

LadyASTI

2014



ASTI
D.O.C.G.



CAMPAIGN FUNDED ACCORDING
TO THE CE REGULATION N.1234/07

Asti DOCG

意大利爱思醴甜汽酒协会

于1932年成立于皮埃蒙特大区爱思醴区域，意大利西北部。意大利爱思醴甜汽酒协会由4200家葡萄种植园以及80家罐装和销售公司组成。正是通过这些成员的努力，我们香甜的汽泡酒才得以举世闻名。爱思醴甜汽酒由莫斯卡托葡萄酿制，是此种葡萄酿制的唯一保证法定产区酒。意大利爱思醴甜汽酒协会“DOCG”的标识，代表着品质的保证。馥郁的汽泡酒由于它的特性而独一无二，它拥有麝香的香味和口感，开瓶即散发香气，天然平衡的甜味，适度的酒精含量。意大利爱思醴甜汽酒协会致力于保护、推广并提升爱思醴在意大利和全世界范围的形象。

Asti DOCG consortium was founded in 1932 and originates from the province of Asti in the Piemonte region, northwest of Italy. The ASTI DOCG Consortium was built up on 4,200 families of winemakers, and 80 companies that bottle and sell the product, which made this sweet sparkling wine famous around the world. Asti sweet sparkling wine is made out of the Moscato grape and the only DOCG wine of its kind. The DOCG label, stands for “Denominazione di Origine Controllata”, it means that the production is controlled and guaranteed. The aromatic sparkling wine is unique by its exceptional characteristics; musky aroma and taste, immediate fragrance, balanced natural sweetness and moderate alcohol content. The Asti DOCG consortium was created to protect, promote and enhance the image of Asti in Italy and worldwide.



Lady ASTI

爱思醒比世界上任何其他葡萄酒更出色地保留了刚采摘新鲜葡萄的芳香和味道。

去年我们在上海开展的第一届“我爱k歌，汽泡女王”歌唱比赛中，深信中国作为我们爱思醒的新目标市场，具有十分引人注目的潜力。一年之后的今天，我们在这里，继续我们的使命。

今年我们将继续开展第二届“我爱k歌，汽泡女王”的竞选活动，也是首次在中国举行意大利语歌唱比赛。同时，我们将把我们的活动通过著名的爱思醒品牌扩展到世界的各个角落。

ASTI maintains the fragrance and aromas of the fresh grapes more than any other wine in the world.

LAST YEAR we launched LadyASTi in Shanghai deeply believing that China will represents a high potential market for ASTI. One year later we are here again to continue our mission.

This year we will launch the Second Edition of LadyASTI, the first Italian singing contest in China, but we will also extend our activities through cooperations with the most famous ASTI producer brands in the world.



Lady ASTI Campaign 2013



Over 55, 000 followers in Chinese Social medias



First launch campaign July 2013

25,000 chinese girls applied to be crowned Lady ASTI 2013 in Shanghai

Over 22 millions single viewers in Lady ASTI video streaming voting page (PPS&IQIYI)

Lady ASTI Campaign 2014



Positioning approach: Affordable Luxury

Age: Chinese females 18 - 45 years

Characteristics: Charismatic, sparkling, sweet and international

Channels: KTV contest, positioning party, Universities, Shopping Mall and Trade

Online LadyASTI presence: Official website www.ladyasti.com; (KOL, Weibo/WeChat)

Positioning party: Selected venues in Shanghai to increase sales and awareness e.g. MINT and Bar Rouge

Trade Exhibitions: increase sales and market potential in China

Exhibition : SIAL CHINA in 2013 and 2014

Lady ASTI Campaign LAUNCH 2014



Celebrities Judges: Zhangjiang ,Yuchaoyin, Keerqinfu.



YUCHAOYIN

- Singer
- CHINA Champion of the first Star Conference



ZHANGJIANG

- Singer
- Music director
- Songwriter of SunNan music studio



KEERQINFU

- Famous musician
- Songwriter
- Critic
- Cross media planner

Lady ASTI **KTV CONTEST 2014** FORMAT

- A. ONE** Press conference and Cocktail Party
- B. THREE** Blind auditions
- C. ONE** Semifinal
- D. ONE** Final in Shanghai



Lady ASTI 汽泡女王

我爱K歌 圆梦意大利歌唱比赛 Media Plan MORE THEN **100** MEDIAS COVERAGE

NEWS PAPER AND WEEKLIES

- Grazia
- ff
- U+ Weekly
- The Bund
- Modern Weekly

WINE MAGAZINE

- Restaurant Review
- Drink GUIDE
- Drink
- FOOD&WINE
- Wine
- FOOD Report
- FOOD Special
- China Wine

LIFESTYLE

- Forbes
- HURUN REPORT
- Noblesse
- Life Express
- Target
- Apex Manual
- Comfort
- Insider
- IMOTRE
- Fortune Generation

Lady ASTI 汽泡女王

我爱K歌 圆梦意大利歌唱比赛 **Media Plan** MORE THEN **100** MEDIAS COVERAGE

Tvs

- Channel Young-OK
- SMG
- ICS
- OTV-Entertainment Online
- Dragon TV News Centre
- www.youku.com
- www.tudou.com
- www.styletv.com
- www.iqiyi.com
- www.pptv.com

WEBSITES:

- Haibao.com
- Weibo.sina.com.cn
- www.sohu.com
- www.163.com
- www.ellechina.com
- www.self.com
- www.vogue.com
- www.rayli.com.cn
- www.yoka.com
- www.mp.com

WEBSITES:

- www.chinanews.com.cn
- www.chinaluxys.com
- www.FashionTrenDigest.com
- www.chinadaily.com
- www.onlylady.com

Lady ASTI 汽泡女王

我爱K歌 圆梦意大利歌唱比赛 **Media Plan**
MORE THEN **100** MEDIAS COVERAGE



Lady ASTI 我爱K歌 SPONSORSHIP

I Our Sponsor's Benefits :

1. Press release mention
2. Media exposure with more than 100 Chinese and Italian Medias
3. Live broadcast exposure on Youku and PPS (all night long)
4. Special thanks by the MC during the night
5. Name our Teams with your BRAND name. ONLY 3 TEAMS AVAILABLE
6. **VIP** area access with private bar for Sponsor's representative and 2 guests
7. Brand Logo on LED maxi screen on stage
8. Possibility to have a promotional booth at the Event location.

CHARITY AND LUCKY DRAW



We are pleased to announce that during the Final night all the offers will be 100% donated to an International Charity Organization.*

* Charity organization contact details will be provided shortly.

CONTACT US

BE our **partner** and join us in our event is **very easy**, contact us to donate Lucky Draw prizes, vouchers, products or charity cash.

PLEASE CONTACT : lorenza.celentano@insiderchina.com



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TO THE REGULATION N. 1294/07

WELCOME TO JOIN US

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Asti官方微信



扫描二维码 留言报名

