



The Winery

A TOUR TO PROMOTE YOUR BRAND ABROAD

The Winery

Concept

The Winery is a TV and WEB format in English dedicated to international market. The series is currently on air in the UK on the Latest TV group and also on web through the main social medias.

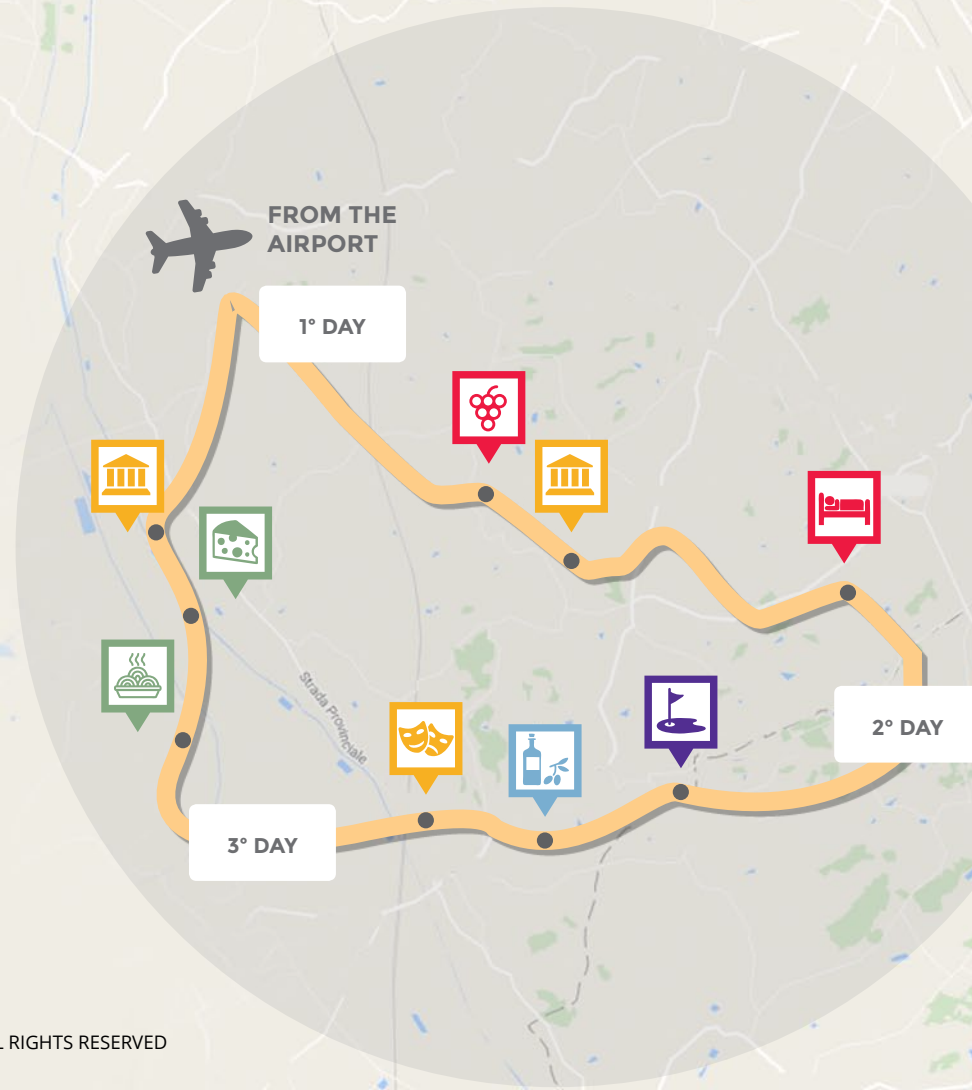
Who is it addressed to?

The TV show aims to promote the areas involved, with their main landscape, art and cultural attractions, its typical local wine and olive oil and food producers, the incoming facilities and all those small and large firms who intend to increase and promote their brands abroad.

How is it structured?

Every single episode tells about a tour within a specific area, with shots of the area and interviews with the tourists, local producers, local deputies of municipalities, corporations and consortiums as well as the tourist facilities. A **three days** journey that will show us the history and all the features of the area, valorizing museums, parks and all the touristic routes within.

We are going to pay a particular attention in introducing local products: the main wine producers, olive oil mills, dairies as well as the most popular chefs of restaurants and resorts, together with all those activities directly linked to food and wine local products.



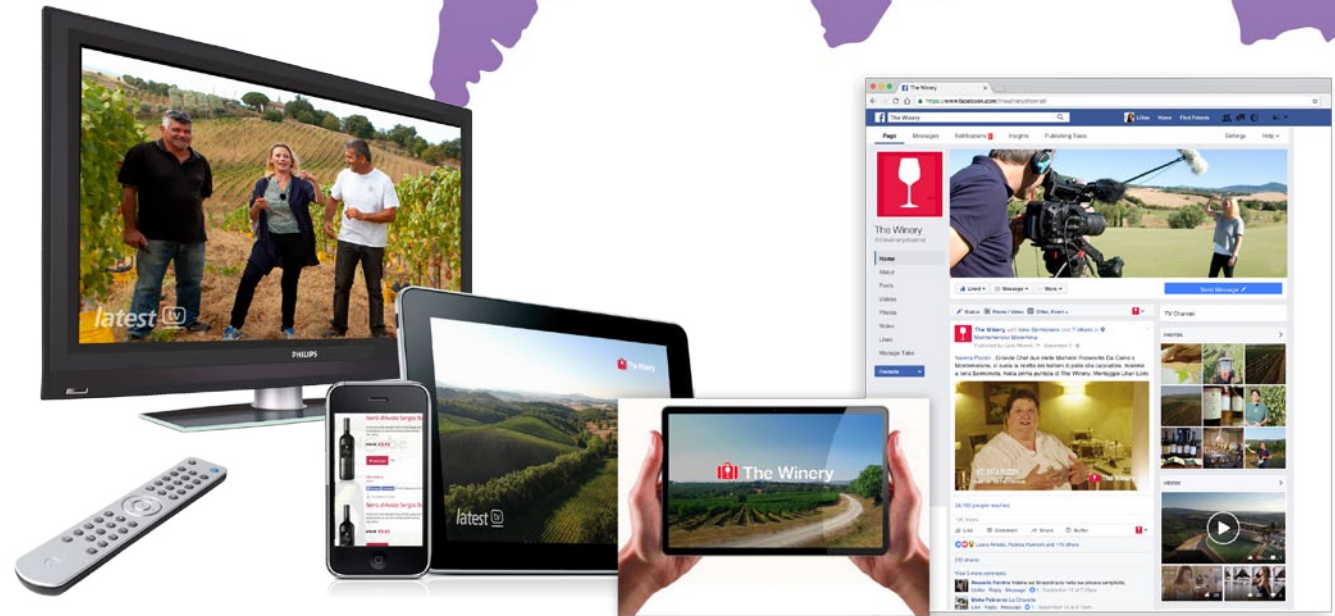
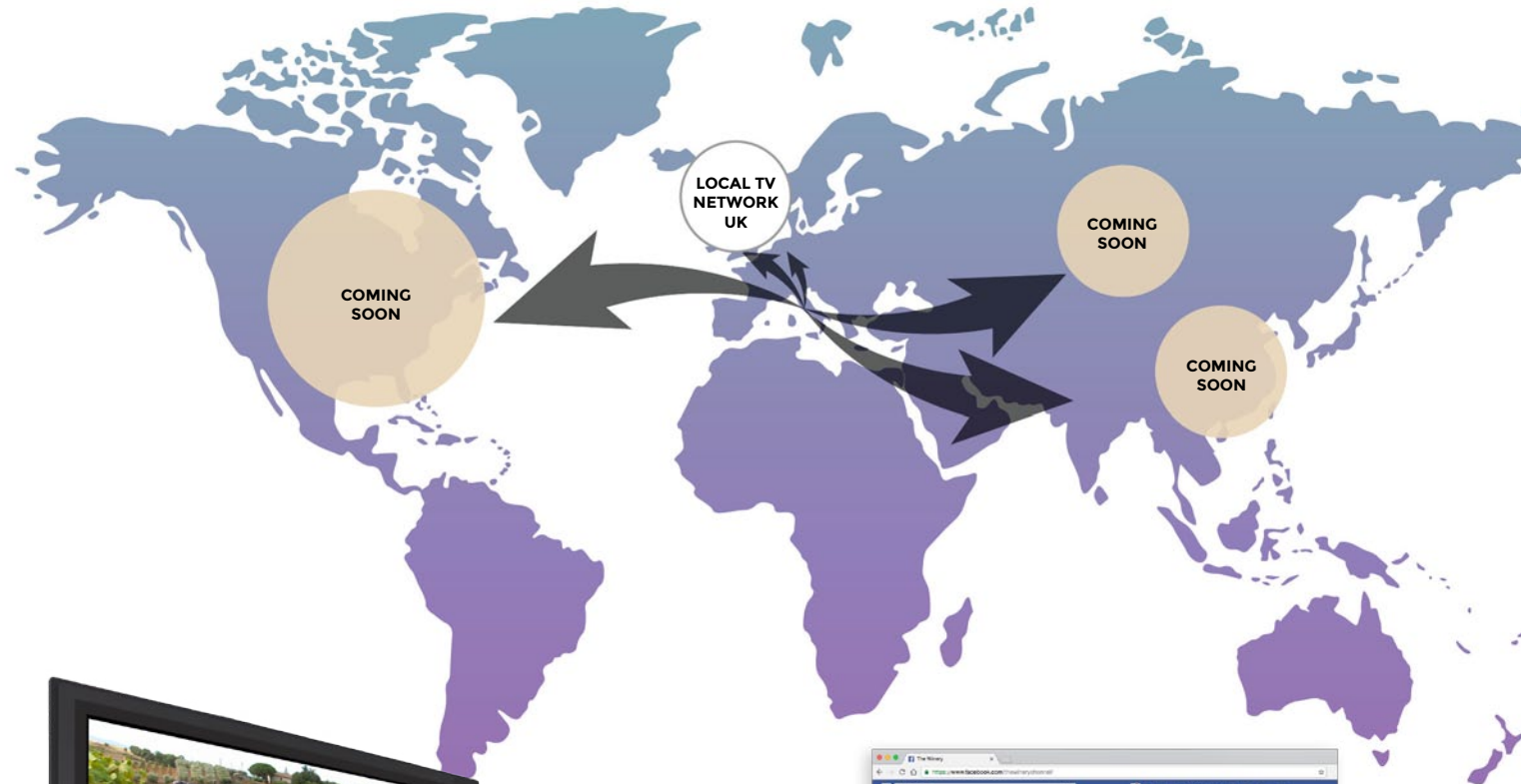
 The Winery
SEASON 1: ITALY



The Winery, a television series that will guide you through wineries, flavours, cities, culture and a number of fun destinations you can do in only **3 days**.

Targets

- 1** A concrete abroad promotion of accommodation facilities, local food, wine and olive oil, with the aim of introducing them to tourists, distribution networks and final consumers.
- 2** Attracting foreign tourists in Italy, in the areas involved in the program and valorizing museums, parks and touristic roads of every single local area.



Benefits



Television

Being part of the TV program.



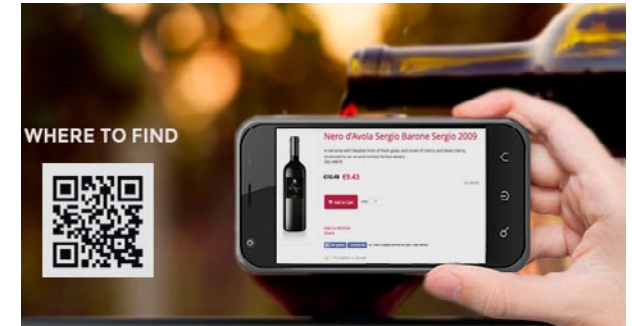
WEB and Social Networks

Being part of the dedicated Facebook page, wide visibility and share throughout the web with socials and magazines.



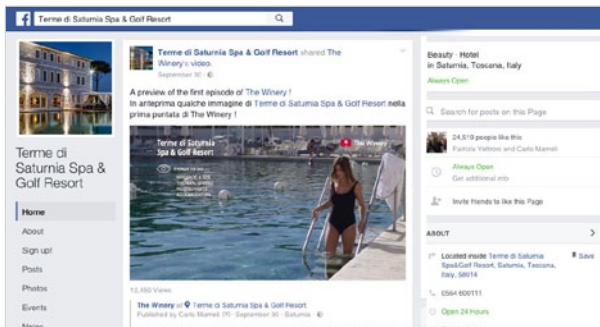
Multi Connection

Follow up and interaction on social networks with the audience during the TV show.



Usability

The ended up service will be available in HD, to be used on own web sites and social pages.



Professional filming in 4k Ultra HD and air images

Every filmed material will be stored and available for the customer for future editing



Relationships

Creating new connections between the distribution nets and the firms involved.



References



"We are very happy for having been part of the Winery initiative and very satisfied with the work made by the team of Carlo Mameli Industrial Video Production. They distinguished themselves for their high professionalism and helpfulness, which made it possible to shoot even during high season without bothering our customers"

Barbara Fenu
Marketing Director
Castello di Velona Resort,
Thermal Spa & Winery



"When Carlo Mameli came to our firm for the first time making some test shots with his drone, we immediately realized that this could have turned into the right video product we needed to transmit our image. He was even able to carry out the filming during the grape harvest, without slowing down the usual work process and capturing the very heart of Maremma."

Riccardo Pecchioli
Marketing Director
Fattoria Mantellassi



"Excellent team work, great professionalism and minimum impact on the operation of our resort. We are very happy for having cooperated with Carlo Mameli Production, to enhance and promote abroad an area rich in extraordinary details such as Maremma Toscana"

Licino Garavaglia
General Manager
Terme di Saturnia
Spa & Golf Resort



"Carlo Mameli and his troupe carried out the filming with great attention for every single detail, in order to stand out the concept of our hospitality at best. The result: an accurate and appropriate job, perfectly fitting our target. Thank you!"

Simona Ceccherini
Owner
Il Sassone



"... Being image extremely important to integrate sound, I've always been searching for quality in my activity of promoting and realize music events... The work made by Carlo Mameli Industrial Video for our music festival was the most professional you could ask for an audio-video product, since blending music with places, nature and people within an elegant and beautiful frame is essential, attracting and involving those who will see the video. Carlo Mameli is able to achieve all this without any trouble."

Antonio Bonfilio
Art Director
Morellino Classica Festival



Acceptance proposal



Accommodation facilities, wine and food firms and producers



Participation to the TV program, through a 5/6 minutes service, troupe for one day of filming (dawn to sunset), with the involvement of a firm representative, description of the firm, presentation and tasting of the products, detailed description of the structure and services provided.



Participation to the TV program through a 3/4 minutes service, troupe for 1 day of filming, description of activities and products.



Firms, restaurants and small retailers



Participation to the TV program with a ca 2 minutes service, troupe for half a day of filming, description of activities and offered products, preparation of a typical dish.



Public institutions, private institutions, consortiums



Participation of the Town to the program through a 5/6 minutes of filming (dawn to sunset), involving local delegates and telling the history and the features of the territory.



Participation of the consortium/ institution to the program, through a 3/4 minutes service, troupe for one day of filming, with the involvement of representative and tourist during the shootings of the local events.

Created by

Carlo Mameli Video Production

The main target of Carlo Mameli Video Production has always been to enhance and promote the work of firms and the Italian excellence throughout the most important markets for made in Italy products.

With more than 20 years of experience in this sector, we have realized documentaries, TV productions, Web TVs, industrial videos and air filming in 4K and Ultra HD.

Troupe Eng equipped



Aerial shooting






Documentaries



TV programs and streaming



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