

JOIN THE ROSÉ REVOLUTION!

CELEBRATING DRY ROSÉ



ROSÉ REVOLUTION TRADE PRESENTER

WHAT IS THE ROSÉ REVOLUTION?

Rosé Revolution, now in its third year, is a collaborative industry campaign focused on raising consumer awareness of dry*, textural Rosé wine. Supported by an orchestrated public relations and social media campaign, 2012 is all about engaging consumers and driving trial and purchase.

The Rosé Revolution campaign for 2012 kicks off on November 14 with a nation-wide launch of consumer tastings and Rosé soirees which will continue through the summer.

A major focus of the campaign is the purchase driven 'Win a Trip to QT Port Douglas' consumer promotion. Online competitions, point of sale materials and an ambassador program - along with a 'Real Men Drink Pink' sub-campaign, will also help build the buzz around dry Rosé and drive sales through to mid February (after Valentine's Day) 2013.

*Not formally defined but wines with <6g of residual sugar are generally classified as 'dry'.

ROSÉ WINES: A CATEGORY IN GROWTH*

- Sales of Rosé wines over \$15 experienced 29% value growth over the year - more than twice the rate of total bottled red or white wine in the price bracket.
- Premium Rosé is driving the growth of the Rosé category - sales of Rosé wines over \$15 grew well ahead of total bottled Rosé as a whole.

* Nielsen Total Bottled Wine, MAT June 2012.



'WIN A TRIP TO QT PORT DOUGLAS' CONSUMER PROMOTION

- Consumer promotion to win a trip for two to QT Port Douglas worth over \$4000.
- Monthly Rosé 6 packs as secondary prizes.
- Entry open to all on-premise and off-premise bottle purchases of a participating Rosé wine.
- Smartphone compatible online entry form means easy entry at point of purchase (receipt required as proof of purchase).
- Eye-catching point of sale available for purchase to create theatre and drive sales.



HOTELS • RESORTS



JOIN THE ROSÉ REVOLUTION!

CELEBRATING DRY ROSÉ



ROSÉ REVOLUTION TRADE PRESENTER

BENEFITS OF JOINING THE ROSÉ REVOLUTION:

- Automatic participation in the 'Win a Trip to QT Port Douglas' consumer promotion – help reward your customers by giving them the chance to win.
- Exposure through the Rosé Revolution social media channels. Extensive public relations and social media support to drive sales of the growing Rosé category.

GETTING INVOLVED

- **Participation for the trade (on and off premise) is FREE!**
- If you're running promotions on a number of dry Rosés send us your logo and details of the promotions you are hosting and we'll list them on the Rosé Revolution website.
- If you're hosting an event, send us the details via the events form on www.roserevolution.com and we'll add to the website.
- Display the Rosé Revolution point of sale (available for purchase) to drive the 'Win a Trip to QT Port Douglas' Consumer Promotion.
- Promote the Rosé Revolution through your Facebook page and social media accounts.

ACTIVITY AND MARKETING SUPPORT

	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013
Launch Events					
'Win a Trip to QT Port Douglas' Consumer Promotion					
Facebook 'Fan of the Week' Promotion					
Facebook Advertising					
Pledge to Drink Pink Viral App					
'Pin on Pink' Pinterest Competition					
Point of Sale (available for purchase)					
Consumer Targeted Public Relations Campaign					
Real Men Drink Pink PR Campaign					
Ambassador PR program					

Contact Rosé Revolution on rose_revolution@debortoli.com.au for more information on how you can get involved.

