

Black Tower, the UK's No.1 wine brand from Germany, launches a WOW campaign

Iconic Black Tower in its unique design bottle is launching a major marketing campaign during spring and into the key summer months.

The Black Tower campaign is based on the theme of 'WOW it's Black Tower.' A major integrated campaign including advertising, sampling and social media, featuring the selfie phenomenon, hits the all-important North West region with a focus on Manchester and Liverpool.

'Be surprised – taste the difference' challenges the consumer to try the range of Black Tower wines and 'be surprised' by Black Tower's outstanding taste and flavour.

During the campaign, which runs from March until July, advertising will appear in newspapers and also on buses and at bus stops in Manchester and Liverpool. Everything will be tied in to the digital world and guides consumers to fun and interactive Facebook promotions with fantastic prizes like cash or a WOW weekend away full of taste experiences.

Every weekend during the campaign months, Black Tower staff will be making a stir in Manchester city centre – some on foot and others on branded bikes, engaging with the public. Free samples of Black Tower wine will be offered for tasting and consumers will be able to 'take a selfie' with the Black Tower team to enter a competition with the chance to win cases of wine.

In addition YouTube videos will circulate throughout the campaign revealing how the public has reacted to a 'blind taste test' carried out on the high street.

Richard Jones, Managing Director of Black Tower in the UK said, "This campaign will support Black Tower stockists in the north west region and we expect to see a great upswing in sales as a result. For almost 50 years, Black Tower has maintained a strong presence in grocery stores across the UK, testament to the marriage between its 'easy drinking' flavour and the evolution of its unique packaging design. It has kept bang up to date with modern tastes and always interacted with the consumer - and we are proud to shout about it!"

The campaign supports the latest evolution of Black Tower's unique bottle design. Subtle changes have been made to the logo to give it a softer, feminine, more contemporary feel. The new design maintains the integrity of the instantly recognisable and iconic 'tower' shape, whilst appealing to both younger consumers and the female market.

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