

Spotlight campaign 2014

GET EXPOSED

OPPORTUNITIES FOR WINERIES

Exclusive extra exposure for **Global Partner Listing** clients of wine.co.za.

During 2013 we created more than 50 videos and will continue to focus our energies on pursuing a range of fun and interactive themes to draw attention to our Global Partners and the wine industry as a whole.

What we do:

We create up to 10 1-minute wine tasting videos which we edit, publish and market which you are also welcome to use and share. We also feature you in one of our **Spotlight** themes (see below), this is done via the videos and articles as well as any relevant press releases you wish to link to our Spotlight page.

We require a quiet spot at your estate, away from too much background noise and preferably somewhere with enough branding, light and character so that people know where the video is filmed. The idea is to inform in a fun way - whether we are filming the Spotlight or the wine. The viewer must go away thinking that they have learnt something.

For more information contact Sheryl (sheryl@wine.co.za).

MONTH	2014 THEMES	GLOBALS PARTNERS PROPOSED	LENDING A HAND
FEB	SA'S BIG GUNS Chenin	Ken Forrester, Rijks	
MAR	LOST ON LOCATION Explore the winelands—what to do...	Durbanville Hills, Asara (Spa), Cederberg	Origin : Fairhills Project
APRIL	THE PIONEERS Celebrating innovation	Kleine Draken, Origin , Haute Cabriere	Weltevrede: Edge of life
MAY	COME DINE WITH ME Showcasing wineries with wonderful food and wine experiences	La Motte, JC Le Roux, Lourensford, Middelvlei	
JUNE	SALTY DOGS Explore those wineries with inextricable links to the sea	Raka, Two Oceans, La Vierge	
JULY	CLASH OF THE TITANS Chardonnay versus Cabernet	Jordan, Rudera, Badsberg, De Wetshof	
AUG	THE X-FACTOR The X has it	Flat Roof Manor, Mount Vernon, Villiera, Solms Delta	Santa Shoebox
SEP	ROOT STOCK Leaving a legacy - celebrating our heritage	Drostdy Hof, Neethlingshof, Zonnebloem	
OCT	OLYMPIANS Highlighting those that achieve greatness	Wildekrans, Nederburg, Stellenzicht, Graham Beck , Fleur du Cap, Durbanville Hills	
NOV	LIVING YOUR BRAND Let's see how each winery represents its brand	Earthbound, Place in the Sun, Rooiberg , Allesverloren	
DEC	MAKING MERRY Get into the festive spirit	Plaisir De Merle, Pongracz, Weltevrede	