

Wine Store

Retail / INDUSTRY

/ LOCATION

/ OWNER

BUSINESS IMPACT

**10x Sales Impact
from TU Promotions** 

experienced increases of 10x standard sales volume on bottles promoted through Times Union print.

**36 Print Wraps
Each Year** 

built a regional-based retail destination with consistent, offer-driven prints ads in the Times Union.

OVERVIEW

Business Challenge

For more than a decade, built their business on the foundation of offering the best possible prices for the widest selection of quality wines. In order for Owner's model to work, he had to guarantee high volume sales that would help secure favorable pricing from his distributors. Therefore, he needed a cost effective way to accelerate in-store and online purchases. He knew any solution would need to compliment his wide inventory and provide flexibility for fast-changing promotions. For sustained success, needed to attract consumers outside of his footprint to become a regional destination.

Campaign Strategy

Times Union helped engage over 225k daily readers with its prominent print wrap solution. Running each week, these print ads wrapped around the local Capital Region section and delivered's message to a sophisticated audience with high incomes and home values. This ad format was ideally suited to achieve the speed and space needed to inform consumers about's ever changing inventory, promotions, and events. Ads also featured creative themes including Girl Scout cookie pairings, lifestyle activities like camping or golf, and seasonal highlights from Mother's Day to Memorial Day.

CAMPAIGN ELEMENTS

Print Advertising

has a persistent, high-visibility presence with ad copy wrapping the entire Times Union Capital Region section. As a longstanding advertiser of this popular TU section, is constantly updating its ads with weekly promotions and creative content including: new arrivals, rebates, pairings, tastings, events, recipes, and seasonal promotions. Each ad has prominently placed calls to action that drive customers in-store, online, and through social media.

The collage features several distinct promotional layouts:

- Top Left:** A banner for "BIG SELECTION * SMALL PRICES" with social media icons and a "Gift Cards Available!" call to action.
- Top Center:** A "Wines for Camping" promotion featuring a tent, campfire, and wine bottles, with a "Mail-In-Rebates Inside!" badge.
- Top Right:** A "Happy Mother's Day" promotion for May 13th, featuring a wine glass and the text "Gifts to Mom with tasty selections from Empire!".
- Middle:** A grid of wine bottles with prices and descriptions, including "Woodbridge 'Stack Pack' Chardonnay" and "Mark West 'Stack Pack' Pinot Noir".
- Bottom Left:** A "Father's Day" tasting menu featuring various spirits and wines.
- Bottom Right:** A "Thank You" message for helping with a difference, one bag at a time.

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"I know my advertising with Times Union works because I physically see our shoppers walk the store with ads requesting our featured products. The reach throughout the region, responsiveness to changing promotions, and ability to highlight the quantity of products makes my campaign ideal for the volume that I'm working to move."