ENVELOPE 3

ANNEX X Bis

MODEL IMPACT CHART FOR CRITERIA BY APPLYING FORMULAS

MEDIA	Total units
Digital activity: (breakdown by activity)	**IMPRESSIONS**
- Support 1: Online platform and newsletter activity	150,000
- Support 2: Social Media activity	500,000
- Support 3: E-Commerce Collaborations	5,000,000
- Support 4: Podcasts	10,000
- Support 5: Consumer Advertising and media partnerships	28,840,000
- Support 6: Trade media advertising and partnerships	8,650,000
- Support 7: Press Office activity – storytelling, features and visiting the vineyards	50,686,000
- Support 8: Influencers	30,000,000
- Support 9: Activations such as Sherry Week residency	100,000
TOTAL DIGITAL ACTIVITY OF THE FIRST	**123,936,000**

MEDIA	Total units
Digital activity: (breakdown by activity)	**IMPRESSIONS**
- Support 1: Digital, social and e-commerce activity	5,550,000
- Support 2: Trade and consumer advertising partnerships	41,000,000
- Support 3: Sherry takeover in	50,000,000

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- Support 4: Influencers	35,000,000
- Support 5: Press Office	50,686,000
- Support 6: Additional Activity	13,500,000
TOTAL DIGITAL ACTIVITY ON EXTENSION	**195,736,000**

Note: The number of impressions shall be expressed in units that are homogeneous to each other and in number of people (number of impressions) without decimal places.

Note: These data must be accompanied by the official source that they were obtained from. **The source for the impacts is Cision, Gorkana.**

Note: The data of the media that are in line with the target audience profile shall be taken into account.

Note: In case of extension, the number of impressions and impacts for its year of duration must be at least the same as the number offered for year 1, and may be greater if applicable.

Barcelona, 27th of May 2021

Note: Please see below the supporting statement on approach and impacts should you need it.

We have developed a programme of activity for the UK with the objective to drive awareness and encourage trial through impactful content and partnerships. In-line with the brief our core focus has been on digital and social, enhanced with a strong influencer engagement and bar tender advocacy in order to enthuse and excite through positive endorsement.

Over the last 12 – 18 months we have seen a significant increase in engagement from consumer in digital and social media which provides us with an opportunity to reach a larger number of our target audience quickly and in a timely fashion across core platforms. We have therefore up-weighted spend on digital and social advertising allocated a large proportion to paid for partnerships including social media influencers in order to secure as high number of impacts as possible. Consumer media including (for example) Mail Online is now one of the largest read publications in the UK with a reach of more than 98 million. Our recommendation to partner with popular publications such as this gives us confidence that we will reach our proposed total impacts for the whole programme during the year, provided that we support with editorial and social opportunities to further drive home our key messages and educate our audiences about Sherry.

We have also seen a large increase in consumers turning to e-commerce sites for purchase, looking for inspiration and education, we have included recommendations to seek and secure partnerships with the UKs top tier, specialist e-commerce sites. Working closely with them to develop strategic content that creates interest and ultimately drives trial. Our spend in these areas will be allocated strategically with a content led approach to secure advocacy in year one and will be further amplified in year two in order to build on our success of year one including but not exclusive to: Master of Malt, Vagabond, Tannico, The Wine Society, 31Dover etc.