

[yellow tail]

CELEBRATING 10 YEARS

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- [yellow tail] wine launches new global website -

[yellow tail], one of the world's most popular Australian wine labels, has entered a new digital era with the re-launch of their global website: www.yellowtailwine.com.

The website, designed and built by digital agency, *Amnesia Razorfish* approaches the three main reasons behind consumer visits to branded websites – to get quick, accurate and interesting product information; to find the answer to a pre-conceived question or query and; more and more prevalent is their desire to share interesting tidbits with their friends online.

Where possible, the page points to facebook so users can 'recommend' wines, sponsored events or snippets of information that will appear on their personal facebook walls. Facebook 'recommends' for wine varieties are tallied so visitors to the [yellow tail] site can see which wines are most popular.

A lifestyle section enables users to create their own event or occasion, such as a BBQ, dinner party or celebration. There are six different occasions to choose from with various assets including recipes and tips to help the user build their event. The final prompt for each occasion is an 'invite creator' - the user can personalise an invitation and send to their friends as an email.

The visual design is characteristically [yellow tail], with bright colours and graphics, interactive videos and easy-to-navigate click-throughs. The language and content is relaxed and approachable so that the user feels comfortable as they browse the various pages on offer.

Much effort has gone into answering the many questions that [yellow tail] consumers from all over the world regularly ask. From an extensive 'Frequently Asked Questions' page to an 'Around the World' tab that helps users understand which varieties are available to them locally.

"[yellow tail] is a fun and approachable brand so it's important to carry this theme through to our online offering. We're excited about the social media integration. Wine is a part of people's social lives so it makes sense for us to tie in with Facebook and our unique event creator," said Libby Nutt, Marketing Manager for [yellow tail].

Visit www.yellowtailwine.com

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For more information or images, please contact media@yellowtailwine.com or 02 9330 4717.