



## MY MEIOMI - CONSTELLATION BRANDS

First year client Constellation Brands asked SoHo Experiential to find a compelling way to present its coastal brand Meiomi Wines to a new and larger audience. Meiomi Wines was purchased by Constellation Brands in 2015 after a very strong start in California when the brand was named an Impact Hot Brand and Wine Brand of the Year by Market Watch. Even with the great press and burgeoning sales, the newest owners knew the brand had tremendous upside and wanted to introduce it to wine drinkers at key food and wine events across the country.

The first challenge with any food and wine tour is to make something compelling, high quality but still practical as a mobile set. Because mobility is so important, often times these wine and food events feature simple 10x10 or maybe 20x20 popup tents, vinyl banners and rudimentary quality cues. While the food and wines are often superlative, the ambience falls far shorter.



The second challenge is that the vast majority of tasting events are one touch experiences for consumers. They come in, they taste, they move on to the next booth. This creates an issue, especially when wine is involved, where even the best brands can be lost in a haze of numerous samples, homogenous brands and similar brand experiences. To make a splash, our experience needed to be disruptive, and have built-in data capture and sharing moments that seemed organic to the overall experience.

Our solution was to evoke the idea of "coastal living" by creating My Meiomi Home as a top shelf solution to the standard 20x20 tasting tent. Replete with a functioning kitchen, interactive stations, and chic furnishings, the home is flexible enough to provide an "open house" to anyone who strolls by, and then can be closed for featured tastings and presentations. We created

## CASE STUDIES OF DISTINCTION

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highly anticipated private tastings featuring the Cheese Twins, Michael and Charlie Kalish, who curated local cheese for wine pairing demos at each tour stop.

To build buzz online, guests were invited to recreate a coastal living scene courtesy of Meiomi Wines with their friends in front of a backdrop with home-style furnishings. Of the thousands of attendees who've visited the Meiomi Home so far this year, nearly 15% have provided their data and created photos; for each photo taken, we see a 214% open and share rate. Enjoying a glass of Meiomi Wines in a relaxing, coastal setting is clearly an experience worth sharing.



### ABOUT SOHO EXPERIENTIAL

We are SoHo Experiential and we love what we do and who we do it for. Here, our clients are more than a collection of brands; they are our inspiration, pushing us to think bigger, act bolder, and be more than an agency. In effect, our clients are our partners and like us, they understand that a positive experience is only the starting point – real value comes only when we can create lasting affinity. So at SoHo, our mission is to craft brand experiences that, through collaborative effort, ignite long-term relationships between our clients and their most passionate consumers.