



BERONIA WINE

DRIVING WINE SALES IN A KEY GIFTING PERIOD

WE WERE ASKED TO...

Grow awareness of Beronia and increase the brand's Instagram following in the lead-up to Christmas.

SO WE...

Launched a paid social follower growth campaign amplified by a team of lifestyle influencers. Our team of influencers promoted the campaign by posting about their favourite Christmas moment.

WHICH ACHIEVED...

Instagram follower growth of 63%, with 1,565 new followers in 19 days. The campaign reached 284,600 people with 13,860 engagements.



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