

# CREATIVE



# CONCEPT ONE

Your go-to pizza delivery.  
Your favorite album.  
Your best pair of jeans.  
Reruns of Seinfeld.

There's **comfort** in what's known.

But there's **thrill** in discovering the unknown.

# DARK HORSE DISCOVERIES



# DARK HORSE DISCOVERIES

Let's establish ourselves as  
a treasure worthy of discovery.

# CAMPAIGN MANTRA:

To a Dark Horse, it's just as much about the hunt as it is unearthing an extraordinary find.

Every adventure is an opportunity to discover a surprising new treasure.

And those game-changing moments are the ones defined by the thrill of finding something completely unexpected.

Seek. Discover. Repeat.

To a treasure hunter, there's excitement in the unknown.

DARK HORSE.  
ALWAYS A SURPRISE.

YOUR TREASURE HUNT ENDS HERE.



DARK HORSE ALWAYS A SURPRISE.



Let's start by establishing our place amongst  
**other great treasures** to be found...

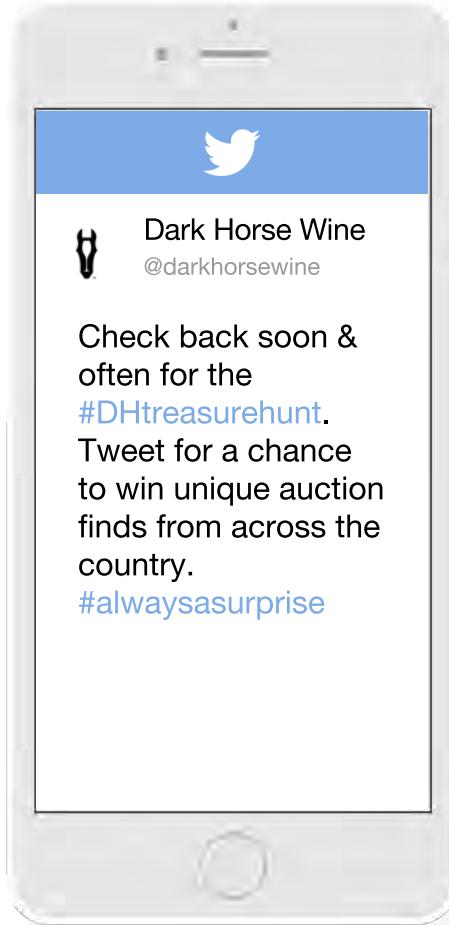
# DARK HORSE TREASURE HUNT

An interactive, digital “Treasure Hunt” that helps consumers discover highly unique \$10 flea market finds from across the country.

# HOW IT WORKS:

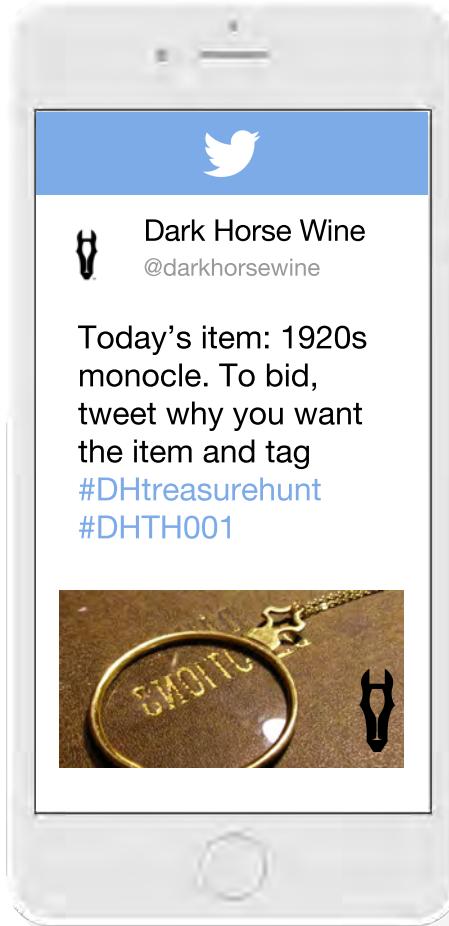
1:

Launch the Dark Horse  
Treasure Hunt with  
promoted tweets to reach  
out and recruit followers.



# 2:

We tweet out the treasure of the day.



# 3:

Our followers bid for the treasure with a tweet (earned media) or a click (microsite).



# 4:

We randomly select a winner and celebrate with a bottle of Dark Horse wine.

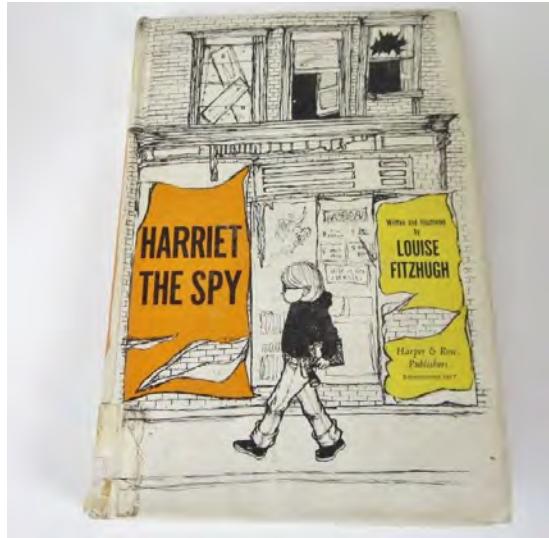


# 5:

Every day there's a new treasure to be won as we create a social media groundswell.











We know a treasure hunter is **always on a mission**,  
looking for the thrill of a new discovery...

We'll inspire and deliver that thrill by highlighting the  
**discovery moments** behind their favorite things.

# THE THRILL OF DISCOVERY



Dark Horse Wine @darkhorsewine • May 25

Everyday explorations can lead to unplanned discoveries, like a classic staple your dad would have worn.

#DarkHorseDiscovery







Let's find new treasure hunters in one of the most  
**unexpected places** treasure hunters can be found...

# NIGHT MARKETS.

Night markets or night bazaars are street markets which operate at night and are generally dedicated to more leisurely strolling, shopping, and eating than more businesslike day markets.

Recently night markets, such as Brooklyn Night Bazaar in Williamsburg, have been combining food, music, nightlife, and a flea market vibe to create a unique and exciting take on the concept.





# DARK HORSE AFTER DARK

We'll host a nighttime bazaar filled with a wide variety of vendors - including crafts, food, music, design and fashion - where our consumer can come to discover all sorts of new treasures (and our wine). Those who can't attend can participate via our Periscope "shopping" experience.

# DARK HORSE DISCOVERIES

TENTPOLE ACTIVATION

MOMENT STUDIO CONTENT

SOCIAL AMPLIFIED EVENT

**DARK HORSE  
TREASURE HUNT**



**THRILL OF  
DISCOVERY**



**DARK HORSE  
AFTER DARK**



# CONCEPT TWO

As we grow up, we lose our **child-like wonder**.

We see the realities. The challenges. The obstacles.

Let's remind ourselves how refreshing it feels to  
**harness our creativity** and use our imagination.

DARK HORSE  
TRANSFORMATION

# DARK HORSE TRANSFORMATION

Let's be a **conduit of transformation**,  
from the expected to the extraordinary.

# CAMPAIGN MANTRA:

A dark horse is expressive. Imaginative. Resourceful. A powerful combination of traits that fuels creativity and inspires transformation.

They make the unexpected seem obvious. The mundane appear extraordinary. And subtly feel overwhelmingly powerful.

They're not afraid to question. To challenge. To take a step back in order to see ahead. Because a dark horse knows inspiration is found where others would never think to look.

**To change the game, the dark horse looks past the status quo and sees only limitless opportunity.**

**DARK HORSE.  
SEE WHAT'S POSSIBLE.**





Let's start off by helping everyone unleash their own **creativity**...



SEE WHAT'S POSSIBLE.

A DARK HORSE  
HARNESSES THEIR  
CREATIVITY IN WAYS  
OTHERS NEVER  
CONSIDERED.  
THEY MAKE THE  
UNEPECTED SEEM  
OBVIOUS. THE MUNDANE  
APPEAR EXTRAORDINARY,  
AND SUBTLY FEEL  
OVERWHELMINGLY  
POWERFUL.



## DARK HORSE ART BOX

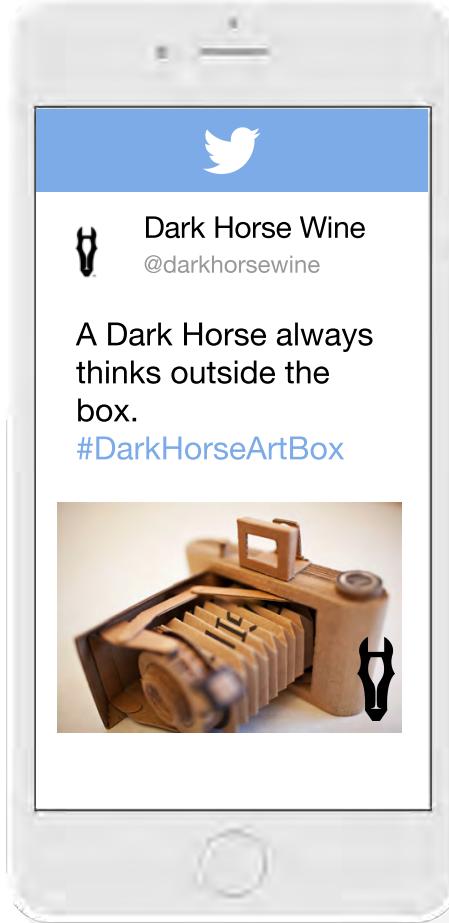
A unique sampling experience where we send consumers a bottle of our wine in a branded cardboard box, along with a simple brief: tap into your creativity and transform this box into something awesome.



# HOW IT WORKS:

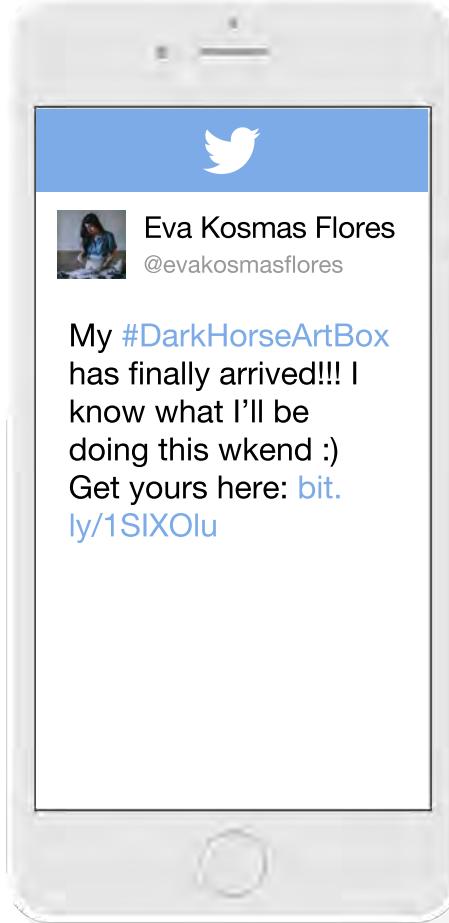
# 1:

We'll get people excited by creating and pushing out incredible examples of what you can make from your box. Paid media helps launch the program.



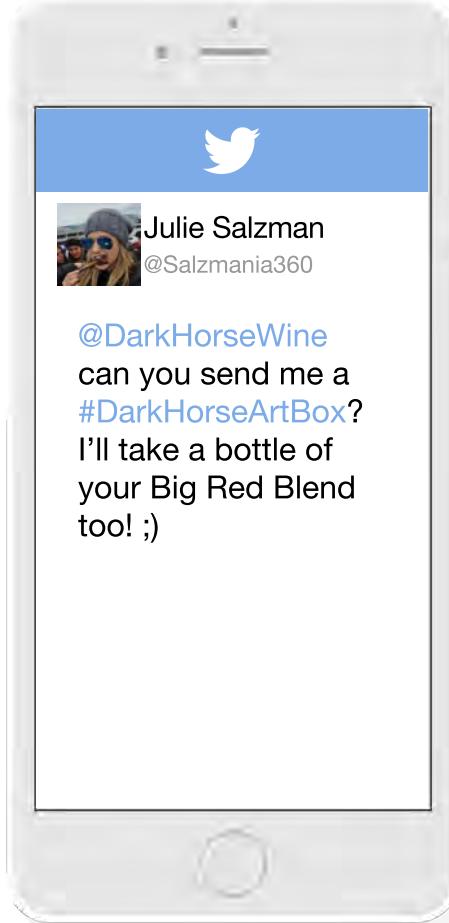
# 2:

We'll send key influencers our Art Box, utilizing their networks to get people excited and to generate inspiration.



# 3:

Followers will be able to request their own Art Box by tweet or by click.



# 4:

Encourage participants to share creations back with us. We will share out and feature the best Art Box creations, fostering a community of creativity...

# BOX CREATIONS:









We're already using art and creativity to **connect** with the Dark Horse audience...



Dark Horse Wine @darkhorsewine · Mar 8

The art of the pour. #DarkHorse  
[bit.ly/DarkHorsePaint](http://bit.ly/DarkHorsePaint)



...

Through the Art-spiration pillar we'll explore **transformation** - taking something simple and making it extraordinary.

# ART-SPIRATION TRANSFORMATION



Dark Horse Wine @darkhorsewine · May 25

Inspiration can sprout from the most unexpected places.  
**#DarkHorseTransformation**





PHOTO



darkhorsewine

1d



• • •

♥ 42 likes

darkhorsewine Remix your mixtapes.  
#DarkHorseTransformation



Dark Horse Wine @darkhorsewine · May 25

Wine bottles were meant to hold wine.  
Let them keep doing what they love.  
**#DarkHorseTransformation**



P / 78



24

32

...

[View photo](#)

Let's **surprise and delight** fellow creators at a place  
where transformation is the main attraction...

# LIVE ART EVENTS.







# DARK HORSE LIVE ART

We'll transform a warehouse into a truly amazing venue for a tasting event by inviting local artists to create murals in real time. A live stream will showcase the creation process on Periscope, or viewers can watch the timelapse version online.



# DARK HORSE TRANSFORMATION

TENTPOLE ACTIVATION

DARK HORSE  
ART BOX



MOMENT STUDIO CONTENT

ART-SPIRATION  
TRANSFORMATION



SOCIAL AMPLIFIED EVENT

DARK HORSE  
LIVE ART



# CONCEPT THREE

Stories are **more than just entertainment.**

Stories teach us. Inspire us.  
They help **define our beliefs** and our values.

Stories are a common ground that **bring us together**.

DARK HORSE

STORYTELLERS

# DARK HORSE STORYTELLERS

Let's celebrate the amazing stories of those who  
embody the spirit of a dark horse.

# CAMPAIGN MANTRA:

A dark horse thrives on her own sense of unflappable determination and drive from within.

She's able surpass any obstacle and look back on the experience with grace and humility.

A rare breed of subtly and pride. Honest about the odds she's overcome. Conscientious of the effort it took to change the game.

A dark horse doesn't rely on luck; it's all about determination.

**DARK HORSE.  
TAKE THE REINS.**



**SURPASS  
ACHIEVE  
INSPIRE  
OVERCOME  
SUCCEED  
PERSIST**



DARK HORSE  
TAKE THE REINS.

It all starts by finding fellow dark horses with **stories to tell...**

"Forget overly dramatic spoken word in crowded coffee shops. The writers and performers at these popular storytelling shows [The Moth, RISK!, Public School, etc.] are smart, funny and fearless. Many of these shows are adapted from improv shows to websites and podcasts, and some have spawned books. Hit up several of these shows to see everything from surprise celebrity appearances to surprising talent sitting right next to you in the audience."

-Time Out LA







# DARK HORSE STORYTELLERS

We'll sponsor live storytelling events in key markets that highlight inspiring individuals with incredible stories of perseverance to share.

# HOW WE'LL DO IT:

# TWO DIFFERENT APPROACHES:

## **Sponsorship With Partner:**

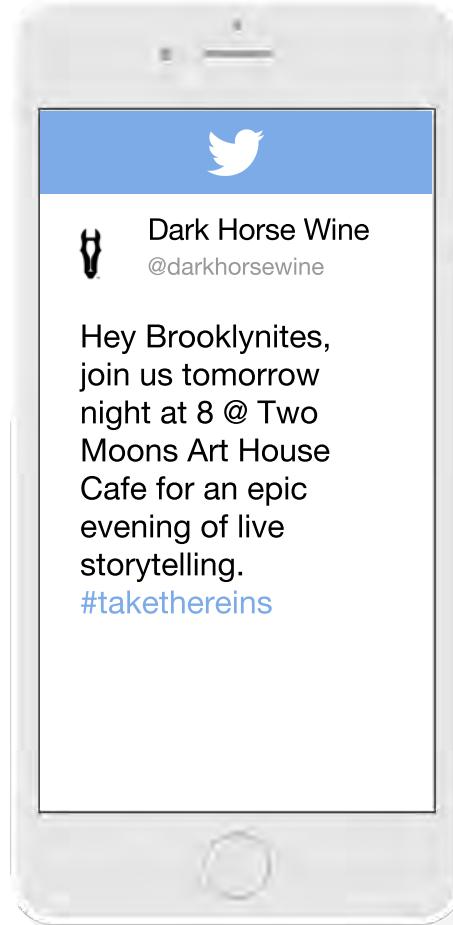
Partner with an established storytelling program, such as The Moth, Risk, or Upvote. We'll become the official sponsor of that night's theme and supply the wine for the event.

## **Host & Promote An Event:**

Recruit five great storytellers to come together for a one-off sponsored event. Storytellers are given a theme and have five minutes to share a story about overcoming the odds.

1:

Geo-targeted advertising  
and influencers promote the  
live storytelling event.



# 2:

We'll capture content from the evening's event, including live tweets, a Periscope live-stream and on Dark Horse owned digital channels.



@MattStoneTellsStories  
killin' it at the mic rn.  
#takethereins

# 3:

At the event, audience members will vote on their favorite stories. We'll recruit visual artists, animators and up-and-coming film directors to turn the best stories into short videos. All of these videos will live on online.



# 4:

Throughout the production process we'll share behind-the-scenes updates of the making of the film. The finished product can go on to show in film festivals.



We'll reinforce the Dark Horse philosophy by **sharing**  
**short stories**, crafted for social.

# DARK HORSE SOCIAL STORIES



[Dark Horse Wine](#) @darkhorsewine · May 13

She read the message. "What's it say?" he asked. "It's not about the destination, it's about the journey." RT if you agree.

#TwitterFiction

RETWEETS

14

FAVORITES

12



5:13 PM - 13 May 2015 · Details





Dark Horse Wine @darkhorsewine · May 25

RT "@livelovewine It's getting dark, the bridge is out." What happens next?  
#TakeTheReins



[View photo](#)



24



32



kayla @asfespinosa · 19h

@darkhorsewine She shrugs and orders a pizza.



2



1



Alex Andrade @kiitylex · 19h

@darkhorsewine She decides to become a wolf-person.



1



1



angela @hesdaggers · 19h

@darkhorsewine On the other side a figure stands watching.



4



4



Dark Horse Wine @darkhorsewine

RT "@livelovebridge is out." #TakeTheReins



1 24 3

kayla @asfespinosa 10h @darkhorsewine She

Alex Andrade @kitylex 2 @darkhorsewine She

angela @hesdaggers 1 @darkhorsewine On t

Dark Horse Wine @darkhorsewine · May 25

RT "@hesdaggers On the other side a figure stands watching." What happens next? #TakeTheReins



View photo

Katie Slater @Katie\_Slater · 10h @darkhorsewine She shouts "YOLO" and jumps into the creek.

phoebe @crystalskiies · 10h @darkhorsewine There's a crash of thunder, she runs deeper into the woods.

annika @weyheyannikaaa · 10h @darkhorsewine The figure holds up a boom box that plays "In Your Eyes".

# DARK HORSE STORYTELLERS

TENTPOLE ACTIVATION

DARK HORSE  
STORYTELLERS



MOMENT STUDIO CONTENT

DARK HORSE  
SOCIAL STORIES



SOCIAL AMPLIFIED EVENT

STORY  
SCREENINGS



# CAMPAIGN AGNOSTIC EVENT

# UP CLOSE & PERSONAL WITH DARK HORSE

We'll bring a unique oculus rift experience to local sampling events so consumers discover a new world through the lens of Dark Horse. The Horsemen can lead these events and travel from store to store.



# GOOGLE CARDBOARD + DARK HORSE

We can send key influencers their own oculus rift experience or create a unique POS experience for consumers by having samples available in store.



# TAGLINES



## CAMPAIGN RECS:

1. **Dark Horse Discoveries:** Dark Horse. Always a surprise.
2. **Dark Horse Transformation:** Dark Horse. See what's possible.
3. **Dark Horse Storytellers:** Dark Horse. Take the reins.

## ADDITIONAL TAGLINES:

### Change the Game

Dark Horse. Change is good.

### Upset the Odds

Dark Horse. Raise the stakes.

Dark Horse. Go against the odds.

Dark Horse. Defy expectations.

Dark Horse. Never underestimate.

Dark Horse. Celebrate the longshot.

### Bold Pursuits

Dark Horse. Discover more.

Dark Horse. What will you uncover?

Dark Horse. Blaze ahead.

Dark Horse. Leave the unknown behind.

# THANK YOU