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Francis Ford Coppola Winery launches groundbreaking advertising campaign

Iconic sonoma winery captivates audiences with 'It Takes Time to Make a Diamond'

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Francis Ford Coppola Winery, renowned for its exceptional wine production and the Francis Coppola Diamond Collection, has announced the debut of its first-ever national advertising campaign. The multi-year, multi-million-dollar initiative, titled "It Takes Time to Make a Diamond," represents a significant milestone in the winery's history and aims to connect with consumers on an emotional level by showcasing inspiring stories of individuals who have overcome adversity. The campaign's inaugural ads, featuring

captivating archival footage from Coppola's illustrious filmmaking and winemaking career, will premiere on June 22, captivating audiences on streaming TV, digital platforms, and social media channels.

Bringing together the realms of creativity and perseverance, the campaign pays homage to the winery's founder, the legendary film director Francis Ford Coppola. Gabriela Becker, the vice president of marketing for the winery, expressed her honor in sharing a glimpse of Coppola's inspirational journey through this advertising endeavor. The campaign is rooted in extensive consumer research conducted in 2022, which revealed a common thread among Francis Coppola Diamond Collection drinkers—regardless of age, gender, or location: a shared sense of accomplishment stemming from overcoming earlier adversities in life.

The campaign's tagline, "It takes time to make a diamond," succinctly captures the complex narrative embedded within each bottle of wine, the winery's visionary founder, and the lives of those who indulge in the exquisite Diamond Collection Wines. By embracing the power of storytelling, these ads invite consumers to connect with the brand on a deeper level, underscoring the transformative influence of perseverance and determination.

High Wide & Handsome, a Los Angeles-based agency, played an integral role in developing this compelling campaign. Leveraging a range of touchpoints, including streaming TV, digital advertising, and social media, the campaign endeavors to fortify the already thriving Coppola Diamond Collection brand. Becker anticipates that this strategic approach, coupled with the campaign's evocative impact, will not only resonate with existing consumers but also captivate new enthusiasts, further expanding the Coppola family.

The initial campaign flight comprises nine ads, two of which are lead, 30-second commercials. These captivating advertisements intertwine documentary-style archival footage from Coppola's illustrious career with heartfelt voiceovers from Francis Coppola himself and his wife, Eleanor Coppola. By drawing viewers into the captivating world of Coppola's artistic and winemaking journey, the ads foster a sense of admiration and kinship, reinforcing the brand's enduring legacy.

For those eager to catch a glimpse of these remarkable commercials, the two lead ads are available for viewing and download here and here. For more information about Francis Ford Coppola Winery, visit their official website at www.francisfordcoppolawinery.com.

About Francis Ford Coppola Winery

Nestled in the picturesque Sonoma County, California, Francis Ford Coppola Winery is renowned for its unwavering commitment to quality and integrity. The winery stands as a testament to excellence, crafting its wines onsite within a state-of-the-art winemaking facility surrounded by sustainably farmed vineyards. The globally recognized Coppola portfolio, including the celebrated Diamond Collection, Sofia sparkling cuvées, and the exclusive Francis Coppola Reserve wines, has solidified its position as the fifth-largest super-premium wine brand in the United States. Stepping foot onto the Sonoma estate, visitors are greeted with Francis Ford Coppola's vision of a wine wonderland—a haven where people of all ages can revel in life's finest pleasures, including gastronomic delights from the renowned on-property restaurant Rustic, vibrant music, dancing, exhilarating games, refreshing swimming pools, and a treasure trove of cinematic history. The winery offers an array of tasting experiences, seasonal events, and an immersive atmosphere that embraces the love of life. Francis Ford Coppola Winery is proud to be part of Delicato Family Wines, one of the fastest-growing top-ten wineries in the United States.

About Delicato Family Wines

Delicato Family Wines, a fourth-generation, family-owned enterprise established in 1924, stands as one of the leading wine companies in the United States. The company's diverse portfolio showcases a range of esteemed wine brands, including Bota Box, Coppola Diamond Collection, Noble Vines, Gnarly Head, Z. Alexander Brown, Coppola Director's Cut, Black Stallion, Three Finger Jack, Sofia, 1924, and Schmitt Söhne Family Wines (Germany). Transcendent Wines, Delicato's fine wine collection, includes luxurious offerings such as Black Stallion Limited Release (Napa) and Diora (Monterey, Calif.), alongside imported luxury estate wines like Stoneleigh (New Zealand) and Torbreck Vintners (Australia).