

The Wine Society: 'Which wine with...?' video series

The Wine Society is the world's oldest wine club, founded in 1874 at the Royal Albert Hall in London. They were looking to expand their audience appeal and increase membership amongst young urban high spenders, with a specific interest in acquiring more, young female members.

Strategy & Implementation Process

Hub carried out an insight process, assessing Wine Society's video content on Youtube which suggested that the majority of the content was male dominated. This led to creating a female persona type that would be ideal for The Wine Society's target audience in order to create content that would appeal to this particular audience.

A mixture of video and static social content on Facebook, Instagram and Twitter was used to drive consumers back to The Wine Society website to encourage new sign ups.

Focusing on the 3 main areas:

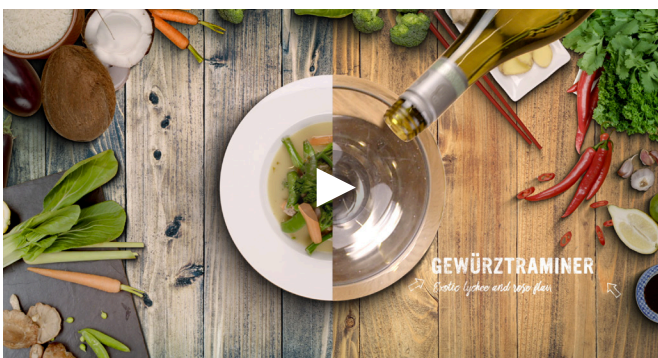
Inspiration - Attract and increase awareness by using eye-catching content to engage and inspire.

Educate & Empower - Hub came up with a creative treatment, designed specifically to target an audience who wanted to educate themselves about wine and learn how to pair wines with different foods.

Loyalty - Short form help content to guide customers to the website to sign up, convert and remain loyal to The Wine Society.

As part of educating the audience - hub created two quirky videos under the title, **Which Wine With...?** - which aims to teach viewers about pairing tasting notes to different food flavours. This content would leave audiences feeling more confident in their wine purchasing experience. The videos used stop frame styling unique to The Wine Society.

"Thai Food: Insatiably Curious" [Click below](#) to view the video.



Stop motion animation

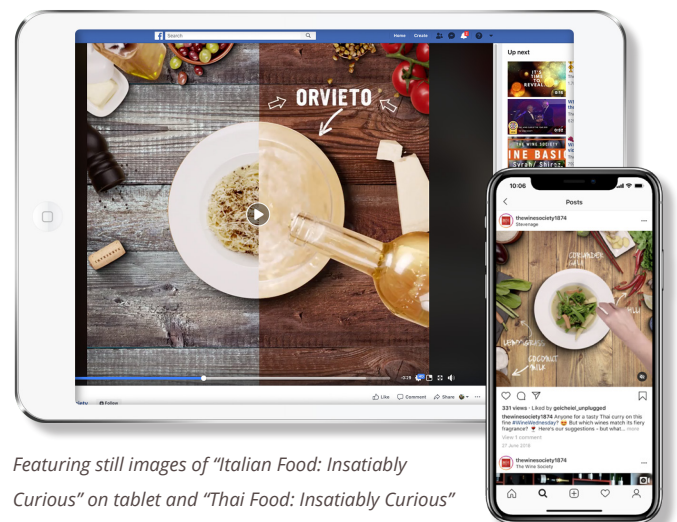
This series was created using Stop Motion animation. It was a culinary affair. Instead of filming at a studio, the shoot was set up at a local restaurant with all the ingredients and the featured dishes. Although Stop Motion was a lengthy process, the filming was directed by one of Hub's Senior Animators. With her technical knowledge of animation, we were able to film the footage she required to create the video which enabled the production to go smoothly.

Behind the scenes: setting up shots for Stop Motion animation



Distribution

This series was highlighted across The Wine Society's social channels, with one wine taking centre stage each week. Static imagery was used for Twitter, whilst 15-20 second animations were created for their YouTube channel, Facebook and Instagram.



Featuring still images of "Italian Food: Insatiably Curious" on tablet and "Thai Food: Insatiably Curious" on smartphone.

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