



Cupcake VINEYARDS

LOVE IS WINE

CHARDONNAY

NETFLIX

A PERFECT PAIRING



THE CHALLENGE

Make Cupcake Vineyards a culturally relevant wine brand while drumming up excitement for the upcoming season of 'Love is Blind'.



THE IDEA

A PARTNERSHIP THAT SERVED UP LOVE IS BLIND IN A BOTTLE OF CUPCAKE WINE.

Instead of asking "Is love truly blind?" we asked, "Is love truly...wine? We created a series of spoof teasers and trailers by tapping 'Love is Blind' alumni to head back into the pods to meet their perfect pairing: a bottle of the new Cupcake Vineyards 'Love is Wine' Chardonnay.

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If we want to improve the odds of more people drinking wine, we need more brands to think along the lines of Love is Wine.
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JustDrinks



19M+ ORGANIC VIEWS
OF CAMPAIGN LAUNCH

21M+ ADDITIONAL SOCIAL IMPRESSIONS FROM PR

196M+ EARNED MEDIA IMPRESSIONS

367M+ INFLUENCER PARTNERSHIP IMPRESSIONS

