



**ZW**

DRIVING THE UNEXPLORED

# MONTENEGRO

BY ZOË WHITTAKER



## DRIVING THE UNEXPLORED

“Driving the Unexplored” project is about creating tailored exposure for Lipovac Winery and Montenegro as a unique travel destination.

Zoë Whittaker will promote the destination as a long getaway weekend in Montenegro with Lipovac Winery.

Lifestyle and travel influencer, Zoë Whittaker, will drive through Lipovac Winery potentially in a classic car, visiting its vineyards and showcasing possible activities in and around its vicinity.



A full-page photograph of Zoë Whittaker, a woman with blonde hair, smiling and leaning against a white vintage Volkswagen Beetle. She is wearing a white sleeveless button-down shirt, white jeans, and white sneakers. The car has a black convertible top and wire-spoke wheels. In the background, there is a blue sky with clouds and a white building with some text and logos, including 'gpi.ge'.

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## WHY ZOË WHITTAKER?

Zoë Whittaker – Driving, Travel & Lifestyle influencer. Zoë Whittaker is widely known in the car circles for her enthusiasm and desire to share her experiences for sourcing new roads to drive through her rallies, "Driving with Zoë".

Zoë hopes to inspire others to discover the beauty of cars, the pleasure of driving, and to encourage others to follow their own dreams and ambitions. Zoë's mission in driving the unexplored is to share her amazing lifestyle experiences while encouraging others to follow and live it for themselves.

*"The journey is as important as the destination and the thrill of driving doesn't just come with speed but to discover hidden places and enjoy the beautiful scenery the drive has to offer."*

**Zoe Whittaker**



## WHAT IS THE SHORT-TERM PROJECT GOAL?

Through "driving the unexplored", the project aims at promoting Lipovac by emphasizing the destination assets and attractiveness. The short-term goal is to boost Lipovac exposure through social media.

**Boosting Lipovac Exposure** – This goal is achieved through a creative influence campaign, "Driving the unexplored" by Zoë Whittaker, promoting not only Montenegro but more importantly Lipovac's Winery as a unique gateway destination through her own experience.

Thanks to her reach to wealthy westerners (UK, Europe, US and Canada) Zoë Whittaker can help leverage Lipovac exposure using the power of social media promoting Lipovac. "Driving the unexplored" experience will be shared and promoted on social media using Zoë's profile pages, her own application (IOS/Android)) as well as traditional media.

Additionally, Zoë can also act as an Ambassador recommending Lipovac wines to selected venues, event organizers and private members clubs in the UK. This is a subtle way to introduce Lipovac wines to new distribution channels.

# WHAT IS THE LONG-TERM PROJECT GOAL?

Through "Driving the unexplored", the project aims at promoting Lipovac by emphasizing the destination assets and attractiveness. The long-term goal:

**Boosting Wine sales and room bookings** – This goal is here achieved via a 6 months (minimum) post-trip strategy involving Print and Digital media marketing supported by visuals and information gathered during the trip. It is important to back up the influence campaign with a post-trip marketing strategy to make the most out of the initial investment and ensure the best returns.

This post-trip strategy involves:

- **A print media campaign** including a Press release and articles in publications related to travel, lifestyle and wine, be it newspapers, magazines and specialized issues.
- **A digital media campaign** through both thorough Search Engine Optimization and Social Media Optimization based on materials from the Influence Campaign.

Monthly reports and data analytics will be provided to follow the progress and campaign effectiveness.





# THE PERFECT GETAWAY (1/2)

## Day 1 – Driving to Gradani

Stunning views driving up to main Lipovac vineyard Gradani and check-in to Lipovac hotel

Guided wine tasting tour at the main Lipovac vineyard: winemaking process from growing to bottling – Lunch/dinner at Lipovac restaurant

## Day 2 – Discovering Tuzi and Zagarach

Driving up to the second Lipovac vineyard with wine tasting outside: Zagarach, Tuzi

Rustic lunch at a local house with homemade food and drinks

Driving around the areas exploring and sightseeing (options: lakes + sea views)

Return to the main vineyard and hotel



## THE PERFECT GETAWAY (2/2)

### Day 3 – Sailing to Ostrog

Sailing on a private yacht to the floating monastery Ostrog  
Lipovac wines and nibbles are served during the sale

Dinner at a chosen local restaurant where Lipovac wines are served

### Day 4 – Sightseeing in Kotor

Visiting Kotor and St. Nicholas church  
Lunch at a chosen local restaurant

Walk up to Tvrdave Kotor or the Castle of San Giovanni  
Dinner at main Lipovac vineyard restaurant

A red classic car, possibly a Mini, is driving on a dirt road. The car is kicking up a cloud of dust. It has a 'MARATHON' badge on the front and a license plate that reads 'GB 8760'. The background features a steep, rocky hillside with some trees.

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## CONTACTS

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