



Campaign Timeline - Build and Increase Brand Awareness All Year Long!

Below are the key objectives for each month's rollout to assist users in crafting related messaging.

- **March:** Damn Country video. Highlight Texas Independence month
- **April:** People Flocking video. Highlight wildflower season and Spring in the vineyard.
- **May:** Which Wines are Winning Awards. Highlight TexSom and IWA competition results.
- **June:** Steak video: Highlight kick off of summer, BBQ and all things under the sun.
- **July:** Hard Working video. Highlight July 4th and the beginning of vineyard harvest.
- **August:** Hard Working video. Highlight the end of vineyard harvest of summer.
- **September:** Texas Pour video. Highlight the 'labor' of making of wine.
- **October:** People Flocking video. Highlight Texas Wine Month & Lone Star International Wine Competition winners
- **November:** Which Wines are Winning Awards video: Highlight competition awards (SAT and Houston Rodeos, San Francisco International, etc.)
- **December:** Texas Pour video. Celebrate the holiday season and introduction to the New Year.

