



Campaign Plan - Increase Consumer Awareness!

- Each month a video will be released and available to all wine-industry stakeholders.
- Users do not have to be a member of the Texas Wine and Grape Growers Association.
- Each user will be required to 'agree to the terms' and sign the Licensure Agreement before being able to access the video.

Campaign Recommendations - Increase Consumer Consumption!

- Users are encouraged to use these video assets in their own branding and marketing campaigns.
- Promote your brand and the Texas Wine Industry via your social media channels, emails, wine clubs, website, events, and tasting rooms.

