



## BROWN BROTHERS

### OBJECTIVE

Over a five-year period, Storm worked with Australian winemaker, Brown Brothers to promote its range of innovative and exciting wines. The brief was clear – create awareness of Brown Brothers' wines and foster relationships with the key influential wine journalists, positioning this family owned business as one offering something different in the competitive mid-priced wine market.

### SOLUTION

Storm undertook a long-term education campaign for Brown Brothers, building its reputation as varietal specialists and pioneers of unique varietals such as Tarrango, Cienna, Moscato and Orange Muscat and Flora. The campaign targeted leading wine journalists as well as the more general consumer lifestyle and foodie press. Focusing on Brown Brothers flagship wines, Storm undertook a high-profile media relations campaign which included new vintage releases, wine launches, seasonal hooks and tastings, as well as extending the reach through Flavour Association Workshops and food matching events.



### RESULTS

Brown Brothers regularly appeared on all the wine pages of the national and key regional media throughout the year, as well as regularly being featured on broadcast food and drink programming. Close working relationships were established with respected wine journalists such as Matthew Jukes, Julie Arkell, Jonathan Ray, Susy Atkins and Wendy Sweetser.

On average, coverage exceeded an EAV of £250,000 year-on-year, delivering a ROI of over five times against total PR budget. In addition, Brown Brothers also appeared in a number of respected wine books, such as 'Bloodlines and Grapevines' by Jonathan Ray and 'Juice 2006' by Matt Skinner.



