

MIONETTO PROSECCO SPREADS THE WORD WITH A MEMORABLE BRUNCH



The Challenge: Build awareness around Mionetto Prosecco, and leverage the brand's upscale image while positioning Mionetto as a versatile, sophisticated “everyday” beverage.

The Sway Solution: Sway hosted a brunch event at a New York hot spot where influencers could mingle and enjoy original Mionetto cocktail recipes paired with delicious food. Subsequent blog posts included compelling lifestyle imagery of everyday entertaining featuring Mionetto, driving home the message that Mionetto is perfect for casual settings as well as milestone celebrations. Posts were amplified on Pinterest during key points throughout the summer to continue bringing in traffic.



The Results:

- ✓ 11.1K earned engagements
- ✓ 3.33% unique click-through rate
- ✓ 7.4K likes on Instagram