



## **USB WINE**

**Client: 1Jour1Vin.com**

### **Situation Analysis**

In 2007, 1Jour1Vin.com came to Zs2 Creative to help drive wine sales and build brand awareness around their online wine store, which selects a different wine every day to be sold in a private sale to its registered members and subscribers of its newsletter.

### **Goal**

Zs2 Creative's goal was to create an innovative viral marketing campaign to build buzz around 1Jour1Vin.com's brand, reach an enormous amount of people through this visually stimulating and creative communication and increase web traffic and wine sales.

### **Solution**

Zs2 Creative developed a creative viral marketing campaign around the concept of selling 'USB Wine,' a device that customers could insert into the USB slot of their computers and with the click of a computer key, customers would instantly receive wine out of their computer.

In addition, Zs2 Creative created a 'USB Wine' website where potential customers would click to order the 'USB Wine' device but were then re-directed to a page explaining that this product will only be available in the future – and in the interim they can become a member of a wine service that delivers wine daily to their doorstep.

### **Summary of Success**

Zs2 Creative's innovative viral marketing campaign was seen by over one million (1,000,000) viewers within its first three weeks and generated more than two million (2,000,000) viewers in total.

The campaign participated in the Viral Marketing Film Festival and was nominated as one of the Best Viral Marketing Campaigns of 2008 in Europe, finishing in the top three. It was showcased on Direct 8's *Les Perles du Net* television show on 15 February, 2009. In addition, marketing articles were written touting the campaign as extraordinary in *Strategies Magazine* and *SVMMac* amongst others.

1Jour1Vin.com received an enormous response and increase in memberships multiplying the subscription rate to the website and newsletter by ten times and increasing sales by three and a half times. Needless to say, 1Jour1Vin.com judged the campaign a complete success and well beyond their expectations.