



Chalk Global

Hello.

Curating Advertising Relevancy



French Wines with Style

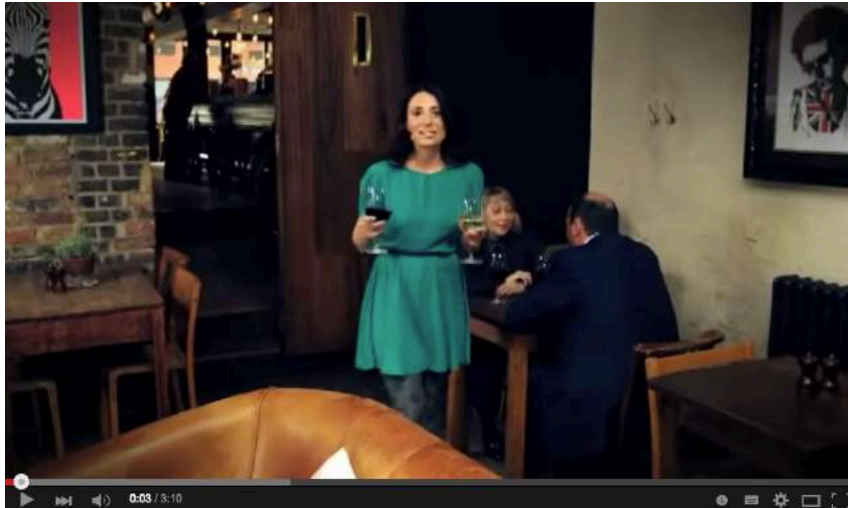
French Wines with Style is dedicated to providing top tips and recommendations across the French wine spectrum. We have been working closely with them to drive awareness and engagement in the UK market.





Talented wine supremo, French Wines with Style ambassador, and versatile actor Monsieur Gerard Basset featured in 3 entertaining yet educational videos demystifying French Wines to a wide online audience.

We were tasked with driving UK awareness to these videos across the specified YouTube channel.



We built up a bespoke KW list indexing French wineries.



French Wines with Style

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First Dates - French Wines with Style Part Two
15,661 views • 4 months ago



First Dates - French Wines with Style Part One
19,554 views • 4 months ago



World Cup WAG's French Wines with Style Video 2
7,581 views • 7 months ago



World Cup WAG's French Wines with Style Video 1
9,643 views • 7 months ago




French Wines with Style Spring and Summer Wine ...
12,729 views • 9 months ago


We also opened up targeting to “foodies” within the AB demographic targeting.


We were also tasked with driving UK awareness to the brand Facebook page, driving connections.

Suggested Page


 **Wines with Style**
Sponsored

Like Wines with Style, for a fantastic range of Wines for the festive season!





Wines with Style
Food/Beverages
9,448 people like this. 

Suggested Page

 **Wines with Style**
Sponsored

Discover new wines and receive top recommendations from our experts. Like Wines with Style



Wines with Style
Food/Beverages
9,448 people like this. 

Video Seeding



62,028 VIEWS



AVERAGE USER WATCHED
83% OF THE VIDEO



CTR OF 2.43%



INCREASED FACEBOOK
CONNECTIONS BY 23%

The background of the image is a dark, black field filled with numerous out-of-focus, circular light spots of varying sizes and brightness, creating a bokeh effect. These spots are scattered across the frame, with a higher concentration in the upper right and middle sections.

Thanks.

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