

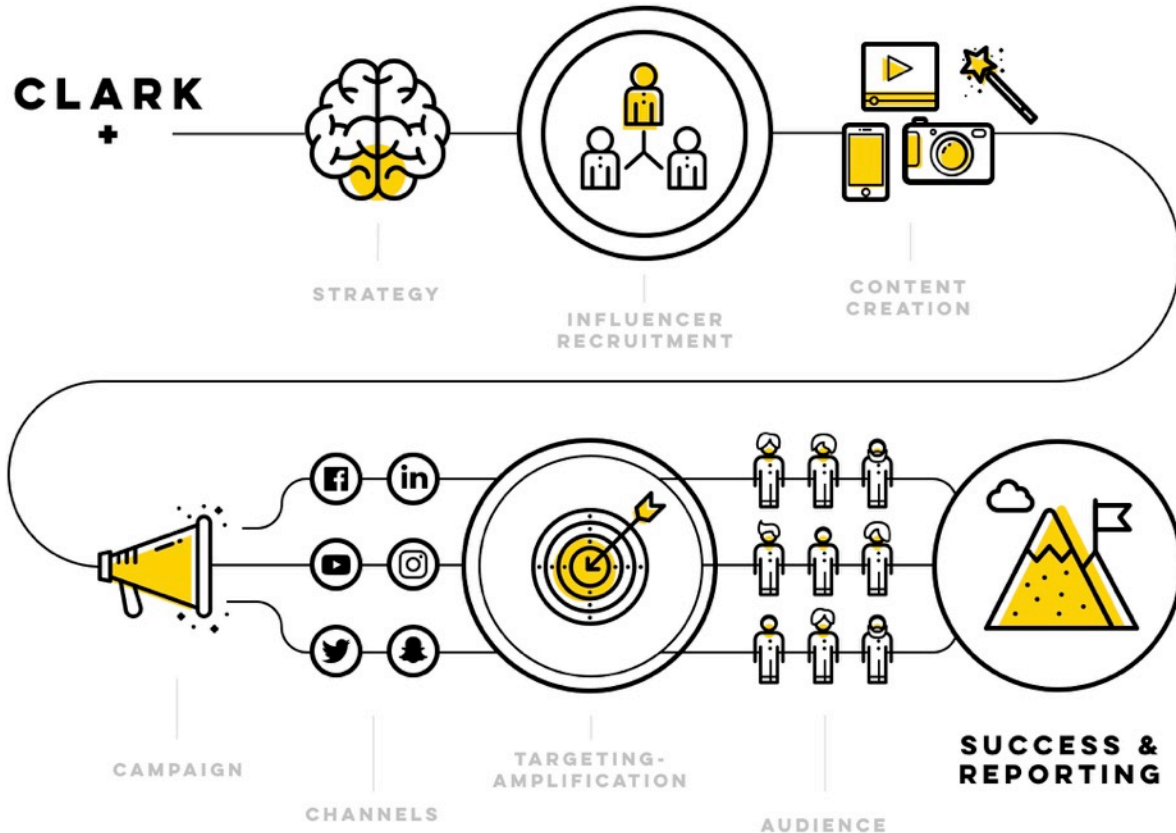


INFLUENCER MARKETING CAMPAIGN

Wines of Argentina



CAMPAIGN PROCESS



SUMMARY

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CONTEXT





Argentina's winemakers produce bottles that compete with the world's best, plus a wealth of everyday wines that offer remarkable value. They've been growing grapes here since the 16th century but prior to the 1990s when there was a push to tap into export markets most was for local consumption.

Today Argentine wines want to promote their diversity, their quality and their affordable prices to a quebec audience with an influencer marketing campaign.

Cible :

Women / Men

25 - 55 years old

Quebec Region

Message :

Welcome to Argentina, a country that's producing extraordinarily delicious, food-friendly wines at fantastic prices.

Plateformes :



OBJECTIVES





OBJECTIVES

- Promote the quality of Argentine wines
- Introduce the diversity of Argentine wines to a quebec audience
- Position Argentine wine as the best wine options in terms of value for money
- Increase sales of Argentine Wines in Quebec



CONTENT STRATEGY



STRATEGY

How Argentine invites
itself to Quebec ?



#MOMENTOARGENTINO



OPTION 1

Argentina Box

(the best of Argentinean
gastronomy, wines and culture
in a basket filled with the
finest)

Argentine producer on a Live Instagram

(introduction to Argentinean
wines through a live
Instagram)





When Argentine Wine comes to your home...

OPTION 1

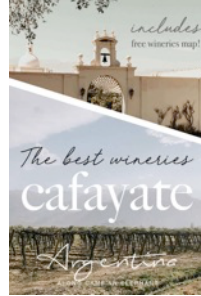
1. Argentina Box
2. Live Instagram

ARGENTINA BOX

OPTION 1-1

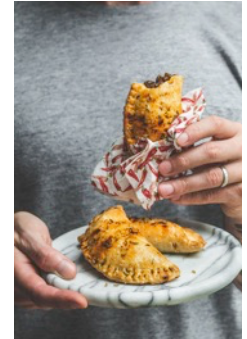
To create a special and personalized experience around Argentina, we are going to make the influencers travel with this box containing :

- Various wines (4 bottles)
- Dulce de leche
- Accessories with alpaca wool
- Mate Kit
- Argentine vineyard guide
- And others specialities...



Influencers will be able to share unboxing stories and present to their community the content of the Argentina box.

The box will also be used to make the Instagram post #MomentoArgentino (my Argentinian moment).



CONTENTS

OPTION 1-1



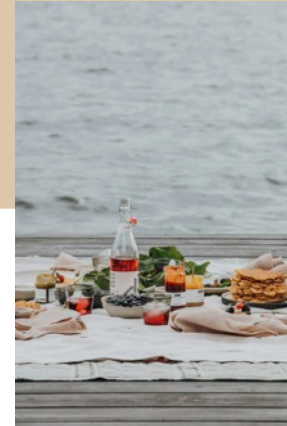
This weekend we escaped for a while to Argentina. We took our Argentina box filled with delicious Argentinean food and wines and settled down on the beach. We fell in love with the Santa Julia wine Mountain Blend from @bodegasantajulia with green apple and flower aromas, very refreshing and goes perfectly with alfadores, some delicious little cakes with dulce de leche!

You can find this little Argentinian happiness in a bottle for \$15 at the SAQ.

#MomentoArgentino



MOODBOARD - PUBLICATION



LIVE INSTAGRAM

OPTION 1-2

Influencers invite their audience to watch a live Instagram on the account of an Argentinian producer.

In order to make them discover the richness and diversity of the Argentinian vineyards.

3 steps :

1 - In the form of Instagram stories, the influencers inform their community one day before the Live of a wine producer.

2 - Before the Live, influencers make a story with a redirection link to the producer's Instagram account.

3 - After the Live, influencers share a story about Argentine wines and testify about what they've learned during the Live



**Introduction to
Argentinean wines with
the producer
@bodegasantajulia !**

LIVE 4PM
ON
@BODEGASANTAJULIA



WINE day

ARGENTINE WINE EXPO

Today, we learned a lot of interesting fact about Argentinean wines on the Live hosted by Trivento. The best known grape variety is Malbec but there are many others that make high quality wines at affordable prices.

Tonight we are tasting an Alma N'égatignant M Blend Mendoza with some dark chocolate ! 🍷



INFLUENCERS SELECTION



SELECTION

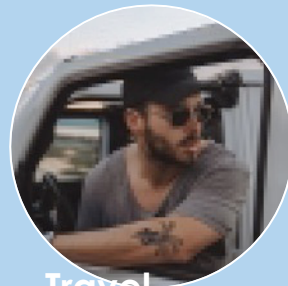
We select the best content creators with the same values as Argentine Wines to help you achieve your objectives and target.

Once strategy validated, we will provide you with our selection of profiles (Lifestyle, Foodies, Travel) in order that you can choose your favorite influencers for this campaign.

INFLUENCER TYPOLOGY



Lifestyle



Travel

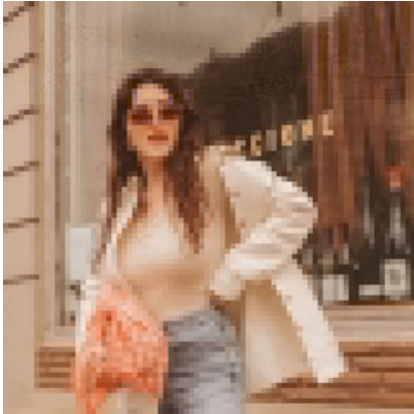


Foodie



PROFILES EXAMPLES

QUEBEC / LIFESTYLE



Kara Bino

60,100 Followers IG

Lifestyle

[https://](https://www.instagram.com/kara_bino/)

[www.instagram.com/
kara_bino/](https://www.instagram.com/kara_bino/)



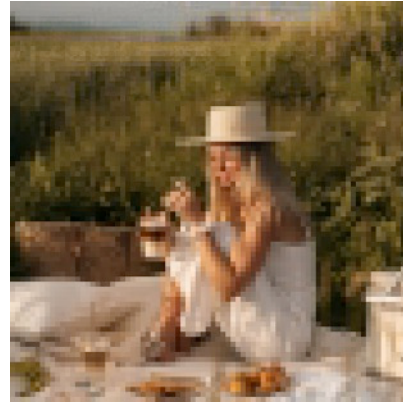
La Catherine

7,517 Followers IG

Lifestyle

[https://](https://www.instagram.com/lacatherine/)

[www.instagram.com/
lacatherine/](https://www.instagram.com/lacatherine/)



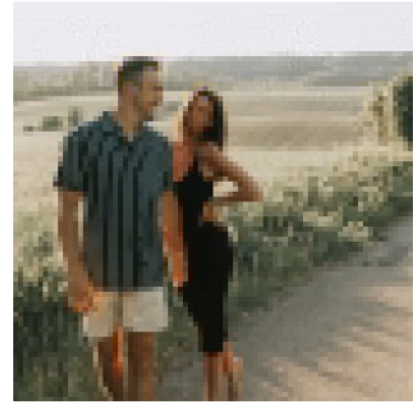
Kimberly Denis

45,300 Followers IG

Lifestyle

[https://](https://www.instagram.com/beurl/)

[www.instagram.com/
beurl/](https://www.instagram.com/beurl/)



Lles Deux

28,100 Followers IG

Lifestyle

[https://](https://www.instagram.com/llesdeux/)

[www.instagram.com/
llesdeux/](https://www.instagram.com/llesdeux/)

PROFILES EXAMPLES

QUEBEC / FOODIE / TRAVEL



Le Coup de Grâce

32,000 Followers FB

12,000 Followers IG

Foodie

[https://](https://www.facebook.com/lecoupdegrace.ca/)

[www.facebook.com/](https://www.facebook.com/lecoupdegrace.ca/)
[lecoupdegrace.ca/](https://www.facebook.com/lecoupdegrace.ca/)



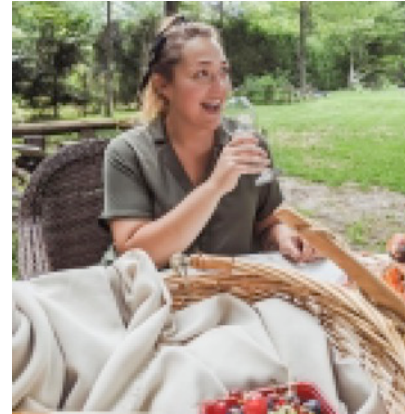
Guillaume St-Amand

27,400 Followers IG

Travel

[https://](https://www.instagram.com/guillaume.stamand/)

[www.instagram.com/](https://www.instagram.com/guillaume.stamand/)
[guillaume.stamand/](https://www.instagram.com/guillaume.stamand/)



Folks & Forks

17,200 Followers IG

Foodie

[https://](https://www.instagram.com/folksandforks/)

[www.instagram.com/](https://www.instagram.com/folksandforks/)
[folksandforks/](https://www.instagram.com/folksandforks/)



Emilie Murmure

9,921 Followers IG

Foodie

[https://](https://www.instagram.com/emilie_murmure/)

[www.instagram.com/](https://www.instagram.com/emilie_murmure/)
[emilie_murmure/](https://www.instagram.com/emilie_murmure/)

BUDGET

	OPTION 1	
Influencers Number	3 Influencers Top 5 Influencers Micro-Mid = 8 influencers + 5 Influencers Free Gifting	
Publications Instagram ou Facebook	8 POSTS	
Instagram Stories	Min. 24 STORIES	
Organization of an event	X	
Report & Analysis	Yes	
Estimated Impressions (Minimum)	+ 300,000	
Budget	15 850\$ + Taxes	



Thank you !

Wines of
Argentina

x

