

## Brancott Estate welcomes RWC 2011 fans to Auckland

For Immediate Release  
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AUCKLAND – Inbound passengers and Rugby World Cup 2011 fans arriving at Auckland International Airport will be stepping off the plane into a virtual vineyard, courtesy of official RWC 2011 sponsor Brancott Estate.

The spectacular vineyard setting, which stretches across both arrivals halls and extends onto travelators, walls, floors and ceilings, will welcome guests arriving from now until the end of October.

There is also a 34 metre branded tunnel in the main arrivals hall which replaces the existing carpet with 160 square metres of pitch turf. The high profile signage features words and imagery from the new Brancott Estate 'Stay Curious' campaign.



Created in conjunction with media company EYE and creative agency Pim, the experience incorporates printing, lighting and audio techniques such as lenticular panelling, wraps and crowd cheering audio on motion sensors, to help new arrivals feel like they are already at the stadium.

Quentin Job, International Marketing Director for Brancott Estate, says the virtual experience is quite unlike anything previously undertaken in a New Zealand airport.

"The aim is to bring our sponsorship of Rugby World Cup 2011 to life with an engaging and memorable experience as soon as people land in New Zealand. RWC 2011 fans from our key markets are invited to stay curious on their journey through engaging and consistent messaging from Brancott Estate.

"An estimated 950,000 visitors will walk through Auckland International arrivals during the World Cup from August to October – and they may well think they've arrived at Brancott Vineyard," says Mr Job.

### About EYE

EYE is an international Out-of-Home advertising company specialising in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels ONE, TEN and ELEVEN.

### For more information please contact

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## Media release

Cameron Taylor, Sales Director for EYE New Zealand, says his company is committed to delivering iconic campaigns to engage the large number of passengers expected across the country during RWC 2011.

"We are excited to work with Pernod Ricard to achieve this result," he says.

This is just one of a number of innovative campaigns undertaken by Brancott Estate as part of their sponsorship of RWC 2011.

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### About Brancott Estate

Brancott Estate is named in honour of Brancott Vineyard where Montana first pioneered New Zealand's flagship varietal; Marlborough Sauvignon Blanc. Since the beginning, independent experts have bestowed Brancott wines with awards, with medals received since the very first vintage.

Brancott Estate is committed to sustainable practices and is a founding member of New Zealand's original sustainable winegrowing initiative established in 1995. This programme has since transformed into Sustainable Winegrowing New Zealand (SWNZ). All our vineyards and wineries are accredited under the scheme.

Brancott Estate is part of Premium Wine Brands Pty Ltd (formerly Pernod Ricard Pacific Pty Ltd) portfolio. Premium Wine Brands Pty Ltd is responsible for the global management and brand creation for the strategic wine brands within the Pernod Ricard family.



Enjoy Brancott Estate wines responsibly. [www.brancottestate.com](http://www.brancottestate.com) or follow us on

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