

A grayscale photograph of a group of people sitting around a long wooden table in a restaurant. The table is set with plates, glasses of wine, and water. The people are engaged in conversation and eating. The word "CREATIVE" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

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...



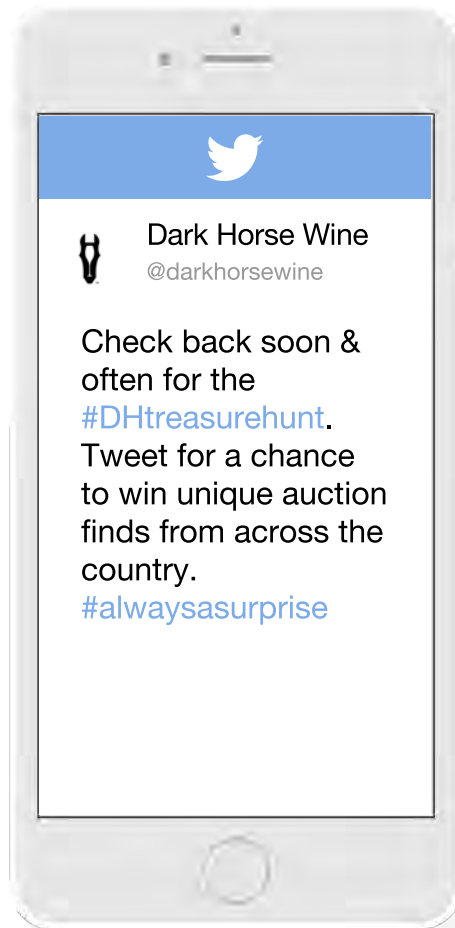
DARK HORSE TREASURE HUNT

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

HOW IT WORKS:

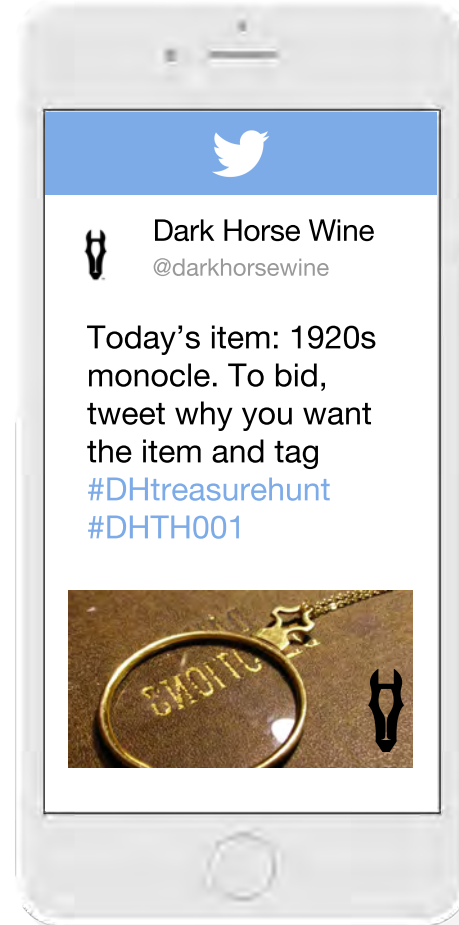
1:

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



2:

We tweet out the treasure of the day.



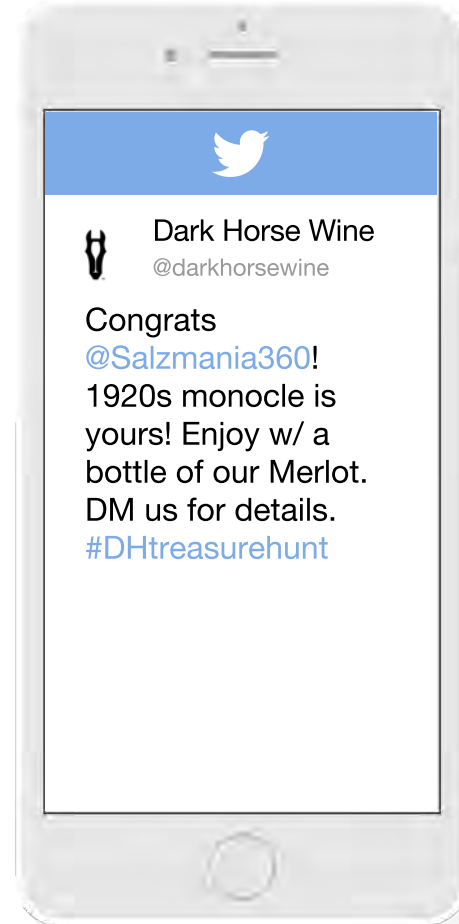
3:

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



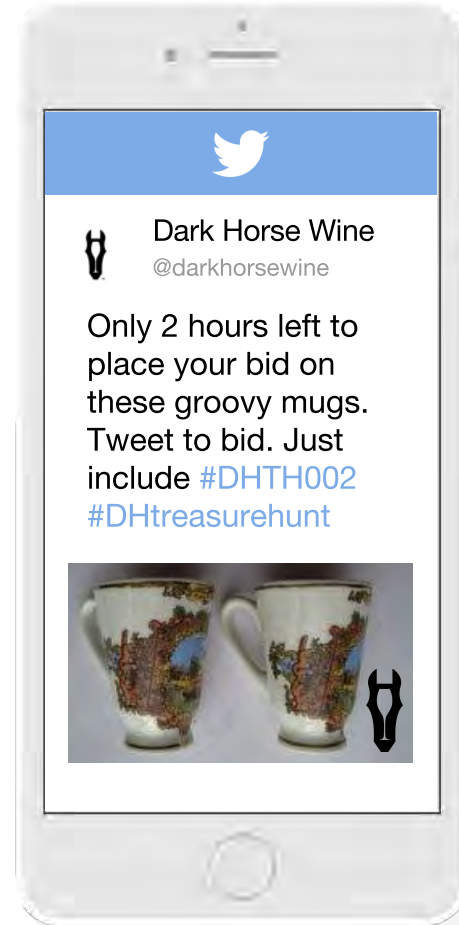
4:

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



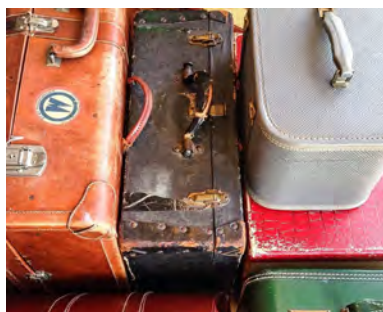
5:

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](#)



22



32



[View photo](#)





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

DARK HORSE TREASURE HUNT



MOMENT STUDIO CONTENT

THRILL OF DISCOVERY



SOCIAL AMPLIFIED EVENT

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
UNEXPECTED SEEM
OBVIOUS. THE MUNDANE
APPEAR EXTRAORDINARY,
AND SUBTLY FEEL
OVERWHELMINGLY
POWERFUL.



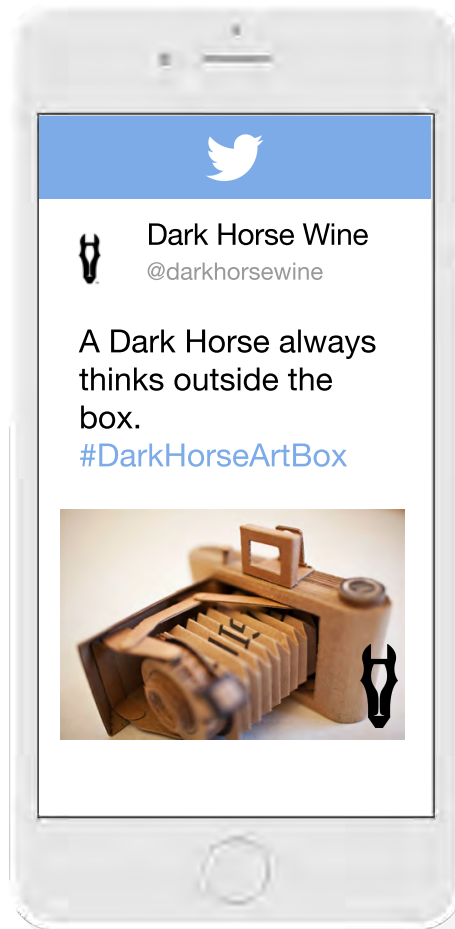
DARK HORSE ART BOX

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:

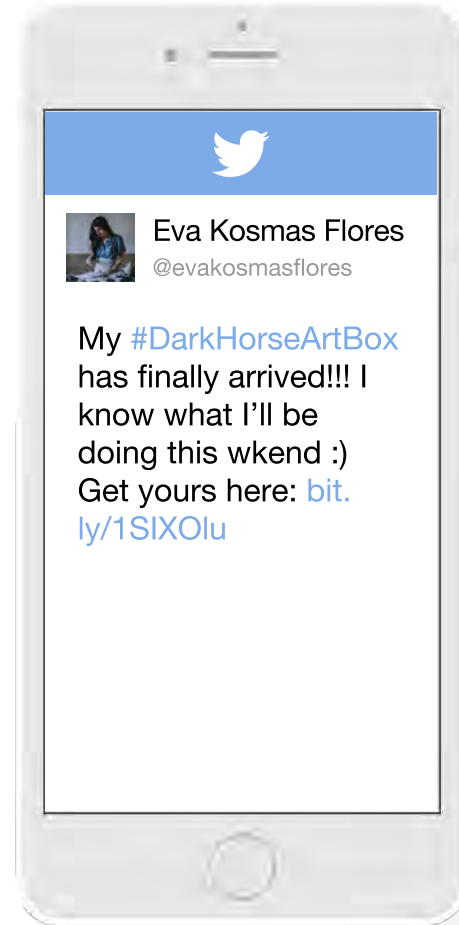
1:

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



2



6



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](#)





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](#)



24



32



[View photo](#)

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

LIVE ART EVENTS.





The background of the slide features a person's dark hair and back in the upper right, looking at a wall. The wall is covered in a dense, intricate pattern of black line art on a light beige background. The art includes various abstract shapes, musical notes, and stylized figures. In the lower right, a hand is visible, holding a black marker and drawing on the wall.

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



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.**



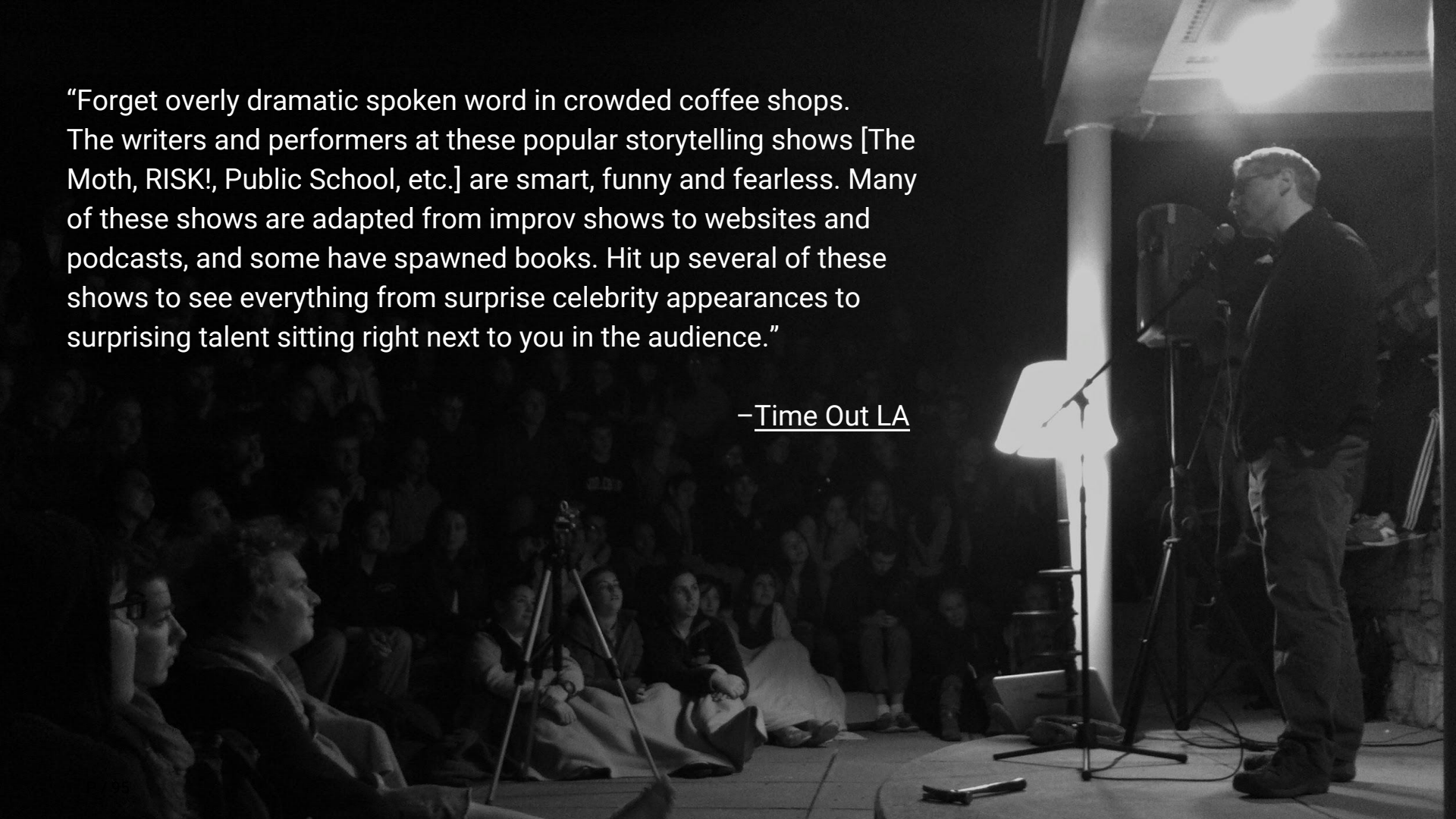
**SURPASS
ACHIEVE
INSPIRE
OVERCOME
SUCCEED
PERSEVERE**



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:

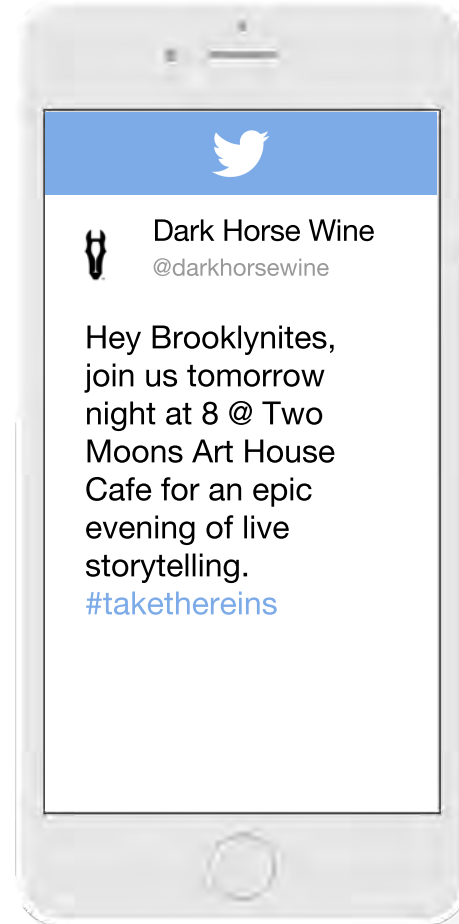
Partner with an established storytelling program, such as The Moth, Risk, or Upvote. We'll become the official sponsor of that night's theme and supply the wine for the event.

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.



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

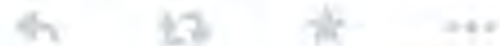
14

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



← ↻ 24 ★ 32 ⋮

[View photo](#)



kayla @asfespinoza · 19h

@darkhorsewine She shrugs and orders a pizza.

← ↻ 2 ★ 👤 ⋮



Alex Andrade @kiitylex · 19h

@darkhorsewine She decides to become a wolf-person.

← ↻ 1 ★ 👤 ⋮



angela @hesdaggers · 19h

@darkhorsewine On the other side a figure stands watching.

← ↻ 4 ★ 👤 ⋮

Dark Horse Wine @darkhorsewine
RT “@livelove
bridge is out.”
#TakeTheReins



Dark Horse Wine @darkhorsewine · May 25
RT “@hesdaggers On the other side a
figure stands watching.” What happens
next? #TakeTheReins



[View photo](#)

kayla @tasfespinoza · 10h
@darkhorsewine She

Alex Andrade @kitylex · 10h
@darkhorsewine She

angela @hesdaggers · 10h
@darkhorsewine On t

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 RECOS:

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