



# ITA Italian Wine Media Campaign Report

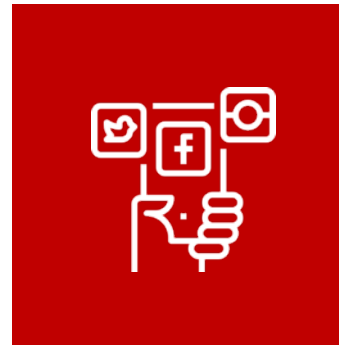
Sept – Dec 2018

# Content

Campaign Summary



Media Channels



Timeline & Total Exposure



Conclusion





# Campaign Summary

## About Project

For the first stage of this campaign, we would be focusing mainly digital media. We would be ensuring that there would be constant media exposure and coverage throughout the year. Our major campaign would be placed strategically so as to coincide with local festivals/periods such as **909/11.11** and main sales periods such as the Italian wine week, while Secondary occasions such as Chinese National Day and Christmas Day gives us an opportunity to promote our standard campaign.

With the budget allocated to us, in the first quartile between Sept to Dec, the total exposure we would be getting from this campaign would be **107,870,322** views. This was higher than our estimated exposure.



APP Ads



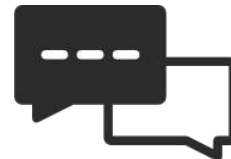
Online TV Ads



WeChat Ads



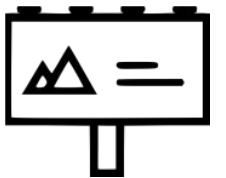
Smart TV



Social Media



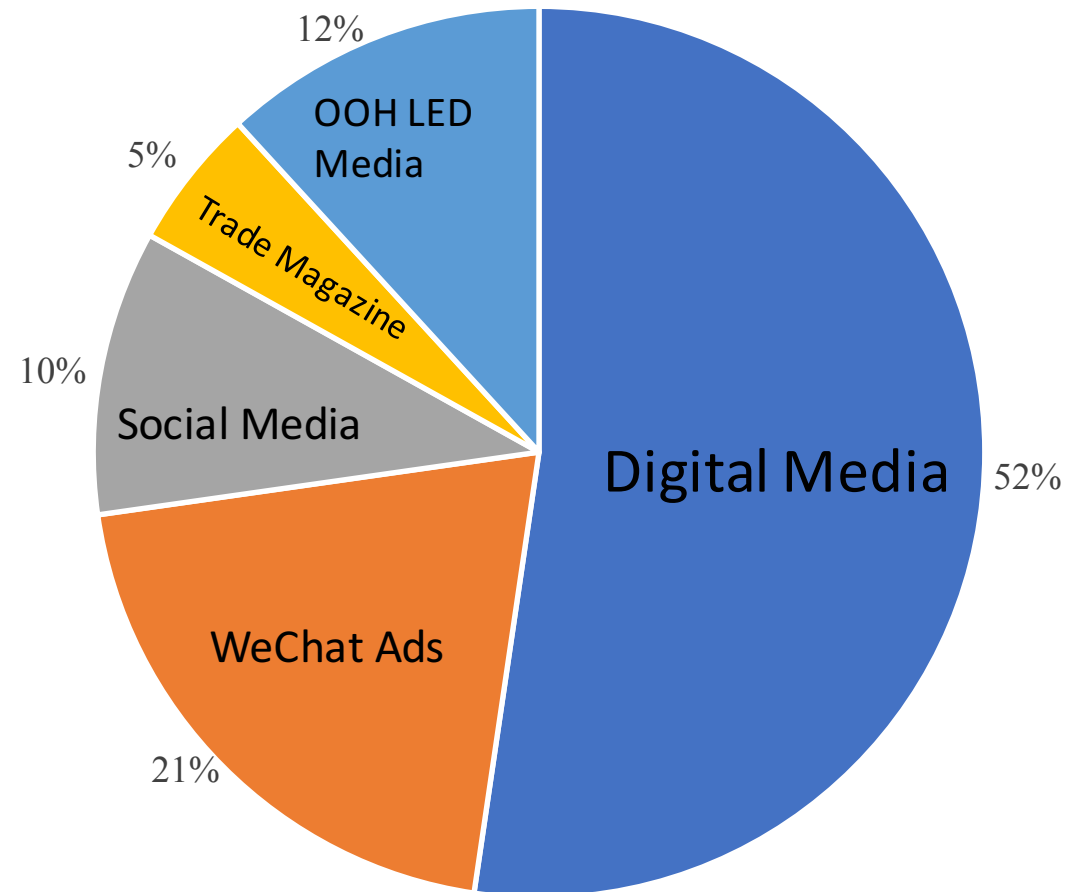
Trade Magazine



OOH Media

# Chinese Market Allocation

## Budget Distribution



# Digital Media Data Analysis

Total Exposure: 47,862,605

# Strategy of Media Launch



## Age & Gender

We would be targeting consumers of both genders aged between **20 – 35** years old



## Location

Lives in China **Tier 1 & Tier 2 Cities**  
Beijing, Shanghai, Shen Zhen, Guangzhou,  
Wuhan, Chengdu, Nanjing, Hangzhou  
,Qingdao, Xiamen, Dalian

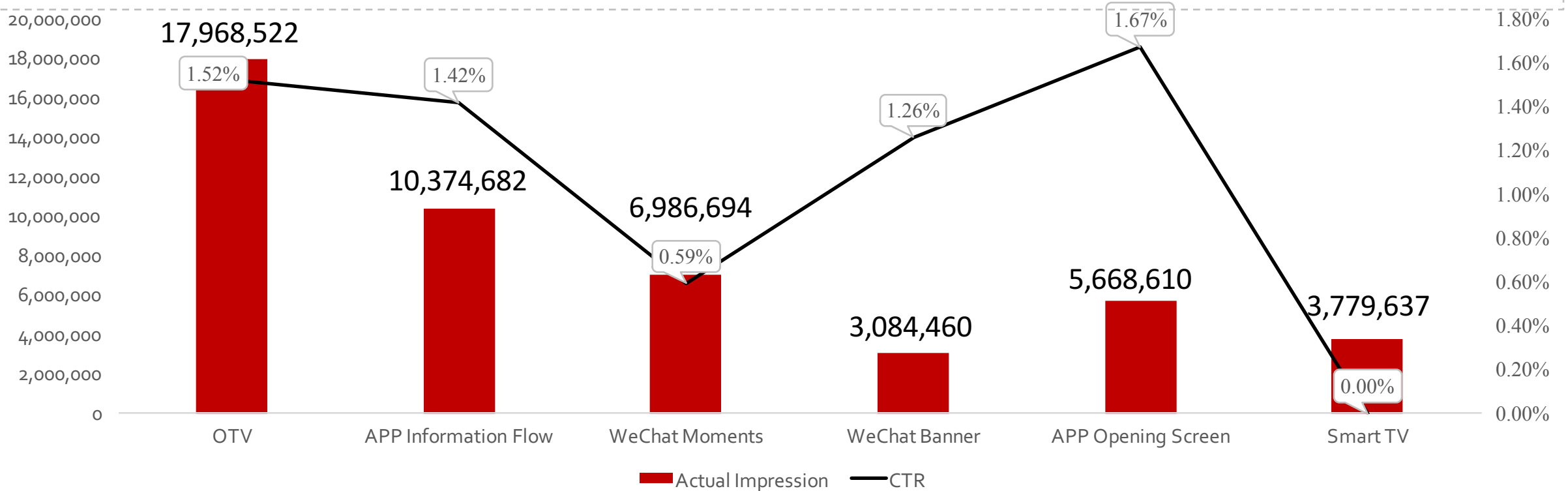


## Interests

Interested in **food, wine and travel**. They are students who studies abroad and loves fashion

# Media Platform Data

- We have advertised on 6 different media platforms throughout the 4 months, of which OTV received the most exposure and MOTV received the most clicks
- Since we get the most no. of clicks from APP Opening Screen, we would suggest increasing the advertising efforts on this platform. In addition to having more landing pages, this would give us more consumer engagements



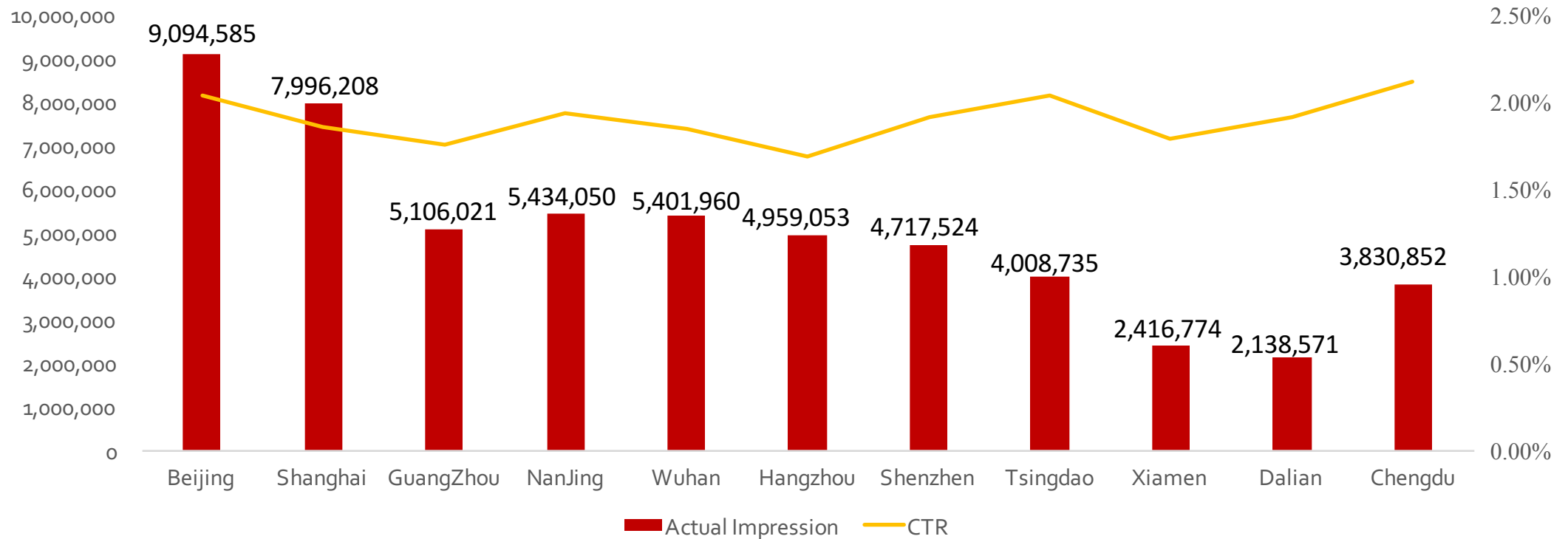
Highest Exposure **OTV**

Highest no. of clicks **APP Opening Screen**

# Advertising Efforts in Different Cities

- We have focused a higher proportion of our advertising efforts on tier 1 cities but the CTR did not show a big difference with tier 2 cities. We suggest increasing the advertisement efforts in tier 2 and 3 cities respectively.

Exposure in different cities



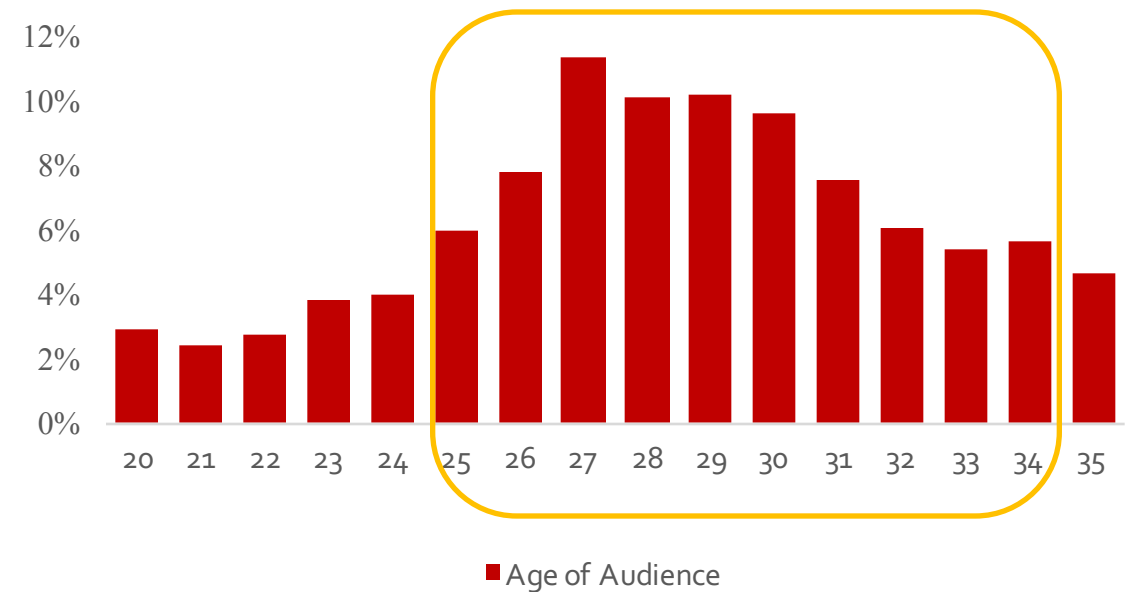
# Advertising Efforts on Target Audience

- Based on the result, we have reached out to more female audience which accounted for 63% of our exposure
- In terms of age distribution, we have reached our target of reaching out to younger audiences between 20-35 as 80% of our audience are aged between 25-34
- Overall, we have successfully reached out to our target audiences who are interested in wine

Audience Gender



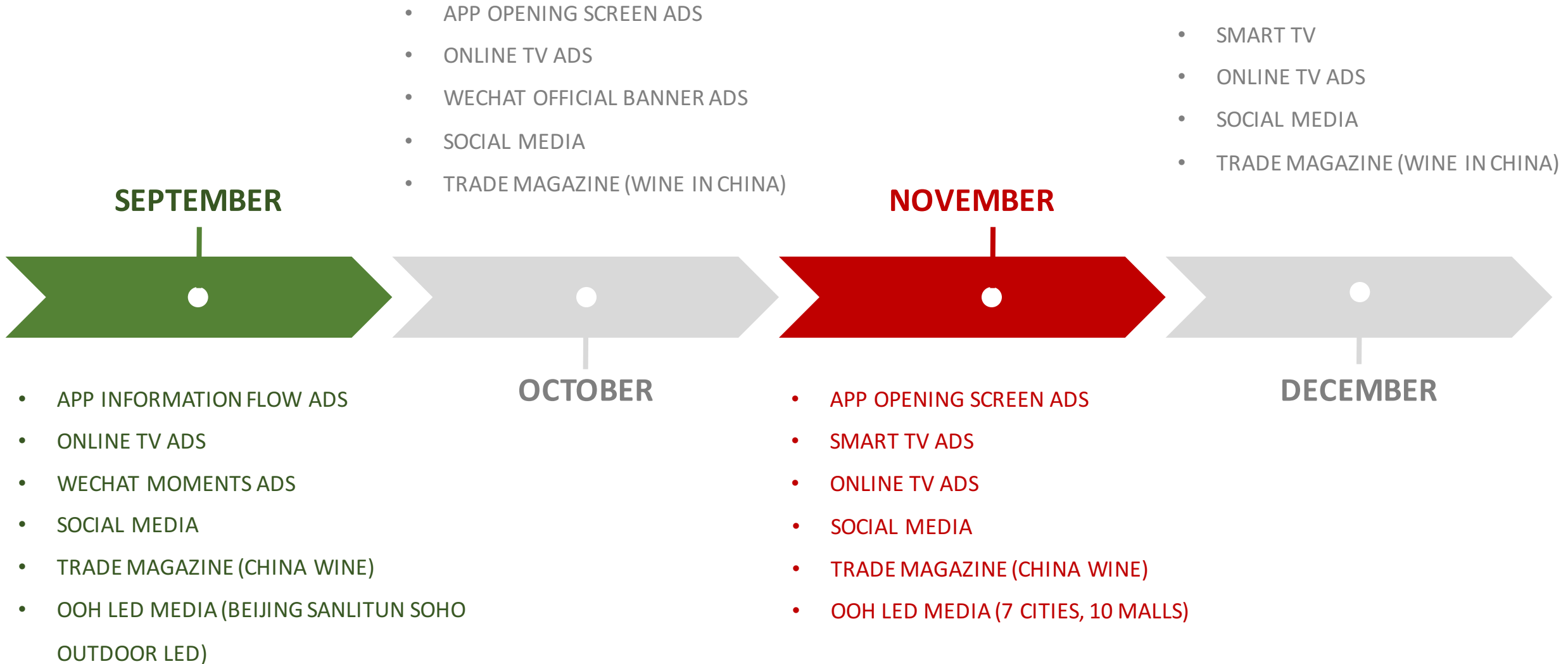
Age Distribution



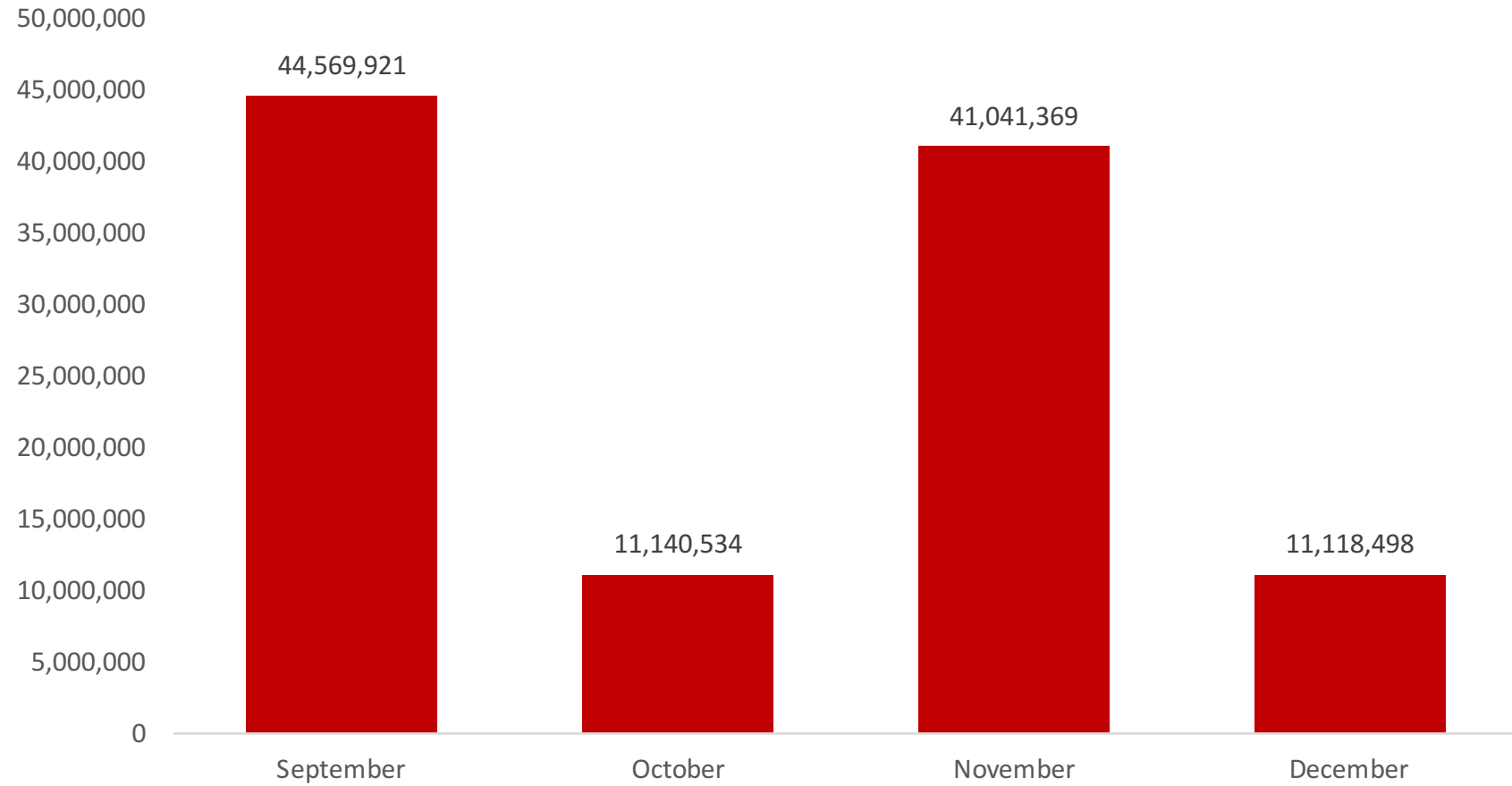


# Timeline & Total Exposure

# Timeline



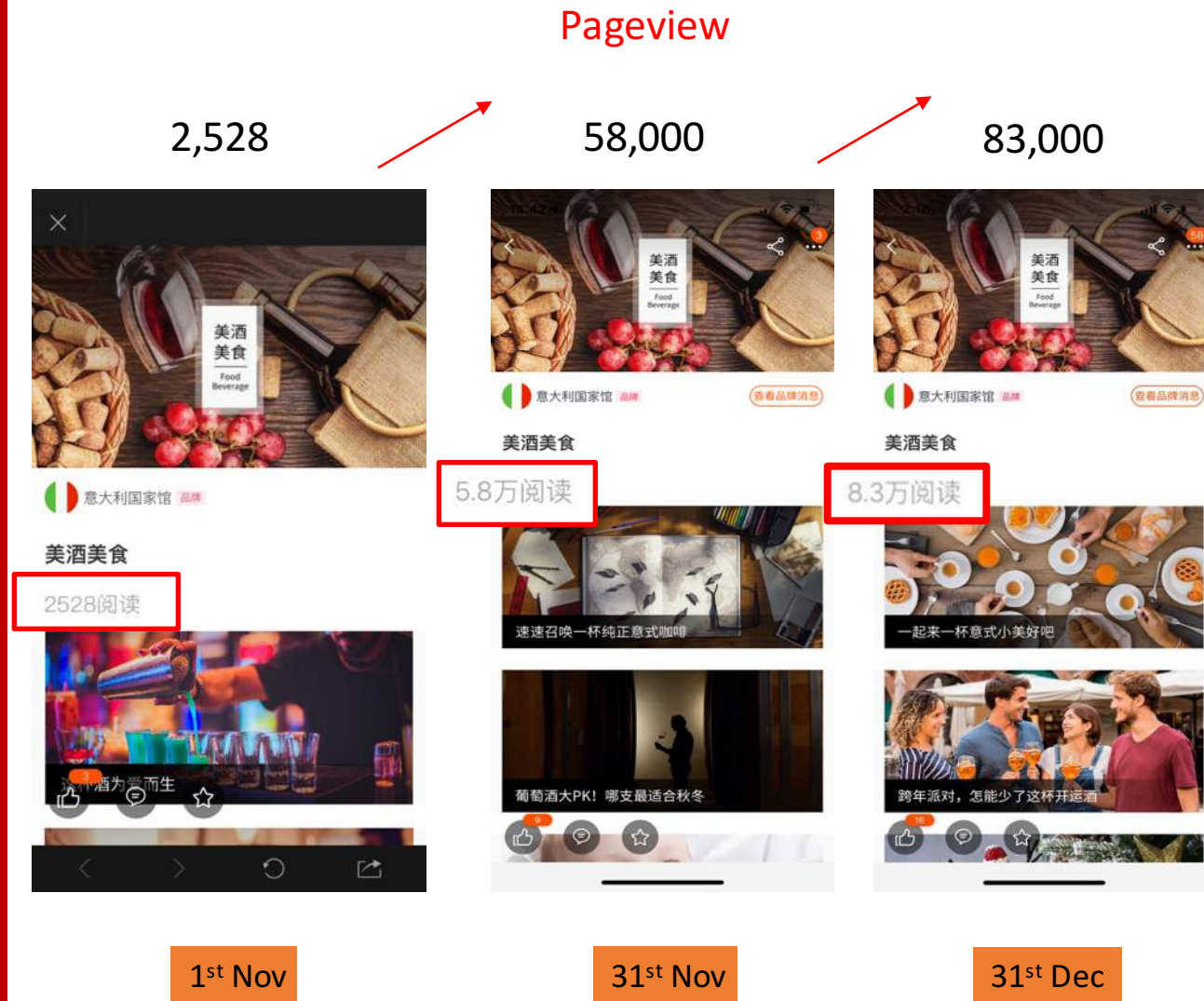
# Overall Media Exposure



We saw an increase in exposure on September and November due to our major campaigns being strategically placed so as to coincide with 909/11.11

# Italian Country Hub

- Highest number of readership recorded across the different segments on this platform with **2766%** more page views.
  - We have seen a **3283%** increase in readership after our OTV opening screens and Online TV media promotions





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Media Channel

# APP OPENING SCREEN

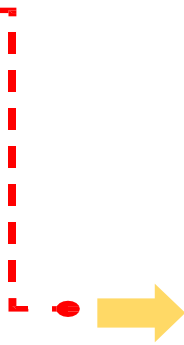
Oct & Nov

Total Exposure: 5,668,610

# APP Opening Screens



APP Opening Screen



Landing Page: Tee Mall Italian Country Hub & JD



# APP Opening Screen Ads



DragonFly FM

Ji Lu You

Baidu Video

MeiYou

Tencent News

DuoGuo Food



We have put out two different versions of the 5 sec ads for both months.

**No. of Views**

曝光量

**5,668,610**

**Click**

点击数

**75,266**

Our **53,846** initial estimated click for Oct and Number has been surpassed by a total of **75,266** clicks. This has led to a click finish rate of **139.7%**.

# APP INFORMATION FLOW AD

Sept

Total Exposure: 10,374,682

# Platforms of APP Ads



Qingting FM



Home of automobile



Duoguo Food



Himalaya  
FM



Tencent News



YiDian News



Jinri Toutiao



Zhihu



Moji Weather



Meiyou



Hand Read



Baidu

# Information Flow Ads Screen Shot



Duoguo Food



Meiyou



Moji Weather



Zhihu



YiDian News



In Sept, we have surpassed our initial estimate of 141,548 clicks with 147,127 total clicks.  
This has given us a click finish rate of 103.94%

# ONLINE TV ADS

Sept, Nov & Dec

Total Exposure: 17,968,522

# Online TV Ads



Youku



IQIYI



Tencent



PC



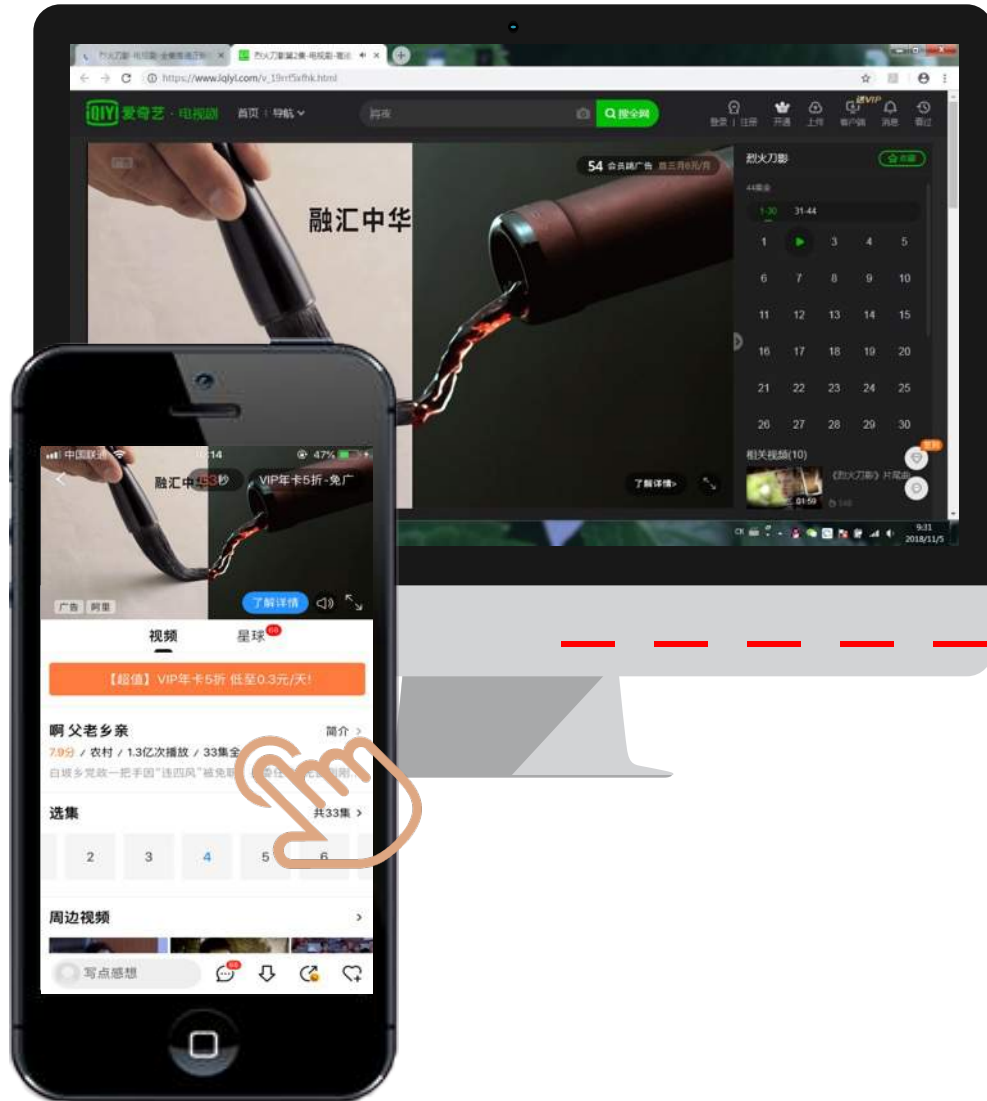
MOB

4 Online Video  
15s Pre-rolls

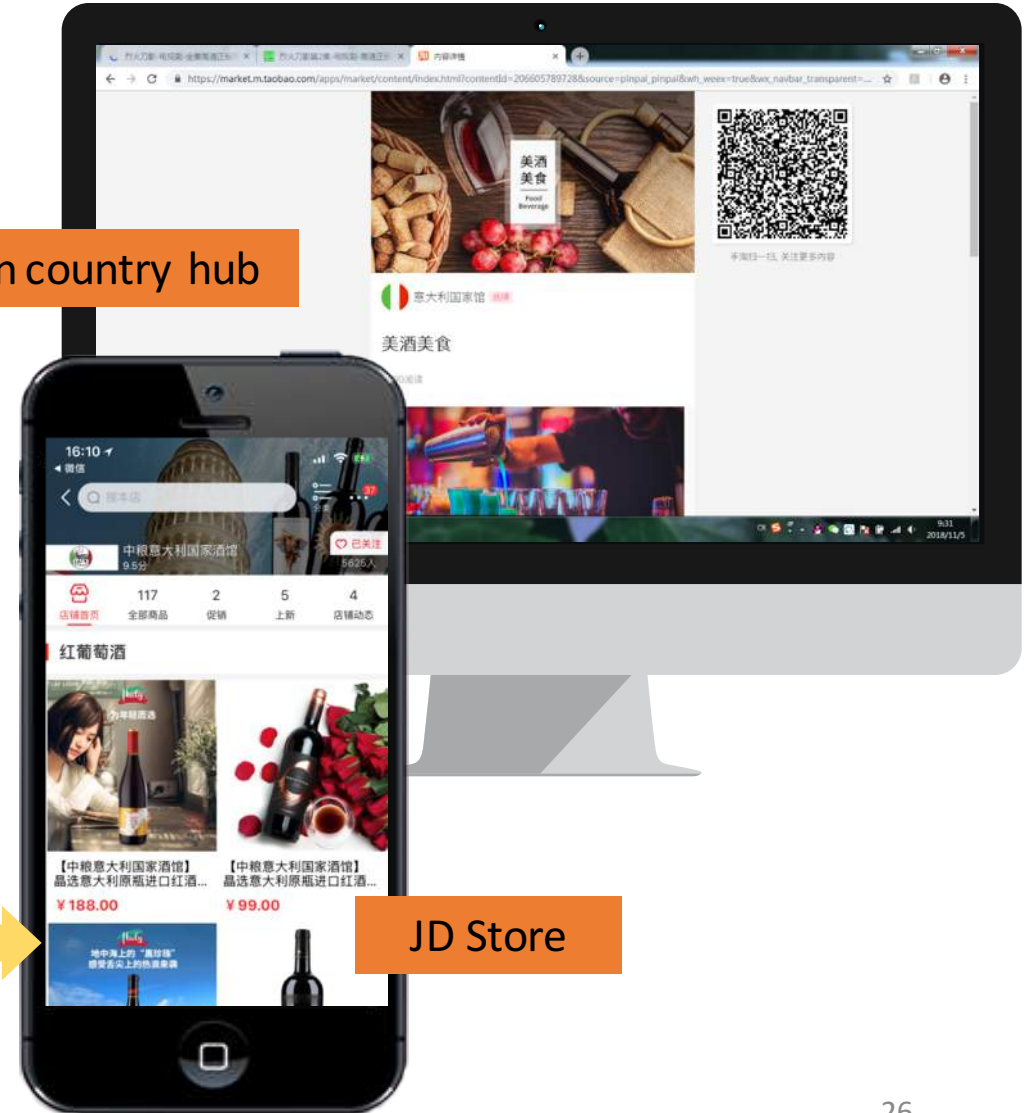


15s Pre-rolls **Video**

# Online TV Ads Landing Pages



TMALL Italian country hub



JD Store



The actual no. of clicks for Sept and Nov exceeded our initial estimate of **176,648** with a total of **273,532** clicks. This gave us a click finish rate of **154.8%**

# SMART TV ADS

Nov. & Dec.

Total Exposure: 8,410,866

# Smart TV Ads



ITA 15 seconds ad would be broadcasted when TCL, Skyworth, Konka and ChangHong Smart TV is turned on

# Smart TV Ads Media Platform



This advertisements would be displayed when our consumers watch a video on this APP platform from their smart TV.

# Smart TV Data Overview

**8,410,866**

Total Impression

We advertised on 4 smart tv platforms and have surpassed out initial estimate of 8,012,500 impressions with 8,410,866 total impressions in November. This gave us an impression finish rate of 104.9%.

# WECHAT OFFICAL ACCOUNT BANNER

Oct

Total Exposure: 5,783,353

# WeChat Banner Ads



WeChat banner

Total Viewership **27,122**

## Landing Page



1<sup>st</sup> Article  
Date : 1 Oct – 7 Oct  
Viewership : 9,783



2<sup>nd</sup> Article  
Date : 8 Oct – 14 Oct  
Viewership : 10,065



3<sup>rd</sup> Article  
Date : 15 Oct – 20 Oct  
Viewership : 7,247

**No. of Views**

曝光量

**5,783,353**

**Click**

点击

**38,777**

In October, Our initial estimated click of 34,043 has been surpassed by a total of 38,777 clicks. This has led to a click finish rate of **113.91%**

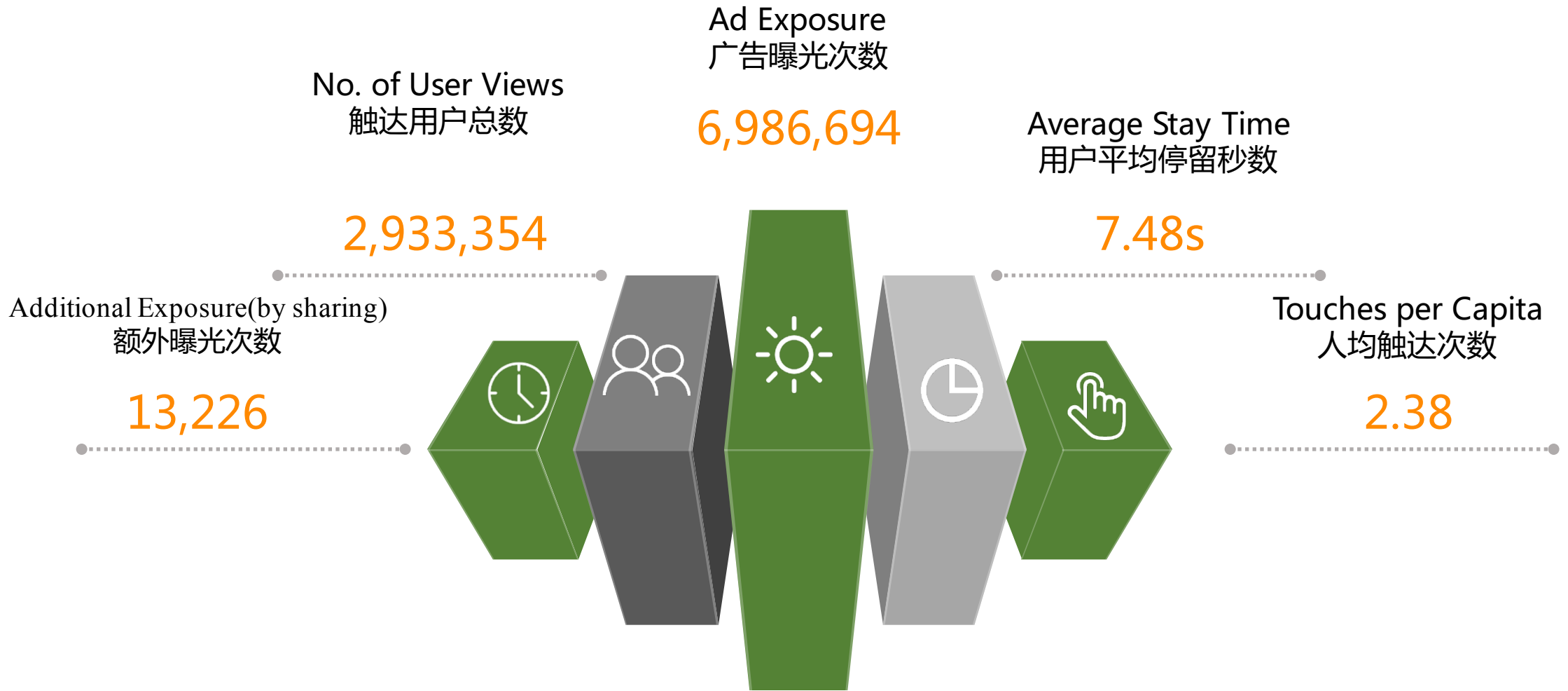
We saw an increase in impressions by 27,122.

# WECHAT MOMENT ADS

Sept

Total Exposure: 6,986,694

# WeChat Moments Ads



# WeChat Moments



6 seconds  
preview

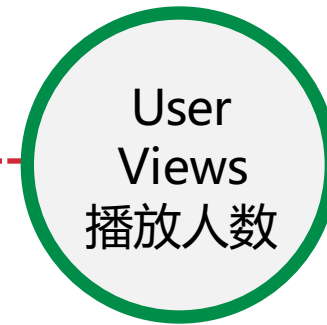


Canvas



90 seconds  
video

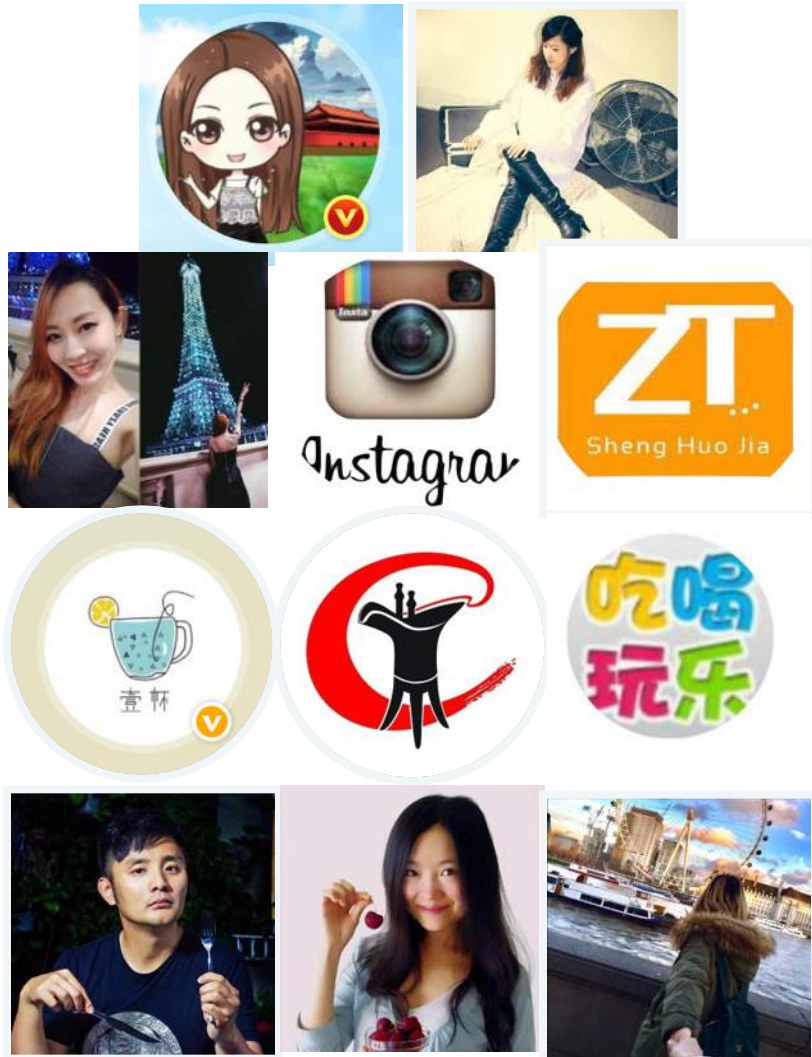
28% of viewers finished watching the short video.  
针对外层小视频, 28%的用户完整观看了



# SOCIAL MEDIA

Sept, Oct, Nov, Dec

Total Exposure: 9,930,720



## KOL

We have partnered with 11 KOLs in total across 3 different social media platforms that garnered more than **9,930,720** page views in total for September, October, November and December.

## KOL Platforms

We have partnered with KOLS such as Liu Xiao Yang Yaka, Nicole's Life Book, Play Instagram, Tasty Millet, Yibei and Eat, Drink and Play Beijing on Weibo. Admirer of Life, Miss Mina Sauce, CADA and Eat, Drink and Play on Wechat and Sylvia- on xiaohongshu.



# Social Media Screenshot

这视频拍得太精彩了，看到意大利的风采，博主喜欢喝红酒吗？什么牌子的可以跟我们分享一下吗？？我平时也喜欢喝红酒呢

## English Common Translation:

This video is really amazing, could you share with me your favourite brand of wine.

真正独一无二的特色——红酒。

## English Common Translation:

Wine is the unique characteristic of Italy

意大利本来就是一个充满浪漫色彩的国家，高大上的建筑物，世界闻名的葡萄酒。让人去了一次还想去第二次，很怀念

Common English Translation : Italy is a romantic country. Tall buildings and world famous wine make people go and want to go a second time.



# TRADE MAGAZINE

Sept, Oct, Nov, Dec

Total Exposure: 180,000



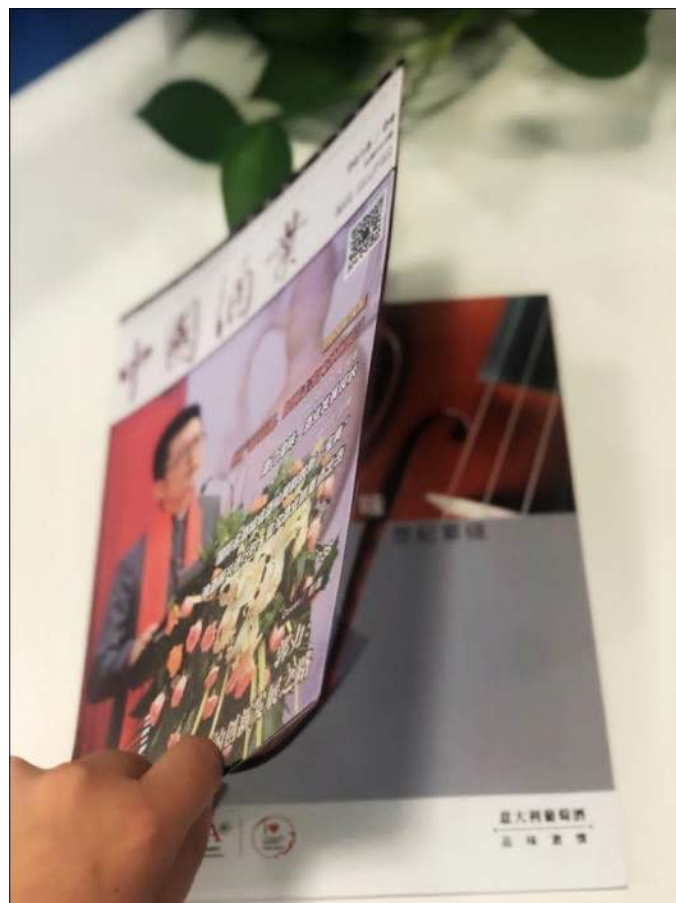
We have circulated **180,000** copies of 4 issues in 2 magazines in total which includes our advertisements on the title page of the Sept, Nov and Dec issue of China Wine and Wine in China, and a special issue Wine in China Magazine which features 101 pages showcasing Italian wine. These issue also includes an interview with the director and coordinator of the Italian Trade Agency(ICE). All 180,000 copies of the magazines has been sold out

# China Wine

Sept 2018

Location: title page

Circulation: 70,000



# Wine in China

Oct 2018

Location: Special Issue 101 pages

Circulation: **20,000**

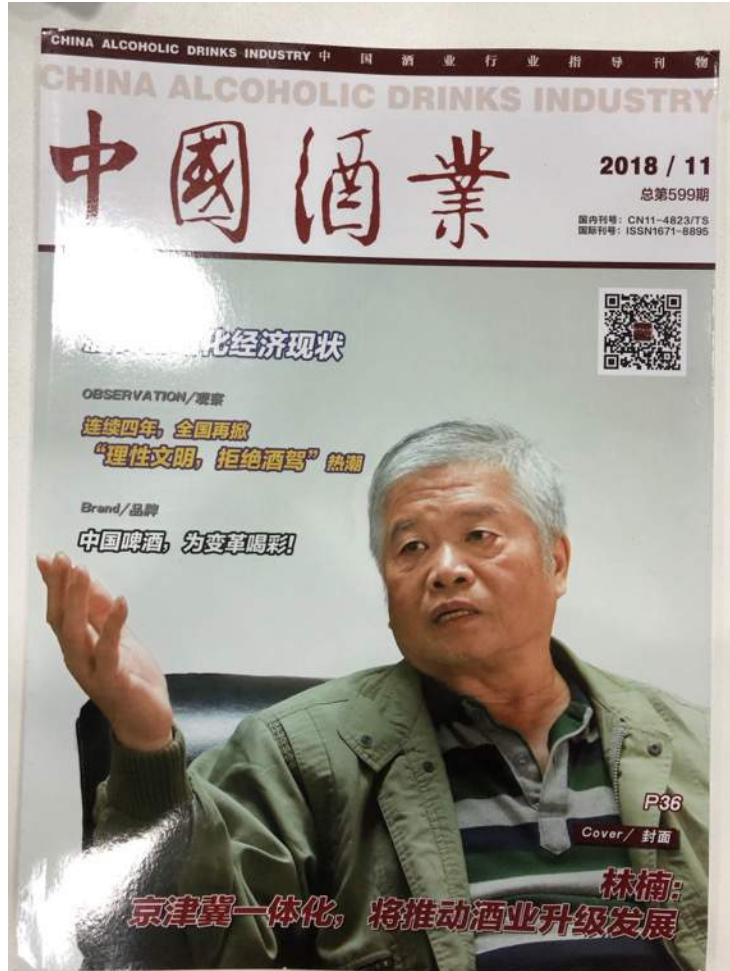


# China Wine

Nov 2018

Location: title page

Circulation: 70,000

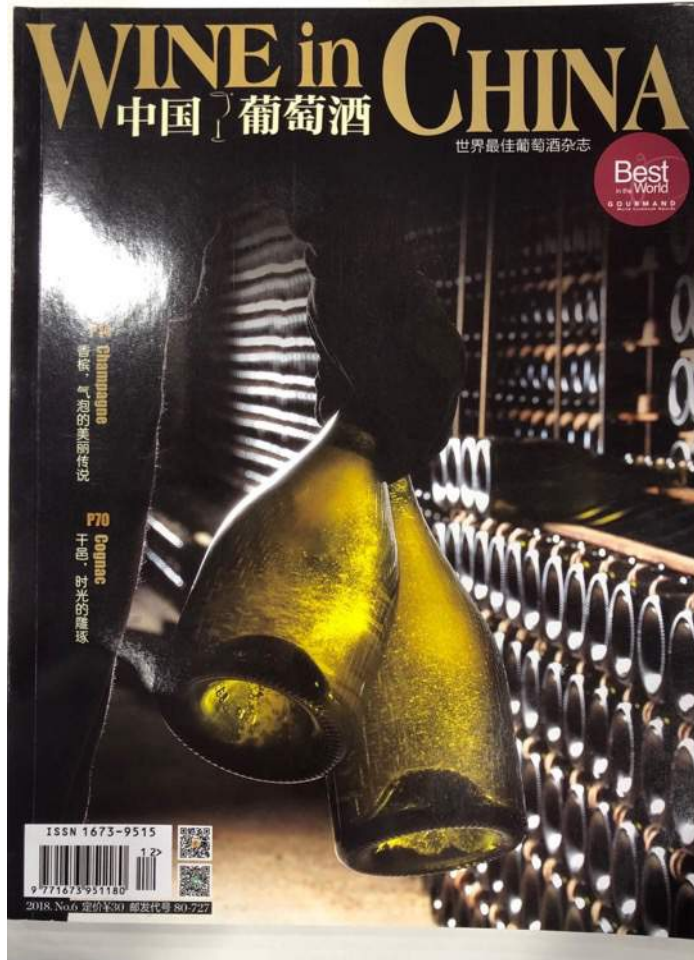


# Wine in China

Dec 2018

Location: title page

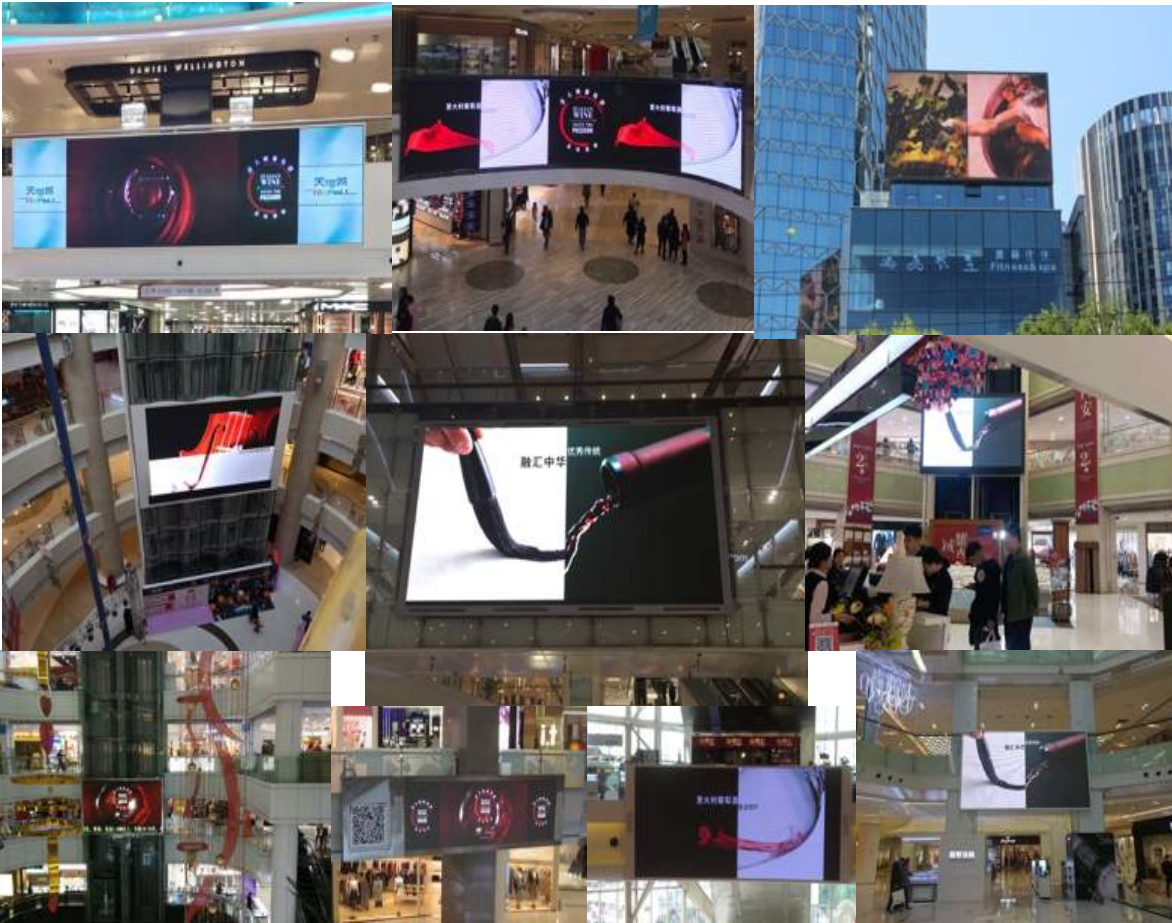
Circulation: **20,000**



# OOH LED MEDIA

Sept & Nov

Total Exposure: 35,580,000



We have our advertisement broadcasted on Beijing Sanlitun Outdoor LED screen in September for a week. In November, we have also broadcasted our advertisements in 10 malls across 7 cities in China. By advertising on this platform, we have reached 35,580,000 in impressions

# OOH LED Media

Sanlitun Outdoor LED

2018.09.07-2018.09.13 **8,400,000** footfall traffic/week



# OOH LED Media

Beijing Chao Yang Joy City LED

2018.11.01-2018.11.30 **2,040,000** footfall traffic/month



# OOH LED Media

Beijing Capital Mall Crystal LED

2018.11.01-2018.11.30 **1,360,000** footfall traffic/month



# OOH LED Media

Shanghai Raffles City LED

2018.11.01-2018.11.30 **3,160,000** footfall traffic/month



# OOH LED Media

Shanghai Joy City LED

2018.11.01-2018.11.30 **1,960,000** footfall traffic/month



# OOH LED Media

TianJin Nan Kai Joy City LED

2018.11.01-2018.11.30 **1,200,000** footfall traffic/month



# OOH LED Media

Nanjing Huanyu City LED

2018.11.01-2018.11.30 **1,280,000** footfall traffic/month



# OOH LED Media

Qingdao Harmony Plaza LED

2018.11.01-2018.11.30 **860,000** footfall traffic/month



# OOH LED Media

Guang Zhou Ming Shen Plaza LED

2018.11.01-2018.11.30 **2,720,000** footfall traffic/month



# OOH LED Media

Guang Zhou Tee Mall LED

2018.11.01-2018.11.30 **11,700,000** footfall traffic/month



# OOH LED Media

Xi An Century Ginwa LED

2018.11.01-2018.11.30 **900,000** footfall traffic/month





# 4

## Conclusion

# Conclusion

- The total number of impressions garnered from both online and offline media in these 3 months totaled to **107,870,322**
- All of our digital media have exceeded our initial estimated amount (APP Opening Screen ads – **5,668,610**, APP information flow ads – **10,374,682**, OTV Ads – **17,968,522**, Smart TV ads – **8,410,866** and Wechat Official Banner - **5,783,353** )
- APP Ads: The total exposure garnered for Information flow ads is **10,374,682** and the total number of clicks is **147,127**. While the Opening screen has an actual impression of **5,668,610** and the actual clicks are **75,266**
- WeChat Banner Ads: The actual impression is **5,783,353** and the actual clicks are **38,777**.

# Conclusion

- Online TV & Smart TV: The total exposure garnered for Online TV is **17,968,522** and the total number of clicks is **273,532**. While Smart TV ads has an actual impression of **8,410,866**.
- WeChat Moments: **6,986,694** impressions in total. The social attribute of WeChat Moments has also brought in **13,226** additional exposure.
- The 11 KOLs have garnered **9,930,720** page views collectively
- We have circulated **180,000** copies of magazines which includes a special issue magazine that features 101 pages of Italian wine. All copies of the magazines have also been sold out.
- We garnered **35,580,000** impressions from our OOH LED Screen Advertisements

# S

**STRENGTH**

We have garnered a high number of exposure which exceeded our initial estimations due to the wide media coverage we have, especially on online media platforms

# W

**WEAKNESS**

Even though our ads has a high visual impact on our consumers, we do not have enough consumer engagements from experiential marketing and offline activities.

# O

**OPPORTUNITY**

We can utilise the advancement in E-commerce in china such as new retail which includes JD Italian Wine Store and Tmall Italian Country Hub. We can increase offline activities to allow consumers to experience the products.

# T

**THREAT**

As the advertising place in China is very competitive with a lot of advertisements from different brand. This would dilute our advertising effectiveness. We suggest zooming in on our target audience for a more segmented advertisement platform or more attractive advertisement to captivate the audience attention

A photograph of two hands holding wine glasses in a toast. The background is a blurred town with buildings and a body of water. The word "Thanks." is overlaid in the center in a white font with a green dot on the letter 'a'.

Thanks.



长按二维码  
爱上意大利葡萄酒

