**Yellow Tail Adds Sweepstakes to Super Bowl Strategy**

Yellow Tail is adding a new twist to its Super Bowl regional ad strategy this year, circumventing Anheuser-Busch’s exclusive alcohol ad rights. The wine brand is also launching a social media sweepstakes to encourage fans to submit original content in exchange for a chance to win a $15,000 trip for two.

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[***http://www.shankennewsdaily.com/index.php/2018/11/09/21830/exclusive-yellow-tail-to-return-to-the-super-bowl-with-5-million-ad-effort/\***](http://www.shankennewsdaily.com/index.php/2018/11/09/21830/exclusive-yellow-tail-to-return-to-the-super-bowl-with-5-million-ad-effort/\)

***Image credit:***

[***https://usatcardswire.files.wordpress.com/2018/02/usatsi\_10589295.jpg?w=1000&h=600&crop=1***](https://usatcardswire.files.wordpress.com/2018/02/usatsi_10589295.jpg?w=1000&h=600&crop=1)