

IMAGERY[®]

broaden your palate[™]

**#1 NEW BRAND IN TOTAL US 2019 &
#1 NEW BRAND IN 6 MAJOR CHAINS***

Introducing a new Twist on Augmented Reality

IMAGERY AUGMENTED REALITY

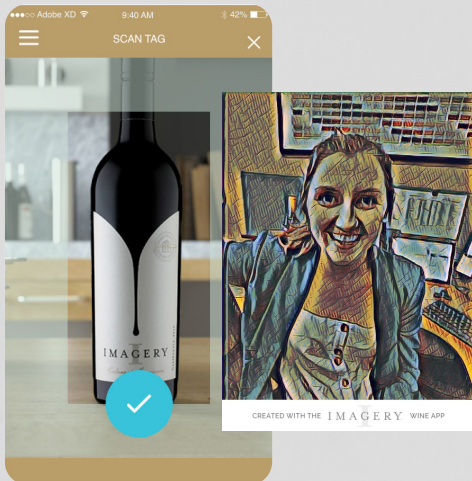
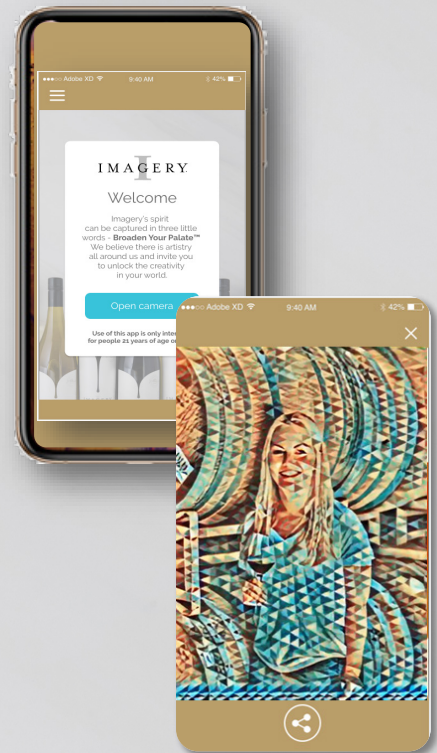
CREATE VIDEOS AND PHOTOS WITH CUSTOM ART FILTERS &
TRANSFORM YOUR WORLD INTO SOMETHING ARTFUL.

FUN, EASY AND HIGHLY SHARABLE,
IMAGERY AR(tistry) BRINGS ARTISTRY INTO EVERYDAY LIFE.

PERFECT PLATFORM FOR IMAGERY

CREATIVITY & DISCOVERY DRIVE EVERYTHING WE DO
FROM UNUSUAL BLENDS TO OUR LEGACY OF ARTISTIC LABELS.

OUR AUGMENTED REALITY ALLOWS YOU TO EXPLORE
YOUR INNER ARTIST & SHARE YOUR CREATIVE SIDE.



IMAGERY AR(tistry) DRIVES SALES

- REQUIRES BOTTLE TO ACTIVATE STIMULATING SALES
- REINFORCES UNIQUE BRAND ATTRIBUTES
- ARRAY OF FILTERS DRIVES REPEAT USE
- HIGHLY SHARABLE CONTENT DRIVING BRAND AWARENESS
- VIDEOS/PHOTOS SHOT IN STORE CREATE EXPOSURE FOR ACCOUNT
- CUSTOMIZABLE SWEEPSTAKES

*US X AOC TOTAL WINE NIELSEN'S 5/19/19

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SCAN THE BOTTLE LABEL OR LOGO TO ACTIVATE



MARKETING SUPPORT

In store:

- CASE CARD
- NECKER
- ON PREMISE COASTER

Consumer Engagement

- IMAGERY TASTING ROOM VISITORS
- PRESS RELEASE & SAMPLE MAILING
- SOCIAL MEDIA & YOUTUBE ADS

