

2016

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LIST

CASE STUDIES OF EXCELLENCE

 all terrain

## CONTACT INFO

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**CAMPAIGN: PENFOLDS HOUSE**  
**CLIENT: TREASURY WINE ESTATES**  
**AGENCY: ALL TERRAIN**

**Challenge**

Penfolds Wine is an iconic and storied Australian institution committed to differentiating its US identity from the field of erroneously associated “critter brands.”

**Opportunity & Objectives**

The US launch of Penfolds’ 2010 Grange created an irresistible opportunity to showcase the Penfolds brand to America’s top industry collectors and tastemakers. Penfolds’ aim was to educate influencers on Bin Numbers and the range of varietals to create long-lasting affinity and connections between brand and industry buyers and influencers.

**Solution – The Experience**

In an industry saturated with events, cocktail hours and parties, All Terrain knew that attracting the desired mix of top industry influencers, buyers, aficionados and trade press was key to the event’s success.

With that, *Penfolds House* was born – a luxury, one-of-a-kind event, created within the historic Villard Mansion in Manhattan, an iconic and intriguing venue that could both embody the brand’s sensibility and attract curious industry leaders, press and respected enthusiasts.

The two-day experience was comprised of seminars, re-corking clinics, authentication sessions and an experiential journey through the 170-year history of the Penfolds brand. Complementary premium partner brands were incorporated to bolster these



experiences, further solidifying the quality and brand narrative of Penfolds wines. Christie’s Auctions authenticated vintage bottles of wine that were evaluated after Penfolds signature re-corking session.



*Cigar Aficionado* demonstrated a range of products and Riedel Wine Glass Company performed seminars and premium glass-wine pairing sessions. *GQ* magazine helped execute the “Best Dressed Somm” competition to identify and celebrate the most dapper and influential sommeliers in the country. The winner was crowned with Peter Gago, Penfolds’ Chief Winemaker, serving as a judge. The highlight of the evening was the unveiling of the 2010 Grange.

Custom-made skeleton keys with hidden corkscrews and RFID tags were unique and intriguing event invitations, hand delivered to the exclusive guest list in luxurious custom boxes. The RFID technology was fully integrated into the experience to gain insights on preferences and perceptions of the industry’s most influential buyers. Attendee responses provided a unique understanding on the real-time change in brand affinity while collecting data that could be used for customized sales and marketing follow-up.

**Results**

*Penfolds House* attracted 600 of the most influential luxury wine professionals. Attendee brand perception, consideration, intent to purchase and recommendation all rose by 10%. Penfolds saw a 115% sales increase across the luxury portfolio that directly correlated back to the event. Penfolds also achieved 75% of its annual points of distribution (POD) goal by the second quarter. The event garnered 7.4 million impressions and will be forever immortalized as it is featured in *Somm: Into the Bottle*, a follow-up to the critically acclaimed wine-industry documentary *Somm*.

Featured guest David Lombardo, Wine and Beverage Director for Landmarc, one of the highest-rated restaurants in the USA, called *Penfolds House*, “the most incredible event I have attended in this industry.”