

# Accolade Wines named Technology Innovator of the Year

By **Jas Ryat** on October, 19 2016 | Spirits & Tobacco



New World wine specialist Accolade Wines has been named Technology Innovator of the Year for its #HardysHero digital campaign staged with Gebr Heinemann at Sydney Airport.

Created exclusively for the travel retail market, the #HardysHero Sweepstakes at Heinemann Tax & Duty Free included active daily sampling and targets travelers over Golden Week and Chinese New Year.

Deployed in English and Mandarin, the campaign celebrated the Hardys brand story and created a dynamic customer experience with its Aspire Higher above-the-line campaign and travel theme.

The campaign goal was to drive recognition of Hardys premium wines, educate connected consumers about Hardys' travel retail exclusive Shiraz and Cabernet Sauvignon wines, and to increase online engagement with the brand through quality travel-related prizes and in-store offers.

Commenting on winning the Frontier Award accolade, Rupert Firbank, Commercial Director, Accolade Wines, said: "We are absolutely taken aback with this win. We knew we had succeeded in bringing an innovative campaign to Sydney Airport, but we had no idea that it would be award-winning. We were up against some big competition, so we didn't have the highest of hopes when we sat down on the

night - how wrong were we.”

Accolade Wines’ Senior Customer Marketing Manager, Emilie Munther, added: “This was a challenging yet exciting campaign to bring to life, targeted specifically at travelers going through Sydney Airport to engage them with the Hardys wine brand on multiple platforms and ultimately drive sales. It exceeded our expectations and we are delighted that the judges of the Frontier Awards agreed.”

The #HardysHero campaign was run by Mighty Media Group.