

**New
promotional
campaign for
Vins du
Valais**

Official launch: 21 March 2019



Contents

Press release – 5

The new “tavolata” campaign – 7

An extraordinary production – 11

The making of the day’s shoot – 12

Creative insights – 14

PUBLISHING INFORMATION

IVV
Interprofession de la vigne et du vin
Av. de la Gare 2
1964 Conthey
lesvinsduvalais.ch

Photos
©Sebastien Agnetti agnetti.tumblr.com

©Olivier Maire
omaire.ch

Design
©Octane communication
octane-com.ch

For further information:
Gérard-Philippe Mabillard
Director of Vins du Valais
027 345 40 80
info@lesvinsduvalais.ch



Local wines, made for sharing.

#tavalataVS



SWISS WINE | SANS HÉSITER
VALAIS

Suisse. Naturellement.

lesvinsduvalais.ch

To be enjoyed in moderation

The new Vins du Valais campaign celebrates the region and the idea of sharing

Vins du Valais is launching a new promotional campaign inspired by a strong and original image: a generous table in the heart of a vineyard, bathed in sunshine and framed by the region's emblematic landscape. Shot by photographer Sébastien Agnetti and with the help of 30 technicians and 40 extras, this image required a considerable investment in its production.

On the first day of spring, Vins du Valais officially launched their new marketing campaign focusing on the region and the idea of sharing. A tailor-made image was specially created for the occasion based on the "tavolata" theme. An infinite banquet table nestles between the vines, bringing together guests of all ages for a special meal. In the background, the calming forms of the Ardèche and the Muverans mountains contrast with the vibrant rocky cliff side.

This image blends together the sun, the vineyard, the terrain and the people, the region is perfectly illustrated. The tavolata, an Italian-style dinner table, celebrates shared moments around a glass of wine. The director of Vins du Valais, Gérard-Philippe Mabillard, has been thinking about this idea for some time.

"I've been waiting for the right moment. In communication nowadays, you need more than wine. With the popularity of wine tourism, we need to promote a broader experience. By focusing on wine's power of bringing people together, we distinguish ourselves from traditional advertising."

A production worthy of a blockbuster film

Creating the "tavolata" image and video required the dedication of a film shoot. Incredible logistical and human means were needed to get the right atmosphere, lighting and mood. A long period of location scouting was necessary to select the perfect location. A casting session was held to find the extras. A production agency took on the responsibility of the coordination and shooting. In total, 30 technicians, 7 actors and 40 extras were involved. "In terms of production value, this is one of the biggest images ever created for a Valais product. There is great attention to detail, like an artist with a painting. In the end, the viewer should simply say, *"I'd love to be there!"*" summarises Bernard Moix, the campaign's artistic director.

The photography was entrusted to portrait specialist Sébastien Agnetti, known for his realistic and sensitive artistic approach. The video was filmed by Gianluca Colla and Sophie Schwery Colla. The Octane communication agency managed the entire campaign.

With the slogan "Local wines, made for sharing", Vins du Valais's new large-scale poster can be seen throughout Switzerland. The broadcasting of the advertising campaign and the digital campaign launch on social media will follow over the coming months. The "tavolata" theme will share Vins du Valais's adventure over the next four years.



Tavolata's origins

Tavolata literally means "table" in Italian. In Italian culture, friends and family are brought together around a very long table to enjoy local specialities. It is often the guests who bring their own chairs and cutlery. The tavolata concept has been adopted by tourist resorts such as Ascona and St. Moritz. Tables laid end to end extend for several hundred metres. In Valais, Pfyn-Finges Nature Park organises a tavolata every summer in its vineyard to promote the region's dishes and vintages.

The new “tavolata” campaign

Italian inspiration

Over ten years ago, Gérard-Philippe Mabillard, director of the Interprofession de la Vigne et du Vin (IVV), was stopped in his tracks by an advert for an Italian clothing brand: an immense table of joyful guests under Tuscany's cypress trees. A vibrant and aesthetically pleasing image which he tucked away in his memory as a source of inspiration.

Time for a new strategy

Vins du Valais's recent advertising campaigns have rotated around authenticity, personality, flavour, and the landscapes of Valais's vintages. It was time to explore new avenues around the friendly atmosphere that the product of “wine” brings to the Valais region. It was in this context that the “tavolata” idea naturally resurfaced in Gérard-Philippe Mabillard's mind and appeared on the mood boards of the Octane communication agency. Simple, uniting, festive: the concept of the Italian tavolata has universal reach and strong resonance in Valais.

Local wines, made for sharing

The local terroir is defined by the interaction between the planet, the climate, the soil and man. These four elements can be seen in the image. The long table set up in the heart of the vineyard unites all four through human interactions. The tavolata is telling the story of wine culture in its entirety.

A campaign following the wine tourism trend

Tourism focused on discovering wine and vineyards is flourishing. An experience brought together with the product and its producer in a unique setting is at the heart of Valais Wallis Promotion's current communication strategy. The new “tavolata” campaign is in perfect synchronisation with this concept.

“Communication is at a crossroads. You need more than wine. We need to promote a broader experience which brings together the pleasures of shared moments around a table and the local landscape. Our new campaign has come at just the right time. By focusing on wine's power of bringing people together, it stands out from traditional advertising for this product. To my knowledge, this is the first time that wine has been promoted in this way!”

**Gérard-Philippe Mabillard,
director of Vins du Valais**



Local wines,
made for sharing.

#tavolataVS



SWISS WINE | SANS HÉSITER
VALAIS

Suisse. Naturellement.

lesvinsduvalais.ch



To be enjoyed in moderation



An extraordinary production

To create the “tavolata” image and video, it took 3 months of preparation in collaboration with a production agency, 30 technicians, 7 actors and 40 extras.

A long period of location scouting

The location had to meet a number of criteria: the light positioning at the end of the day, the quality of the backdrop, an emblematic Valais landscape between vineyards and mountains, space for a table, perspective, etc. A professional location scouter explored 43 locations and carried out photo tests. The selected location is situated in the vineyards between Chamoson and Ardon, at the foot of Six de Gru’s imposing cliff side with the Ardève and the Muverans mountains in the background. The vines are spread over parcels of land belonging to five different owners.

A carefully considered, diverse cast

For everyone to feel welcome at this Valais tavolata, the guests were selected to represent different generations and cultures. The production agency called on the aid of professional actors to bring the head of the table to life as naturally as possible. Extras were found through a Facebook campaign and the Vins du Valais network. A casting session took place for the final selection.

Important infrastructure for a well-oiled team

On the day of the shoot, 60 people and a team of renowned creatives were brought together. In addition to photographer Sébastien Agnetti, videographer Gianluca Colla and artistic director Bernard Moix, a number of specialised professionals took care of even the smallest detail. For example, a stylist helped the extras with their clothing choices and a set designer oversaw the table design.

“The idea was clear from the start. But to bring it to life and make it beautiful, we had to translate the mood, the atmosphere and the lighting. In terms of production value, this is one of the largest images ever created for a Valais product. There is great attention to detail, like an artist with a painting. You might not see it, but you can feel it. In the end, the viewer should simply say, ‘I’d love to be there!’”

Bernard Moix,
the campaign’s artistic director,
Octane communication agency

The making of the day's shoot: 9 September 2018

Production team sets up

Electricity, toilets, canteen, make-up studio, light reflector for the photo, etc. All logistical essentials necessary for the comfort of both technicians and extras arrive at the location.

Setting up the table

Underneath, simple rectangular boards on trestles. On top, tablecloths, cutlery, plates and glasses carefully chosen by the set designer.

Preparing the extras

After receiving the stylist's clothing recommendations, each extra goes to hair and make-up.

A meal full of joy

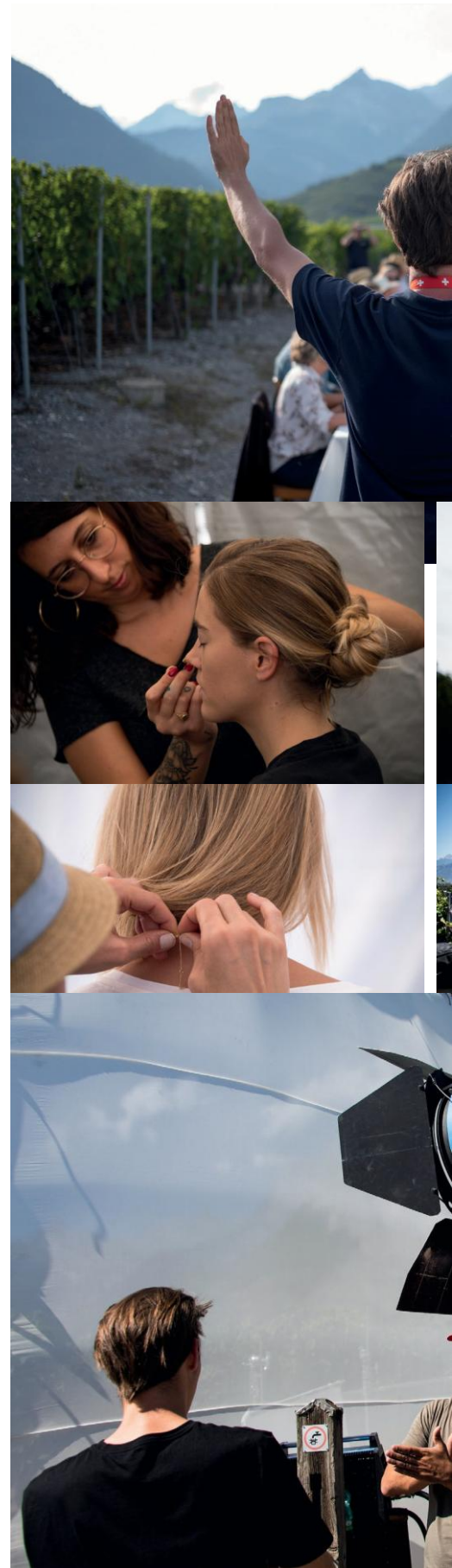
We really did eat! A simple, summery dish. On the menu: pork tenderloin with a mixed, colourful salad, and Valais wines!

Shooting the advert

To bring the television audience into the intimacy of the table, Gianluca Colla's team fixed the camera on a five-metre bar. Two other cameras and a drone were also used during the shoot.

The final shot

Photographer Sébastien Agnetti only had 15 minutes to capture the perfect light at the end of the day.





Creative insights



Sébastien Agnetti

photographer of the campaign's official image

"Such an important shoot with so many extras required a team worthy of a blockbuster film. For me, the biggest challenge was keeping the authenticity and natural aspect of the table, despite the significant staging involved. I only had 15 minutes to capture this moment with the right light of the setting sun falling perfectly on the table. I am very proud of the result, it's very realistic, almost like a documentary. You can feel the human warmth and well-being in this inspiring landscape. This image is not an artificial advert, it really tells a story."

Sébastien Agnetti is a renowned portrait photographer who works between French-speaking Switzerland and Paris. His work is characterised by his never-ending quest for realism.

Rather than cold and silent staging, he prefers the intuition of experience. He has photographed many celebrities including John Malkovich, Zidane and Philippe Starck. He has worked for influential publications such as The Washington Post, Uomo, Madame Figaro, Boléro and Rolex Magazine.



Gianluca Colla

video director

"It was an extraordinary shoot on a scale rarely seen in our region and perfectly organised for the best possible shooting conditions. Our challenge was capturing and maintaining the light quality over several hours."

We tried to make the viewers want to invite themselves to the table. The aim of our video is to show the uniting power of wine, its ability to bring people together from all walks of life, but also the pleasure and fun of sharing a moment together."

Gianluca Colla is a videographer and photographer. His artistic journey has taken him to the Amazon rainforest, the Arctic Circle, Costa Rica and Iceland. He is a member of the National Geographic Creative agency and his work has been published in National Geographic Magazine, The Washington Post, The New York Times and Bloomberg News, amongst others. For the past few years, he has been working from his studio in Martigny, Valais. He works in partnership with his wife, Sophie Schwery Colla, head of production.



Nicolas Zen-Ruffinen

production agency director

"The logistics for this production were very specific. We had to work in a heat wave in a location in the middle of the vineyards with no water, electricity or toilets. It was important to make sure the extras were well hydrated and protected from the sun throughout the day to avoid any red faces. Everything went remarkably well in a trusting and warm-hearted atmosphere. The final image is superb: emblematic without being cliché."

Nicolas Zen-Ruffinen manages film and video productions, as well as photo shoots. Since 2010, he has worked on a number of shoots for adverts, television, fiction, and short and feature films. In 2012, alongside Heinz Dill, he founded "Because Production Services", a company specialising in services for visiting foreign productions where Nicolas Zen-Ruffinen also takes on the role of executive producer.



Olivier Maire

making of photographer

"Gérard-Philippe Mabillard and his Vins du Valais team have the gift of trusting in their artists and bringing people together in a positive mindset. This was particularly impressive throughout the entire day. Despite the technical and logistical challenges, everything played out in a calm and cheerful atmosphere! Once again, this abundant energy bore its fruit and is clearly visible in the final result."

Olivier Maire is a Valais-based photographer in demand throughout Switzerland for promotional images and portraits. He worked as part of the Keystone agency before launching his own company in 2005. His personal work focuses on the human body and the idea of nature. His creations have been exhibited on several occasions.

