



Campaign name (Subject Line)

Spreading Winter Joy. Valentine's in Summerland

Channel

Email campaign / Mailchimp

Goal

Keep the audience engaged during the winter off-season

Offer framing

Seasonal update with a Valentine's promotion focus; the framing is emotional and time-sensitive rather than discount-heavy.

Brand context

Solvero emphasizes winter as a time of care, balance, and preparation in the vineyard and cellar, which matches the brand's practical, grounded tone.

Campaign overview

Valentine's promotion part, the approach likely connects gifting or seasonal celebration with wine as a thoughtful gesture.

Business objective

Drive interest during a slower sales period and create a reason to buy or around Valentine's.

Core message

Winter is not idle time; it is careful work, and Valentine's is a timely reason to share wine from Solvero Wines.

Analytics



36.8%
CTOR



20.7%
CTR



CA\$1164
Revenue

Why it worked

Seasonal timing plus a relationship-driven occasion like Valentine's is a strong fit for wine.