



For the background, we'll use a cinemagraph style effect to match the test animation video. This will make it appear as if the sun is gently licker and the clouds floating slowly across the sky.



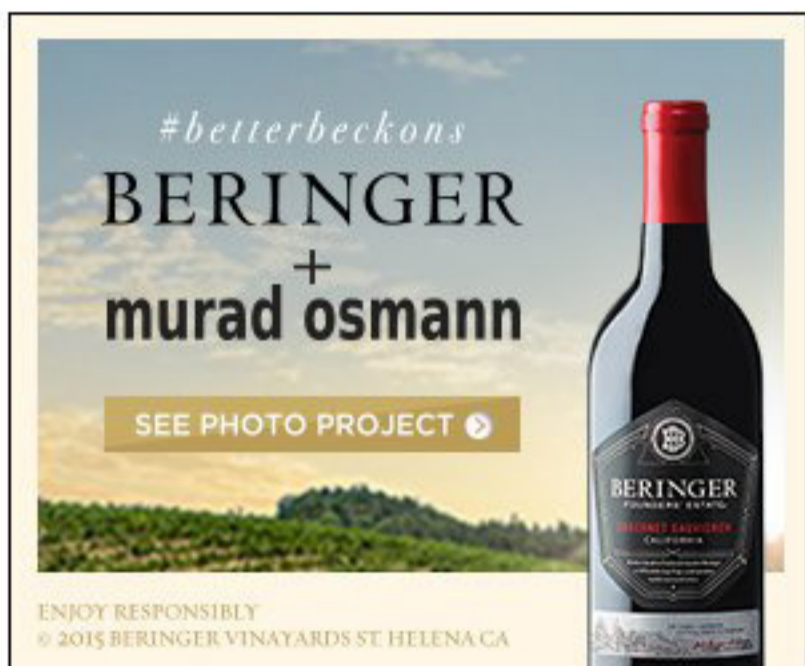
As the background image animates, we'll zoom in slightly on the woman creating the effect that we are following her into the vineyards.



Then we pan down the image slightly and fade in the campaign messaging "It all awaits. Better Beckons."



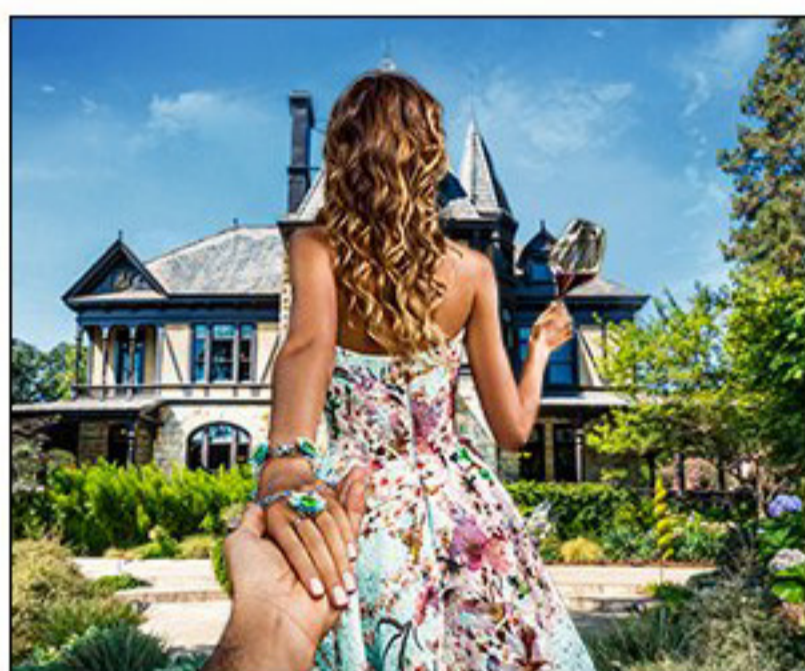
A beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. Legal messaging will appear on the border.



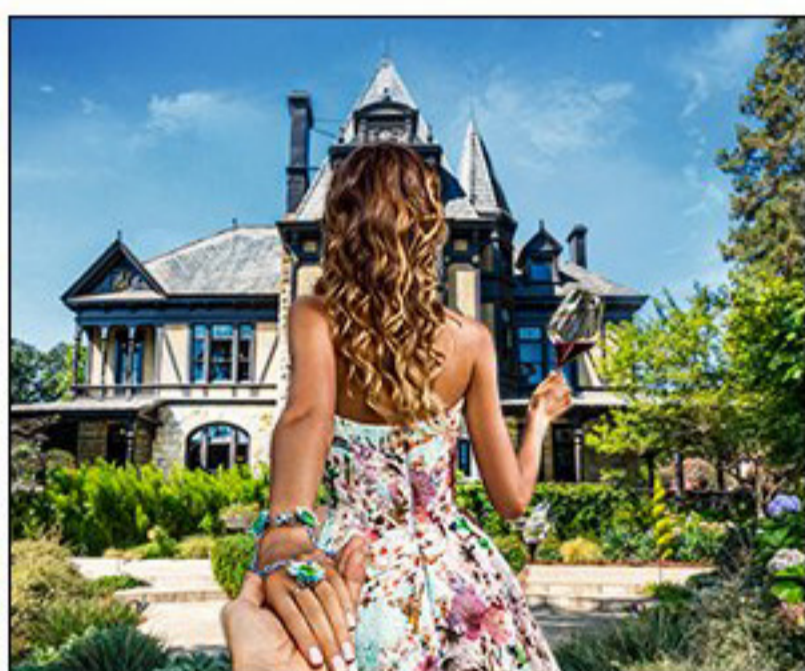
We'll pan up to the sky, a beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. The Beringer logo and legal fade in.

Art Director: Corey Litvak | Copywriter: Sarah Rutherford | Designer: Agnes Bonmati

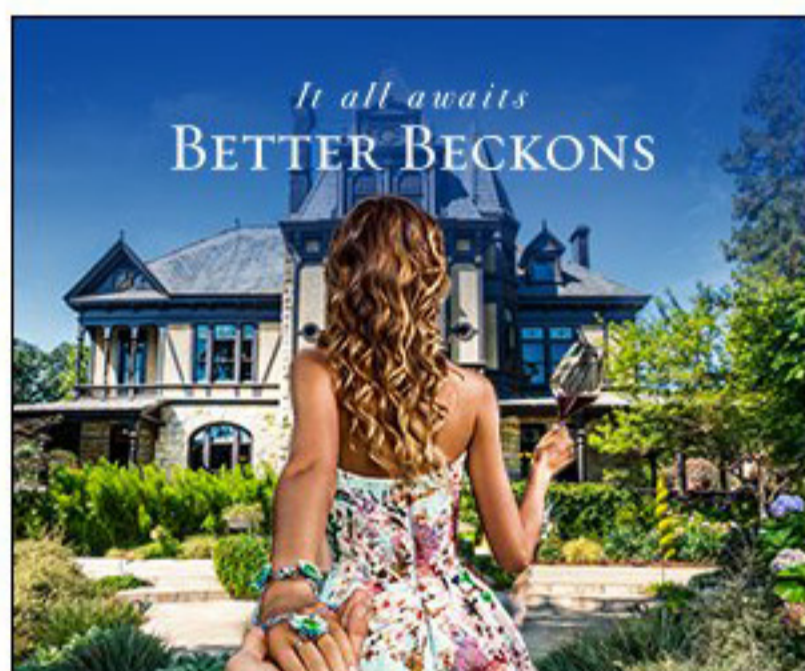
Photo Credits: Murad Osmann



For the background, we'll use a cinemagraph style effect to match the test animation video. The clouds will slowly move.



As the background image animates, we'll zoom in slightly on the woman creating the effect that we are following her into the scenery.



Then we pan down the image slightly and fade in the campaign messaging "It all awaits. Better Beckons."



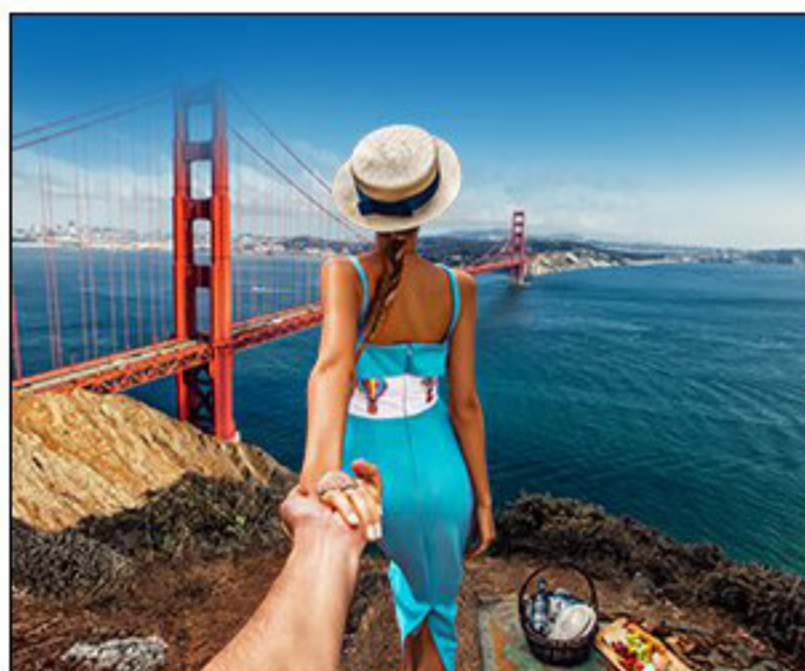
A beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. Legal messaging will appear on the border.



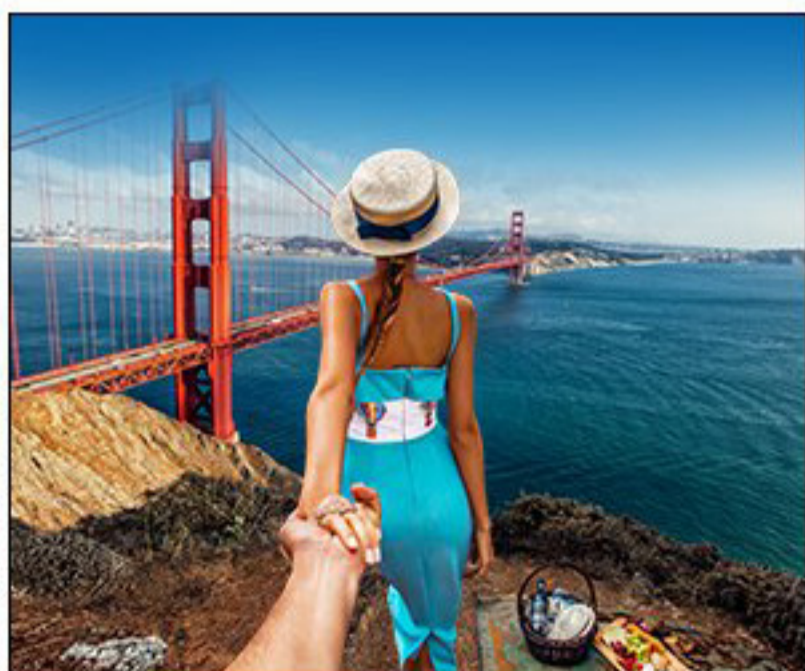
We'll pan up to the sky, a beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. The Beringer logo and legal fade in.

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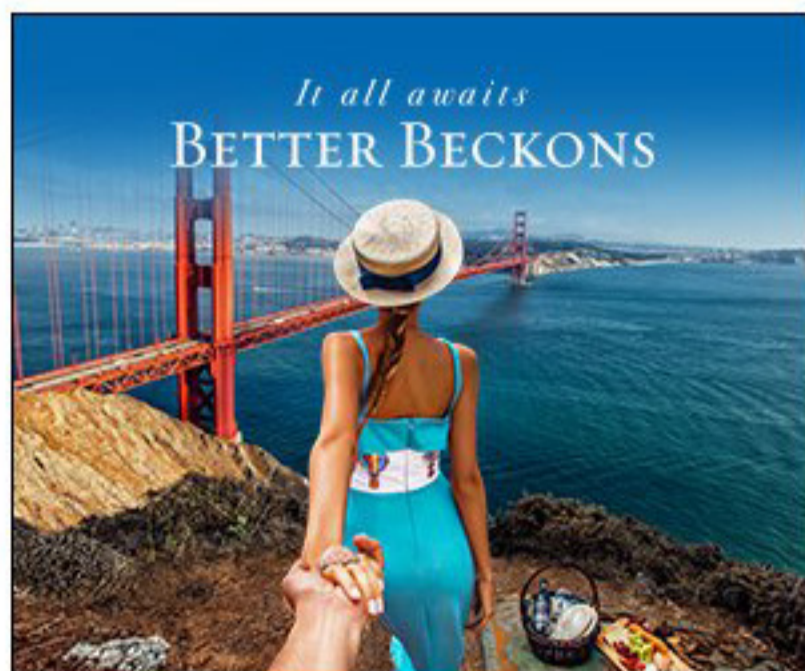
Photo Credits: Murad Osmann



For the background, we'll use a cinemagraph style effect to match the test animation video. The waves will move gently.



As the background image animates, we'll zoom in slightly on the woman creating the effect that we are following her into the scenery.



Then we pan down the image slightly and fade in the campaign messaging "It all awaits. Better Beckons."



A beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. Legal messaging will appear on the border.



We'll pan up to the sky, a beige polaroid style border will fade in over the image and the Beringer bottle will slide in from the bottom right. The Beringer logo and legal fade in.

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Photo Credits: Murad Osmann