

31 Days of German Riesling

1st – 31st July 2020



The 31 Days of German Riesling campaign will return this year and, in light of the current situation, the campaign will move the focus away from the bricks and mortar independent retailers and on-trade and look to provide further support for online retailers (the independents of the digital age) and restaurants/bars that offer home delivery.

Digital touchpoints are a key area of the campaign this year as well. Participants will have access to more educational and promotional material available to download from the Wines of Germany website. The assets will range from 31 Days branded graphics for Instagram and Facebook, to maps of Germany's winemaking regions.

Social media will play a central role in raising awareness of promotions and offers organised by participants and competitions and influencers marketing will be used to increase followers and engagement more than ever before. For the first time, the Wines of Germany team will work with influencers in counties outside of London in order to generate a hype and drive customers to various retail outlets promoting German Riesling.

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Highlights:

- Robust social media campaign including; a German Riesling Instagram quiz, collaboration with a well-known chef influencer who will match summer recipes to German Riesling, competitions for consumers to win German Riesling and drive new audiences to the channels, and exciting video content for the Wines of Germany channels.
- Sending out POS packs to retailers all over the UK. Packs will include new items which can be included in online orders such as educational Riesling brochures.
- Media partnerships with trade and consumer publications to extend the reach of the campaign.
- Use of the Wines of Germany UK consumer database to inform consumers about any promotions happening throughout the month, with direct links to German Riesling pages at participating retailer websites.
- Creation of digital assets available to download from the Wines of Germany website for participants, including 31 Days-branded GIFs and website banners.

www.winesofgermany.co.uk/31-days/

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