

The background of the image is a dark, reddish-brown color with a pattern of water droplets of various sizes, creating a textured, dewy effect. The droplets are most prominent in the foreground and middle ground, with some appearing as bright highlights against the darker background.

*LIVE A LITTLE*  
**OR A LOT**

VISIT  
*Napa Valley*

When everything is world-class, even the simplest experiences feel effortlessly elevated. Napa Valley's equity is rooted in premium, approachable luxury and leadership in food, wine, and hospitality. This is amplified by its distinct setting of scenic landscapes and a relaxed, uniquely Californian sense of place that elevates every experience.

A love of craft, attention to detail and an abundance of best-in-class talent that flock to this bucolic valley make it a magnet for those who know they deserve to live a little. And isn't that all of us? And for those times when living a little doesn't feel like quite enough, let us be your guide to taking it up a notch.

VISIT  
*Napa Valley*

# Campaign Launch

February 9, 2026

## Paid Media campaign

- 2/9/26-7/31/26
- 6x hero :30s + :15s videos, print ads, custom content, digital & social
- Geos: California with Drive Market Emphasis, Texas, NY, FL
- Audience: Luxury 60%, Aspirational 40%

## Earned & Owned support

Custom campaign landing page

Organic social content series

## Digital



## Custom Content



CONDÉ NAST

MODERN LUXURY

Wine Spectator

## Search and Social



# Media Plan Overview

## Social

- Deploy a mix of Meta Single Image and Video placements to drive general awareness among target audiences and build a retargeting pool to re-engage users
- YouTube In-Stream Videos with a clickable companion banner on desktop devices to capture additional traffic
- YouTube Pause Ads, that appear on TV devices when users pause the YouTube video they are viewing

## Search

- Google Search campaigns targeting high-intent keywords used by travelers researching Napa Valley

## Digital

- Leverage high-performing video and display formats to capture traveler attention. Implement custom Tri-Plex and Interactive Pre-roll units for full funnel support.
- CTV non-skippable video ads to guarantee full-length ad views, maximizing brand recall and message retention
- Launch display ads using MapIQ targeting to target individuals via their real-world movements while also implementing retargeting strategies for full funnel support

 Meta

 YouTube

 Google

 BuzzFeed  Discovery

 ELLE  Forbes

 E NEWS  CBSO

 HUFFPOST

 Health Digest

# Custom Content Overview

## Conde Nast

- Custom Content Article highlighting an ideal trip to Napa Valley, amplified by social/native drivers
- 2-Month High Impact Package, static Custom Crown Unit and standard banners, Full Page Print insertion in Conde Nast Traveler

## Vine Pair

- Interactive “Locals’ Guide to Napa Valley” article and a Custom Infographic on VinePair.com, Social placements, including a Dark Direct Social Post, Instagram posts, and Facebook posts
- Email newsletter placements, with newsletter inclusions to reach highly engaged subscribers and amplify campaign messaging

## Modern Luxury

- Custom Article to provide premium, high-impact brand storytelling boosted with social on @ModernLuxury, 2X Editorial Newsletter Inclusions and 2X Dedicated Email Deployments, driving traffic to the article
- 2X Full Page Print insertions, Social Display Campaign on ModernLuxury.com

## Wine Spectator

- Custom Content Hub incorporating articles, high impact display placements, Dedicated Emails, Instagram Post, Wine IQ Newsletter, Private Guide to Dining Newsletter, Targeted Social Media Campaign, Display Homepage Takeovers and a 2-month Native Extension

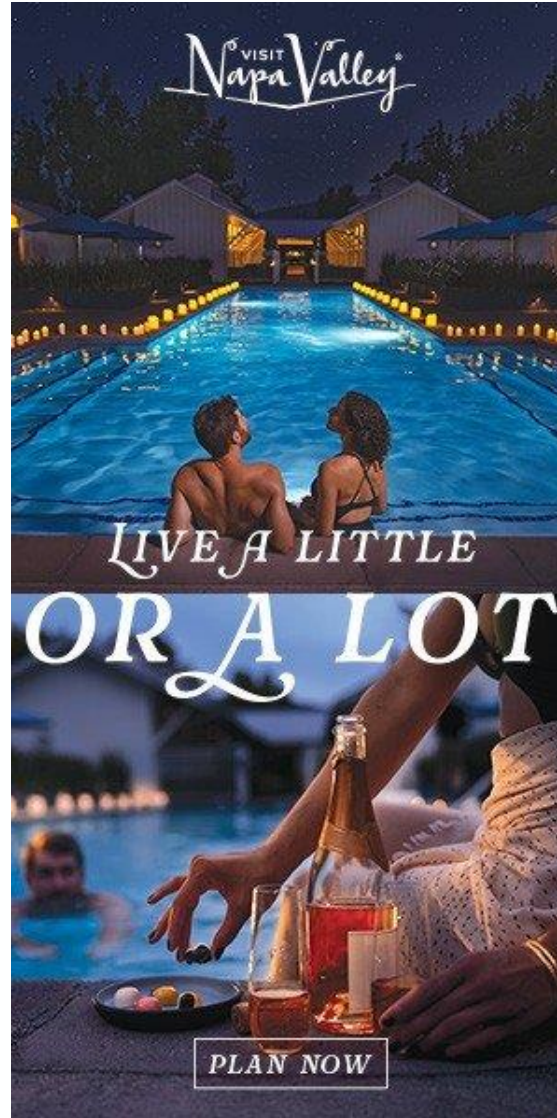
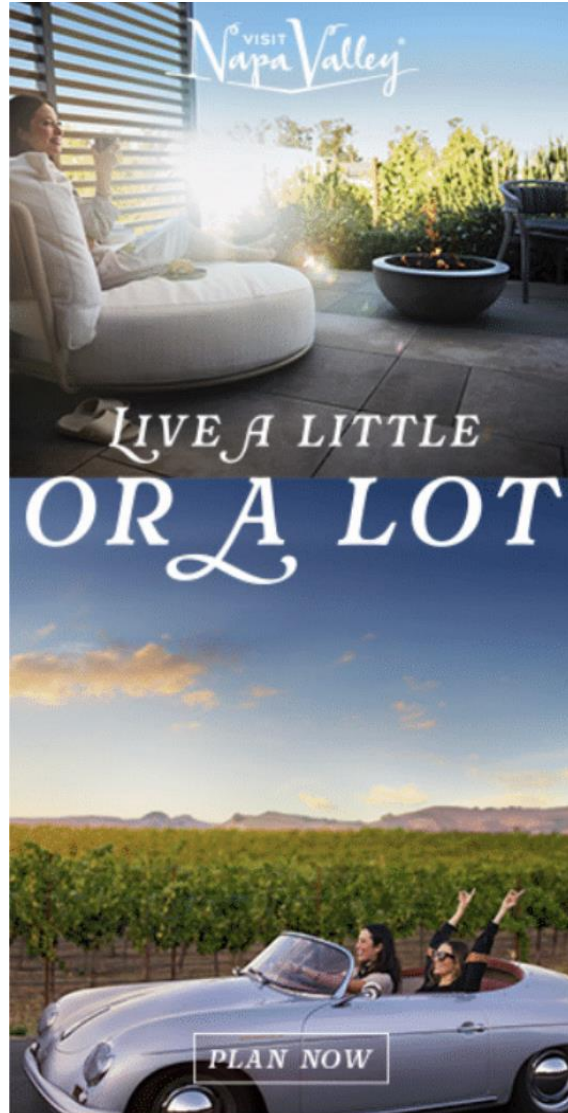
CONDÉ NAST



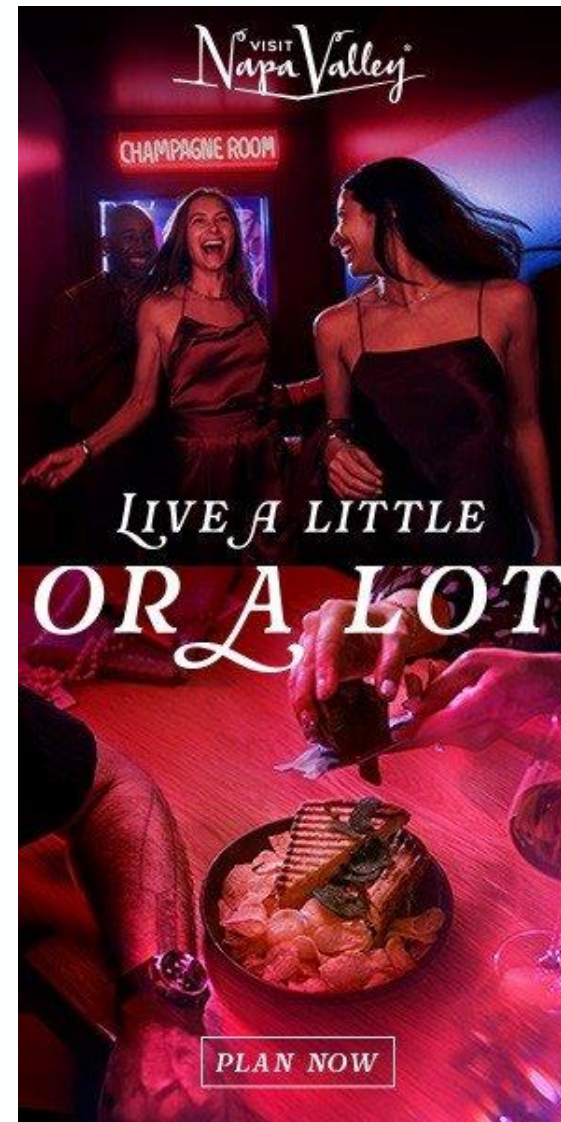
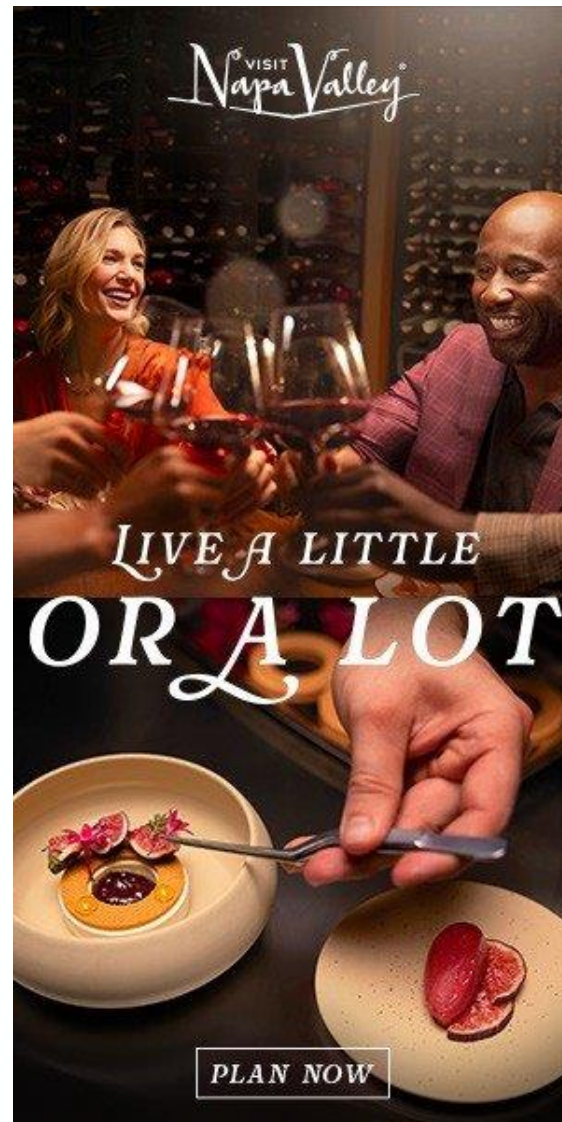
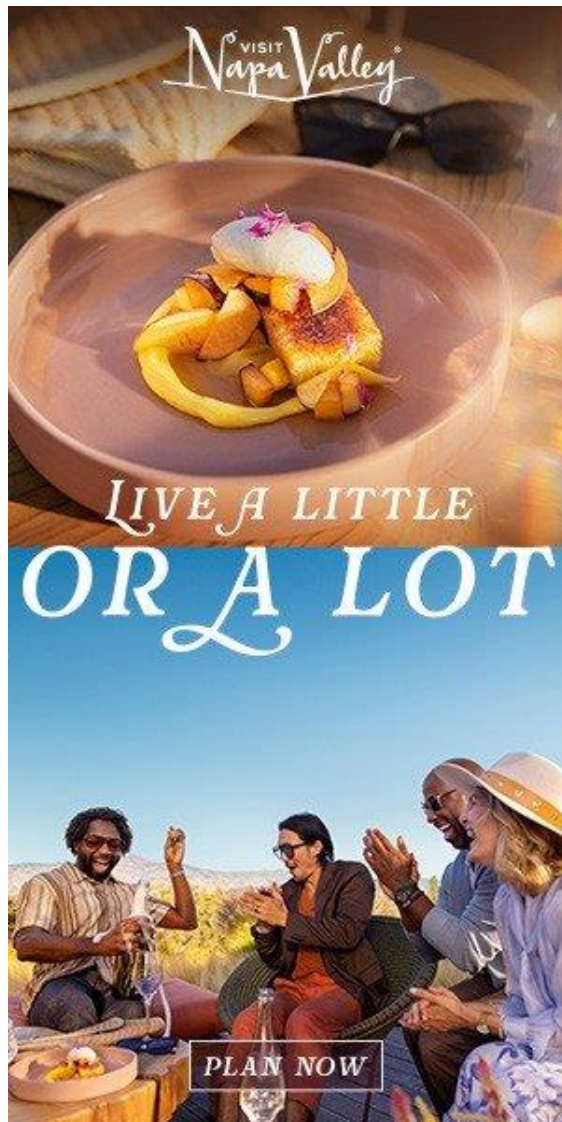
MODERN LUXURY

Wine Spectator

# Creative Overview



# Creative Overview




# Creative Overview - Print




*LIVE A LITTLE*

THESE ARE UPSCALE ACCOMMODATIONS, AND THEN THERE ARE UPSCALE ACCOMMODATIONS THAT COME WITH PRIVATE CHEF CURATED WINE DINNERS, DAILY SPA TREATMENTS AND YOUR OWN VINTAGE CONVERTIBLE TO CHASE THE LIGHT THROUGH THE VINEYARDS.

*OR A LOT*




visit Napa Valley



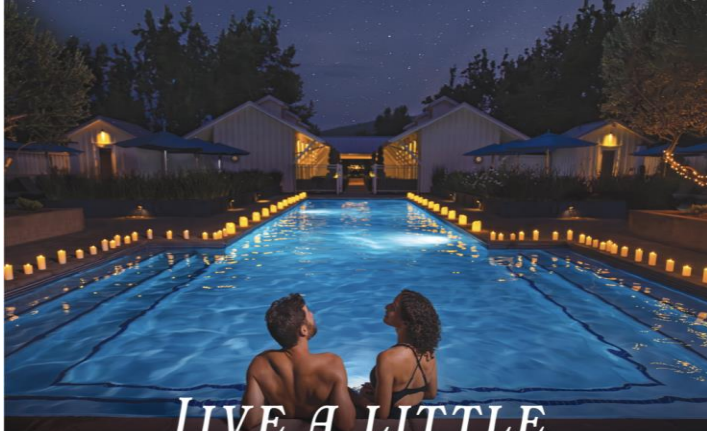
*LIVE A LITTLE*

THESE ARE A LEISURELY LUNCH WITH FRIENDS, AND THEN THERE'S A SEVEN-COURSE GOURMET TASTING LUNCH, WITH SEVEN PERFECT WINE PAIRINGS, ABOARD A FULLY RESTORED 1915 PULLMAN RAIL CAR AS IT FLOATS PAST ROLLING HILLS AND ROWS OF VINES STRETCHING OUT AS FAR AS THE EYE CAN SEE.

*OR A LOT*




visit Napa Valley



*LIVE A LITTLE*

THESE ARE LUXURIOUS SPA TREATMENTS, AND THEN THERE'S A FULL-BODY MUD RITUAL FOR TWO, FOLLOWED BY YOUR OWN PRIVATE GEOTHERMAL POOL, COMPLETE WITH SPARKLING RESERVE ROSÉ, ARTISAN CHOCOLATES, AND FLICKERING CANDLELIGHT.

*OR A LOT*



visit Napa Valley