Australia and sell some wine, so please ensure that any retailers on the Vivino marketplace carrying these wines have plenty of stock!
- Rate your wines to help boost their presence in the app. Higher star ratings translate to better sales!
- Promote on your social channels and link to Vivino for purchase

- Penley 'Phoenix' Coonawarra Cabernet Sauvignon
- Two Hands 'Sexy Beast' McLaren Vale Cabernet Sauvignon
- Langmeil 'Blacksmith' Barossa Cabernet Sauvignon



\* Featured wines were selected at the discretion of Vivino based on their high consumer star ratings & availability in the Virtual Marketplace

AUSTRALIAN WINE  
MADE OUR WAY

