

*Ktima*  
GEROVASSILIOU



WHERE OLD VINES  
MEET NEW VALUES





# MEET OUR TEAM

**JoJo:** Creative positioning, ethical messaging, trend insights

**Brooke:** Media Plan, Branding Kit, Sample Campaign Elements

**Lucy:** Formatting, slogan, plansbook lead

**Shalem:** Slogans, branding, audience definition, budget guide

**Kylie:** Social media strategy, mock media/website, creative strategy, editor/liaison







# OVERVIEW

Executive Summary	Situation Analysis
Strategic insight	Campaign Budget
Target Audience	Creative Strategy
Online Engagement	Branding Kit
Sample Campaign Elements	Media Plan
Measurement	Conclusion





# EXECUTIVE SUMMARY

We aim to position Ktima Gerovassiliou's Malagousia wine as the **ideal** wine for North American consumers who value **sustainability**, **authenticity**, and **approachability**.

We plan to build **brand awareness** through a targeted social media campaign highlighting the wine's vegan-friendly, sustainable production, as well as its delicious flavor profile.

To do so we need to leverage established presence in major cities such as New York, Chicago, Montreal, and Toronto.



# SITUATION ANALYSIS

- Sustainable and Vegan-Friendly Production (Wine, 2023).
- Flavor Trends Aligned (Innova Market Insights, 2025).
- Authentically Greek
- Market-Ready (Team, 2025).







**WE ARE NOT JUST SELLING WINE, WE ARE SELLING VALUES!**

# STRATEGIC INSIGHT

- Climate consciousness
- Diet-inclusive
- Authenticity
- Value of family heritage





# CAMPAIGN BUDGET

## **Michelle Chen (@legallywined)**

- Accessibility focused
- Highly educated (lawyer, certified wine sommelier)
- Smaller creator (charges \$100-500)

## **Other Tactics (Prices Monthly)**

- Paid promo on social media  $\cong$  \$200
- Paid search engine sponsors = \$500-1000





# UTILIZING TARGET AUDIENCE

## **Targeted Social Media Posts**

Use different applications to target different demographics

## **Influencer Marketing**

Reach out to influencers who's morals align

## **LinkedIn**

Use LinkedIn to hire ambassadors





# CREATIVE STRATEGY

## **Social Media Area**

A sign, wall, or seat designated for creating content (Sip Spot)

## **Why?**

It isn't just wine, it is a movement  
(vegan, authentic, etc.)





# ONLINE ENGAGEMENT

## Become More Active

The key to success on social media is being involved

## Use of Wordplay

Start a hashtag or have a signature slogan (or multiple!)

## Website Re-vamp

Modernize your website for easier navigation

The world is **VAST**-  
choose Gero**VASS**iliou

Vegan. Vibrant. Uniquely  
**Malagousia.**

[HOME](#)[WINES](#)[VISTI](#)[ABOUT](#)

*Ktima*  
**GEROVASSILILOU**



## ABOUT GEROVASSILILOU

Ktima GeroVassiliou is known for producing high-quality wines from indigenous and international grape varieties.

## OUR WINES

Explore our selection of red, white, and rose wines.

[VIEW WINES](#)

## VISIT OUR WINERY

Plan a tour and tasting at our beautiful estate

[LEARN MORE](#)



# BRANDING KIT

## MAIN LOGOS



## FONTS

CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ

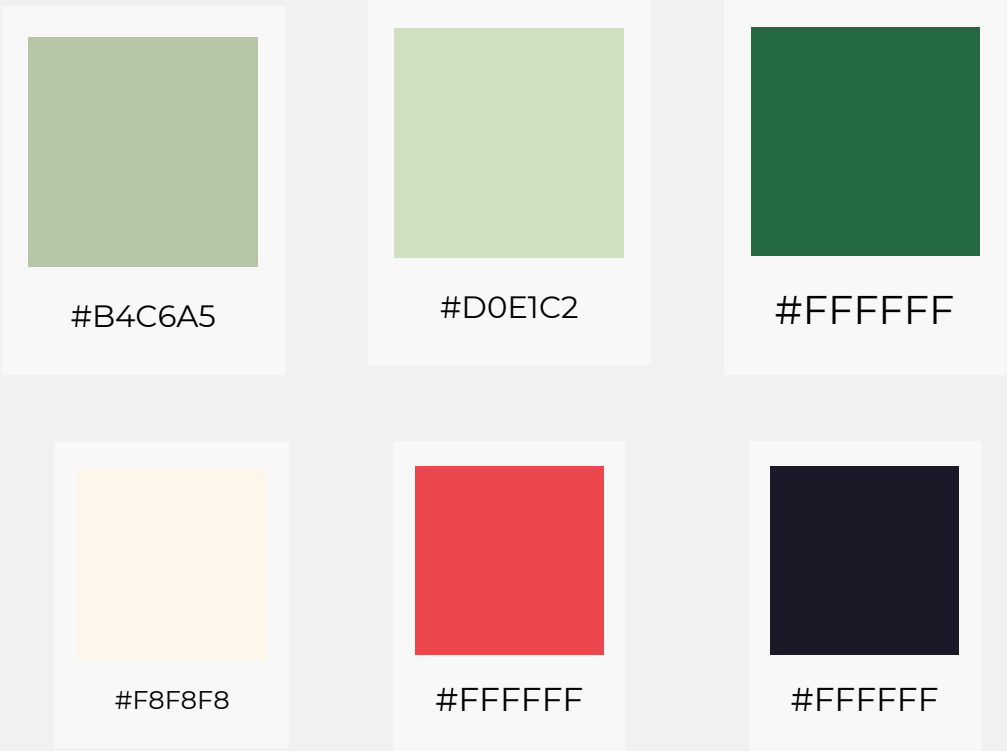
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## COLORS

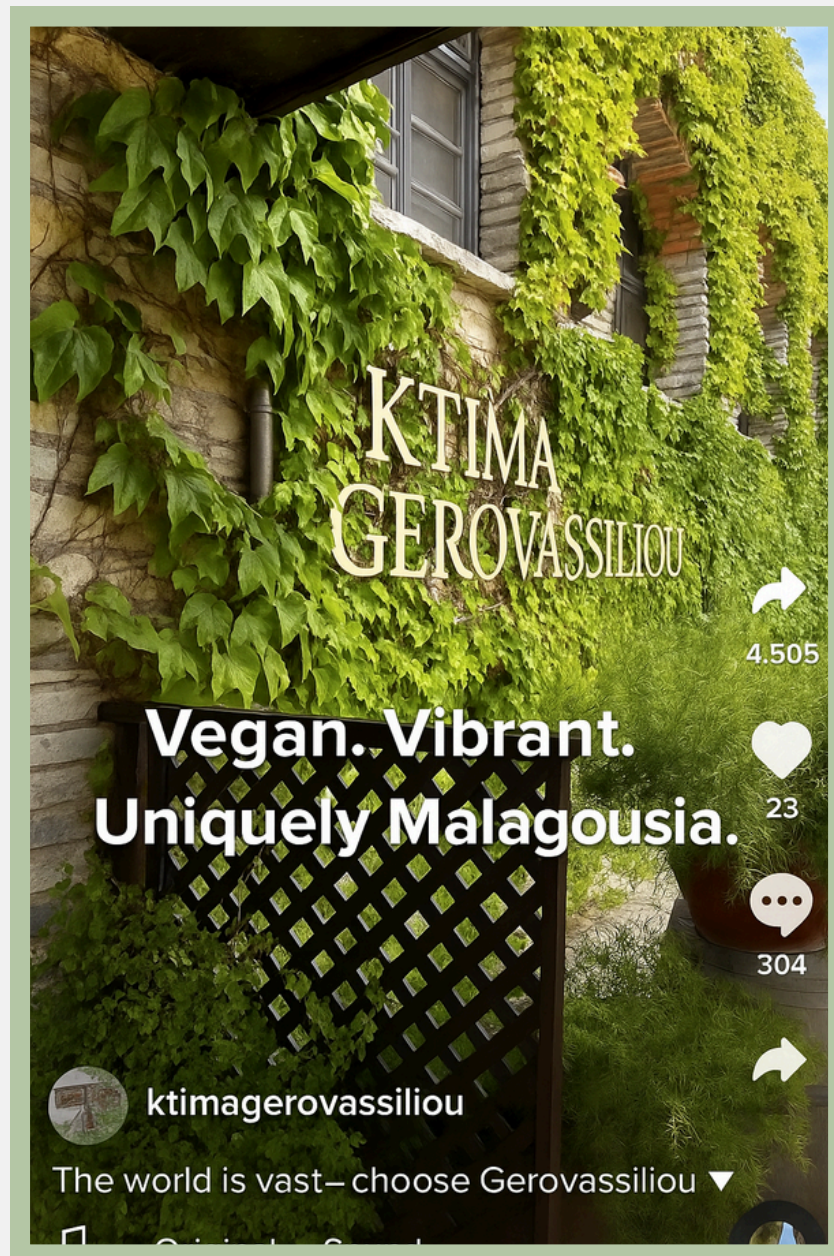


## MOOD BOARD

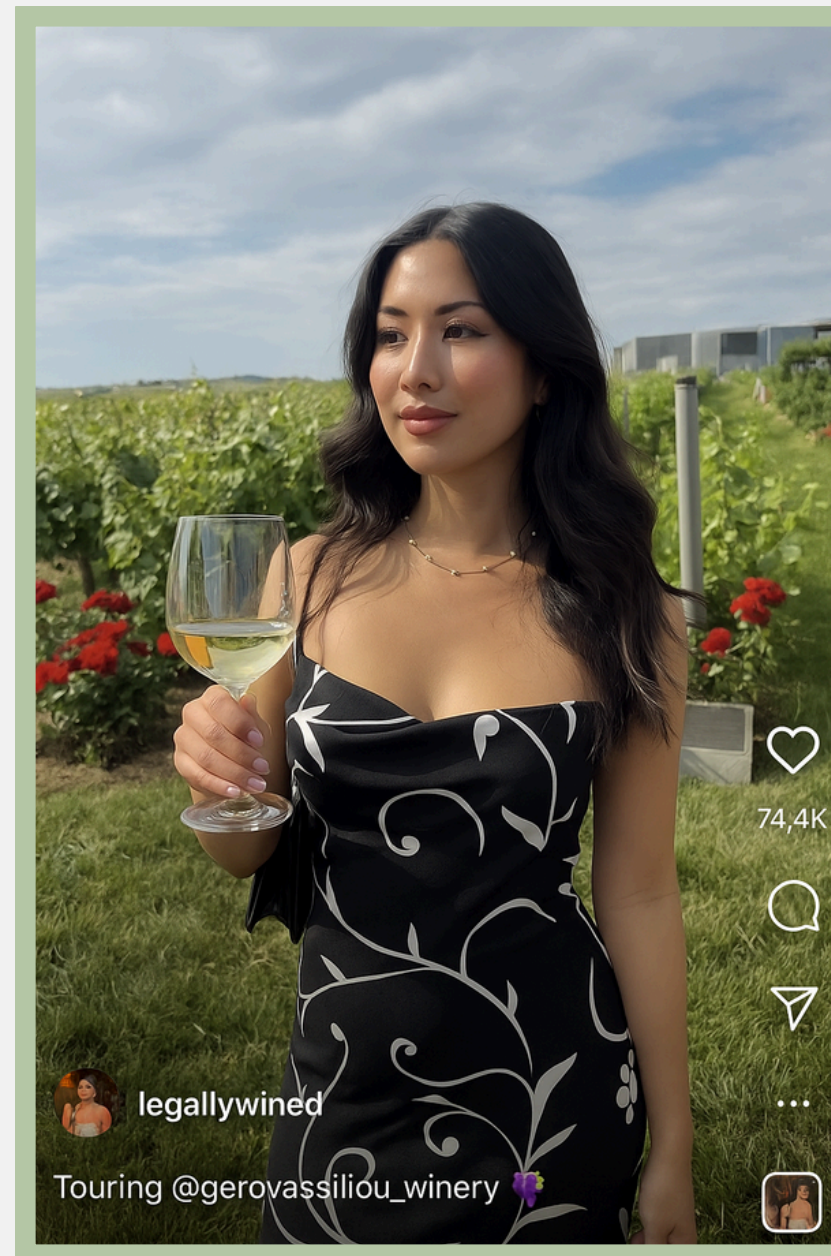




# SAMPLE CAMPAIGN ELEMENTS



A short form video on Instagram Reels



Influencer marketing with @legallywined



Leveraging content through hashtags and a designated content area



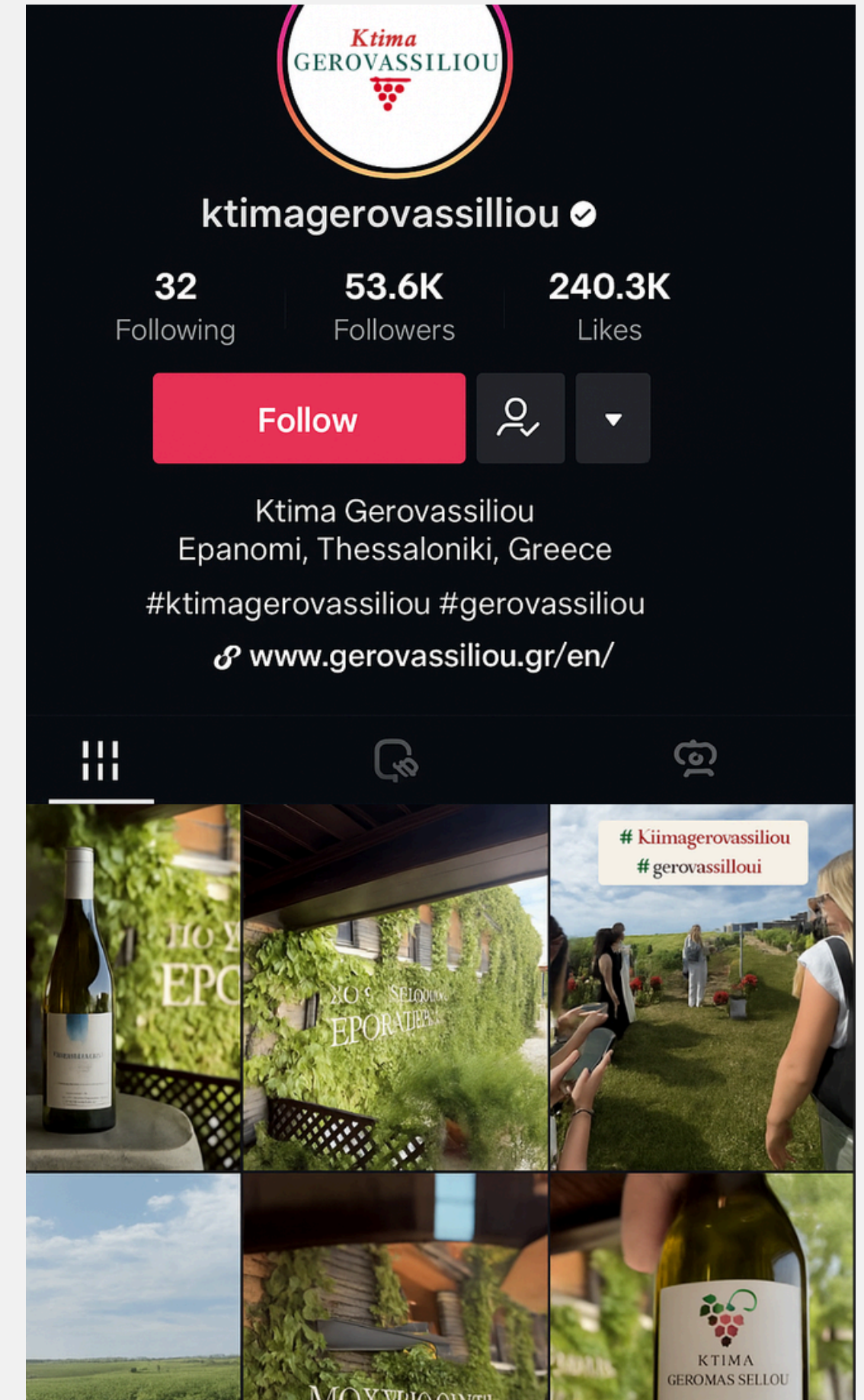
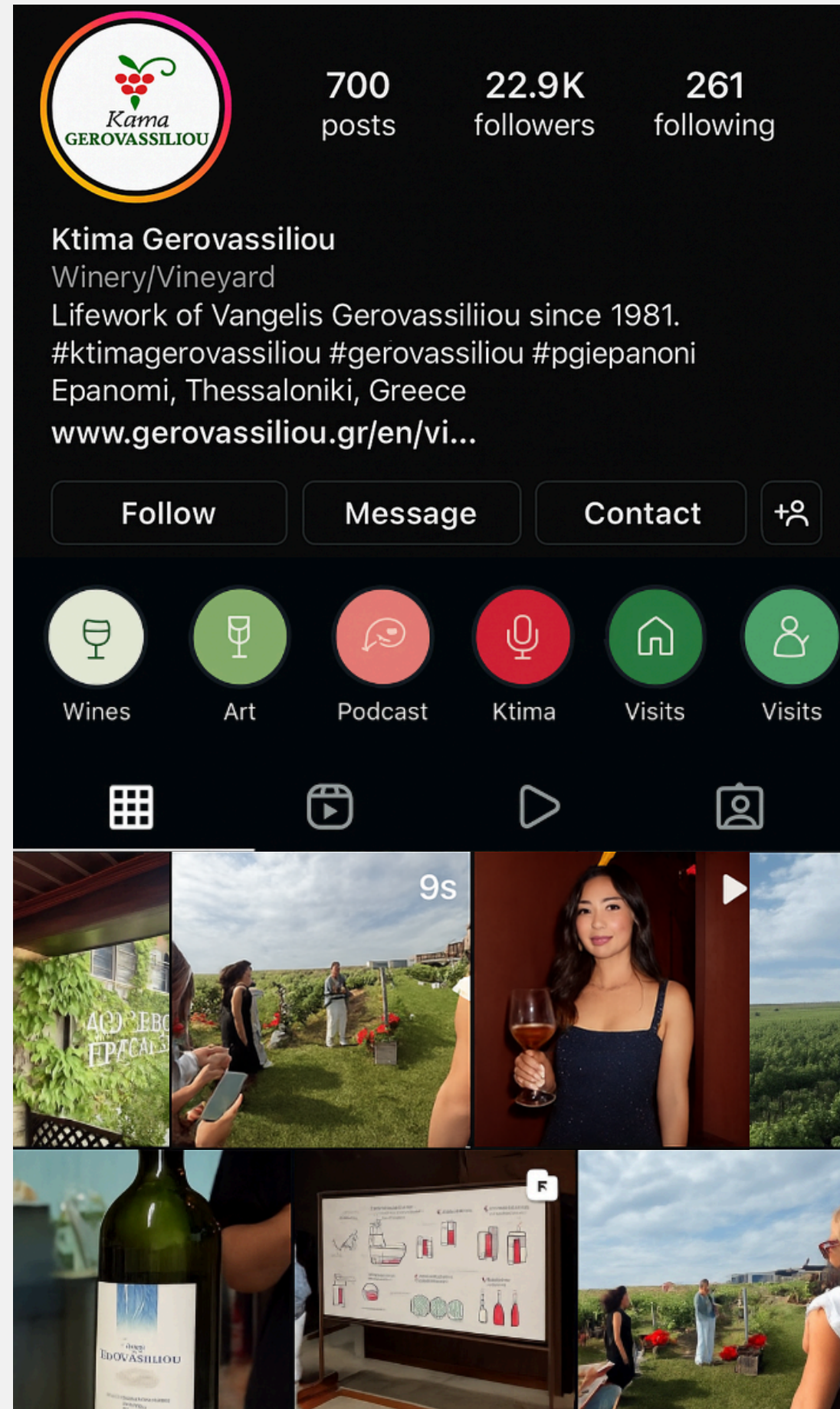
# MEDIA PLAN

Focus on **Instagram** & **TikTok**

Prioritize short-form videos such as on Reels, Stories, and TikTok

Partner with value-driven micro-influencers

Promote **user-generated content** through hashtags, interactive posts, and our “sip spot”





# MEASUREMENT & EVALUATION

Our objective is to increase brand awareness for Ktima Gerovassiliou's Malagousia wine by **at least 25%** by the end of Q4, 2025

## KPIs

- Social Media Engagement
- Consumer Interest
- Sentiment Analysis





# MALAGOUSIA ISN'T JUST WINE, IT'S A MOVEMENT.



- Vegan-friendly appeal
- Vibrant, forward taste
- Authentic Greek roots
- Targeted social strategy

CHOOSE GERO **VASSILIOU**.  
CHOOSE **VALUES**.