

COMMUNITY VALIDATION: TO DOS



Show your wine bringing people together

Highlight new and genuine ways people connect with your brand



Engage an influencer from interest areas

Generate an authentic share from people they follow



Use surprise to generate discovery and sharing

Start a playful conversation and invite people to join in



Create a unique real-world experience to live-on online

Show your brand in a fun, fresh unexpected setting that will be shared online



Share behind-the-scenes content of your brand

Create a video on your phone highlighting your real world