



## CLIENT

Wine Growers Nova Scotia

### ABOUT THE CAMPAIGN

The wine and grape industry is one Nova Scotians should take pride in. The hard work and passion of local vintners and farmers have helped build an industry that significantly contributes to the province of Nova Scotia. Creating good quality jobs in rural and urban Nova Scotia, Nova Scotia wineries, and wine regions are world-class tourism destinations that ultimately contribute to a growing and diverse economy.

Wine Growers Nova Scotia created an eight-week awareness campaign to educate Nova Scotians and policymakers about the wine and grape industry's value to the provincial economy. The campaign calls on all Nova Scotians to support the sector to continue to grow Nova Scotia, one vine at a time.

The campaign is currently running and includes a link building campaign, media buying for digital ads, media relations, a new website landing page, creation of infographics, social media, digital advertising on Twitter, Linked In, Facebook, Instagram, and influencer marketing.

### WE APPLIED

- Strategy
- Campaign Management
- Graphic Design
- Website Landing Page
- Digital Advertising
- Content Creation
- Social Media Management

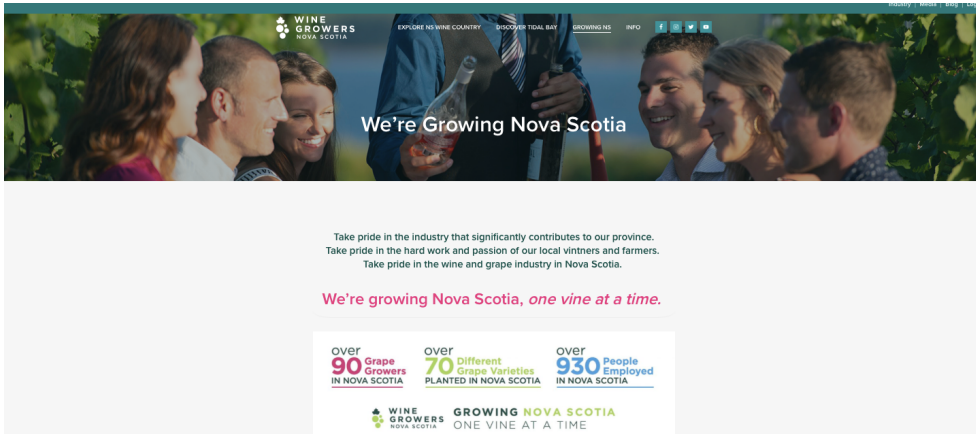
The campaign slogan was created by VMG and used on graphics, digital ads, social media, and the website.

### KEY INITIATIVES

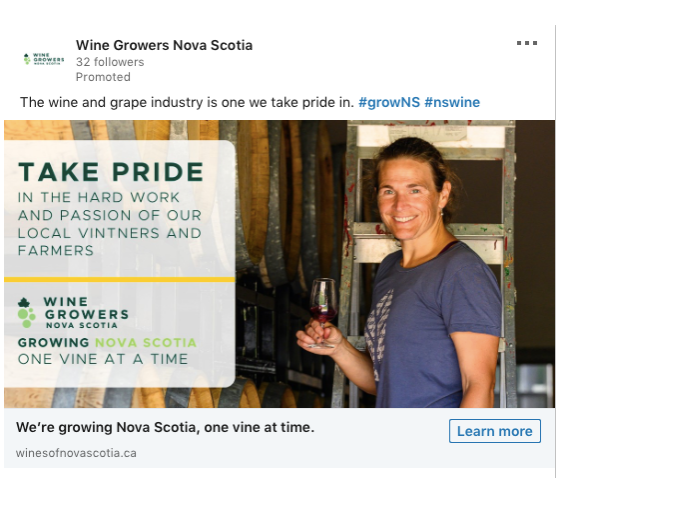
- Ambassador Program composed of six content creators from across Atlantic Canada.
- Digital Marketing Campaign Concept Creation and Implementation
- Management of digital advertising, social advertising and Google Ad Word campaign.
- Social Media Management and Implementation.

# CAMPAIGN CREATIVE EXAMPLES

## Campaign Landing Page



## Digital Ad



## Graphic Design



## Social Media Posts

