

CASESTUDY.

mateus rosé

**Influencer campaign with experiential
events digital marketing support.**

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MATEUS

The Challenge

Mateus, born as a brand in 1945 and by the height of the decades of modern extravagance, the 1970s and 1980s, this iconic flaked shaped wine brand had become a staple across Europe. Especially permeating popular culture in the UK as a sophisticated yet friendly wine brand, the Mateus success story was centred on the exuberantly fun Mateus Rosé which entered the consciousness of the UK food and drinks consumer sphere with much aplomb in the 1970s. Despite the success of this era, Mateus sales began to decline in the nineties as new wine brands entered the market and consumer habits changed. Anticipating the need to innovate the Sogrape family - owners of the Mateus brand and Portugal's largest wine producer - decided to update the recipe and create a new expression that catered to the demand for drier wines. With this came an updated brand, although the iconic bottle shape and baroque historic mansion label remained. Fast forward to 2019 and the Mateus brand has steadily grown within the UK's drinks industry with the introduction of a new miniature wine bottle launched and targeted to the millennial and female market. But how does a wine brand with over 60 years of experience launch a new product targeted at this group with confidence?

Did you know the lyric "I get juiced on Mateus and just get loose." was penned and featured on the Elton John classic album of 1973 - Goodbye Yellow Brick Road.

FOODIES FESTIVAL

REPUTATION

The UK's largest food and drinks festival featuring Michelin starred chefs, global FMCG brands and artisan local producers.

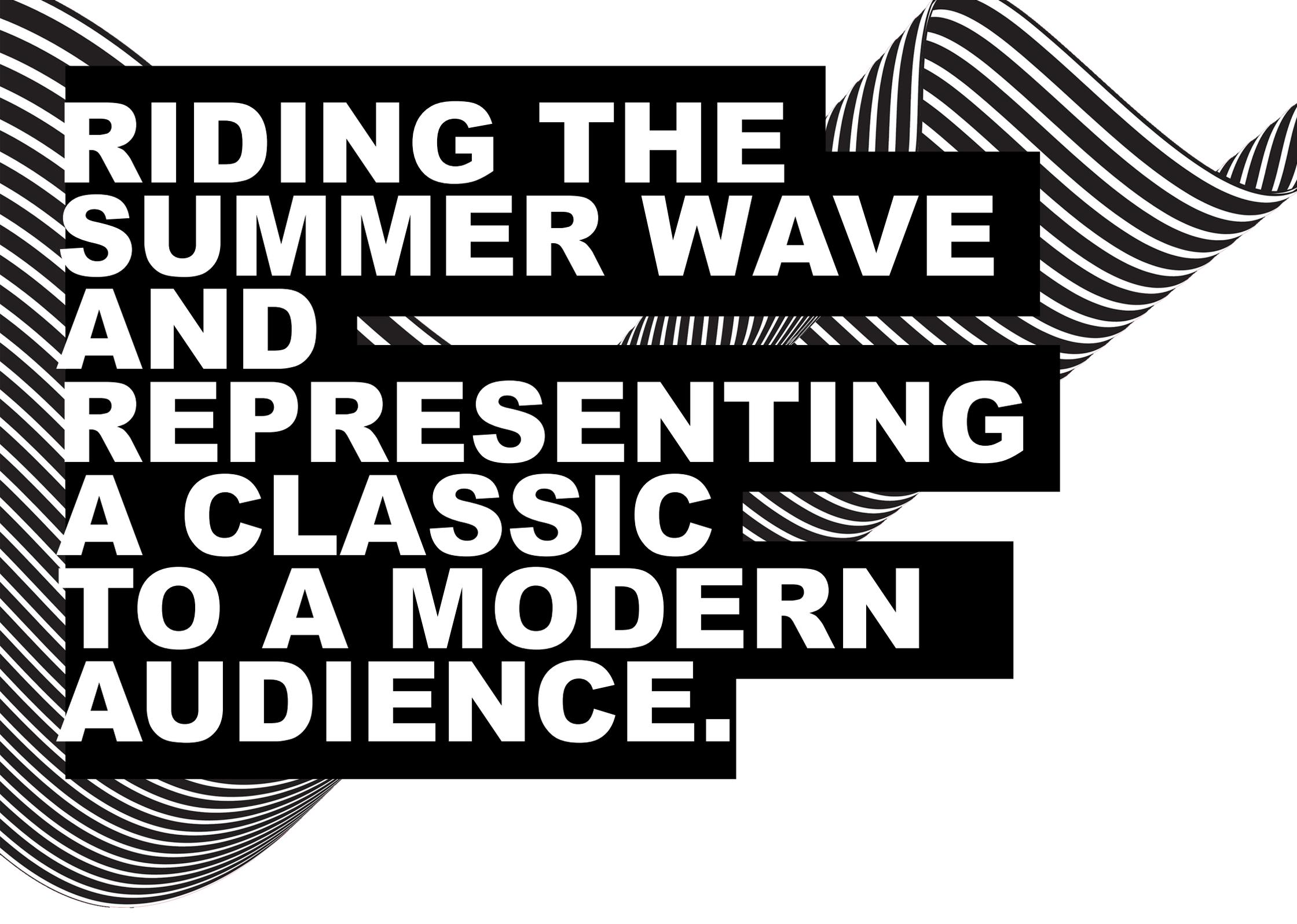
REACH

Over 50,000 food and drinks lovers attending the festival in 2019, a newsletter database of 100,000 subscribers and a combined social media following of 150,000.

REGION

Eight festival locations across the UK including London, Edinburgh, Brighton & Oxford.

A national opportunity to grow the Mateus Rosé brand while launching a new product.



**RIDING THE
SUMMER WAVE
AND
REPRESENTING
A CLASSIC
TO A MODERN
AUDIENCE.**

Maximising Reputation

Brand Collaborations

Our research into the Mateus brand revealed that their development in 2002 had focused on its suitability for pairing with new consumer habits in the contemporary food industry.

With the brand citing that their original rosé goes very well with light meals and its unique characteristics allowing it to accompany magnificently Japanese cuisine -- we chose two well loved consumer food brands that perfectly complimented this product and had national reach.

Leveraging the Mateus brand and product launch with carefully selected Foodies Festival brand partners helped maximise the presence of Mateus during the summer. These recognisable by millennials in the UK food brands, provided brand elevation during the campaign and helped bring Mateus into this new younger market.

The logo for YD! SUSHI features the letters 'YD!' in a large, bold, stylized font with a white outline and a black shadow effect. Below it, the word 'SUSHI' is written in a smaller, bold, black sans-serif font.The logo for JUST EAT features the words 'JUST EAT' in a bold, red, sans-serif font.



Maximising Reach & Region Influencers

Bringing in our influencer family of over 50 food and drinks influencers in each region, we produced a series of summer picnics where our tastemakers could interact with the Mateus brand IRL ahead of each Foodies Festival through an experiential event. These influencers then attended each festival and visited the Mateus bar -- all while sharing their adventures across their social media accounts. With YO! Sushi providing the food for the picnics through the Just Eat app, influencers tagged in our brand partners into their content, which in turn was distributed to YO! Sushi, Just Eat & Foodie Festival followers.

So, was it successful?



THE NUMBERS

OVER 2 MILLION ACCOUNTS REACHED

With all brand partners sharing the social media activity from the influencers a reach of over 2 million was achieved -- that's an astonishing 4,344% maximisation.

MATEUS SALES KPI FIGURES EXCEEDED

As the influencers were regional to each festival location where Mateus had a bar, their stories and coverage drove record numbers to the Mateus Foodies Festival sales point.

OVER 10,000 ENGAGEMENTS ON INSTAGRAM

Despite Instagrams organic engagement slowing for most brands our campaign soared.

A national opportunity to grow the Mateus Rosé brand while launching a new product.

#success

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