





1. Malbec World Day 2022
2. Concepts, Claim & Event Image
3. Campaign Architecture
4. Audiences
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[RECORDING LINK](#)

## ***Concept summary***

Malbec Argentino is a very versatile and expressive red grape that in the last 20 years, and thanks to the constant commitment and research of Argentine winemakers to take the varietal even further, has begun to unfold its full potential, revealing its **range** and depth. It is cultivated long and wide across the territory, each wine region printing its own characteristics that define Malbec Argentino's identity. The Andes mountain range generates a unique combination of terroirs leading to a **range of expressions** according to the **altitude and type of soil**. Thus, Malbec Argentino experiences a new topography of varying tastes, aromas and freshness, which translate into an **inexhaustible range of profiles and styles** and highlight its diversity: **rather than a single kind of Malbec Argentino, there are many.**

The 12th edition of MWD seeks to demonstrate why Malbec Argentino's got range.

You just need to discover it and enjoy it.



MESSAGE TO  
COMMUNICATE

Argentina is  
**perfecting** its wines,  
**exploring** every terroir  
and **expanding** its offer  
with **new styles and profiles.**

Malbec Argentino is by far the most widely consumed Argentine variety domestically and overseas and the one that offers the greatest range  and depth in terms of styles and terroirs, adding an inexhaustible variety of expressions depending on the type of soil   .

*This year we summarize these concepts  
in a concise and strong message:*



# MALBEC ARGENTINO'S GOT RANGE



[Download Resources](#) [Graphic Pieces FTP](#)



# MALBEC ARGENTINO'S GOT RANGE

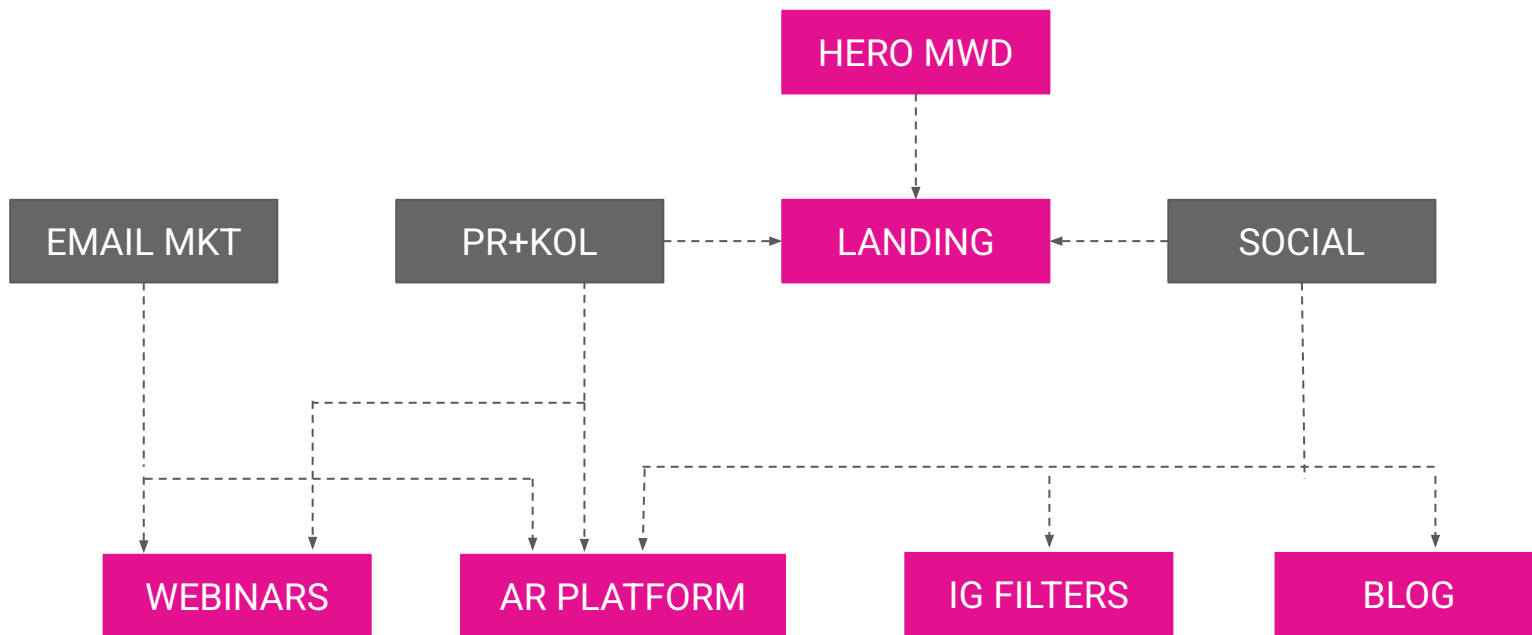




# Campaign Architecture

MALBEC  
WORLD  
DAY

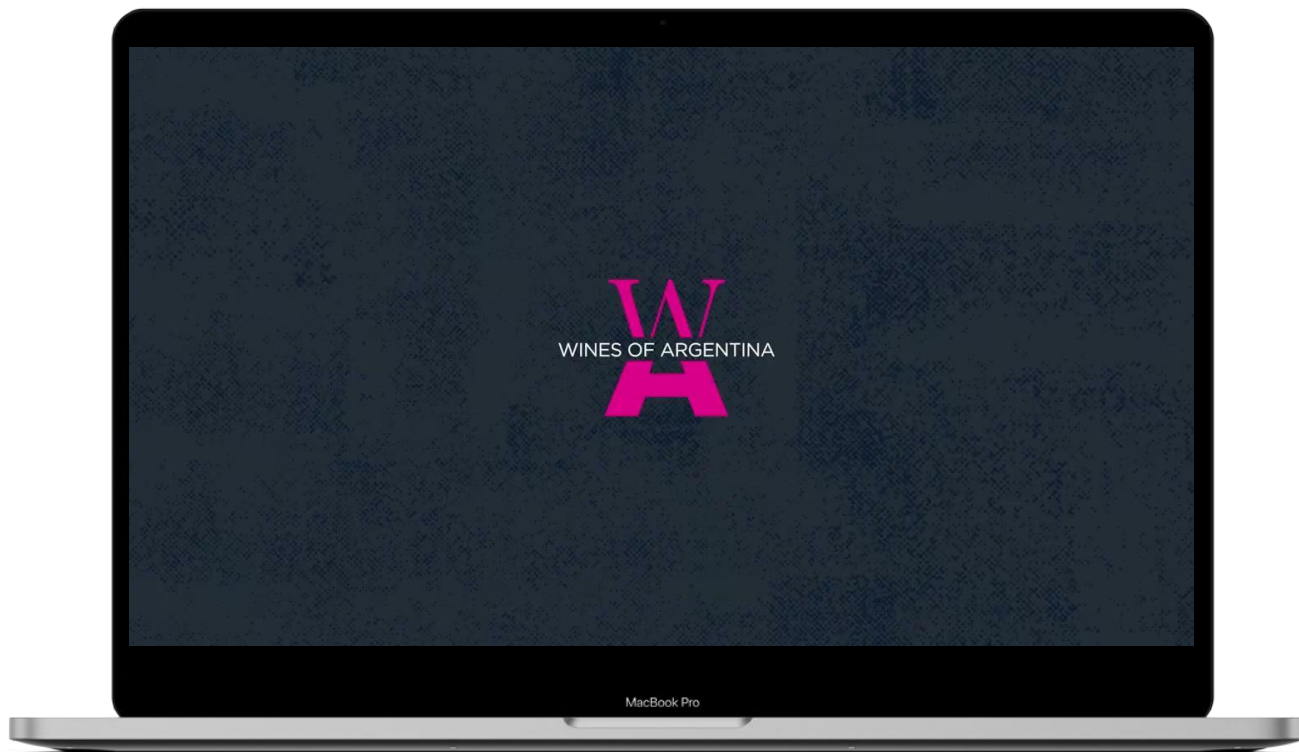
WINES OF ARGENTINA



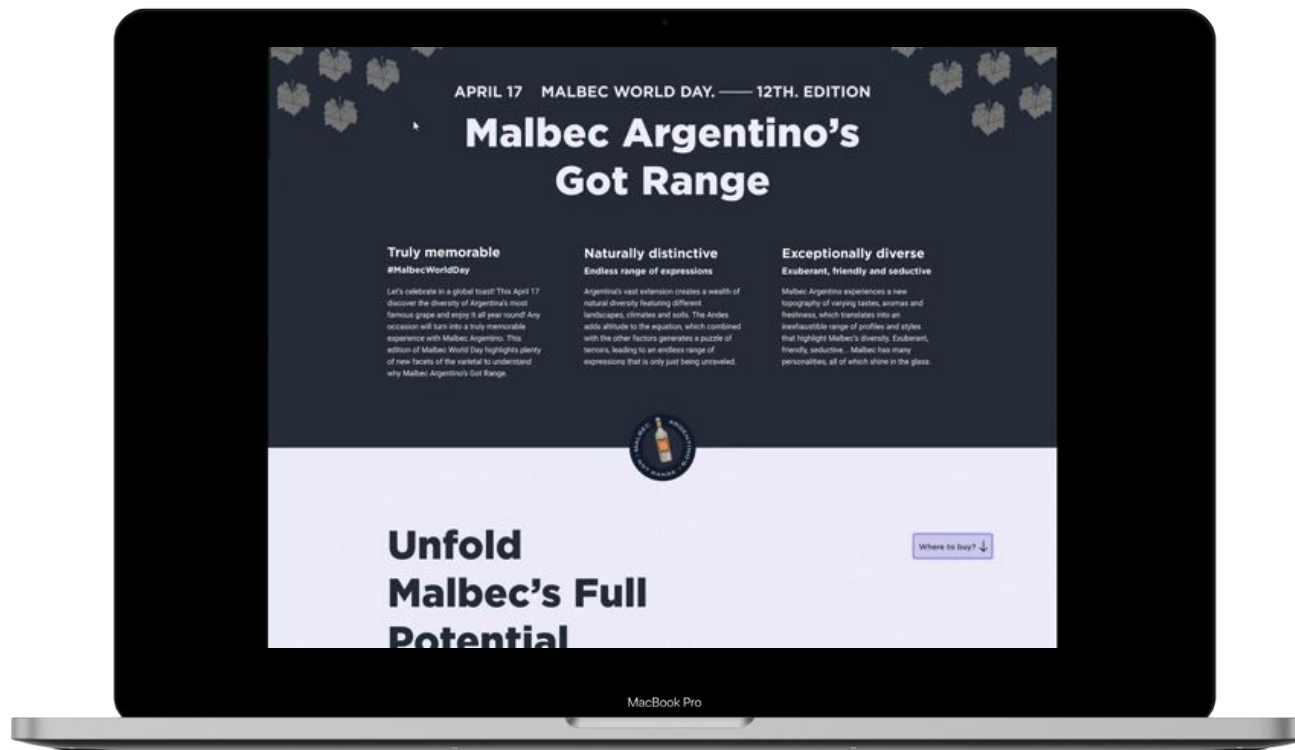


# Video Hero

**MALBEC**  
WORLD  
DAY



[WATCH VIDEO](#)



# Campaign Strategy

MALBEC  
WORLD  
DAY

WINES OF ARGENTINA

Through different activations this year's campaign seeks to **raise awareness** of the Malbec Argentino brand, **create interaction** with it and drive traffic to the MWD landing page as well as different e-commerce channels.



Webinars



Live  
streamings



Exclusive SM  
content



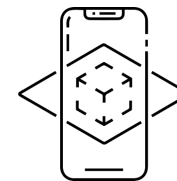
Blog  
Articles



Virtual  
Tastings



E-commerce  
Activations



Virtual  
Experiences

PHYGITAL

=

DIGITAL

+

PHYSICAL





## Trade



*Alicia  
Barrett*

Age	37
Occupation	Wine Educator for Binny's
Status	Married with children
Location	Illinois
SEL	Medium

### Challenges and Needs

She's a host, shares knowledge and spreads her enthusiasm for wine  
Knows the new trends  
Fulfills the commercial objectives of the winery  
Makes sales grow, she must be informed  
She has negotiation skills  
She is recognized as an expert in the industry

### In what channels do we find this profile?

Wine & Spirits Education Trust  
Wine Spectator  
Wine Enthusiast  
Wine Folly  
LinkedIn  
Newsletter  
Twitter

## Occasional Consumer



*Laura*

Age	35
Occupation	Marketing
Status	Single
Location	Miami, FL
SEL	Medium

### Challenges and Needs

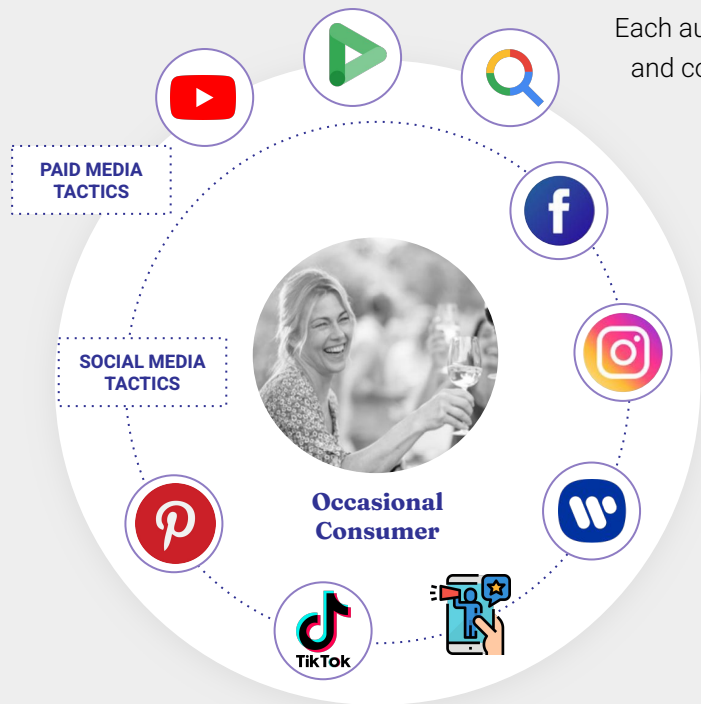
She's interested in the environment and responsible consumption. She prefers brands that best fit her style and lifestyle values.  
She likes to explore, is curious and self-taught. She's willing to pay more for quality.  
She's sociable and likes to experience new things and share them with his groups. She's demanding, sybaritic, has high expectations of living outstanding experiences and demands them diligently.  
She only knows Argentine Malbec.

### In what channels do we find this profile?

Social Media: Youtube (77%) & Instagram (67%).  
She prefers much more dynamic platforms like Tik Tok or Twitch where she can interact directly with influencers and her communities.  
Music Streaming (spotify). Video Streaming Series/Movies(Amazon Prime, Netflix). Dates apps, Health Care apps, etc.

# Buyer persona

Each audience will have its own digital ecosystem and content pipeline in line with the campaign's content pillars.



The consumer's digital ecosystem includes: special and SM campaigns that allow more creative and entertaining formats



The Trade's digital ecosystem includes: LinkedIn, Twitter, Newsletter, Events and Webinars

## Fervidly memorable

#MalbecWorldDay

- We are part of the celebration
- Global toast/ community
- Be amazed by the depth of this versatile red grape this 17 of April.
- The 12° edition of Malbec World Day highlights plenty of new facets of the varietal to understand why Malbec Argentino's Got Range.

## Wildly peculiar

Range of terroirs: varying flavors, aromas, tannins and freshness

- Geological characteristics
- Altitude as a condition of terroir
- Soils and microterroirs; rocky soils, clay, sandy or mineral soils are not only associated with the diversity of regions and landscapes.

## Intensely diverse

Range of profiles and styles

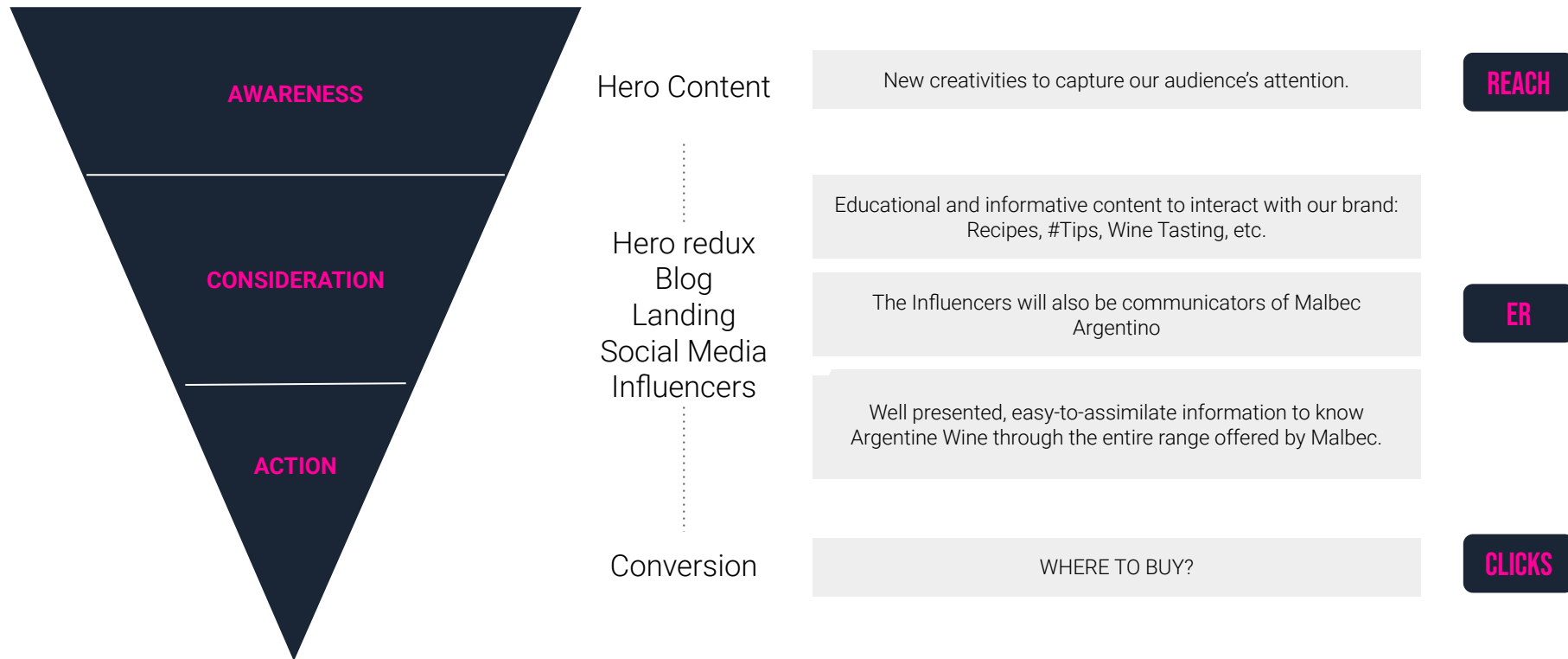
- Vinification styles associated with the manufacturing and aging process (in concrete, stainless steel, ceramic or amphorae containers.
- Malbecs from raw wines, aged wines, floral and herbal wines to robust, old style wines.
- Discover the poetics of flavor through an esthetic chromatic scale: reds, whites and rosés Malbecs.



# How to **create impact** on audiences?

**MALBEC**  
WORLD  
DAY

**W**  
WINES OF ARGENTINA  
**A**





## UNITED STATES

1 al 21/04 - **BINNY'S** MALBEC WORLD DAY DIGITAL CAMPAIGN

01/4 a 30/4 - **NAPA VALLEY WINE ACADEMY** MWD VIRTUAL SEMINAR & WINE KIT

13/4 - **MINNEAPOLIS:** MWD WINE FEST TASTING & DINNER

21/4 - MWD at THE ARGENTINE EMBASSY IN **WASHINGTON DC**

28/4 - MWD at THE ARGENTINE CONSULATE IN **NEW YORK**

3/05 - MALBEC WORLD DAY AT THE ARGENTINE CONSULATE IN **LOS ANGELES**

MAY - **WINE ENTHUSIAST** MALBEC WORLD DAY OPPORTUNITY FOR WINERIES

18/05 - MALBEC WORLD DAY SEMINAR AT **TEXAS WINE SCHOOL**





*¡Thank you!*

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