



Vin De France Retail campaign





Vin De France Retail campaign

Demonstrates.

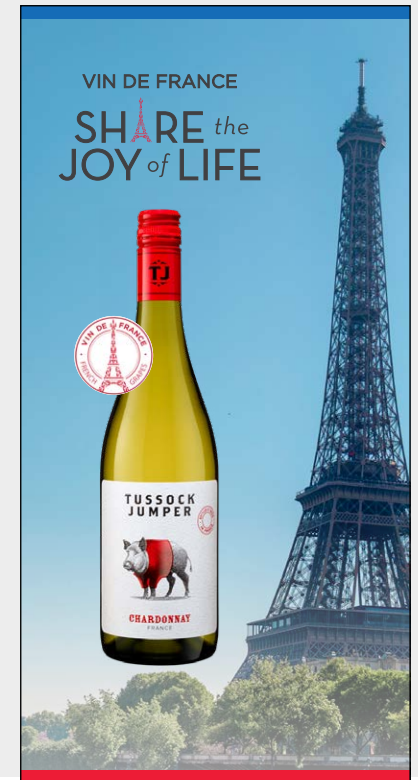
- Social and digital expertise
- Digital media buying skills
- Brand revitalisation and creative
- Ability to advertise and track multi-product campaigns effectively.

The challenge.

As a French international wine distributor, Vin de France was struggling to engage with the Australian retail market, its consumer preferences, and the promotional requirements of third-party retailers.

Australian audiences, meanwhile, were labouring under misconceptions about French wines – that they are unaffordable and that they don't suit the Australian palette (with its preference for robust, fruit-driven varietals and winemaking styles).

Our challenge was to build a robust digital marketing strategy across multiple touch points to drive traffic toward the wine retailer sites / stores and achieve greater sales penetration.



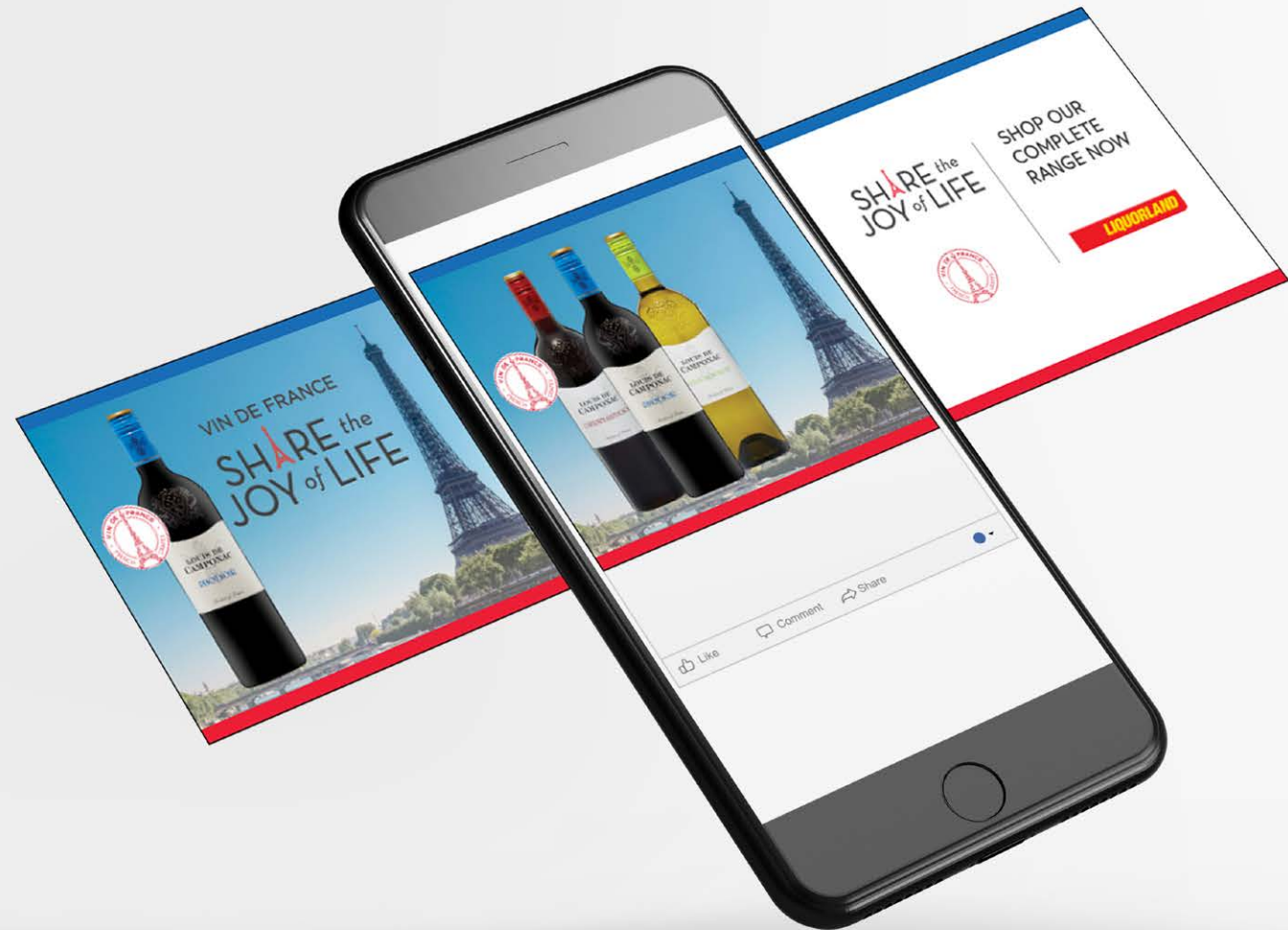


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Our response.

Tapping into the romance of some very warmly-help French imagery meant that we could focus on the surprising array of varietals and accessible pricing to frame the Vin De France value proposition. The result was a series of thumb-stopping ads.

Our media strategy focused on targeted digital display and paid social activity, all of which drove customers to the retailer websites to explore the wines for purchase online or instore. We harnessed audience learnings and optimised performance in real-time throughout the campaign.





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The result.

The campaign performed exceptionally across all platforms.

Display ad units achieved click-through-rates of 0.09%, almost doubling the industry average of 0.05%. Across Facebook and Instagram, the ad units over-delivered on estimated clicks by 30%, and the average cost-per-click came in at \$1.05, well below the Facebook average of \$1.68.

Through detailed campaign analysis, we were able to identify the key audience personas that engaged most strongly – a process that led to a significant shift in our understanding of the primary target audience. Through these data insights, we were able to take key learnings from this campaign into the second phase of the campaign, further increasing its ROI.



Client	Vin de France
Product	Anivin
Audience	Males/females aged 25-55, interested in wine & food. Target segments for display included 'weekend chefs', 'room for the kids' and 'home buyers'.
Channels	Paid social and display
Deliverables	Creative strategy and concepts, Facebook video and carousel. display banners.
From brief to live	6 weeks
Performance	The campaign performed exceptionally well across all platforms. DPR&Co is now acting for more of the Vin de France portfolio, including the highly prized Loire Valley Wines portfolio.