

The IWSC Winners' Guide





Congratulations!

Congratulations on winning an IWSC award. Your wine or spirit was tasted by a panel of high-profile judges and you are now part of an elite group of IWSC winners.

Now you are a winner, we are going to be promoting your awards to the trade and consumers via our **website**, magazine, consumer and trade events, social media and through our PR companies in Asia and UK. A selection of Gold-winning wines and spirits will also be featured in **Club Oenologique** magazine.

But that's not all – we have put together a useful guide to help you make the most of your award.

If you have any questions, please get in touch by emailing **marketing@iwsc.net**.



The IWSC Package



The IWSC name and medal is internationally recognised by trade and consumers, who seek out our winners.

As a medal-holder, you have access to an **exclusive package of material** which you can use to promote your wine or spirit, including an **official certificate**, **digital medal artwork**, **tasting notes** and **bottle stickers**.



Digital Artwork

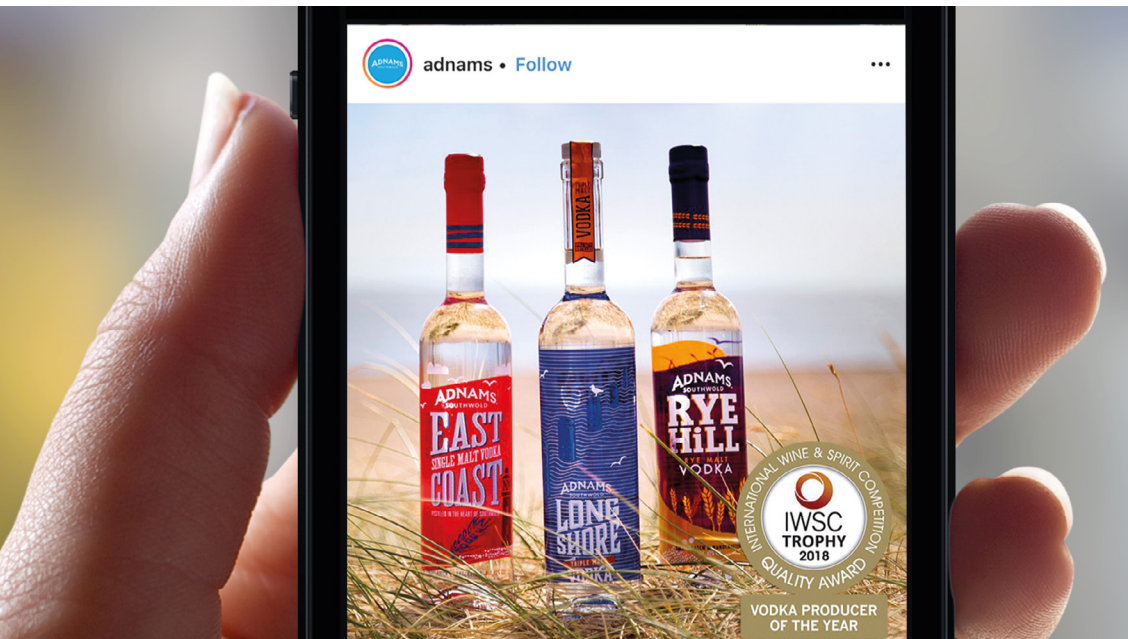
We have a brand-new medal design for 2019 which can be added to all of your marketing collateral – such as social media posts, websites, emails, adverts and packaging – to demonstrate to the trade and consumers that your product is one of the best wines or spirits in the world.

Winners can download standard resolution medal artwork for free or purchase high res versions on iwsc.net.

Stickers

Our new medal design will make your wine or spirit stand out from the crowd. Wines and spirits that have been awarded a Silver or Gold will now have the option to use standard medals or ones with their score on.

Visit iwsc.net and log into your account to order stickers.



Certificates

All medal-holders will be posted their official certificate, but they can also be downloaded from our website for free. Be sure to frame your award and to display it at trade and consumer events as well as in your tasting room for all to see.

Tasting notes

Each winning wine or spirit will be accompanied by a tasting note. Feel free to use our experts' comments in all your promotions, marketing activities, on your website, at consumer and trade events, on shelf barkers etc. The options are endless.



Marketing tips

Key recommendations

As a minimum, we would recommend completing the following to ensure news about your win gets out:

- Distribute a press release announcing your award
- Publish a news article
- Send an email to your subscribers
- Create a social media campaign (see next page for tips)
- Encourage retailers/distributors to reference your medals online and in store

Feeling creative?

Here are some other ways you could utilise our winners' package to remind customers that you have the edge over competitors:

- Produce an advert to promote the win (e.g. a web banner, newspaper ad, billboard)
- Host an event to celebrate with your employees/customers
- Organise a tasting to show off to customers, distributors and retailers
- Update your marketing collateral to include the medal artwork (e.g. business cards, letterheads, compliment slips).



Social media suggestions

Social media is one of the most powerful ways to get news out and engage with current and potential customers. Consider using Facebook, Twitter, Instagram, LinkedIn and YouTube to capitalise on your IWSC success.

Key recommendations

- Announce your results on all channels, sharing a link to your news story/press release
- Share a photo of your wine or spirit with the medal artwork on
- Tag **@theiwsc** and use **#IWSC** to ensure we can share your posts
- Share links to press coverage
- Update your cover photos on Facebook, Twitter and LinkedIn to include the medal artwork

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- Host an event to celebrate with your employees/customers
- Organise a tasting to show off to customers, distributors and retailers
- Update your marketing collateral to include the medal artwork (e.g. business cards, letterheads, compliment slips).



Collaborate with us

We are always keen to help our winners to promote their achievements. If you would like to work with us to create content or simply need some more advice, please email marketing@iwsc.net or get in touch via social media

