

Chelsea & Co.



We help *Wine & Spirits*
go global with digital.



WHO WE ARE

Chelsea & Co. is an award-winning international digital-first creative marketing agency for wine & spirits.



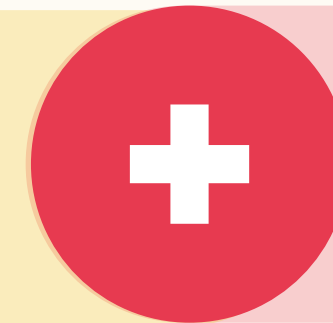
Led by Digital Strategist & Founder of the award-winning campaign International Sherry Week, Australian / Spanish
Chelsea Anthon

We are a women-led team of international digital creatives & marketers with more than 25 years of expertise.

Our work is grounded in authenticity, empathy and most importantly, passion – it's the fire in our bellies that makes the difference.

Our secret blend?

360° marketing experts



Digital-savvy wine & spirits professionals



Currently working across **4 continents, 9 countries**, and counting

OUR VALUES



Collaborate

We are people driven, leveraging the collective genius of like-minded individuals to create remarkable experiences



Innovate

We challenge the status quo, and work to do things better than anyone else in our industry



Excite

We are excited by our work everyday, fueled by our openness, passion and mutual trust



OUR APPROACH

We apply a holistic approach to make sure your brand is relevant on the right platform every time.

Today, both consumers and drinks professionals discover and get to know brands through multiple channels, most of them online. Your website, your social channels, your newsletter — every single touchpoint is an opportunity to capture interest and build a relationship.



OUR SOLUTIONS



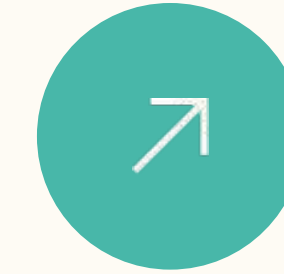
Digital Transformation

Together with you, we will design & implement a results-based customer-focused 360° digital strategy for your brand that is both achievable & sustainable.



Content Development

Our team of multilingual creatives produce award-winning content & experiences catered to your different channels & how people interact on them.



Digital Channel Management

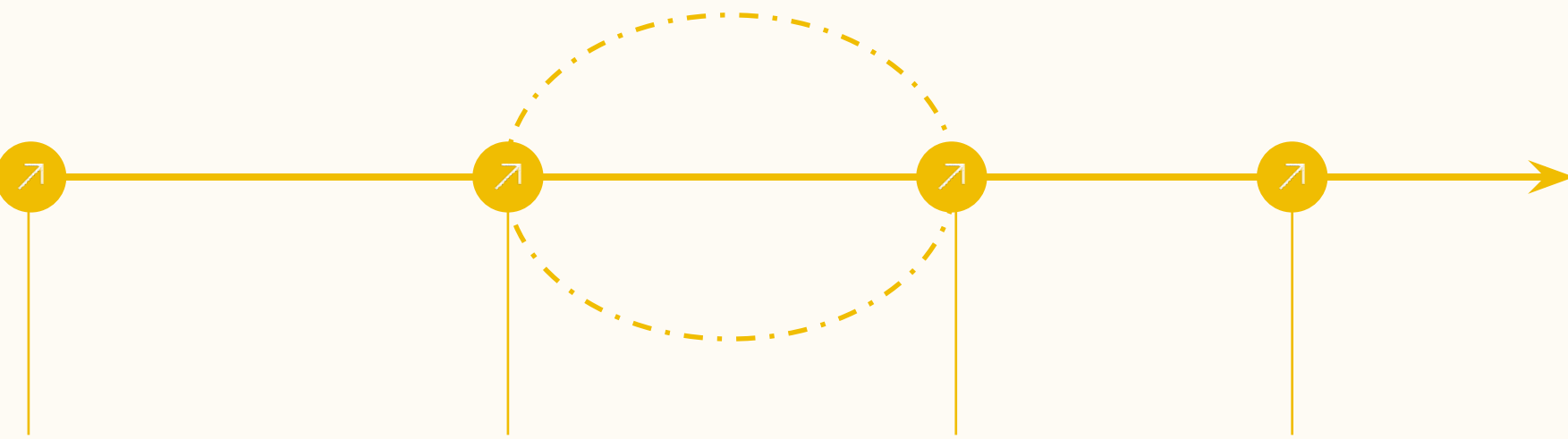
We manage your digital platforms on an ongoing basis to capture existing interest, increase awareness & support the conversion to sales ensuring consistent growth and scalability.



OUR PROVEN 3 STEP METHODOLOGY

STRATEGIZE

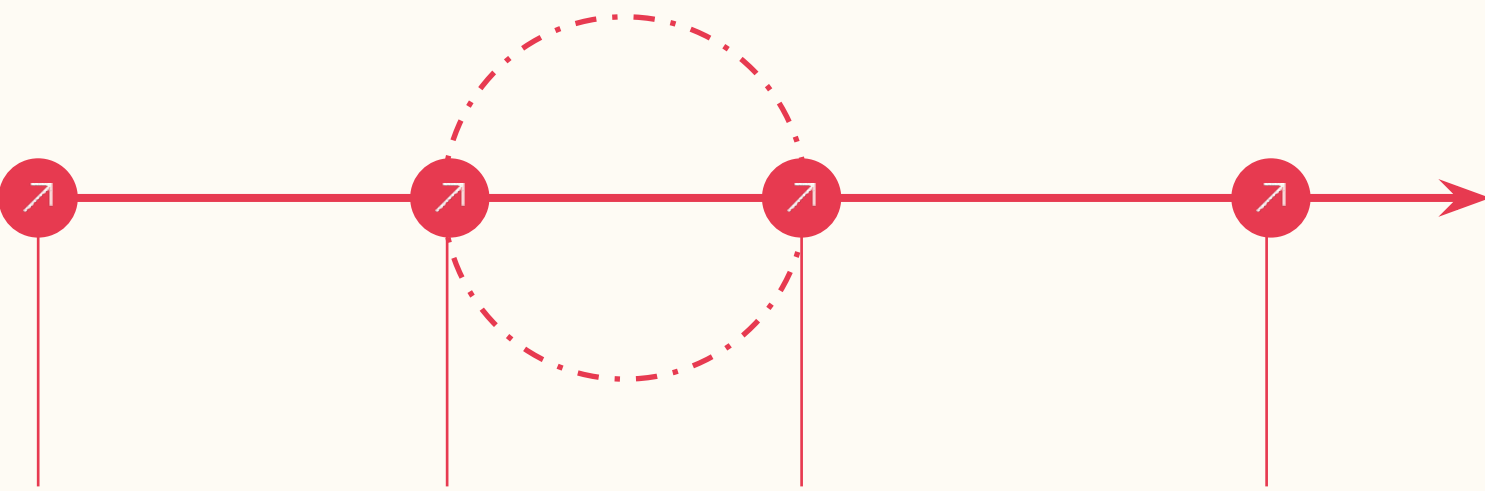
Discovery



- User Profiles
 - Brand Identity
 - Content Strategy
 - Technical Scope
 - UX Strategy & Wireframes
 - Digital Marketing Strategy
- UI & Design Concepts
- Review & adjustments
- 360° Digital Strategy Approval
 - Timeline & Budget

CREATE

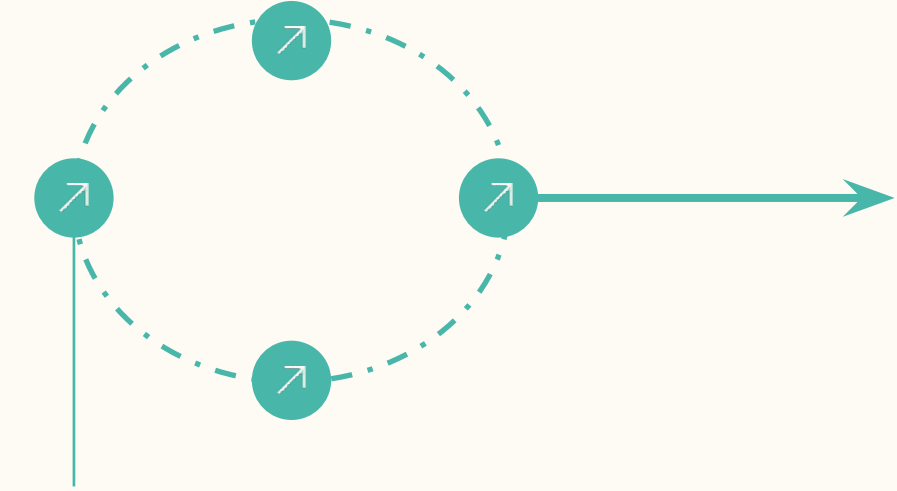
Implementation



- Design
 - Technical Build
 - Content Production
 - Playbooks
- Content Population
 - Quality Assurance & Testing
- Review & Adjustments
- Training Launch

AMPLIFY

Optimize



- Review real time data to empower the digital growth
- Ongoing Web Maintenance
- Content Creation
- Community Management & Outreach
- SEM & PPC campaigns
- Tactical Campaigns



WHAT WE DO

Digital Transformation

It's time for your brand to join millions of wine & spirits lovers, professionals and consumers on digital. Together, we'll develop a plan to sustainably move you from analogue to fully digital—globally. We'll not only implement the strategy—we'll train your team and teach you how to take control of your own brand online. That way, you'll be able to future-proof your brand and stay relevant for many years to come.

The end result is a holistic 360° strategy that clearly identifies:

WHERE the opportunities lie for your brand in digital, **WHO** your online audience is, **WHAT** platforms and technology they use, **WHICH** type of content you need to reach your audience and **HOW** it will grow your business.

- 360° Digital Strategy
- User Profiles & Journeys
- Brand Identity & UI Style Guide
- Tone of Voice
- Content Marketing Strategy
- Technical Specifications
- Website UI Design, UX, Wireframes
- Website Development, QA & Maintenance
- Social Media Strategy & Playbook
- SEM & Social Paid Strategy
- Email Marketing Strategy
- Timeline & Budget



WHAT WE DO

Content Development

Consider us your in-house content team. We look at the market and deep dive into your position to design and implement your entire digital content and social media strategy.

We turn your brand into a media powerhouse by creating a suite of assets including an editorial program, style guidelines, content pillars, social media management, online advertising, search engine optimization (SEO), influencer outreach, thought leadership, photography, video and email marketing.

- Brand & Content Narratives
- Web Design
- SEO Centric Content
- Moodboards & Scripts
- Photography
- Cocktail Recipe Development
- Infographics
- Motion Graphics
- Videos
- Reels
- Copywriting
- Online Experiences



WHAT WE DO

Digital Channel Management

Once the strategy is in place, we own your social media and digital channels to make sure they stay alive and engage with your audience.

Through our international team of creatives we produce content that will resonate with your audience. We use robust analytics to measure & optimise the content on an ongoing basis.

Our end-to-end solution is developed for partners who are time-poor, have limited resources and need an entire content marketing & social media strategy outsourced to a trusted international team who have the right expertise, passion and the results to prove it.

- Website Maintenance, SEO Optimization & Content Management
- Content & Community Management
- Influencer / Ambassador outreach
- Analytics & Reporting
- Email Marketing
- Tactical Campaigns
- Microsite Design & Development
- SEM & Paid Social marketing
(PPC, audience segmentation, pixel and retargeting campaigns, A/B testing, optimization and reporting)



Chelsea & Co.

Case Studies

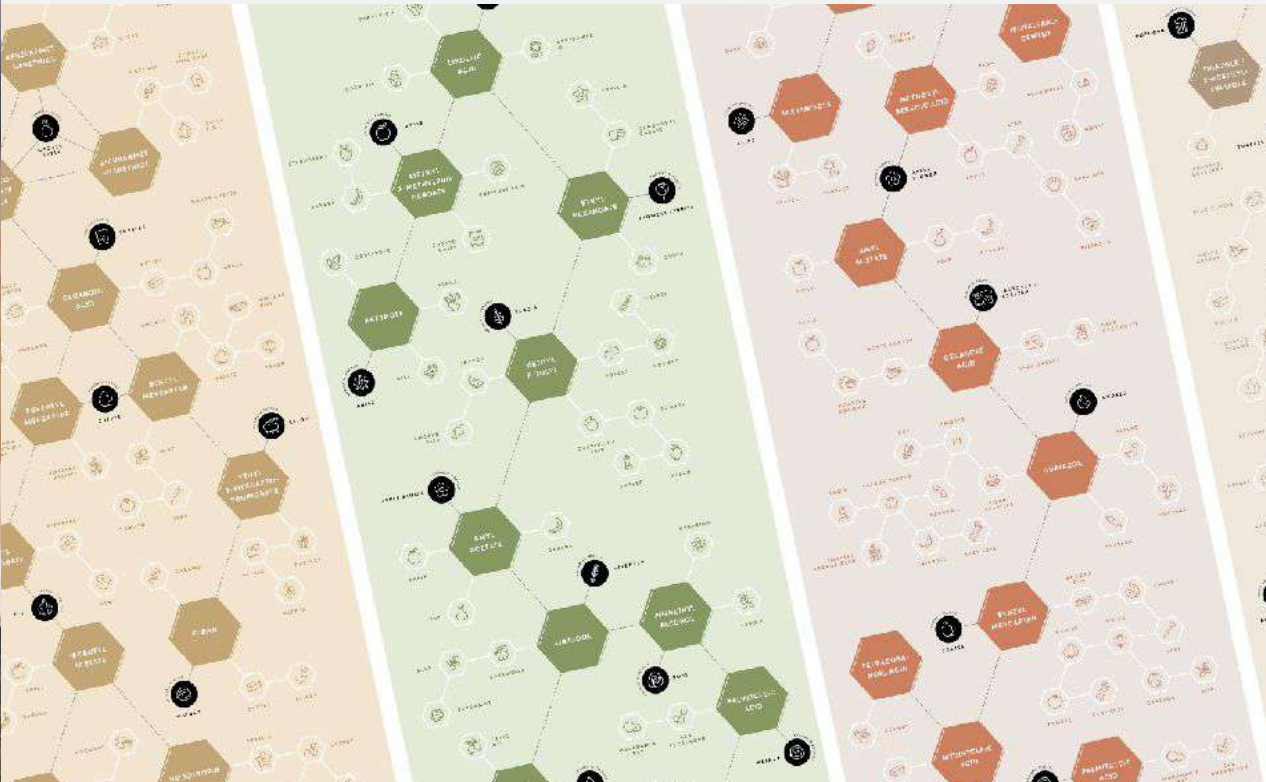


CASE STUDIES

Digital Transformation

CLIENT D.O. CAVA

SERVICES 360 Digital Strategy, Website Design, Development & Maintenance, Art Direction, Website, Custom Intranet, SEO, Social media strategy , Content Strategy Translation, Database activation , Content Development: articles, infographics, photography, video



CASE STUDIES

Digital Transformation

We partnered with the D.O. CAVA to design their first ever global digital strategy.

Our mission: to raise and improve the image of Cava through compelling content focused on educating and differentiating Cava as a quality Spanish sparkling wine.

STRATEGY The insights from the evaluation phase were crucial in designing a results-based digital strategy. The first step - identify the target audience and create clear user journeys based on their exposure to cava and their content needs. Following this process we were able to outline an in-depth content strategy focused on 3 clear content pillars, becoming the foundations for all future communications.

RESULTS A refreshed image of the D.O. Cava including a global portal in 4 languages boasting more than 1,400 pages of in-depth SEO centric content plus a custom built intranet .

INTRANET A custom-built application designed to support the D.O. Cava's internal communications with 350 wineries.

- Download documents
- Segment mailing lists for events
- Wineries can sign up to events
- Wineries can sign guests up to events
- Wineries can organize their products for the events
- Wineries can change their details on the website

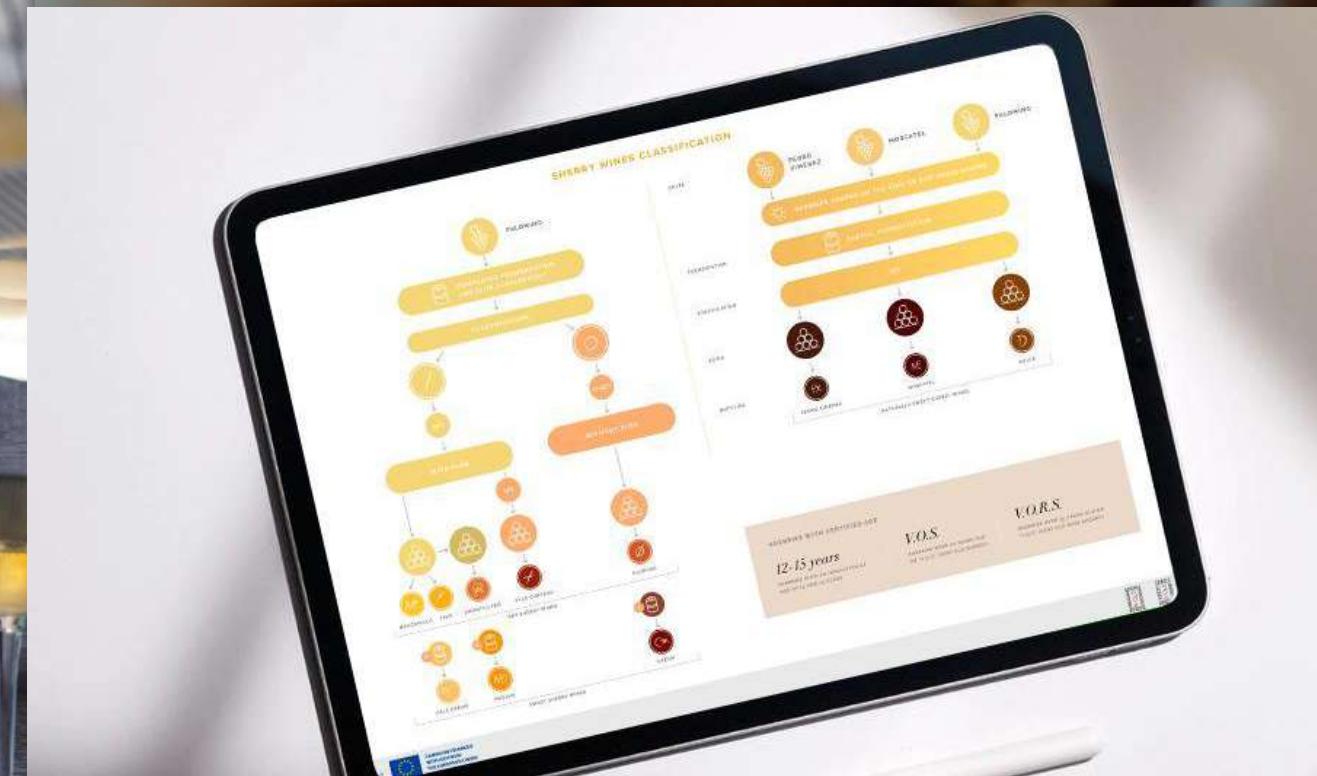
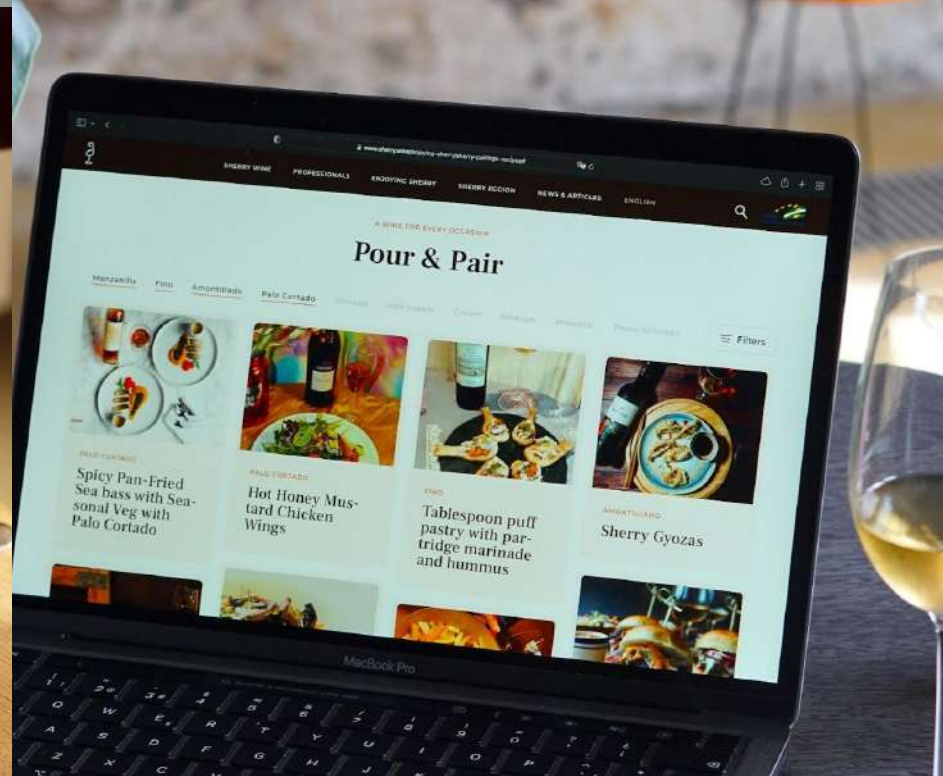
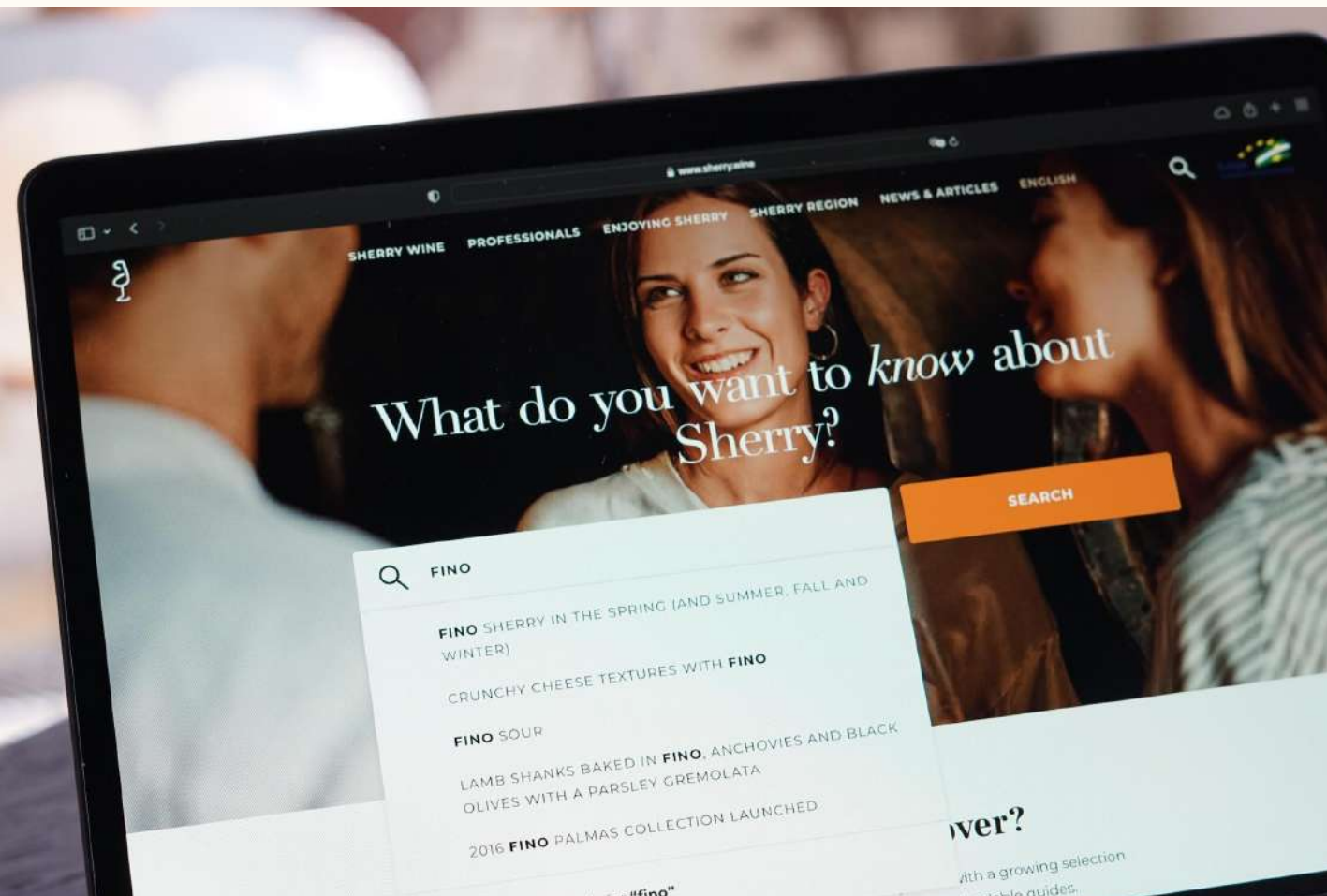


CASE STUDIES

Digital Transformation

CLIENT D.O. Jerez-Xeres-Sherry & Manzanilla

SERVICES 360 Digital Strategy, Website Design, Development & Maintenance, Graphic Design, Art Direction, SEO, Content Strategy, Content development: Translation, Photography, Infographics, Video, Social media strategy: Influencer outreach, Paid Ads & Community Management



CASE STUDIES

Digital Transformation

“Chelsea and her team have been a great asset to the Sherry Wine industry as we transition our organization into the digital era. They have provided expert advice on digital strategies empowering us to reach a global community of food and wine professionals, as well as developing new initiatives which complement our existing campaigns through a more integrated marketing approach using our online platforms worldwide.”

- César Saldaña President Sherry Wine Council

It has been eight years since the D.O. Jerez-Xeres-Sherry and Manzanilla chose Chelsea & Co. as the agency to oversee its digital transformation. Since then, we have worked with the Regulatory Board to deliver a profoundly rich digital user experience. Over the last 7 years we have published roughly 9,000 pages written in five languages (Spanish, English, Japanese, Dutch and German) that have attracted more than 2,222,859 visitors and generated more than 5,789,294 page views.

STRATEGY We ran workshops with sherry leaders in Spain and their international agencies, taking them on a journey rooted in history while helping them to see how their future digital efforts could support their business objectives. Through a dynamic content strategy led by consumer-generated content from knowledgeable advocates, professionals and influencers, we were able to amplify the digital engagement of the sherry category resulting in a continual traffic increase of 40% month on month, while at the same time connecting a global community of sherry enthusiasts.

RESULTS We developed a global audience for the sherry wine category with a 500% increase in reach and engagement in the first three months of launch.

With more than 3000 original articles, recipes, events, Sherry Spots and interviews published in five languages, the site is consistently used as a benchmark by high-profile wine professionals, resulting in huge referral traffic and consistently positive PR.

The hashtag #sherrylover introduced by our team has inspired a passion for the wines and their origins with an average of 200 posts generated every month by our community.



CASE STUDIES

Fino 4 Foodies

CLIENT ICEX FOODS WINE SPAIN UK | D.O. JEREZ

SERVICES Creative marketing campaign, copywriting, art direction, microsite design development, content creation photography, video & blogs, media planning, content on demand, database development, social activation, reporting.



FINO & SCALLOPS

ROCK STAR
POWER COUPLE

POUR FAVOUR

Eligible for co-financing with European Union Funds

GOVERNIO DE ESPAÑA | MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO | ICEX | EUROPEAN UNION | SHERRY WINES VINDOS DE JEREZ | PLEASE DRINK RESPONSIBLY

FINO FUNTIMES

SIP, SAVOUR, SMILE.
REPEAT.

POUR FAVOUR

Eligible for co-financing with European Union Funds

GOVERNIO DE ESPAÑA | MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO | ICEX | EUROPEAN UNION | SHERRY WINES VINDOS DE JEREZ | PLEASE DRINK RESPONSIBLY

CULINARY STARS
AGREE – FOOD'S
FINER WITH

FINO

YES, CHEF!

Eligible for co-financing with European Union Funds

GOVERNIO DE ESPAÑA | MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO | ICEX | EUROPEAN UNION | SHERRY WINES VINDOS DE JEREZ | PLEASE DRINK RESPONSIBLY

CASE STUDIES

Creative Marketing Campaign

In 2023, we secured a competitive public tender from ICEX Foods Wine Spain UK & the D.O. Jerez to oversee a digital marketing campaign in the UK, aiming to promote Sherry Wines.

STRATEGY Our strategy focused on a long-term, data-driven approach to change the perception of Sherry among wine consumers. The digital campaign involved designing creatives, collaborating with media partners like MOB & Time Out for branded content, managing the media spend, optimizing the live campaign, and creating a microsite for easy access to sherry locations throughout the UK.

In Year 1 (2023), we prioritized creating online consumer profiles to gather essential information about current and future consumers. Data from our digital marketing strategies expedited understanding buying behaviors and repeat purchase tendencies, enabling us to better understand the target audience behaviors for future campaigns.

RESULTS The campaign reached 6,369,089 people, representing 14.65% of UK drinkers, with 11,542,231 impressions. The second wave expanded the reach by approximately 59.07%. Searches for FINO-related topics increased by 48%, and Sherry Spots saw a 100% increase in visitors from Wave 1 to Wave 2. Partnering with MOB resulted in substantial engagement, demonstrating the effectiveness of collaborating with the right partners.

Waitrose reported increased interest in Fino Sherry, indicating a clear impact and heightened curiosity among customers.



CASE STUDIES

Content Development

CLIENT Dos Maderas

SERVICES Digital Strategy, Graphic Design, Art Direction, Brand Guidelines, Tone of Voice, Content Strategy, Content development: SEO led articles, Cocktail development, Translation, Photography, Infographics, Reels, Video



CASE STUDIES

Content Development

We partnered with the Taub Family Companies together with Williams & Humbert to design a global digital strategy for its star spirit Dos Maderas Aged Rum. We reviewed sales data, conducted in-depth competitor and digital sales funnel analyses to determine how to activate the most effective digital marketing campaign, supporting local distributors and converting new consumers into loyal brand enthusiasts.

STRATEGY We designed and built Dos Maderas' digital brand foundations from the ground. The first step was to design the brand guidelines achieving a unified visual identity and tone of voice. This was crucial to maintaining uniformity as the brand expands in different countries and new markets. Second - we designed the digital content strategy inclusive of the websites UX, content narrative and SEO strategy and the final step - we got to work producing world class content in 5 languages including original cocktail development, articles, photography, infographics, videos, motion graphics, giphys and stop motion Reels.

RESULTS Our content reshaped the look and feel of the brand, resulting in new packaging and point of sale materials produced.

80% of traffic to the website is organic, resulting from rich SEO centric content whilst social media generates an average of 20% social referrals every month.

The social media platforms consistently generate higher than average engagement rates whilst driving new leads to the designated online store in their respective markets, boasting healthy sales growth in all 5 markets where we are digitally present.



CASE STUDIES

Digital Channel Management

CLIENT Remedy Rum

SERVICES Social Media Strategy, Graphic Design, Art Direction, Brand Guidelines, Tone of Voice, Content Strategy, Content development: Collage design, Photography, Infographics, Reels, Video



CASE STUDIES

Digital Channel Management

We partnered with German importer and distributor Sierra Madre to design, produce and implement a compelling social media campaign to support the growth of brand awareness and engagement of their own brand Remedy Rum in Germany and the UK.

STRATEGY A disruptive content strategy using nostalgia marketing to connect the brand with consumers, we designed a 12 month editorial calendar exploring pop and drinks culture of 10 different eras. The campaign “Remember Tomorrow” provided a multitude of ways to apply nostalgia marketing through the creation of compelling content that triggers people to reminisce about the past while connecting them to the present. The aesthetic of the eras were represented by design elements such as iconic figures, fashion, colors & typography. The content consists of a mix of eye-catching era-specific photography, motion graphics, giphys & video reels combined with original static post formats, and facts and curiosities.

RESULTS In only 6 weeks we increased the overall community by 83% with a 1300% increase in engagement and a total reach of more than a million accounts.



Chelsea & Co.



Let's collaborate!

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