



# LOIRE VALLEY WINES

Loire Valley  
Brand awareness campaign



## Loire Valley Brand awareness campaign

Demonstrates.

- **Expertise in digital media strategy**
- **Skilful approach to audience targeting**
- **Positioning global brands in Australia**
- **Brand revitalisation and creative**

The challenge.

The Loire Valley is a famous wine-producing region in central France. In the Australian market, there is very little recognition of this region, which is precisely what the Loire Valley Wines brand set out to change.

Our challenge was to build a captivating campaign that resonates with the Australian market, supported by a sophisticated digital marketing strategy to increase brand awareness in this market.





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### Our response.

Leveraging picturesque imagery of the Loire Valley region and brands vivacious colour palette, we were able to build eye-catching based on the insight that, with the Loire Valley producing such an astonishing and rich range of varietals, there is a wine for every occasion.

With a media strategy focussed on targeted programmatic digital display and paid social activity, consumers who engaged with the ads were directed to the Loire Valley website where they had the opportunity to learn more about the brand and the region. Through our programmatic capabilities, we were able to optimise the campaign in real time based on performance throughout the entire campaign.





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### The result.

The Loire Valley media campaign exceeded industry benchmarks across all channels.

Paid Social activity achieved an impressive click-through-rate of 2.56%, close to 3 times the industry average of 1%. Through our programmatic display activation, we successfully delivered over 960k impressions at a cost-efficient CPM of \$10.

Following a detailed campaign analysis, we were able to identify how our audience engaged with our variety of ad units over various devices. It is through this information that we grew a deeper understanding of how to engage with our audience in the most effective and efficient way. The learnings from this campaign will be adopted in the campaigns second phase.



<b>Client</b>	Business France
<b>Product</b>	Loire Valley
<b>Audience</b>	Males/females aged 18-64, interested in wine & food.
<b>Channels</b>	Paid social and display
<b>Deliverables</b>	Facebook video and carousel banners.
<b>From brief to live</b>	1 month
<b>Performance</b>	As a French wine region which is not widely known by the Australian population, our campaign served close to 1 million targeted impressions and a proven peaked interested by our audience, with a click-through-rate of 2.56%.