

Seal wins Wines of South Africa

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Wines of South Africa (WOSA), has appointed Seal Communications to bring to life its new 'Variety is in our Nature' positioning for the country's premium wines in the UK.



Seal's appointment follows a two way pitch and the consultancy's campaign will highlight the unique biodiversity of the Cape wine lands and the pioneering ecological and sustainable farming initiatives used in wine production.

Jo Mason, the new UK market manager for WOSA, commented: "The energy and creativity Seal showed in their presentation really impressed us. They demonstrated a real understanding of our proposition and a powerful lifestyle media plan which translated this into an emotive and engaging message for the eco-friendly consumer."

The 18 month campaign sees Seal, specialists in food, drink, travel and lifestyle, targeting a wide variety of consumer broadcast, online and print channels ranging from food, drink and travel to gardening, fair-trade and environmental.

Katie Morris, chief executive of Seal Communications, said: "We are thrilled to be working with WOSA on such a ground breaking campaign. Consumers are increasingly making their everyday lifestyle purchases based not just on quality in terms of taste, but on the ethical and environmental standards affecting the production of those products. The glory of this campaign is that we have a wealth of fascinating facts and experience to engage and enthrall the consumer."

Seal has a strong heritage of working in the drinks sector at both industry issue level through its work with Punch Taverns to branded product experience. The team will be utilising this knowledge in tandem with its excellent travel and lifestyle experience to bring a fresh, integrated campaign approach.

Seal is one of the country's fastest growing independent consultancies, with 40 staff located across three offices in Birmingham, London and Shrewsbury.

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For further information please contact Rebecca Mee or Katie Morris on 0121 200 0780 or 01743 234224.

Notes to editors

Wines of South Africa (WOSA) is an independent, not for profit company which represents all exporters of South African wines and promotes these wines abroad and on the domestic market.