

## SUMMARY

In this document, you will find the proposed creative for "North Fork Crush Wine & Artisanal Food Festival" social ad campaigns targeted to both Facebook and Instagram audiences. In order to avoid making too many changes to targeting parameters mid-campaign, we recommend continuing to limit audiences to "General Lookalike," "Retargeting" and "Past Ticket Purchasers" to start, as in the kickoff to this campaign. As always, we'll continue to closely monitor performance across audiences and make recommendations for which ad sets to extend, reallocate budgets to, and which to sunset.

The below creative brief breaks down the overall campaign, by dates, platform, target audience, and budget—summarized here:

**Campaign Duration: TBD based on Sam's direction - 6/21/19**

**Starting Budget: \$500**

- Retargeting: \$125
- General Lookalike: \$250
- Past Attendees: \$125

**A Few Notes:**

- If this Facebook copy is approved, we will format again for Instagram.
- Audience budgets include both Facebook and Instagram. The campaign algorithm will allocate budget depending on which platform is performing better.
- We swapped out presale verbiage and discount codes for more event-focused phrases like "meet celebrated winemakers," and "taste 100+ wines," and "Indulge in affordable luxury," to complement the copy seen on the eventbrite page.

**Audience: Retargeting**

Version A	
Headline (25 char.)	North Fork Crush Wine & Food Fest
Headline (25 char.)	Wine & Artisanal Food Fest 🍷🍇
Headline (25 char.)	Summer Air 🍷 Fine Wine & 🍇 Vines
Text (125 char. max, BUT <100 avoids truncation)	🍷 Not just wine, meet 30+ artisanal vendors! Sample #local cheeses, chocolates, charcuteries & summer sips 🍇
Text (125 char. max,	Escape to NY's "unheralded Wine Country" for North Fork Crush Wine


<p>BUT &lt;100 avoids truncation)</p>	<p>&amp; Artisanal Food Fest. 🍷 Taste what you've been missing 🍇</p>
<p>Text (125 char. max, BUT &lt;100 avoids truncation)</p>	<p>Meet 30+ friendly vendors, taste 100+ summery sips, explore 200 acres of 🍇 vines at North Fork Crush Wine &amp; Food Fest 6/22</p>
<p>Images</p>	

	  
Link	<a href="https://www.eventbrite.com/e/north-fork-crush-wine-artisanal-food-festival-tickets-52897018406?_ga=2.95980633.452225431.1557412521-1285111180.1553626275">https://www.eventbrite.com/e/north-fork-crush-wine-artisanal-food-festival-tickets-52897018406?_ga=2.95980633.452225431.1557412521-1285111180.1553626275</a> (TBD based on discount code)

**Audience: General Lookalike**

Version A	
Headline (25 char.)	North Fork 🍷 Crush is 6/22!
Headline (25 char.)	North Fork Crush 🍷 + 🍇 6/22
Headline (25 char.)	North Fork 🍷 & Food Fest
Text (125 char. max, BUT <100 avoids truncation)	Not just wine & 🍇 vines, meet 30+ artisanal vendors! Sample #local goat cheese, chocolate & summer pairings. June 22nd
Text (125 char.)	Affordable luxury in wine country! Fine wines & local bites on a 200 acre





<p>max, BUT &lt;100 avoids truncation)</p>	<p>vineyard 🍷 North Fork Wine &amp; Artisanal Food Fest.</p>
<p>Text (125 char. max, BUT &lt;100 avoids truncation)</p>	<p>Meet celebrated winemakers 🍷 Explore fresh air, fine wines &amp; local artisans at North Fork Wine &amp; Artisanal Food Festival on 6/22</p>
<p>Images</p>	
<p>Link</p>	<p><a href="https://www.eventbrite.com/e/north-fork-crush-wine-artisanal-food-festival-tickets-52897018406?_ga=2.95980633.452225431.1557412521-128">https://www.eventbrite.com/e/north-fork-crush-wine-artisanal-food-festival-tickets-52897018406?_ga=2.95980633.452225431.1557412521-128</a></p>



	<a href="#">5111180.1553626275</a> (TBD based on discount code)
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**Audience: Past Event Attendees**

Version A	
Headline (25 char.)	North Fork Crush Returns 🍷
Headline (25 char.)	North Fork Crush is back 🍷
Headline (25 char.)	Fine 🍷 & Food Fest 6/22
Text (125 char. max, BUT <100 avoids truncation)	Meet local vendors, explore 200 acres of 🍇 and taste summer sips at North Fork Crush Wine & Artisanal Food Festival on 6/22
Text (125 char. max, BUT <100 avoids truncation)	North Fork Crush Wine & Artisanal Food Festival is back June 22! Savor summer flavors and intertWINE with the 🍇 vines
Text (125 char. max, BUT <100 avoids truncation)	Fine wines, friendly vendors & 200 acres of 🍇 vines. NY's Wine Country is calling you 6/22! #local never tasted so good
Images	 

**North Fork Crush | Ongoing Ad Strategy**

New York Wine Events

Delivered on May 14, 2019

*Submitted by Beutler Ink*

	
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