



TASMANIAN WINE DIGITAL MARKETING CAMPAIGN EXPRESSIONS OF INTEREST INVITED SEPTEMBER 2020

Wine Tasmania invites expressions of interest from marketing and communications agencies or exceptionally skilled digital marketers to develop a digital marketing campaign to amplify the Tasmanian wine story. The differentiated Tasmanian wine story has already been developed and articulated, and a partner is now sought to widely share and broadcast this unique story to targeted national audiences.

TASMANIA & TASMANIAN WINE

The Tasmanian wine sector is making waves around the world, rightly recognised for the premium quality and value of its wines, crafted by this unique island and our producers. Tasmania's wine production may be small, producing less than 1% of Australia's annual wine, but it contributes 4% of its total value.

Our wines and wine grapes are in high demand and attain some of the highest prices in the country. Tasmania is best known for its sparkling wines, Pinot Noir, Chardonnay and Riesling. A host of other grape varieties are finding their place in the island's diverse landscape, with producers constantly innovating, experimenting and exploring every opportunity.

It's riskier and more expensive to grow grapes here in Tasmania than anywhere else in the country. We talk about "high risk, high reward" - when it comes to grapes, great risks are rewarded in the outstanding quality of the wine. It's a long game and takes a certain kind of person - a person that is obsessed by detail and pursuing only the very best, energetic, relentless, uncompromising, living life to the fullest and with an essential sense of humour and pragmatism. A little bit crazy. Those seeking an easy life, a quick buck, fame or glory best look elsewhere.

We're in a cool climate (by latitude, not altitude), a highly variable climate, with no two seasons (or wine) ever the same. We're buffeted by winds from all directions, battling rain, frosts, fires, droughts, pests and diseases and whatever else gets thrown our way.

All of these challenging and typically Tasmanian factors, combined with our talented wine producers, result in a wine offering that is both exceptional and very different to what is offer from 'mainland' Australia.

Tasmania has only really been growing grapes for about 60 years - and we're just getting started.

WINE TASMANIA

Wine Tasmania (www.winetasmania.com.au) is the peak, not-for-profit body representing the island's wine producers, supported by voluntary membership. Our key role is to promote Tasmania's wine, its producers, growers and makers, and to offer professional support and representation of their interests, with a collaborative goal of encouraging and growing top quality and sustainable wine production.

Wine Tasmania has two distinct audiences:

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- (1) the public, to whom we promote the sector, encourage to purchase and preference Tasmanian wine wherever they may be around the country and world (noting 95% of our wine is sold domestically), as well as inspire them to travel to Tasmania and its cellar doors.
- (2) Tasmanian wine producers, who we represent, support and rely upon for membership income.

109 of the island's wine producers have chosen to be Wine Tasmania members, representing a wide range of wine business models, sizes, locations, ages, styles and personalities. We are proud that they value and choose to support us and are also proud of their individual and collective achievements.

TASMANIAN WINE DIGITAL MARKETING CAMPAIGN

The Tasmanian Wine Story unites the state's wine producers. Wine Tasmania has focused on developing, defining and articulating this over the past six years. This Tasmanian story has been told through Wine Tasmania's events, collateral and across our communication channels - media releases, digital channels and, indeed, whenever we talk to anyone. The story has been developed with and for our wine producers - it's their story for them to use, adapt and adopt when they tell their own individual Tasmanian wine story.

It's time now to tell this story much more broadly, proudly and loudly - albeit to our target audiences with whom we know the story resonates. We don't need to share our story to the world en masse. Tasmanian wine is not for everyone! Our wine is a precious drop, there's not enough to go around even if everyone knew about it and wanted it...

We've developed our story and there are some solid resources and tools ready to go, including a new, very high production video - "Defiance Rewarded". We'd now like to work with a specialist digital agency or individual to broadcast the Tasmanian wine story further and wider.

Aim

To grow the Tasmanian wine story's footprint, engagement and audiences, to encourage targeted audiences to choose Tasmanian wine wherever they may be around the country (with a focus on the Australian mainland), and, when permitted, to visit Tasmania and its cellar doors, with a focus on benefiting Wine Tasmania's members.

Objective

To build on the Tasmanian wine story platform, develop and implement a differentiated, digital marketing strategy - with a focus on launching the Defiance Rewarded video - and against agreed measures of success.

Required Deliverables / Outputs

- 6+ month digital marketing strategy and implementation plan
- Implementation, in collaboration with Wine Tasmania
- A content plan, in collaboration with Wine Tasmania and other stakeholders (Tourism Tasmania, Brand Tasmania)
- Retention of existing Tasmanian wine audience, analysis of new potential audiences (particularly in post COVID-19 environment) - focus on mainland purchasers of high value wines, those with disposable income, past or potential future visitors
- Analysis and recommendations on platforms to use to reach these audiences
- Campaign toolkit for Tasmanian wine producers to participate and grow the audience through their own activities

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- Develop or utilise existing content (see details below)
- With Wine Tasmania, define and agree on measures of success - including the project being successfully delivered, social media engagement and reach, sharing of the Defiance Rewarded video, stories / posts across social platforms
- Campaign /strategy debrief (presentation of outcomes and learnings and post activity recommendations)

Supporting Material, Resources & Information

- Tasmanian Wine Story (commercial-in-confidence - contact Wine Tasmania to access)
- Defiance Rewarded video (confidential until release)
- [Wine Tasmania Strategic Plan](#)
- Wine Tasmania [website](#) and social assets
- Wine Tasmania's [109 wine producer members](#), their websites, collateral and social assets
- VIN Diemen event mainland database (~2,500 people)
- Image libraries - Wine Tasmania (example [here](#)), Tourism Tasmania, Brand Tasmania and Wine Australia
- [Tasmanian Wine Trails publication](#)
- Tourism Tasmania Brand
- [Brand Tasmania](#) toolkit, resources and direct collaboration

Timing

- 29 September 2020: expressions of interest open
- 18 October 2020: deadline for expressions of interest
- 26-27 October 2020: selection panel interviews / presentations
- 30 October 2020: appointment confirmed, contract signed
- November 2020 - April 2021: project undertaken, including progress reporting
- May 2021 (date to be confirmed): final report to Wine Tasmania Board

Desired Competencies / Experience

- Proven track record with the successful completion of similar projects
- Knowledge of digital communications, marketing in premium sectors (not necessarily wine) and place branding
- Knowledge of digital platforms, technologies and effectiveness
- Tourism, viticulture and agribusiness consumer behaviours knowledge beneficial
- Excellent creative writing, presentation and written and visual communication skills and experience
- Preference will be given to Tasmanian-based businesses

Budget

\$25,000-35,000, based on scope of project (please submit initial quote with itemised details where possible).

How do I submit an Expression of Interest?

Send completed expression of interest to:
Sheralee Davies, CEO
Wine Tasmania
Level 5, 29 Elizabeth Street, Hobart 7000
Email: sdavies@winetasmania.net.au

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Expressions of Interest should include:

- Details of your proposed approach to the Tasmanian wine digital marketing campaign
- Response to each of the desired competencies / experience listed above
- Agency competencies and experiences (these can be links to campaigns)
- Itemised financial proposal aligned with each expected deliverable
- Two professional referees / client testimonials

Shortlisted agencies will be invited to present their credentials and a case study to the selection panel.

The deadline for submissions is **18 October 2020**.

Enquiries

Enquiries should be directed to Sheralee Davies, CEO, Wine Tasmania, phone 03 6223 3770 or 0407 004 959, email sdavies@winetasmania.net.au.