

## GG Media Q4 2013

I worked as marketing coordinator for nine months while finishing my senior year. GG brought me on to manage their 500 hr/mo account with a national advertising agency.

During this time, we worked together to overhaul a previously unbranded identity into a growing brand they will utilize for the next half century. The history of the Jansen's, and the attitude of an older Dallas businessman harangued by encroaching competitors was some referential perspective.

We told the story full-page, and often. To ease the cost to the client I also handled over \$500,000 in print and web placements. To compete on price sales and I set price sheets, key bottles, and leveraged our new brand and pipeline to reach shoppers for the holidays. The Wine Week kicked off a month of heavy sales by highlighting our longstanding traditional of French expertise by partnering with FACC in Dallas, seen below.



# GOODY GOODY

WINE • BEER • LIQUOR

*Presents*

## THE WINE WEEK

SHOW UP THE TURKEY  
WIN OVER THE IN-LAWS  
FOR SOMEONE SPECIAL  
CELLAR SHOWPIECE

NOV 11-16

**TASTINGS  
EXCLUSIVES  
SALES  
ONLY AT  
GOODY  
GOODY**

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### SALES ALL WEEK

PETIT BORDEAUX

| BORDEAUX                         | SALE    | BORDEAUX SUPERIEUR               | SALE    |
|----------------------------------|---------|----------------------------------|---------|
| Ch. Augey Rouge                  | \$8.99  | Ch. Hauts de Fontenau            | \$9.79  |
| Ch. Mozelier                     | \$9.99  | Ch. Ballous-Royal                | \$11.99 |
| Ch. Relais du Cheval Blanc Rouge | \$10.99 | Ch. Saint Julien                 | \$15.99 |
| Lahire                           | \$6.99  | COTES DE BORDEAUX                |         |
| Emilio                           | \$17.99 | Ch. Haut Gaudin                  | \$16.99 |
| Ch. Myland Dubee Milady          | \$13.99 | e Milady                         | \$13.99 |
| Ch. Seret                        | \$11.99 | Ch. Seret                        | \$11.99 |
| Ch. Raustang                     | \$12.99 | Ch. Raustang                     | \$12.99 |
| Ch. La Rose Fillel               | \$13.99 | Ch. La Rose Fillel               | \$13.99 |
| Le Bordeaux de Chateau Maiselles | \$16.99 | Le Bordeaux de Chateau Maiselles | \$16.99 |
| Ch. Myland                       | \$13.99 | Ch. Myland                       | \$13.99 |

### WHAT'S THE OCCASION?

Here at Goody Goody we want to help you celebrate your special moments. That's why we are excited to bring a wide selection of exclusive 2009 and 2010 vintage Bordeaux to Texas.

Whether you are looking for a treat for a family dinner or are just interested in learning more about French wines, we've dedicated a week towards bringing you one more thing to celebrate. Come by one of our 13 DFW stores to enjoy our wine tastings and sales running all week.

**FRENCH-AMERICAN  
CHAMBER OF COMMERCE**  
Dallas/Fort Worth

