

PROMOTIONAL ACTIVITIES

Exclusively for IWSC award winners

2022

"The IWSC is a great platform to benchmark your wines against some of the best, and the coverage you can get off the back of it is incredible."

Langham Wine Estate

"The response to our award from gin drinkers in Finland and further beyond was fantastic, and our sales over the years have grown over five-fold."

Miika Lipiäinen, CEO, Kyrö Distillery

"There are a lot of spirits competitions out there these days. Pretty soon we might even need a competition for the best competitions! If ever such a day arrived, it's a safe bet that the IWSC would take home a 'double gold'."

Brad Japhe, Writer, Frobes

ABOUT THE IWSC

The IWSC has been **tasting and reviewing** the world's finest wine and spirits for **over 50 years**. In that time, it has earned a reputation for innovation and engagement, as well as for unbiased, meticulous and **authoritative judging**.

When the IWSC was established in 1969, under the name **Club Oenologique**, its ambition to bring the **best-in-show** to the attention of **consumers worldwide** made it an industry pioneer.



ABOUT CLUB OENOLOGIQUE

Club Oenologique is an exclusive community dedicated to bringing together the very best in wine and spirits, gastronomy, travel and lifestyle.

With our flagship magazine, website, exclusive Collectors' Club and events, **Club Oenologique** seeks to connect, inform and entertain those who have a shared interest and passion for the world of wine and spirits, and all the things around it.

HOW DOES THE IWSC PROMOTE AWARDS?

IWSC Social Media

Year-round social media campaigns across our trade platform - IWSC and our consumer platform - Club Oenologique.

Social media reach: 60,300+

3rd Party Collaborations with Trade Events

IWSC showcase winning wines and spirits at regional and category tastings.

IWSC Weekly Features

Weekly IWSC features and recommendations on Club Oenologique & IWSC websites.

Page views: 1.2+ million

IWSC Newsletter

IWSC fortnightly e-newsletters promoting winners and award highlights to a global audience.

Subscribers: 13,300+

Producer Profiles & Videos

Bespoke producer profiles and category videos published on IWSC and Club Oenologique.

IWSC Top Lists

All awards listed on our website, with features on top wine and spirits, as well as producers and distillers.

IWSC Dedicated Global PR Campaign

Guaranteed widespread coverage, through international press releases and 3rd party media partnerships.

Global Radio Broadcast

IWSC winners are showcased weekly on "The Drinking Hour" series, broadcast on a the global consumer radio station, Food FM.

Total downloads: 65,000+

SOCIAL MEDIA POST

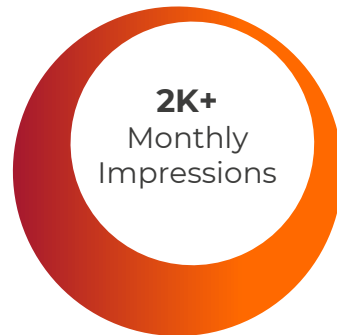
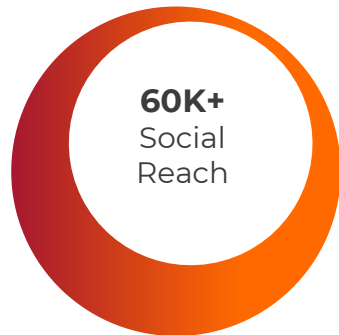
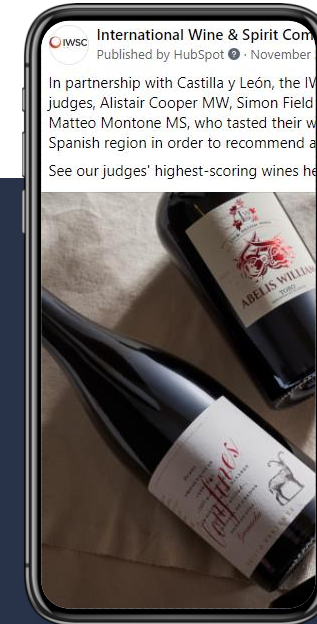
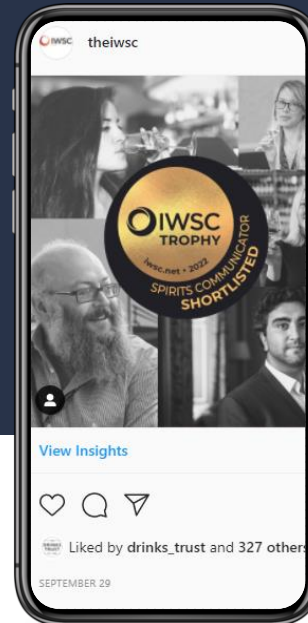
The IWSC are offering the chance to shout about your award- winning wines and spirits.

- One post on @ClubOenologique or @TheIWSC Facebook and Instagram channels
- We will work with you to produce engaging content to share with our followers of wine and spirits enthusiasts
- Generate brand awareness and reach new followers

Price: £1,500

Available for B2B or/and B2C audience

We guarantee a reach of 50,000



EXPERT REVIEW VIDEO

Our judges consist of a mix of wine and spirit experts, such as leading sommeliers and distillers, influencers from every sector of the drinks trade, buyers, importers and distributors.

We will create and produce a bespoke 60-second video featuring one of our experts reviewing your wines or spirits.

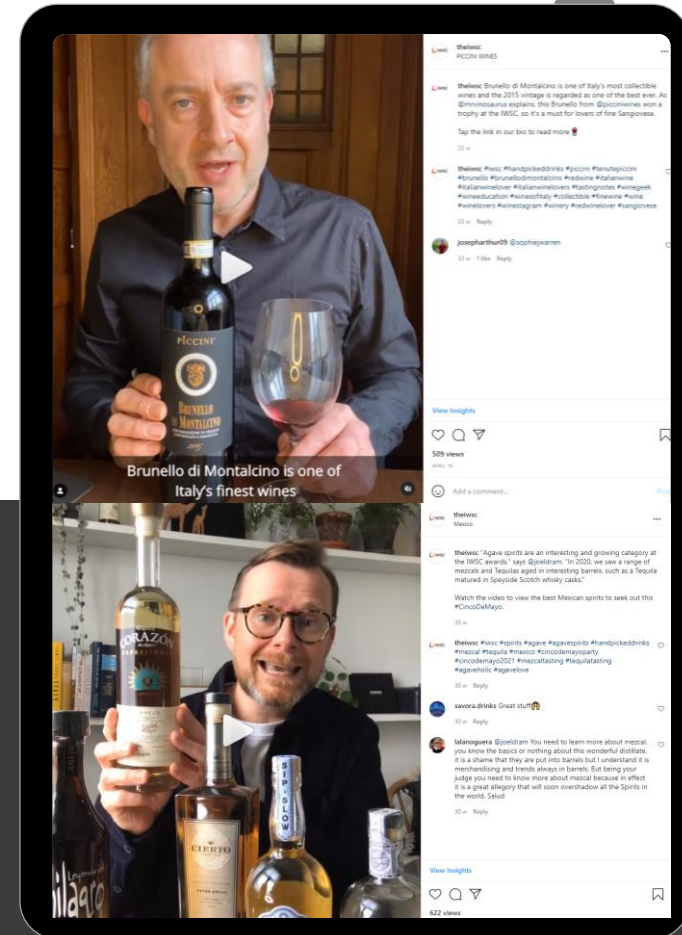
Included in your bespoke video:

- A maximum of 3 of your award-winning wines or spirits showcased by one of our experts
- We will work with you and create a detailed brief, ensuring your key business goals are met
- Our expert will present your brand and the IWSC winning wines and spirits
- We will promote your bespoke video across our social media channels

Price: £2,500

Available for B2B or/and B2C audience

We guarantee a reach of 50,000

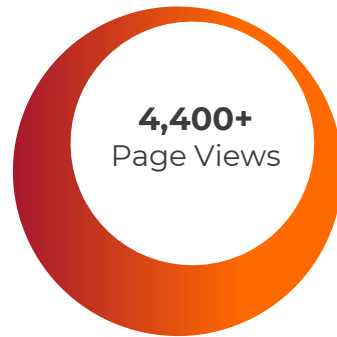
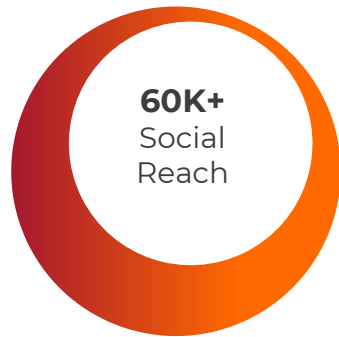
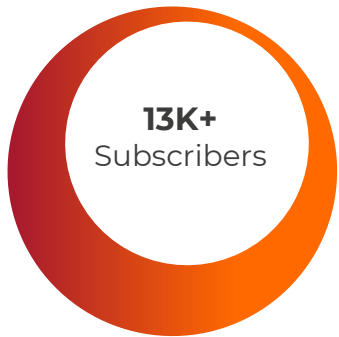
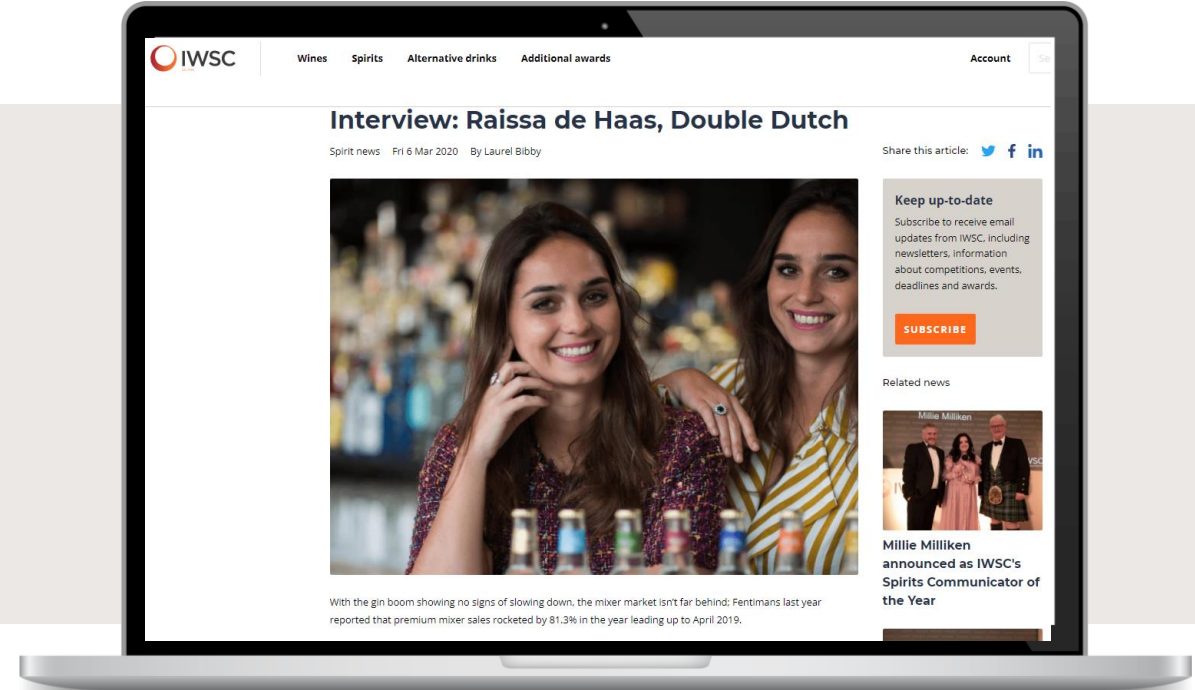


CURATED ADVERTORIAL

Work with one our industry-renowned contributors to curate brand-led content for a bespoke article.

- Your article will be published on Club Oenologique or IWSC website
- Your article will be promoted across our social media channels: Twitter, LinkedIn, Facebook and Instagram
- Your article will be included in our wine or spirits newsletter

*Price: £1,950 for B2B or £2,950 for B2C audience
Available for B2B or/and B2C audience
We guarantee a reach of 50,000*



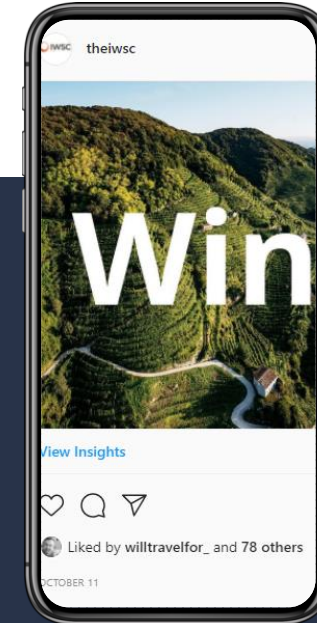
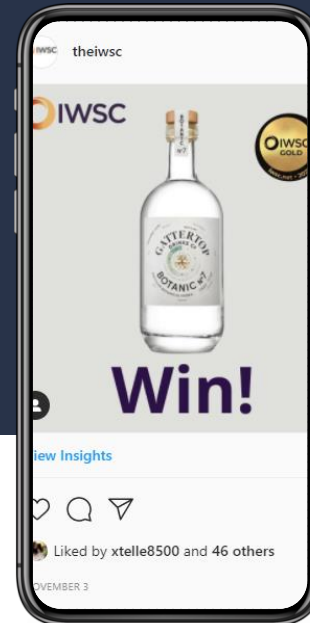
SOCIAL MEDIA GIVEAWAY

Social media giveaways are the perfect way to start an online conversation about your brand, increase your online followers and generate leads. Raise brand awareness of your award winners via our highly-engaged followers.

- Partner with Club Oenologique or IWSC for a social media giveaway of one, or more, of your award winners on Instagram
- Increase your social media followers
- Raise brand awareness amongst wine and spirits enthusiasts
- Reach new customers and generate leads

Price: £750

Available for B2B or/and B2C audience



PODCAST FEATURE

Have your award-winning wine or spirit featured in our weekly podcast “The Drinking Hour: with David Kermode”.

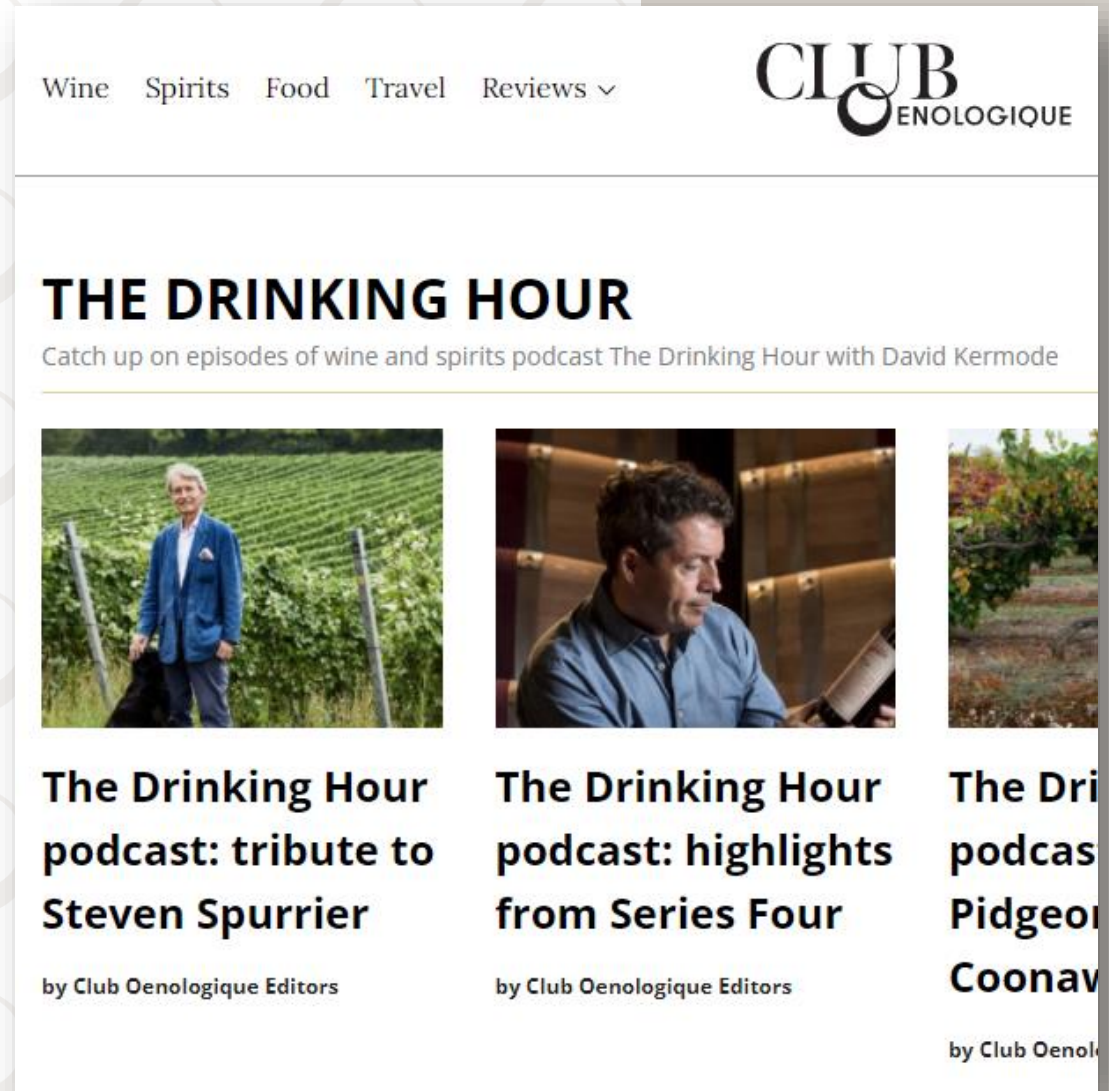
An hour of relaxed, unpretentious, informative and engaging conversation – an indispensable guide to what to drink and why.

- Your featured podcast will be promoted via our social media channels: Twitter, LinkedIn, Facebook and Instagram
- The podcast will be promoted via Food FM social media channels and website
- Your podcast will be published on our website, Club Oenologique: <https://cluboenologique.com/drink-podcast/>
- The episodes can also be viewed on FoodFM's website: www.foodfmradio.com/programmes/the-drinking-hour/

Price: £2,500

Available for B2C audience

We guarantee a reach of 50,000




Wine Spirits Food Travel Reviews ▾

CLUB
ENOLOGIQUE


THE DRINKING HOUR

Catch up on episodes of wine and spirits podcast The Drinking Hour with David Kermode




**The Drinking Hour
podcast: tribute to
Steven Spurrier**

by Club Oenologique Editors



**The Drinking Hour
podcast: highlights
from Series Four**

by Club Oenologique Editors



**The Drinking Hour
podcast: highlights
from Series Four**

by Club Oenologique Editors

www.iwsc.net

DIGITAL EVENT OPPORTUNITIES

Digital Event for Consumer and/or Trade

- 1-hr Zoom webinar with panellist (IWSC judge(s) & producer)
- IWSC award winners decanted into tasting sample packs*
- 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

Price: £3,500

**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.*

Reach

- 52,000+ reach across social media channels
- 9,000+ reach via e-newsletter
- Additional reach from IWSC judges promoting live event via their own channels
- 50,000 + guaranteed reach via paid for social media campaign
- Video recording posted on our YouTube channel for future viewing

BESPOKE DIGITAL SUPPLEMENT

A downloadable digital report about your business and featuring your award-winning wines or/and spirits.

Your digital report will be:

- Featured on the IWSC website
- Promoted on our social media channels: Twitter, LinkedIn, Facebook and Instagram
- Included in one of our wine or spirits newsletter
- Available to you for your own promotional purposes, such as posting on social media or sending to the global trade

Price: £1,500

A minimum of 12 x IWSC winning wines or spirits per report

Available for B2B audience only

We guarantee a reach of 50,000



MARKET INSIGHT SERVICES

We work with a team of high-profile industry ambassadors from around the world that have a deep understanding of the market.

We can help with:

- In-depth analysing to help with development and improvement
- Independent benchmarking
- Identifying target markets
- Road map to successful distribution
- Social media strategy & execution

Price: POA



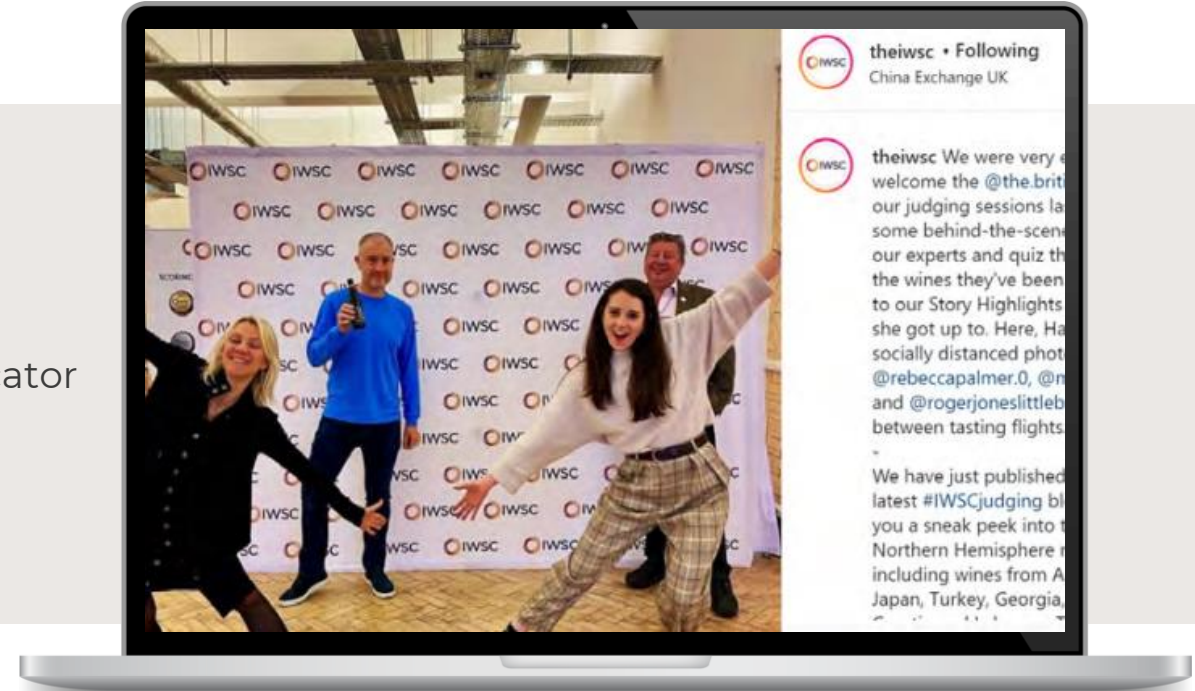
COMMUNICATOR CAMPAIGN

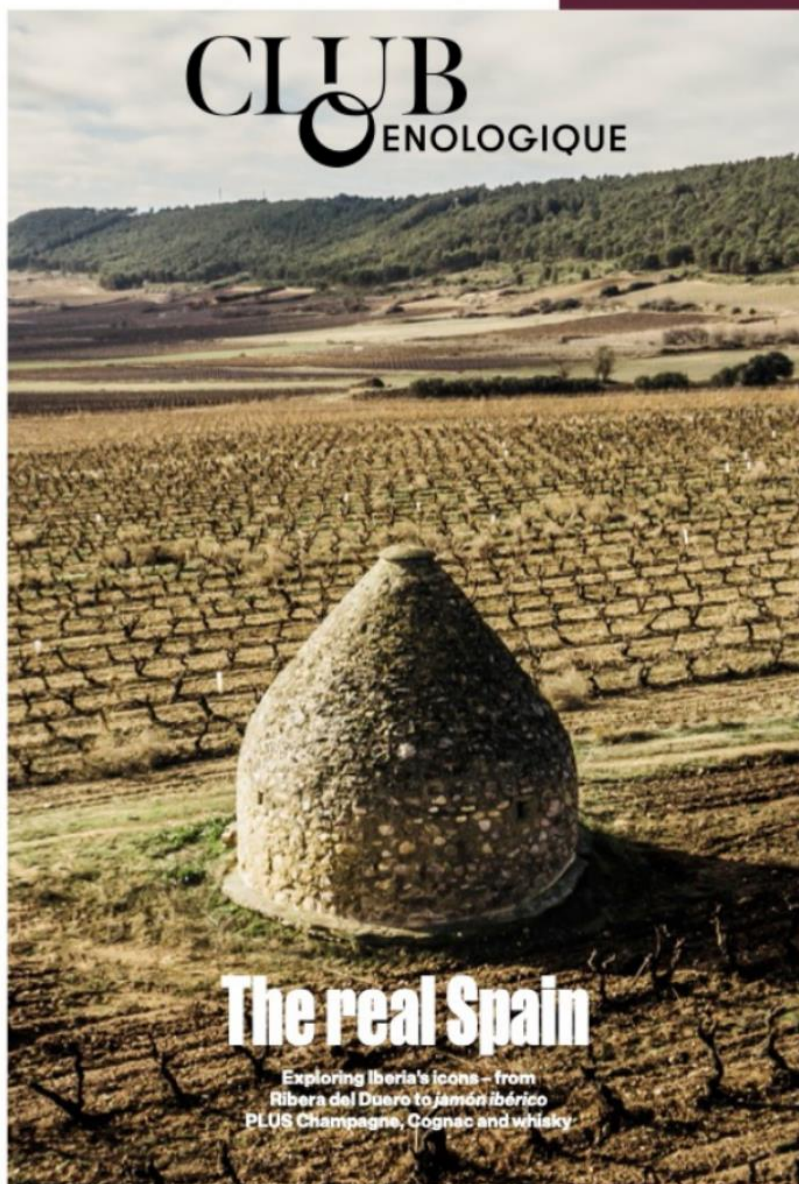
Our ambassadors from around the world have been selected for their quality content and successful track record of high engagement.

- We will work with you and create a detailed brief for the campaign, ensuring your key business goals are met
- We will connect your brand to trusted wine, spirit or/and culinary communicators
- We will source, commission and manage the communicator campaign

Price: POA

Available for B2C audience only





PRINT ADVERTISING/ADVERTORIAL

15,000
Copies per issue

UK: **63%** EU: **27%** USA: **10%**

Available by subscription, and distributed to:

- Decision-makers and influencers in the wine & spirit industry (including MW & MS)
- Luxury hotels & apartments
- Private members' clubs
- Hedge funds, private bank and wealth management offices
- Exclusive airport & travel lounges around the world, including Concorde room, Netjets, Eurostar etc.
- Independent wine merchants

Single Pages

Outside Back Cover	£9,000
Inside Front Cover	£8,000
Inside Back Cover	£7,000
1st 30%	£6,500
Facing Matter	£5,000

Advertorial

Double Page	£10,000
Four Page	£16,000
Print & online	+£1,200*

Double Page Spread

Inside Front Cover / P1
1st 30%
Run of Magazine

CONNECT WITH US

Sales & Events:

Veronique de Freitas – veronique.defreitas@iwsc.net

Silvia Rizzo – silvia.rizzo@iwsc.net

Sam Cooklin-Smith – sam.cooklin-smith@iwsc.net

Marketing enquiries:

Kristen Dougall – kristen.dougall@iwsc.net

General enquiries:

Georgina Swallow – georgina.swallow@iwsc.net

CEO:

Christelle Guibert – christelle.guibert@theconversiongrp.com

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

FIND US

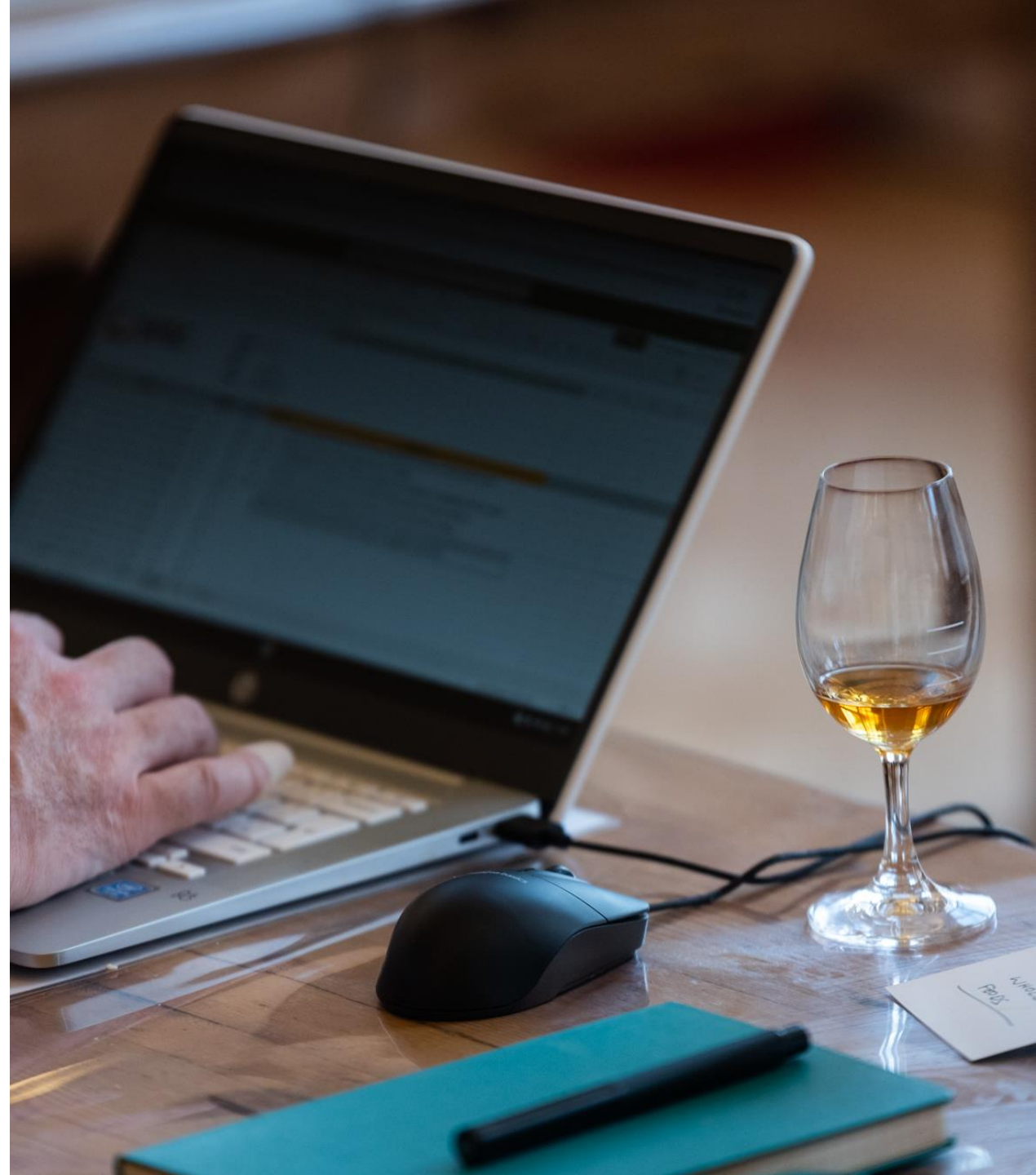
Our websites:

www.iwsc.net

www.cluboenologique.com

Find IWSC on Instagram, Twitter, Facebook and LinkedIn with [@theiwsc](https://www.instagram.com/theiwsc)

Find Club Oenologique on Instagram, Twitter, Facebook and LinkedIn with [@cluboenologique](https://www.instagram.com/cluboenologique)



THE CONVERSION GROUP

The IWSC is part of the Conversion Group.

The Conversion Group businesses have a significant footprint across the UK, US, Europe and Asia



US

- Atlanta Food & Wine Festival
- Club Oenologique US dinner series
- Cochon 555
- Heritage Fire
- La Paulée & Pressoir Wine
- Whiskies of the World
- Wine Riot
- New York Craft Beer Festival
- Agency 21 Consulting

UK

- Académie du Vin Library
- Club Oenologique
- IWSC
- Fine + Rare Wines
- The Spirit Lounge
- The Whisky Lounge

ASIA

- HKIWSC
- Fine + Rare Home

Constantly growing and building, The Conversion Group is a globally recognised organisation operating in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses.