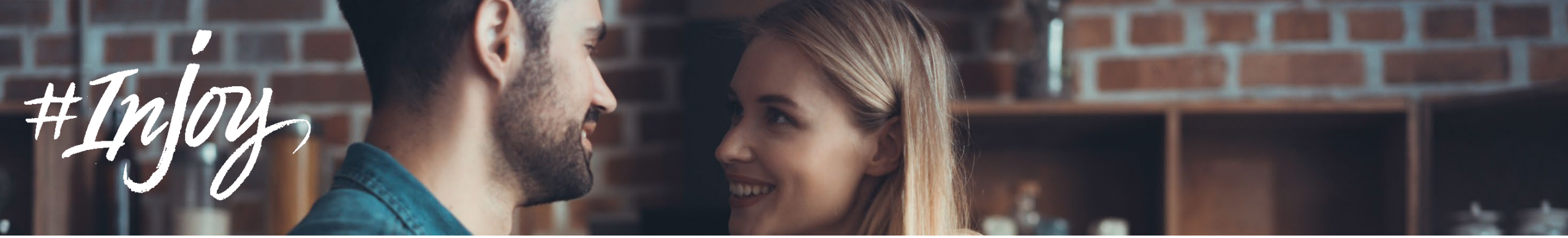
ST SUPÉRY
ESTATE VINEYARDS & WINERY
NAPA VALLEY
#Enjoy
WHAT BRINGS YOU JOY?



St. Supéry Fall/Winter Promotion

From October 2019 to March 2020 we are here to celebrate with you and **#InJoy**!

This **social** and **digital** campaign is built to support engagement and increased brand awareness with fun, personalized, user-generated content.

SOCIAL ACTIVATION: From **#friendsgiving** to **#warmwinternights** and everything in between, we look forward to finding out what brings you and our customers joy.

POINT OF SALE: Case glorifiers, shelf talkers and artwork assets for digital and social marketing are available online right now and can be printed upon request.

#InJoy with St. Supéry!

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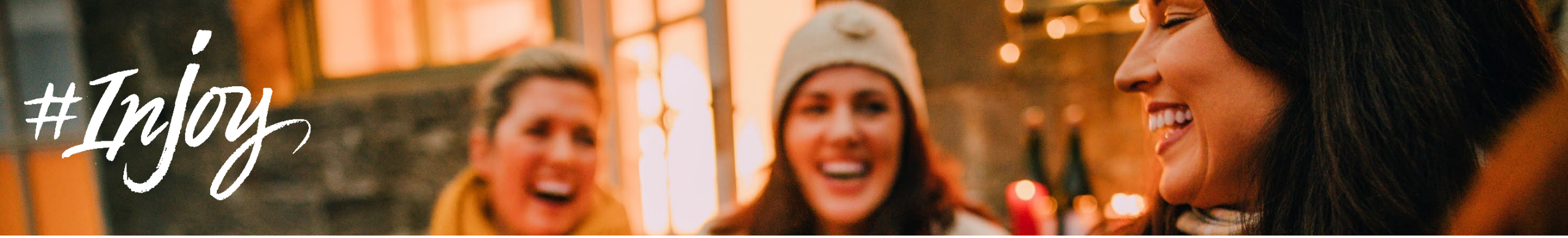

Social Activation:

Consumer Engagement with User Generated Content

Monthly User-Generated Photo Contests

EASY TO ENTER

- **POST** a photo to your preferred social media profile (Facebook, Instagram, Twitter)
- **TAG** your post with both **#injoy** and **#stsupery**. Your photo will be picked up by our contest platform and will be automatically entered, pending approval by the judges for content and eligibility*.
- **WIN**: Eligible entry with the most "likes" in that month will win the monthly prize.
- For more details, see **facebook.com/stsupery** or **stsupery.com/injoy**

GREAT PRIZES

- **November:** St. Supery Logo Riedel Decanter and Wine Cork Coaster Set ($100 value)
- **December:** Set of Lalique 100-Point Wine Glasses ($180 value)
- **January:** Georg Jensen Cutting Board and Knife Set ($115 value)
- **February:** Set of Lalique 100-Point Wine Glasses ($180 value)
- **March:** Spring Gift Basket ($100 value)

People's Choice: The most popular photo throughout the contest wins: Set of Lalique 100-Point Wine Glasses ($180 value)

Note: Our distributor and trade partners are unable to win any prizes however are still encouraged to enter and invite their customer base to join us and share what brings them joy? **#InJoy!**

** Terms and Conditions apply. Entrants must be over 21 years of age and compliant with Official Contest Rules to be posted upon contest commencement.*

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Point of Sale Materials

SHELF TALKERS

- 90 Points – Wine Spectator – 2018 Napa Valley Estate Sauvignon Blanc
- 92 Points – James Suckling – 2016 Napa Valley Estate Cabernet Sauvignon
- PDF available for download now
- Printable upon request

CASE GLORIFIERS

- #InJoy Lifestyle Case Glorifiers to help shelf pull
- PDF available for download now
- Printable upon request

DIGITAL ASSETS

- #InJoy branding assets to help dress up account digital communications
- Themed to support Fall, Holiday, Valentine's Day and Early Spring.
- Can be customized for any upcoming promotion or event

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Supporting Media

WINE SPECTATOR

- Run of Site Digital Campaign
- Sponsored e-newsletter

WINE & SPIRITS

- Full-page ad, November Annual Buying Guide

DIGITAL MARKETING

- Influencer Posting
- Paid Social Media Advertising

…AND MORE!

Events

STARCHEFS - RISING STAR AWARDS - HOUSTON

- Presenting sponsor of 2019 Rising Star Sustainable Chef Award
- Activation at December 2019 Gala

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For More Information

DOWNLOAD ALL TRADE ASSETS HERE:
https://www.stsupery.com/trade-media/trade-center/

CUSTOM GRAPHICS OR PRINT GOODS PLEASE CONTACT:
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