

# MEZZACORONA

In coordination with #NationalPinotGrigioDay, Fifty & Five partnered with ten wine, lifestyle, & food micro-influencers to activate a five-day, multi-channel campaign for our client Mezzacorona. Over the course of the campaign, influencers shared on-brand messaging & content six times across their Instagram feeds, Stories, blogs, & YouTube channels. Through this strategy, we successfully increased brand awareness, consideration, & reach, & improved social discovery & SEO for Mezzacorona.



## RESULTS

- all influencers rated Mezzacorona Pinot Grigio a 5/5 in taste & a 4.7/5 in quality.
- all influencers rated the organization of the campaign a 5/5.
- all influencers said they want to work with Fifty & Five & Mezzacorona again.
- visits to Mezzacorona's instagram profile increased by 66% the week of the campaign.

pieces of content shared.

**120+** +

total engagements.

**986k+** +

total impressions.

**711k+** +

total reach.

**262k+** +

