

LINDEMAN'S

IN OVER 100 COUNTRIES, THE WORLD SMILES WITH LINDEMAN'S.

MEDIA RELEASE

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THE WORLD SMILES WITH LINDEMAN'S:

NEW GLOBAL CAMPAIGN FROM INTERNATIONALLY RENOWNED WINE BRAND

Lindeman's has searched the world to discover what makes people smile in a new campaign that features universally relatable stories of friendship and positivity.

Celebrating the brand's remarkable global popularity in over 100 countries, "The World Smiles with Lindeman's" campaign was created by J. Walter Thompson and will launch globally from July 2016, across digital still and video/TVC, in-store activation and limited edition bottles.

The campaign provides a snapshot of people from all walks of life, capturing candid interactions and the moments that make them smile. While every story is individual and each location has a character of its own, the spirit of connection and positivity that unites them has no boundaries.

Lindeman's Global Marketing Manager, Tasha Harp, said: "This campaign is a modern interpretation of Lindeman's positive philosophy, which was first expressed by founder Dr Henry Lindeman in 1843 and has been a consistent value of the brand ever since. Lindeman's is available in 100 countries around the world, so we sought to capture just some of the locations and moments where Lindeman's is enjoyed," Harp said.

"Lindeman's has been making people smile for over 170 years," said J. Walter Thompson's Paulina Embart, "And this campaign celebrates those little, everyday things that make us happy. Inevitably, it's a real sense of social connection that lies at the heart of joyful moments."

The campaign was shot in four locations around the world – London, Stockholm, Guangzhou and Sydney – by internationally renowned photographer, Sophie Ebrard. Ebrard took a journalistic approach to subject and story, scouring each location to uncover interesting stories from 'real people' who enjoy Lindeman's and capturing these in her customary visual style, both on film and through still photography.

View "The World Smiles with Lindeman's" videos and creative here <https://www.lindemans.com/smile-stories>

Creative credits – J. Walter Thompson:

Creative Director:	Tim Holmes
Senior Writer:	Michael Mulcahy
Senior Designer:	Chris Lewis
Designer:	Monica Placella
Agency producer:	Lauren Napthine

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About Lindeman's

Every year, Lindeman's is enjoyed 80 million times a year in over 100 countries around the world – allowing family and friends to reconnect and enjoy time together.

Lindeman's global popularity has been driven by the positive philosophy of Dr Henry Lindeman, who established Lindeman's in the Hunter Valley in 1843.

The Lindeman's portfolio includes the iconic Lindeman's Bins Series, the Gentleman's Collection, regionally distinct wines from Hunter Valley and Coonawarra, Cawarra and the innovative lighter in alcohol and calorie range Lindeman's Early Harvest* and zero-alcohol range Maiden Press.**

Perfect for everyday moments, yet equally worthy of an occasion, Lindeman's immensely popular wines are approachable and accessible, with an unfailing record of consistent quality and timeless appeal.

What makes us smile? Friends and family around the table, sharing stories over a bottle of wine, hearty conversation and great food, any day of the week and any time of year.

**Lindeman's Early Harvest wines are at least 25% lighter in alcohol and calories when compared to comparable wines of the same style.*

*** Lindeman's Maiden Press contains no more than 0.5% alcohol by volume from natural fruit fermentation*



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