vinetur

Rioja Celebrates 100 Years of Wine Heritage with New Campaign

The centennial campaign features Julio Iglesias's music and advanced visuals, aiming to boost sales and brand value globally.

Thursday, March 20, 2025



In Rioja, wine has been a way of life for 100 years, and they are celebrating this milestone. The Consejo Regulador de la DOCa Rioja has launched a new campaign to commemorate this centennial. The campaign captures the essence of the region, which is deeply connected to wine. It honors the past while looking forward to the future. In Rioja, wine is central to the culture, economy, and identity of the region.

The new promotional video is available on YouTube and social media, using the hashtag #VíveteUnRioja. The campaign is emotional and innovative, featuring music by Julio Iglesias. The slogan "Vívete Un Rioja" is part of a strategy started in 2021 to enhance the brand's value and present a modern image. The ultimate goal is to boost sales. The campaign is set to reach 300 million advertising impacts, aiming to connect emotionally with consumers. It includes a version of Julio Iglesias's song "Me Va," with stunning visuals created using advanced post-production techniques.

On March 20, 2025, Rioja unveiled this new advertising campaign, with its centennial as the central theme. The campaign is dynamic and will be integrated into all events and activities planned for this special year. The new advertisement is already available on Rioja's social media platforms, including YouTube, Instagram, Twitter, and LinkedIn. It will also be broadcast on media outlets and digital platforms.

The advertisement features impressive visuals and music, using the latest techniques to highlight wine as the central element of the Denomination. It was filmed at various locations within the Denomination by a team of over 30 professionals, led by acclaimed director Uri Segarra. For the first time, artificial intelligence was used to achieve impactful visual effects. The music is a key component, featuring a well-known song reimagined for the campaign.

This new advertising effort is the culmination of a disruptive campaign strategy developed for 2021-2025. The DOCa aimed to create new ways to generate value and a contemporary image for the brand. Previous campaigns, "Te Mereces un Rioja" (2021-2022) and "Ponme Otro Rioja" (2023-2024), achieved positive results in brand perception and recall. Now, Rioja seeks to speak directly to consumers with the new claim "Vívete Un Rioja," focusing on boosting sales.

Íñigo Tapiador, Marketing and Communication Director of the Consejo Regulador de la DOCa Rioja, stated that the new advertisement faced the challenge of celebrating Rioja's centennial while highlighting the qualities of a modern, pioneering, and leading Denomination. He emphasized that few regions have products or Denominations as integrated into all aspects of life and society as Rioja.

The new advertisement will air on radio, hybrid television (traditional and on-demand platforms like Netflix, Amazon Prime, or Movistar Plus), newspapers, and national, regional, and specialized publications. It will also have a significant presence on digital platforms and social media. The campaign is planned in three phases: the first starts today and runs through April, a reactivation in June to coincide with the official creation date of the Denomination of Origin of Rioja, and a new wave in October.

The campaign's planning includes mass-audience media like traditional television and radio to ensure broad reach across various population segments, essential for a global brand like Rioja. Both the new advertisement and the making-of are available on Rioja's digital channels.

This centennial year, 2025, marks 100 years of Rioja as Spain's leading Denomination of Origin in sales and a global reference. Nearly 30 activities, events, and special actions will take place in Spain and various countries worldwide, including the UK, China, Switzerland, Mexico, Germany, and the USA, to commemorate the birth of Spain's first Denomination of Origin. The program focuses on consumers, wine lovers, and many Rioja fans inside and outside Spain. It includes exclusive events to enjoy, share, and learn about Rioja and its wines, aiming to create a lasting connection with the brand and propel it into the next 100 years.