

DOOR PENINSULA — WINERY —

2015 Holiday Campaign

NEW, UPDATED PACKAGING ON OUR CHRISTMAS WINES WITH THE DPW LOOK & FEEL.

CASE SHIPPER

NEW CASE SHIPPER SPECIFIC FOR CHRISTMAS WINES THAT CAN BE BUILT INTO HOLIDAY DISPLAYS.



TAYLORED ADVERTISING FOR MILWAUKEE, MADISON, AND NE WISCONSIN MARKETS, INCLUDING PRINT, RADIO, AND TELEVISION.

RETAIL POS: CASE CARDS, SHELF-TALKERS, MAIL-IN REBATE NECK HANGERS PROMOTION FOR NOVEMBER & DECEMBER

NECK HANGERS

DIRECT MAIL & SOCIAL MEDIA

EMAIL/ONLINE MARKETING TO OVER 50,000 INBOXES



SHELF-TALKER



CASE CARD

DCWINE.COM

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