

The logo features the brand name 'MARTINI & ROSSI' in a bold, black, sans-serif typeface. The text is centered within a white rectangular box. Behind this box is a large, thin white circle that is partially obscured by the text box.

MARTINI & ROSSI



F18 Q2 MARTINI & ROSSI
360 SUMMER ACTIVATION

 themarketingarm

Empowerment Focused



Make Your Party POP

Today, when girls get together it's more than just gossip. Influencers have created a growing network of that enhance conversations and, ultimately improve women's lives daily. From foodies to financial planning, Martini Sparkling wines are partnering with THE leader in pop culture education and aggregation, POPSUGAR, to bring must knows and must haves to any girls night. POPSUGAR plus a pop of Martini sparkling wines make every girls night a little bit sweeter.

How It Works:

- Digital/Social:
 - Partner with POPSUGAR to curate branded content for Martini Sparkling Wines (POPSUGAR Bakery studio)
 - Sample Content:
 - Tips for a memorable girls night
 - Style with today's pop of color – Rosè
 - How to bring your best effervescence to the work place
 - Paid media on POPSUGAR
 - Sweeps: Win POPSUGAR Must Have curated box subscription (starting with a Martini branded Girls' Night In surprise box)
 - Off-Premise:
 - VAPS – POPSUGAR curated Girls' Night In with a chance to win a monthly POPSUGAR box subscription
 - On-Premise:
 - Host POPSUGAR partner events at key accounts with influencers and or Must Have box giveaways
 - Bartenders can also get curated boxes that are relevant to their skillset and not as girly
-
- 30': Make Your Party Pop
 - 10': Savor Girls' Night
 - 2': Add a pop to Girls Night with Martini and POPSUGAR

POPSUGAR.

POPSUGAR Inc. is a global media and technology company that is parent to lifestyle media publisher POPSUGAR, digital shopping platform ShopStyle, and monthly subscription box POPSUGAR Must Have.

Together, the brands attract more than 100 million visitors worldwide and 2.5 billion monthly content views, with each brand being a leader in its space. POPSUGAR is the #1 lifestyle brand for young women, delivering inspiring, informative, and entertaining content in multi-platforms across entertainment, fashion, beauty, fitness, food, and parenting. POPSUGAR Studios, the video production arm of POPSUGAR, Inc., is the leading producer of online video lifestyle content, with more than 250 million monthly views of its original series.

Native Advertising Solutions

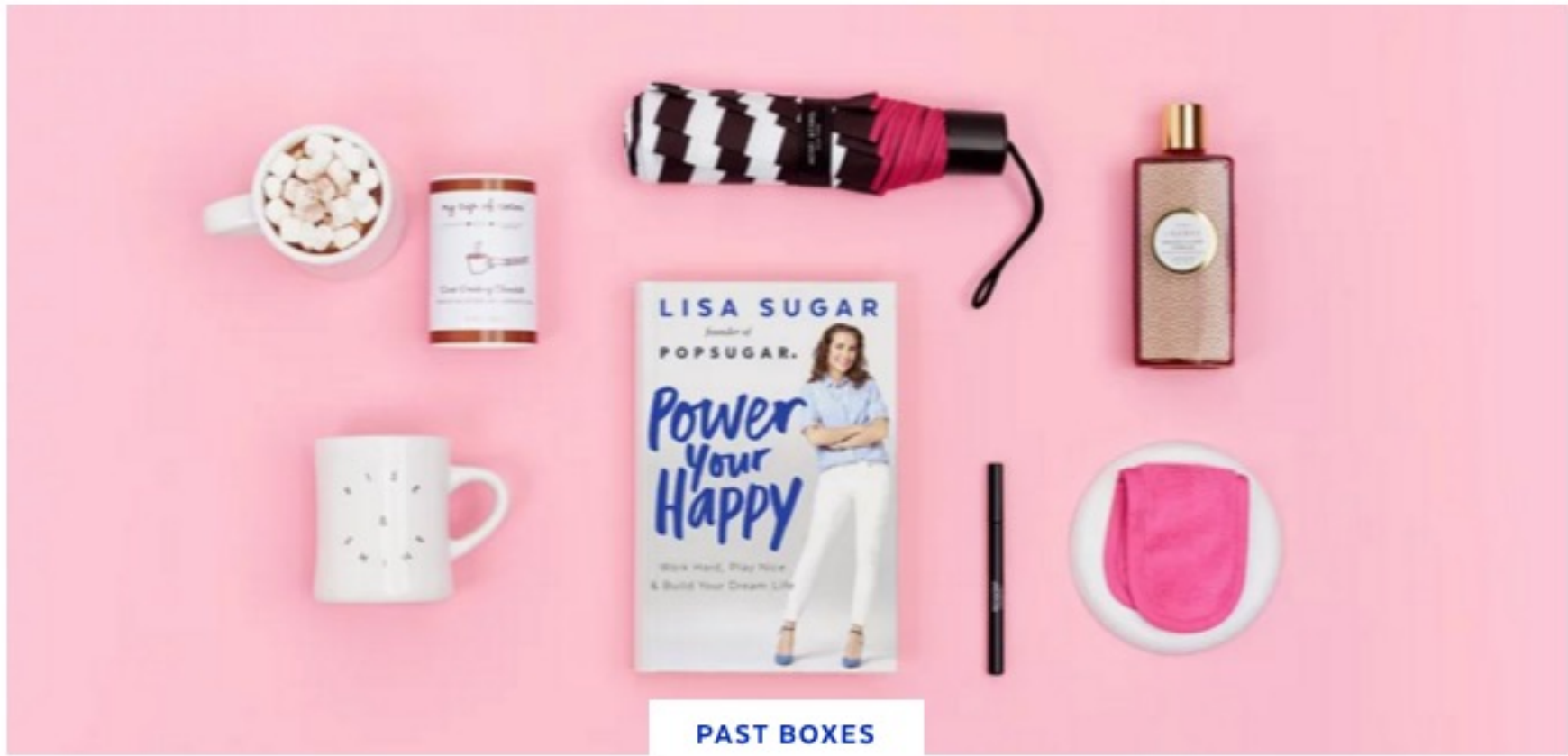


Full-service creative shop, develops
immersive insight-driven marketing
programs for brands who want to reach
and engage women.

Capabilities Include: Video Production,
Original Photography, Digital and Mobile
Experiences, Social Media Activation,
Experiential Marketing, Premium Blogger
Programs, and Talent Acquisition

POPSUGAR Must Have box subscription (October Example)

Past Boxes



October Must Have Box Revealed

by KRISTAPOP 5 Days Ago

Designed to Party

It's more fashionable to reach the top with the ones you love. Everyone needs friends and a little extra inspiration, liquid or otherwise. Whether it's starting a business or building the best you, success is best shared and served up. Martini Sparkling Wines are partnering with the Tory Burch Foundation, so when you enjoy our sparkling wines and building your future and friendships, you're also helping women succeed.

Tory Burch is not only a leader in women's fashion, but a leader of women's success. Her foundation is dedicated to helping women excel and realize their potential.

How It Works:

- Partner with Tory Burch, specifically the Tory Burch Foundation (Toryburchfoundation.org)
 - Charity Overlay: For every Martini bottle purchased x\$ will be donated to the Tory Burch foundation
 - Sweeps: Shoppers can use receipt verification to enter for a chance win x\$ to get an empowering prize:
 - X\$ to get their business started
 - A Tory Burch redesign of work/play space (She Shed)
 - Tory Burch products
 - Off-Premise:
 - Tory Burch designed bottle wraps or carriers
 - On-Premise:
 - Offer key accounts Tory Burch designed glassware or other items like coasters or straws
 - Martini "Back of the napkin" or coaster for doodling and inspiration – "Start Here" empowering messaging
 - Local female bartenders create a unique Martini cocktail to apply for a grant from Martini of x\$ to help them follow their passion to open a bars or start a business
 - Invite local women's meet up groups for sampling or Martini drink specials at key accounts
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- 30': Designed to Party
 - 10': Inspire Girls' Night
 - 2': Grab a bottle. Help women succeed.



EMPOWERING WOMEN ENTREPRENEURS

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Family/Squad Focused



Come Together

Your bffs weren't born into your life, but you met them as fast as you could. Just like each of our Martini variants, your friends have their own unique personalities that set the tone for a fun girls' night. Whoever's on the guest list or whatever Martini you choose, you really can't go wrong. Martini sparkling wines are celebrating these friendships and giving women an excuse to get together with tools for a successful girls' night.

How It Works:

- Focus on a solutions message (themed Girls' nights)
 - Digital/Social:
 - Send to your friends and vote on what kind of girls' night you want and get suggestions based on their responses
 - Identify a party personality (via Martini pinterest board.)
 - Various partners can feed into these personality types:
 - Party – dance party/Spotify
 - Chill – Netflix
 - Competitive – Heads UP
 - On-Premise:
 - Create a Martini branded wheel that tells consumers of where their night is headed, featuring suggestions on what they should do next (i.e., amped up (dancing) or slow down (Netflix))
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- 30': Come Together
 - 10': Create the Right Night
 - 2': Bring a bottle. Bring together your besties.

Gather All Your Basics

Your bffs weren't born into your life, but you met them as fast as you could. Just like each of our Martini variants, your friends have their own unique personalities that set the tone for a fun girls' night. Whoever's on the guest list or whatever Martini you choose, you really can't go wrong. Martini sparkling wines are celebrating these friendships and giving women an excuse to get together with tools for a successful girls' night.

How It Works:

- Off-Premise:
 - Basic Survival Kit = Girls' Night party solutions aka VAP (e.g., Martini, cups, party playlist)
 - Digital/Social:
 - Quiz: "How Basic is your party?" Answers yield the right party supplies and suggest the perfect bitmojis for your group text invite.
 - On-Premise:
 - Basic Bingo – get a scratch off card when you order a drink or sample (i.e., Kendra Scott, Tory Burch, Lululemon, ombre color)
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- 30': Gather All Your Basics
 - 10': **Create the Right Night**
 - 2': Get together and see what bubbles up.

Travel in Packs

Your squad...your crew...your bffs, whatever you those friends that are near and dear and always close at hand. Whether you're enjoying a backyard party playcation or traveling for a much anticipated vacation, Martini sparkling wines and your best buds are going to make it even more bad ass.

How It Works:

- Off-Premise:
 - Focus on grab & go and variety messaging
 - Offer variety packs – small 4 pack or custom carriers for 750mLs
 - Added Value: Travel or getaway themed carriers (a la Veuve)
 - Sweeps: Choose from different prizes:
 - A trip to Italy, the home of Martini, for you and your “pack”
 - A backyard “getaway” makeover
 - 4 Airbnb gift cards
 - On-Premise:
 - Group drink specials or large vessels or carriers
 - When group posts their drinks on social media they can enter for a chance to win Airbnb gift cards
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- 30': Plan your getaway
 - 10': Travel in Packs
 - 2': Grab a bottle. Get away.