

CREATING A MEDIA PLAN

PUTTING INSIGHTS TO WORK IN A
MEDIA PLAN

Winery Webinar Series

7



*Consistent with its Code of Advertising Standards, **Wine Institute** is committed to ensuring wine is promoted responsibly to those adults who choose to consume it. We offer insights and tools to help our members promote their wines to consumers of legal drinking age. Our members are required to market wine to adults in a responsible and appropriate manner. This commitment includes the responsible content and placement of all communications concerning wine.*

Note that all research, data analysis and communications referenced in the following presentation have been developed with an audience of 25–45-year-old adults self-described as existing consumers and/or purchasers of alcohol beverages.

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CULTIVATE TOGETHERNESS: OBJECTIVES

1

Increase wine awareness and attention

2

Make wine interesting and relevant with "Cultivate Togetherness" message

3

Increase positive perception towards wine

4

Inspire community engagement

5

Encourage trial and usage

CULTIVATE TOGETHERNESS: **APPROACH**

SAY

Achieve greater share of voice with our message
to drive awareness and shift perception

DO

Develop partnerships and real life
experiences that bring people
together over wine

1

Increase wine
awareness and
attention

2

Make wine
interesting and
relevant with
“Cultivate
Togetherness”
message

3

Increase positive
perception
towards wine

4

Inspire
community
engagement

5

Encourage trial
and usage

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THE SMART COMBINATION OF "SAY" AND "DO" WILL DELIVER

OBJECTIVES

SAY

Achieve greater share of voice with our message
to drive awareness and shift perception

DO

Develop partnerships and real
life experiences that bring
people together over wine

CHANNELS

STREAMING
TV

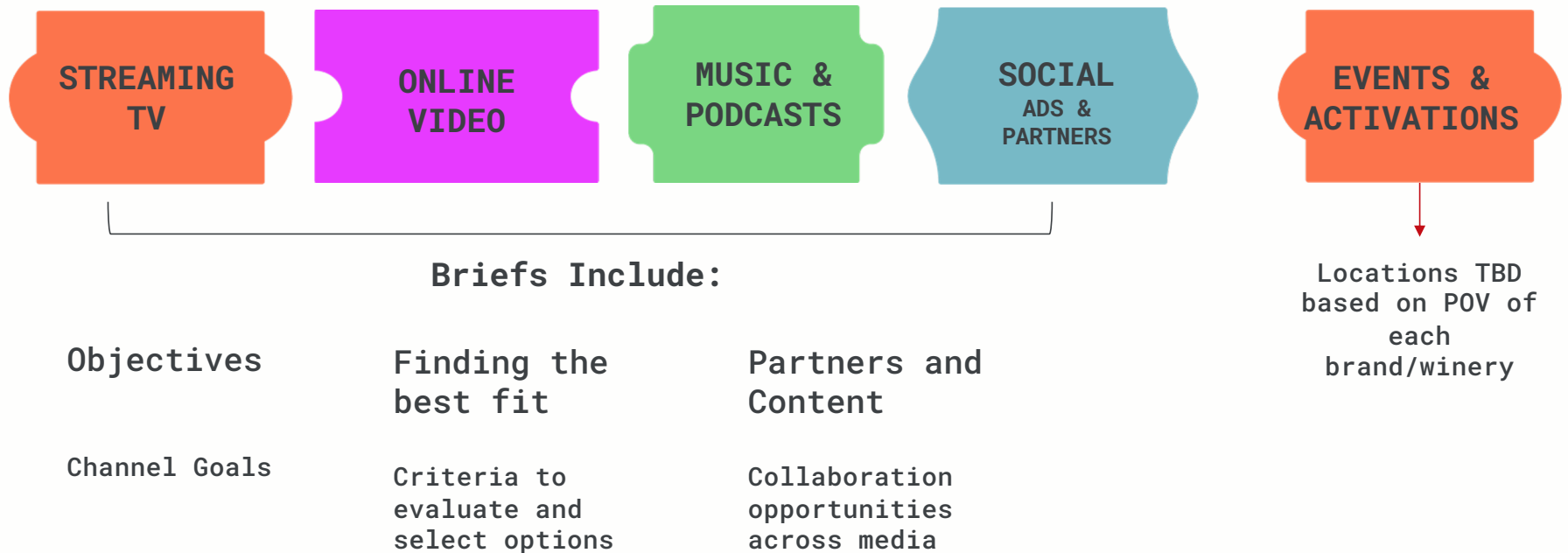
ONLINE
VIDEO

MUSIC &
PODCASTS

SOCIAL
ADS & PARTNERS

EVENTS &
ACTIVATIONS

Different role for each media platform



YouTube

Brief

Leverage YouTube's interest-based ad targeting to showcase 'Cultivate Togetherness' messages and your brand messages in the perfect content

Objectives

- 01 Increase wine awareness and attention.
- 02 Make wine interesting via our unique creative platform.
- 03 Increase positive perception towards wine.

YouTube Matching Messaging with Channel Content

Use topics, categories, channels and keywords, so wine messaging is served in-stream, in-feed, and in Shorts, during relevant content

Ad Formats



Unskippable In-Stream



Shorts



In-Feed

"Cultivate Togetherness" Content Filters

Interest Targeting

FOOD & COOKING

TRAVEL

STYLE & DESIGN

CULTURAL ENTERTAINMENT

Content Example

Guides for different occasions.

Travel docs exploring new places and cultures.

Vlogs focused on fashion latest and interiors

Commentary podcasts or pop culture reaction shows.

YouTube Targeting & Content Examples



FOOD & COOKING



TRAVEL



STYLE & DESIGN



CULTURAL ENTERTAINMENT



Youtube



INFLUENCER

DAY IN THE LIFE VLOGS

[@VictoriaHuiTheLustListt](#)

Youtube allows content creators to work with more time. This widens the aperture to content where they go through their daily routine, offering more authentic moments

12.3K SUBSCRIBERS
1.3K VIEWS

Current Trends



Livestream Shop-along:
Talk people through the overwhelming wine aisle

INFLUENCER

FIRST PERSON POV

[@JohnnyStrides](#)

Reimagining the perspective of content can offer new ways to view. This influencer is known for taking walks through cities with a first person POV to give viewers a true sense of being on the streets.

126K SUBSCRIBERS
94K VIEWS



TRAVEL &
EXPERIENCES

Youtube



BRAND

LAY OF THE LAND
[@TO_Finest](#)

"The Daughter," local wine bar, partnered with **Toronto's Finest** to show off their elegant and carefully curated options. This elevates the aesthetics and serves as a stamp of approval from a reliable source.

27.3K SUBSCRIBERS
7.3K VIEWS
122 LIKES



BRAND

ASMR RECIPES
[@ThirstyListener](#)

The auditory satisfaction of ASMR videos paired with an intriguing cocktail recipe appeals to multiple senses of the viewer.

1.9K SUBSCRIBERS
1.5K VIEWS
49 LIKES

Current Trends



Aesthetics & ASMR



Authenticity & Relatability



Recipes & Education

FOOD &
DRINK CULTURE

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YOUTUBE SELF-SERVICE TOOLS ARE AMAZING


YouTube Ads Streaming ads Shorts Ads BrandConnect Creator Promotions Articles & case studies 1 800 838 7971 Sign in Start now

YouTube Advertising

Drive the results you care about with YouTube Ads

Get started now with a YouTube campaign, and turn meaningful engagement into meaningful results for your brand.

Create a video ad For video creators



Overview

View (2 filters) All campaigns Campaigns (1) Select a campaign

Filters Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

Overview Last 7 days Ma

+ New campaign

Clicks ▾	Impressions ▾	Avg. CPC	Cost
0	0	\$0.00	\$0.00

2
1
0
May 9, 2025

Account disconnection

Left sidebar menu:

- Create
- Campaigns
- Goals
- Tools
- Billing
- Admin
- Recommendations
- Insights and reports
- Campaigns
- Assets
- Audiences, keywords, and content
- Change history

Streaming Audio Brief

Leverage streaming audio's unique ability to facilitate conversation and reflect Zillennial identity.

Potential for live reads and personal endorsements.

Objectives

- 01 Increase wine awareness and attention.
- 02 Make wine interesting via our unique creative platform.
- 03 Increase positive perception towards wine.
- 04 Inspire community engagement.

Streaming Audio Match Messaging with Channel Content

We want wine messaging to appear adjacent to stories about people connecting, with creators loved by our audience

Ad Format



Radio ads or live-reads
in programming

"Cultivate Togetherness" Content Filters

Content
addressing the
5 interests of
Zillennials

Documentary-style
stories of wine and
food traditions
globally

Showcasing
different
cultural
celebrations

Emotional
narratives
about
reconnecting

Culture commentary
pods discussing
perils of
"ghosting" and
"couch-surfing"

Streaming Audio: Partners & Content Examples



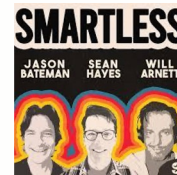
FOOD & DRINK



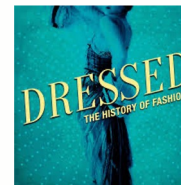
TRAVEL



ENTERTAINMENT



STYLE & DESIGN



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SPOTIFY HAS GREAT TOOLS TOO

Drive results in just a few clicks with Spotify

Use Spotify Ads Manager to create ads for free, reach an engaged audience, and drive as much as 66% more sales by running audio and video ads together.

Create an ad



Audio ads for free

Starting from scratch? No problem. With Spotify Ads Manager, you can create professional audio ads at no extra cost. Just choose a voiceover and background music from our content library, send us a script, and we'll do the rest—for free! Alternatively, upload your existing audio or video assets to kick off your campaign right away.

Ad Creation

Everything you need to build high-performing ads on Spotify Ads Manager.

Topics

Advertising overview

Launch your first campaign with Spotify Ads Manager.

[Campaigns, ad sets, and ads](#)

Campaigns, ad sets, & ads

Set up and manage your campaigns with ease.

[Creating and saving drafts](#)
[Duplicating Ad Sets and Ads](#)

Ad settings

Adjust your bid strategy, placements, and budget to meet your goals.

[Managing your bid](#)
[Setting your goal, bid cap, and pacing](#)
[Setting a custom frequency cap](#)

EASILY LEVERAGE OUR STRATEGIC INSIGHTS

Detailed targeting

Apply more parameters to refine targeting.

Interests (optional)

Search

Top Culture

☒ Shopping

☐ Sports

☐ Studying and Focusing

☒ Style & Fashion

☐ Technology & Computing

☐ Television

☒ Travel

☐ Video Gaming

Target based on consumption and behavior across Spotify.

Fan bases (optional)

Instagram Brief

Blend visually striking wine ads with authentic creator partnerships to showcase everyday wine moments, inspiring deeper connections within the community or geography you are advertising in.

Objectives

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- 04 Inspire community engagement.
- 05 Encourage trial and usage.

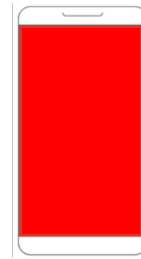
Instagram Matching Messaging with Content

Target interest based topics, categories, channels and keywords so wine message shows up on Reels and in Stories around relevant content.

Priority Ad Formats



Reels



Stories

"Cultivate Togetherness" Content Filters

Interest Focus

FOOD & COOKING

TRAVEL

STYLE & DESIGN

**CULTURAL
ENTERTAINMENT**

Content Example

Hosting and cooking meals for dinner parties and groups.

Friends traveling and exploring new cuisines together.

Friends sharing their hot takes on runway shows

Movie trailers and new prestige TV review content.

Instagram Partners & Content Examples



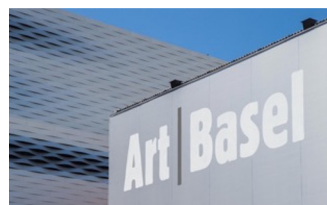
FOOD & COOKING



TRAVEL



STYLE & DESIGN



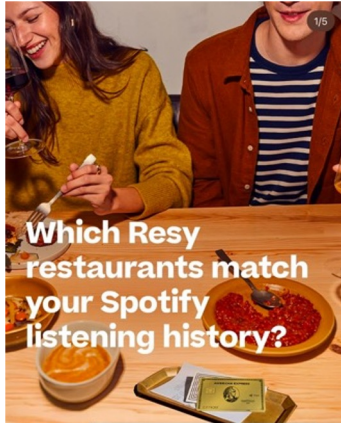
CULTURAL ENTERTAINMENT



RESY

FOOD & DRINK CULTURE

This carousel by [Resy](#) successfully blends the power of color vibrance, word descriptors, and culturally relevant topics such as sharing your music listening history to associate with their range of culinary offerings.



SAUCY



Bike Shed Motor Co.
Los Angeles

EARTHY

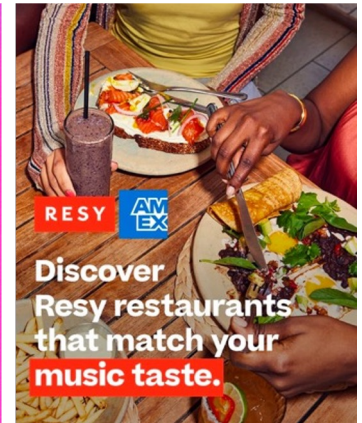


Marisol Chicago
Chicago

SMOOTH



The Snug
San Francisco



depop

STYLE & DESIGN

[Depop](#) took advantage of the collab post mechanic to announce a new social franchise that features social influencers, celebrities, and a brand partnership. This showcases their effort as a unified force and allows them reach wider audiences.

Instagram



INFLUENCER

PROMPTING TEXT

[@almaasinobi](#)

Pairing a scenic video, background music, and a prompt that engages audience in the comment section is a great combination to spark conversation.

77.3K FOLLOWERS
2.1M VIEWS
963 LIKES



Current Trends



Local
Discovery



Experiential
Access



Community Driven
Discovery

BRAND

EVENT RECAP

[@winefesttoronto](#)

Winefest Toronto is an annual festival that bring in wine connoisseurs from around the world. Not only is the a great opportunity to be a part of, but it also gives brands the chance to create unique activations on site.

12.7K FOLLOWERS
1.8K VIEWS
108 LIKES

TRAVEL &
EXPERIENCES

Instagram Assets

ASSET TYPES

:06-:15s Stories, Reels (9:16) | **Custom Partner Content**
:15s In-Feed (600x600 - 1:1; 600x750 - 4:5)

KPIs

Followers, Likes, Comments, Shares, Saves, Impressions,
Story Completion Rate

PEAK POSTING TIMES

MON (11AM-2PM) | **TUES** (10AM-4PM) | **WED** (9AM-4PM) | **THURS** (9AM-2PM)
FRI (11AM-3PM)

BRAND CREATIVE CONSIDERATIONS

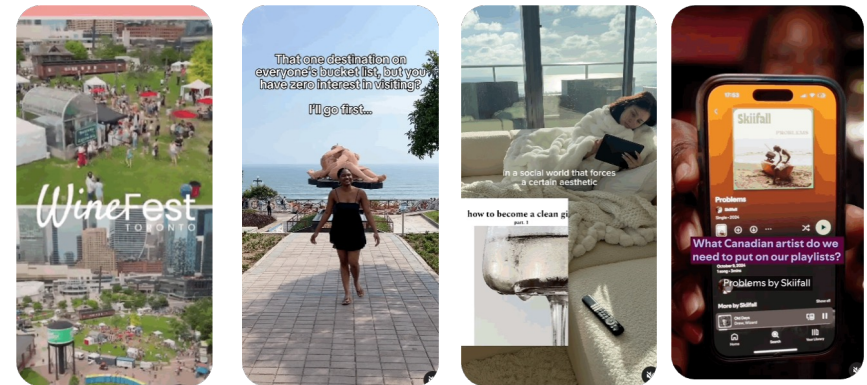
Like YouTube, rotate 2-3 brand creative to create depth and drive recognition. For short-form, tighter, more concise versions of the same creative to reinforce and keep wine top-of-mind.

PARTNER CONTENT CONSIDERATIONS

Collab posts have become a fundamental mechanic to expand the reach of posted content, serving as a unified effort between the brand and co-creator.

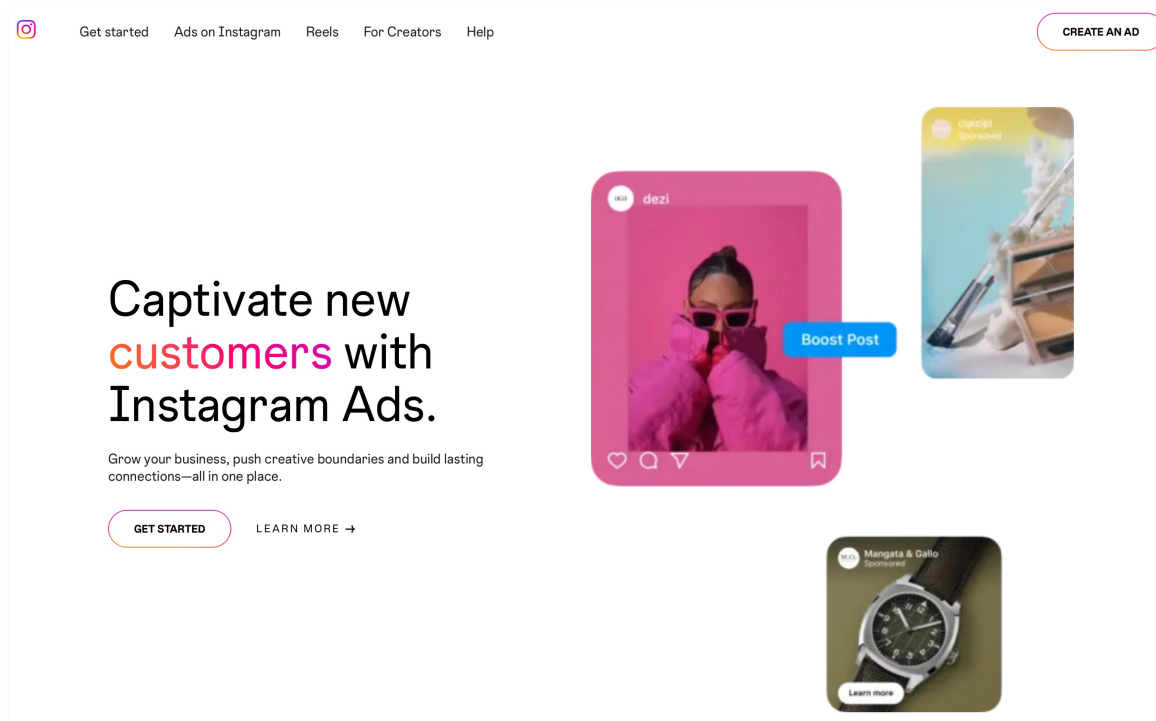
Leveraging **native features** such as geotags, polls, frames, and countdowns can also keep content fresh and create space for meaningful engagement.

Longer-Form Custom Partner Content



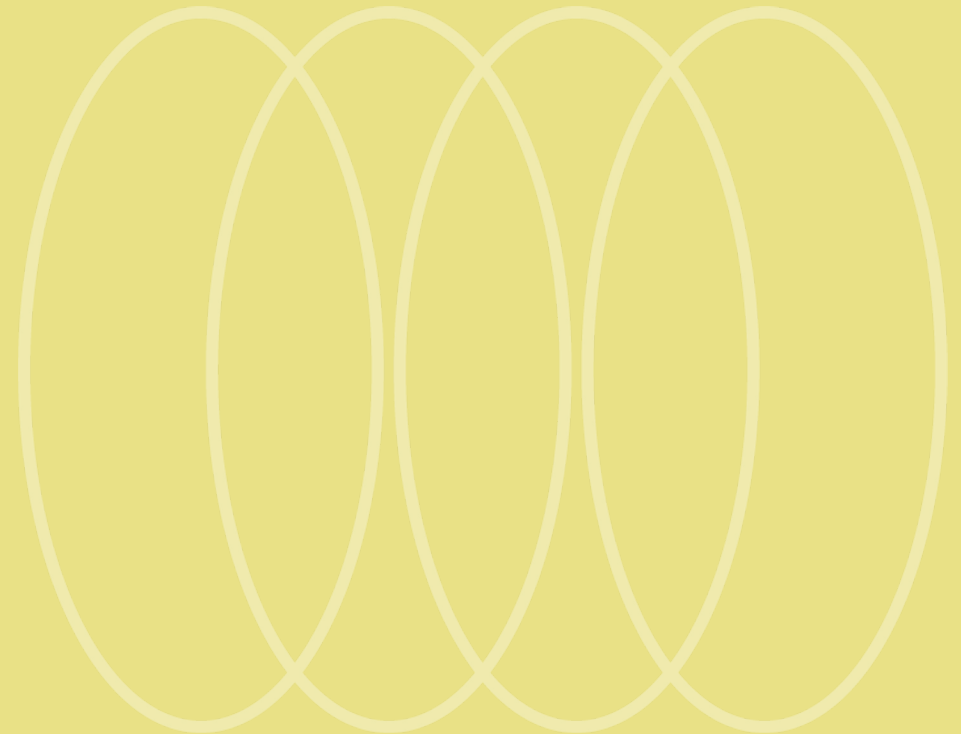
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INSTAGRAM ADVERTISING TOOLS





PARTNER BRIEFS



Partnership Brief for Creators & Brands

Partnership Objective:

Partner with creators, influencers & other brands to showcase authentic wine-sharing moments integrated with their primary content interests

Where to Focus:

Pick geography or communities that create visibility rather than spread too thinly

Interest Categories & Creator Types:

What

Who

Food & Drink Culture

Culinary experiences, restaurant scenes, home entertaining

Chefs, Sommeliers, Food Critics, Recipe Developers, Restaurant Owners

Travel

Local exploration, weekend getaways, cultural experiences

Travel Guides, Hotel Reviewers, Local Experience Curators, Cultural Ambassadors

Entertainment & Pop Culture

Events, music, arts, local entertainment

Hosts, Musicians, Artists, Gallery Owners, Festival Organizers

Style & Design

Visual storytelling, lifestyle content, design

Photographers, Interior Designers, Fashion Influencers, Content Stylists

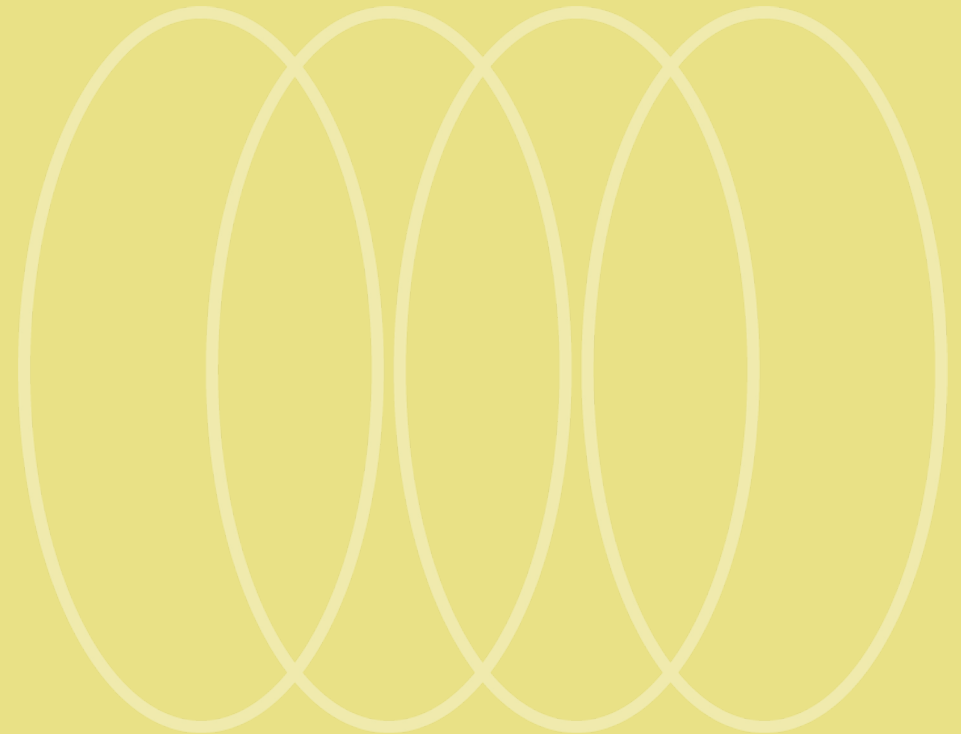
Content Direction:

Authentic Integration - Natural incorporation of wine-sharing moments within creator's existing content style

Community Focus - Emphasis on shared experiences and social connections

Seasonality – Tailor content to match the energy of the season, e.g. Spring = outdoor gatherings, picnics, and social reconnections

CAMPAIGN PLANNING



BUILDING A PLAN TO FIT YOUR BUDGET

For illustration purposes...

PLAN ELEMENTS	BUDGET & RESOURCES		
MEDIA CHANNELS INFLUENCERS EVENTS, ACTIVATIONS ETC.	LOW	MEDIUM	HIGH

Questions to ask yourself:

- How much time, energy and money to commit?
- Experiment to learn? Or a major push?
- Ideas this process generated you'd like to try?
- A specific brand to focus on?
- Are your "creators" briefed and ready?

COMBINING PLAN ELEMENTS

PLAN ELEMENTS

ZILLENNIAL INTERESTS

F&B, Travel, entertainment, style

INFLUENCERS

In the interest areas

WINERY CREATOR

Sharing their adventures

MEDIA CHANNEL

Streaming video, social media apps, etc.

GEOGRAPHY

Towns, cities, states with a good potential

EVENTS & VENUES

Food festivals, comedy clubs, nightclubs.

TYPE OF EVENT

Designed for socializing and online posting

- Choose one or more interest areas that works best for your brand
- Find the influencers you'd like to work with in that space
- Ask if your "creators" have specific affinities to leverage
- A social media channel you're comfortable with? Or a new one?
- Building your biggest market, or finding a new market?
- What kind of festival, event or venue fits your brand and interest area?
- How do you stand out there in a way that aligns with your brand and the Cultivates Togetherness messages

WHAT A LOW-LEVEL PLAN MIGHT LOOK LIKE

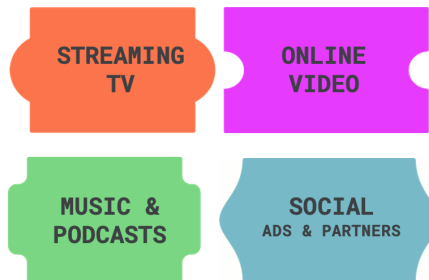
		BUDGET & RESOURCES
PLAN ELEMENTS	LOW	For example...
ZILLENNIAL INTERESTS F&B, Travel, entertainment, style etc.	Choose 1	Fashion (Style & Design)
INFLUENCERS In the interest areas	Find 2	@afroza_khan @jessica_lynna
WINERY CREATOR Sharing their adventures	Have 1	Your fashion-forward wine maker?
MEDIA CHANNEL Streaming video, social media apps, etc.	Choose 1	Instagram
GEOGRAPHY Towns, cities, states with a good potential	Identify 1	Miami Michigan
EVENTS & VENUES Food festivals, comedy clubs, nightclubs.	Try 1 new venue	The Show Miami — a “social fashion fair”
TYPE OF EVENT Designed for social and online posting	Try 1 new idea	Host a fashion show after party

SCALING UP YOUR EFFORTS

	BUDGET & RESOURCES		
MARKETING ELEMENTS	LOW	MEDIUM	HIGH
ZILLENNIAL INTERESTS F&B, Travel, entertainment, style	Choose 1	Choose 2	Choose 3-5
INFLUENCERS In the interest areas	Find 2	Find 4	Find 5-10
WINERY CREATOR Sharing their adventures	Have 1	Have 2	Have 3
MEDIA CHANNEL Streaming video, social media apps, etc.	Choose 1	Choose 2-3	Choose 3-5
GEOGRAPHY Towns, cities, states with a good potential	Identify 1	Identify a few	Identify many
EVENTS & VENUES Food festivals, comedy clubs, nightclubs.	Try 1 new venue	Try 2 new venues	Try 3 new venues
TYPE OF EVENT Designed for social and online posting	Try 1 new idea	Try 1 new idea	Try a few new ideas

CREATING A MEDIA PLAN: SUMMARY

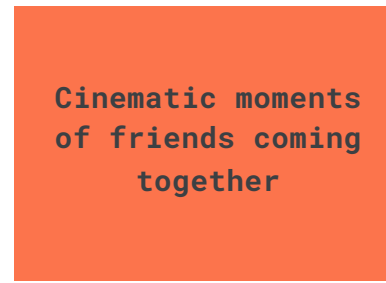
**Channels play
different roles**



**Plan what to
"say" and "do"**



**Use content to
complement message**



**Use tips to max
your impact**



CREATING A MEDIA PLAN: TO DOS



Determine your priorities and level of commitment

Focus your plan, build your team, determine support level



Choose specific markets and channels

Decide a geography. Use the Channel Brief to optimize spend



Identify influencers in chosen interest areas

Follow, learn, like, comment. Then approach to partner



Activate your Creators

Decide who'll make content and what their themes will be



Partner with other brands to maximize your reach

Two budgets are better than one. Find a good brand fit.



Test, learn, iterate

Measure results. Be patient. Find your own winning formula

QUICK THINGS YOU CAN DO TODAY

Review all the “Quick Things” lists you’ve generated so far

- This is the beginning of a plan. You’ve...
 - Discussed how the Cultivate Togetherness strategy might shift your brand focus
 - Generated some initial ideas about this
 - Identified new influencers to follow and explored a new social media platform
 - Made a human face video according to the new “how to” rules, and posted it
 - Identified the other Creators in your business and encouraged them to do same
 - Re-thought how to run an event you’ve planned aligned with the new engagement model
- Assess what is going well
- Do another improved round and consider adding a media buy element

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UP NEXT...





8. CREATIVE THAT GRABS ATTENTION:
"Share Wine" digital assets

Winery Webinar Series



Thank you

