



## Australia's First Families of Wine



## CASE STUDY:

**CAMPAIGN:** Australia's First Families of Wine (AFFW)

**CLIENT:** Creating a market for premium Australia

AFFW is a collaboration of 12 wineries working together to promote premium Australia.

The trade campaign is designed to create commercial opportunities throughout the year, culminating in a week of intense activity around the LIWF in May.

### RESULTS:

- Over 60 national chain buyers, regional wholesales and independent merchants have attended events over 2 years
- Over 60 recommendations in national wine columns
- Premium Australia is now part of the dialogue

### CAMPAIGN HIGHLIGHTS:

- Promotions, PR activity and consumer tastings through Wine Society, Waitrose and Majestic
- 100% turnout at all tastings at LIWF
- Press lunch at Vinoteca with top wine writers
- Industry leaders dinner with all main retailers - national and independent present - to lead dialogue

