



MASOTTINA WINES PRINT PAGE CREATIVITY

Deadline: 29.08.2010 23:59 GMT

Brand: Masottina
Sector: Alcohol & Tobacco
Country: Italy

Category: Specific Creation; Specific Creation : Concept Development; Above The Line : Internet, Print; Design : Web
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Budget: \$1 760
Status: Closed
Language of Solutions: Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Masottina

Founded in 1946, M. is a family winery located in the Conegliano-Valdobbiadene area. The vineyards (60 hectares) fall within the Prosecco DOCG zone. It is headquartered in Conegliano. A continuous search for the best quality led M. to become an important reality and leader on the Italian and international wine-business scene. M. produces 1,500,000 bottles sold in more than 40 countries. M.'s wines are widely appreciated and have won important international awards.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

- Creation of an advertising page to raise awareness of the Brand with an **incisive message that characterizes and captures the essence of the Brand and creativity that emphasizes its personality.**

We want to stress that we are seeking creativity focused on the brand that departs from the classic/traditional winery pages, for example: classic vineyard/product photo with winery phrase/story and logo.

FORMAT: classic A4 running vertically and with adaptation for a possible double page.

3 Step Target Audience

[who should you influence ?]

Italian consumers who associate wine with status and are seeking quality (Wine Lovers) with attention to the price, which does not, however, play a determining role in the choice of the product.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The target must understand:

- Masottina is the historic brand (since 1946) of a family that has been making wine for 3 generations, known within the wine-making community at an international level, even if, up to now, its promotion has been entrusted primarily to word-of-mouth and the quality of the product.
- Masottina has excellent quality DOC and DOCG products that it produces in the Conegliano-Valdobbiadene, a prestigious area with a unique vocation for wine-making.
- Masottina's headquarters are in Conegliano, and art and wine city and the home of the first wine-making school in Italy.

The target must:

- discover the **AUTHENTIC** Prosecco that comes from the area where it originated and developed and that has all the typical characteristics of Conegliano Valdobbiadene DOCG Prosecco Superiore;
- consume the products;
- increase consumption at the points of sale where the target purchases;
- increase awareness of the products and Brand through word-of-mouth and other forms of direct communication.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Masottina

A) has total control of its production chain:

1. Choice of the best soil with the greatest vocation for growing grapes
2. Harvesting and selecting the best grapes
3. Quality wine-making that exclusively uses the "mosto fiore" (flower of the must for superior quality)
4. The sparkling wine process takes place slowly and at a low controlled temperature.
5. Choice of the best materials for bottling and packaging completely controlled by Masottina with tracking of every bottle produced.
6. International certification under the ISO 9001:2008 standard, the International Food Standard (IFS), the BRC Global Standard-Food and Organic Certification under EEC regulations 834/07 and 889/08.

B) Third-generation family business

1. A family that, motivated by passion and constant research to improve its products, processes grapes and wines with tradition and skill.

6 Step Character

[what are the features that define the personality of the Brand ?]

Masottina is:

- AUTHENTIC
- COMPETENT, VERY ATTENTIVE TO THE PRODUCT
- RELIABLE
- FAMILY/TRADITIONAL
- HISTORIC

7 Step Media Plan / Placement

[where will your work appear?]

Campaign launch Winter 2010/Spring 2011

- Specialized periodicals (wines and liquors) - Italian and international;
- Wine and food periodicals - Italian;
- Consumer periodicals - Italian;
- Daily newspapers - Italian;
- Web - International.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

All files must be in JPEG or PDF format. The winner must then delivery a modifiable/adaptable executive.

The attachments are purely indicative to give you an idea of the winery and the area.

Obligatory element: logo

an example of creativity is attached to illustrate one type of out-of-the-box creative direction

When choosing materials from picture banks, we ask that you use royalty-free pictures exclusively.

Good work!

M. Marketing Team