

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.

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"

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

- 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.
- 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.