



wine.co.za

SAVE THE DATE: 24 SEPT 2017
#tastesunshine

SOCIAL MEDIA EVENT COVERAGE

ALL PRICES SHOWN EXCLUDE VAT - VALID TILL 28 FEB 2018

USE OUR EVENT COVERAGE TEAM TO EXPAND YOUR REACH THROUGH OUR SOCIAL MEDIA!



PHOTO COVERAGE

FEATURES

- 100 photos for **your** own use
- 100 watermarked photos for **wine.co.za's** social media



SOCIAL MEDIA MARKETING

1 x week's social media coverage:

- 1 x Day of post
- 1 x Teaser post
- 1 x Featured album post



COST:

R 7 500 (excl. travel costs)

GOLD PARTNER COST:
R 6 500 (excl. travel costs)



VIDEO COVERAGE

FEATURES

- 1 x 1min feature video
- 2 x 20sec teaser videos



SOCIAL MEDIA MARKETING

1 x week's social media coverage:

- 1 x Day of post
- 2 x Teaser posts
- 1 x Featured video post



COST:

R 11 500 (excl. travel costs)

GOLD PARTNER COST:
R 10 500 (excl. travel costs)



PHOTO & VIDEO COVERAGE

FEATURES

- 100 photos for **your** own use
- 100 watermarked photos for **wine.co.za's** social media
- 1 x 1min feature video
- 2 x 20sec teaser videos



SOCIAL MEDIA MARKETING

1 x week's social media coverage:

- 1 x Day of post
- 3 x Teaser posts
- 1 x Featured video post
- 1 x Featured album post



COST:

R 16 500 (excl. travel costs)

GOLD PARTNER COST:
R 15 500 (excl. travel costs)

OUR SOCIAL REACH



7 000+
FANS



14 000+
FANS



Cathy Brewer
Villiera Wines

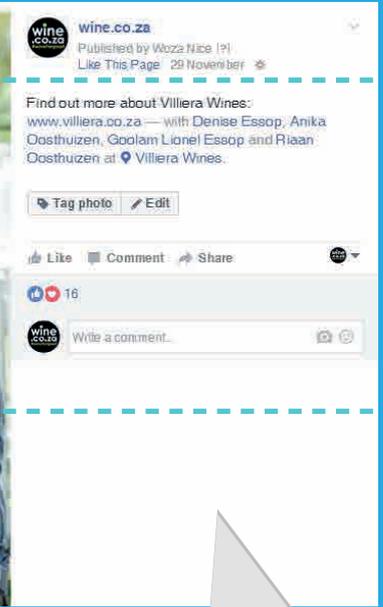
"We used wine.co.za for 'Photo & Video Coverage' of our 2016 Fizzytherapy Summer Festival. Generating content from an event is one thing but optimizing that content is what makes it work. wine.co.za captured the mood and then supplied us with images and video that was all linked to the event so that those that attended could have a look, like and share. We'd do it again!"

FEATURES EXPLAINED

“A PICTURE TELLS A THOUSAND WORDS!”

PHOTO COVERAGE

View live photo coverage: wine.co.za/coverage/photo



WATERMARKING

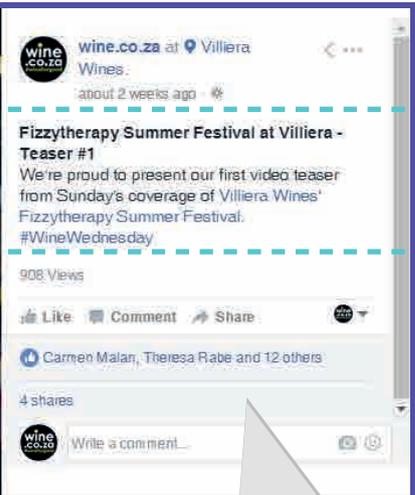
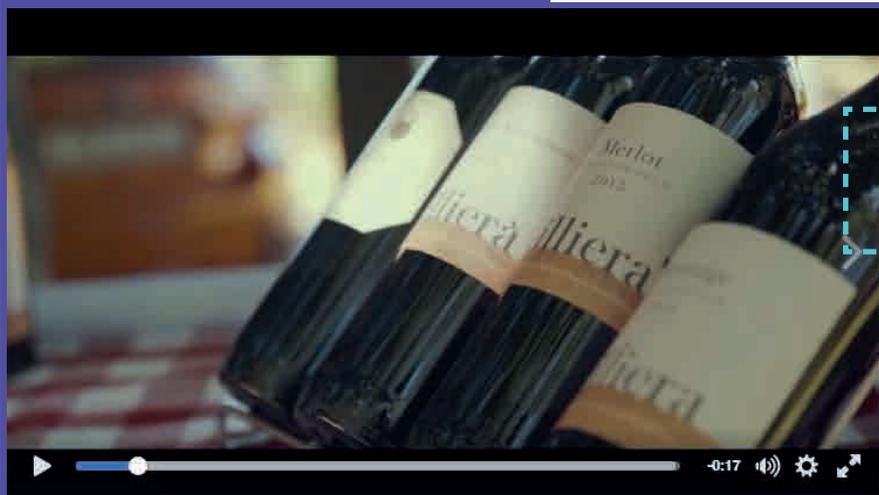
Co-branded images offer recognition for both our brands, while not overshadowing the content. This also ensures all further image views will point back towards you.

TAGGING

Event attendees have the opportunity to find themselves within the event coverage and tag themselves. This is one of the huge benefits of using social media for releasing content. Nothing speaks better for your wine than someone else being positively identified with and in turn promoting your wine.

VIDEO COVERAGE

View live video coverage: wine.co.za/coverage/video



CAPTION

This space on social media offers the perfect opportunity for discreet advertising. Seeing as your event coverage will reach thousands, give your audience a point to further engage with your brand. For example an online shop link, a new product link or perhaps a link to your next event?

SOCIAL MEDIA

MARKETING EXPLAINED

FEATURED ALBUM/VIDEO POST

The finished product in all its glory. Here is where our audience is exposed to your brand through the event coverage. The audience can engage with the content: liking and sharing with their friends, giving you instant feedback. **Paid advertising** offers you further opportunity to specify your target audience.

TEASER POST

Snippets offer the perfect precursor to the release of the finished product, getting the audience intrigued. You can also use the teasers as freestanding content. For example a 20sec teaser showcasing just your estate grounds.

DAY OF POST

On the day of your event, we'll let our audience know that we will be at your event. This gives your event instant brand recognition and offers last minute appeal to unsure attendees.

PAID ADVERTISING

Included in your package fee, we set aside a paid advertising budget to target specific audiences on our social media platforms.

This is the perfect way to increase your reach in different circles.

