extenda
ANDALUCÍA EXPORTACIÓN E INVERSIÓN EXTRANJERA

SHERRY WINES
VINOS DE JEREZ

ENVELOPE 3

ANNEX X Bis

MODEL IMPACT CHART FOR CRITERIA BY APPLYING FORMULAS

MEDIA	**Total units**
Digital activity: (breakdown by activity)	**IMPRESSIONS**
- Digital Marketing – Full Funnel	**6 million**
- House of Coco	**350,000**
- The Buyers	**250,000**
- The Drinks Business	**150,000**
- Social Media Paid & Organic	**4 million**
- KOL Collaborations	**400,000**
TOTAL DIGITAL ACTIVITY OF THE FIRST YEAR	**11,150,000**

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TOTAL DIGITAL ACTIVITY ON EXTENSION	**11,150,000**

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.

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.

Place, date and signature of the proponent

Munich, 26.05.2021

Junta de Andalucía
Consejería de Presidencia, Administración Pública e Interior

UNIÓN EUROPEA