

dish

186,500+
views & impressions
(breakdown on page 3)

CAMPAIGN CASE STUDY



Generating awareness and excitement for one of New Zealand's most recognised wine awards programmes

The New World Wine Awards (NWWA) is an international-standard judging event that has been running for over two decades. The programme is unique in that all winning wines are affordable (under \$30) and guaranteed readily available in New Worlds across the country. The NWWA team engaged *dish* for the second year in a row, to build an awareness campaign to run before, during and after the Awards, and to increase the credibility of New World's liquor department with editorial content focused on the winning wines.

The alignment between our mid-high-socio, discerning audiences made *dish*'s digital channels the perfect platforms for NWWA's objectives!

Campaign Elements

Strategic placements on *dish.co.nz*, *dish* social platforms and our EDM, teasing upcoming announcements and promoting the winners

A bespoke, editorial-feeling 'New World Wine Awards 2025 Hub' on *dish.co.nz* - a refined version of the concept *dish* launched for NWWA in 2024

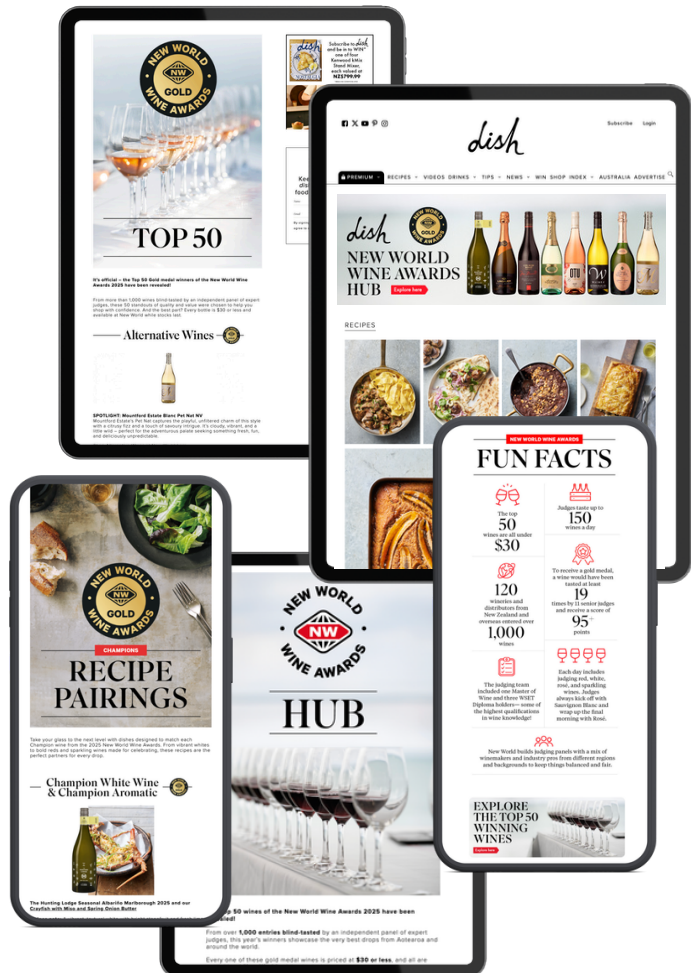
The Content

‘Hub’ concept on dish.co.nz

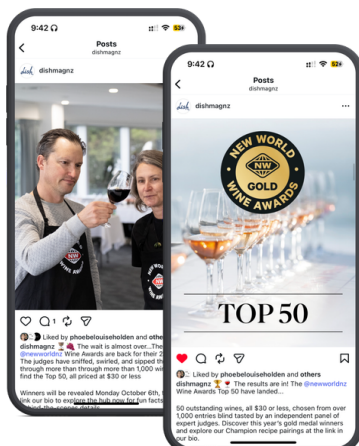
We developed the New World Wine Awards Hub on the *dish* website to house ‘teaser’ content and fun facts about the Awards, along with winner announcements and *dish*’s recipe pairing suggestions for each category Champion.

Our aim was to make the content accessible and interesting for general food and lifestyle readers and everyday wine drinkers, not just wine connoisseurs. We created custom visual assets and written content to ensure the content felt bespoke and exclusive for readers.

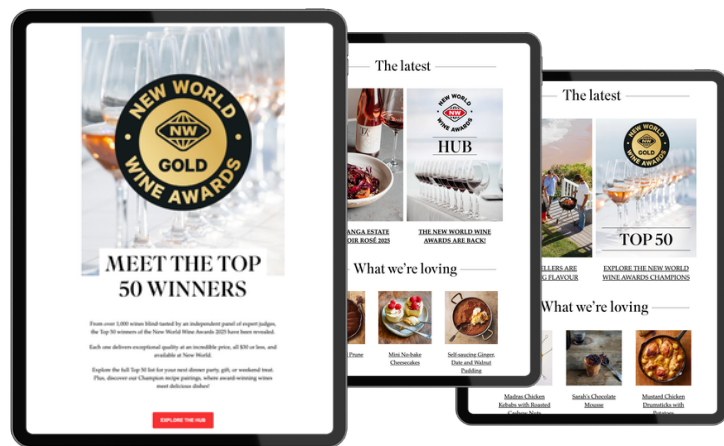
We shared behind-the-scenes content about the judging process to convey the scope and credibility of the Awards, and created food and wine content that supported the overall call-to-action: to purchase winning wines from New World, because they offer an excellent, curated, great value wine selection.



Social posts



Solus EDM & EDM features



Results Highlights

Over the 5-week campaign in October-November 2025,
our New World Wine Awards coverage received:

39,000+

Hub content
engagements on dish.co.nz

41,500+

impressions on
Meta

20,500+

banner display
ad views

3,000+

EDM
clickthroughs

82,500+

EDM views

Testimonial

"We are delighted to have our Wine Awards content repurposed in such a beautiful setting tailored to people who love good food and good wine. dish delivers great results and gave sound advice on the best ways to show up on their digital channels in ways that would resonate with readers. We love seeing what they do with our campaign content each year. Thanks dish!"

Foodstuffs

Want to connect with our discerning lifestyle audience too?

Whether you want to run a long-term awareness campaign, or promote an upcoming product launch, *dish* can create and promote high-quality, bespoke content that resonates with our audience and delivers lasting impact for your brand.

[Get in touch and learn more here](#)

The logo for 'dish' is written in a black, cursive, handwritten-style font.