



O E N O
L O G I
Q U E .

Promotional Activities
2021

How does the IWSC promote your award?

Winning an IWSC award is the ultimate 3rd party endorsement.

And we can help via

- Year-round social media campaigns across our IWSC and Club Oenologique.
- IWSC e-newsletters promoting your win to a global audience.
- Profiles and videos, published on IWSC and Club Oenologique.
- A selection of winners featured in Club Oenologique magazine.
- All awards listed on our website, with features on top wines and producers.
- Results shared to 3rd party media guaranteeing widespread coverage.
- Winners broadcasted through international press release.



2020/2021

Upcoming IWSC web features

Sept

Sept 1.

Alsace

Sept 7.

Contemporary
gins

Sept 14.

Grenache

Sept 21.

Worldwide
single malts

Sept 28.

Vodka

Oct

Oct 5.

Cocktails /
flavoured
pre-mixed
spirits winners

Oct 12.

Liqueurs

Oct 19.

Champagne

Oct 26.

Central &
Eastern
Europe

Nov

Nov 2.

Vegan wines

Nov 9.

Spain

Nov 16.

Brandy from
around the world

Nov 23.

Chile

Dec

Dec 7.

Conegliano
Valdobbiadene
Prosecco
Superiore

Dec 14.

Italy

Dec 21.

Fortified

Dec 28.

Sparkling wines

Jan

Jan 4.

Non-alcoholic
wines and
spirits

Jan 11.

Austria

Jan 18.

Australian
wines and
spirits

Jan 25.

Rosé

Feb

Feb 1.

Portugal

Feb 8.

Chinese wines
and spirits

Feb 15.

New Zealand

Feb 22.

Shochu &
Japanese
wines

Mar

Mar 1.

Biodynamic
& organic

Mar 8.

North
America

Mar 15.

Irish whiskey

Mar 22.

Riesling &
Germany

Mar 29.

Rum

Apr

Apr 5.

London
Dry Gin

Apr 12.

Argentina

Apr 19.

English
whiskies

Apr 26.

South Africa

May

May 3.

Mexican
spirits &
Sauvignon
Blanc

May 10.

Worldwide
whiskey

May 17.

Canada

May 24.

Chardonnay

May 31.

Cognac

We offer bespoke digital sponsorship opportunities for promoting your win digitally.

6500 +

subscribers to our IWSC newsletter

1.2 million

website page views a year

15 000

copies of Club Oenologique magazine

40 000 +

social media reach

500

wine and spirit influencers

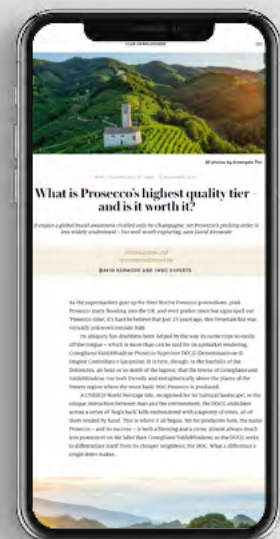
Social media post + boost

- Post on @ClubOenologique and @TheIWSC Facebook and Instagram channels
- Paid for boost of post reaching 100,000 wine or spirit enthusiasts on Facebook
- Paid for boost of post reaching 100,000 wine or spirits enthusiasts on Instagram

Social media post with iwsc expert + boost

- A snackable video of an IWSC expert talking about your award for Social Media
- Post on @ClubOenologique and @TheIWSC Facebook and Instagram channels
- Paid for boost of post reaching 100,000 wine or spirit enthusiasts on Facebook
- Paid for boost of post reaching 100,000 wine or spirit enthusiasts on Instagram

We offer bespoke digital sponsorship opportunities for promoting your win digitally.



Sponsored article with dedicated social media campaign + 60-second video

- Sponsored article with dedicated social media campaign + 60-second video
- Sponsored article written by in house team and published on Club Oenologique website
- A 60-second video of an IWSC expert talking about your brand
- Article promoted organically on all Club Oenologique and IWSC social media channels: Twitter, LinkedIn, Facebook and Instagram
- Post on @ClubOenologique and @TheIWSC Facebook and Instagram channels
- Paid for boost of post reaching 100,000 wine or spirit enthusiasts on Facebook
- Paid for boost of post reaching 100,000 wine or spirit enthusiasts on Instagram

Digital Live Event Opportunities

Live Event for Consumer and/or Trade

- 1 hr Zoom webinar with panellist (IWSC judge(s) & producer)
- 6× IWSC award winners and decanted into tasting sample packs*
- Paid for social media campaign on Facebook and Instagram guaranteeing a minimum reach of 200,000
- Trade registrations or/and sales of wine packs to consumer attendees
- IWSC wine judge “influencer” campaign - all judges promote event via their own Social Media channels
- Promotion of event in two weekly Club O E-newsletters (consumer) and/or IWSC (trade)
- Video recording posted on our website and copy sent to you for your own promotional purposes, such as social media posting or sending to global trade.

Reach

- 8,000+ Reach across social media channels and E-Newsletter
- Additional reach from IWSC Judges promoting live event via their own channels
- 200,000+ Guaranteed reach for paid for Social Media campaign and/or IWSC (trade)
- Video recording posted on our website and copy sent to you for your own promotional purposes, such as social media posting or sending to global trade.

**Wine/Spirit sample and delivery costs to IWSC warehouse are assumed by partner.*

Wine/Spirit sample vessels, box design and delivery costs assumed by IWSC.

Connect with us

Sales & Events:

Veronique de Freitas - veronique.defreitas@iwsc.net

Silvia Rizzo - silvia.rizzo@iwsc.net

Or reach us by telephone at +442081546989 or email at info@iwsc.net

Find us

Our websites:

www.iwsc.net

www.cluboenologique.com

Find IWSC on *Instagram, Twitter, Facebook* and *LinkedIn* with **@theiwsc**

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