



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

Want Some Cheese With That Wine?

A Mother's Day Celebration with Mommy's Time Out

The Challenge: Selective Wine Estates, a New Jersey-based wine establishment, approached Utopia to handle the PR around its most popular wine, Mommy's Time Out. With just three weeks until Mother's Day, Utopia was tasked with developing a plan in order to maximize press coverage on such short notice.

The Gameplan: Utopia quickly developed a three-week approach to maximize publicity and outreach for the upcoming holiday. The Utopia team pitched all relevant national and local media contacts, as well as mommy bloggers.

The Results: Selective Wine Estates sent out twenty samples of Mommy's Time Out and secured twenty-one national placements in publications such as SheKnows magazine and MSN's WonderWall, garnering a total of over 8.5 million media impressions.



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