

**Wine Marketing  
Association of Ontario**

# **Wines to Call Our Own**

DRAFT  
Ontario VQA Wine  
Five Year Marketing  
Strategy

March 2015



### STRATEGY DEVELOPMENT PROCESS

- Formation of the VQA Marketing Committee (VMC) was established in the fall of 2014 – with the purpose of initiating the development of the 5 Year Marketing Strategy for Ontario VQA wines.
- Process included contracting consultant (Shikatani Lacroix) to lead the process of strategic development; reviewing past successes and performance and the hiring of new Executive Director of Marketing.
- Review included past sales performance of Ontario VQA wines; the LCBO promotional performance; visitation to wineries; and review of research.



### **STRATEGY DEVELOPMENT PROCESS con't**

- An in-depth one-day planning session was held in November to help consultant (JP Lacroix) understand the business, challenges and form the foundation and to clarify marketing objectives, target group, metrics, and executional considerations.
- Stakeholder input was gathered throughout the process from wineries, the LCBO, VMC which includes the GGO and VQAO.
- This document details the strategic direction of the marketing campaign, and is intended to be used as a foundation on which to develop the tactics.
- VMC committee met 12+ times over the past 6 months.



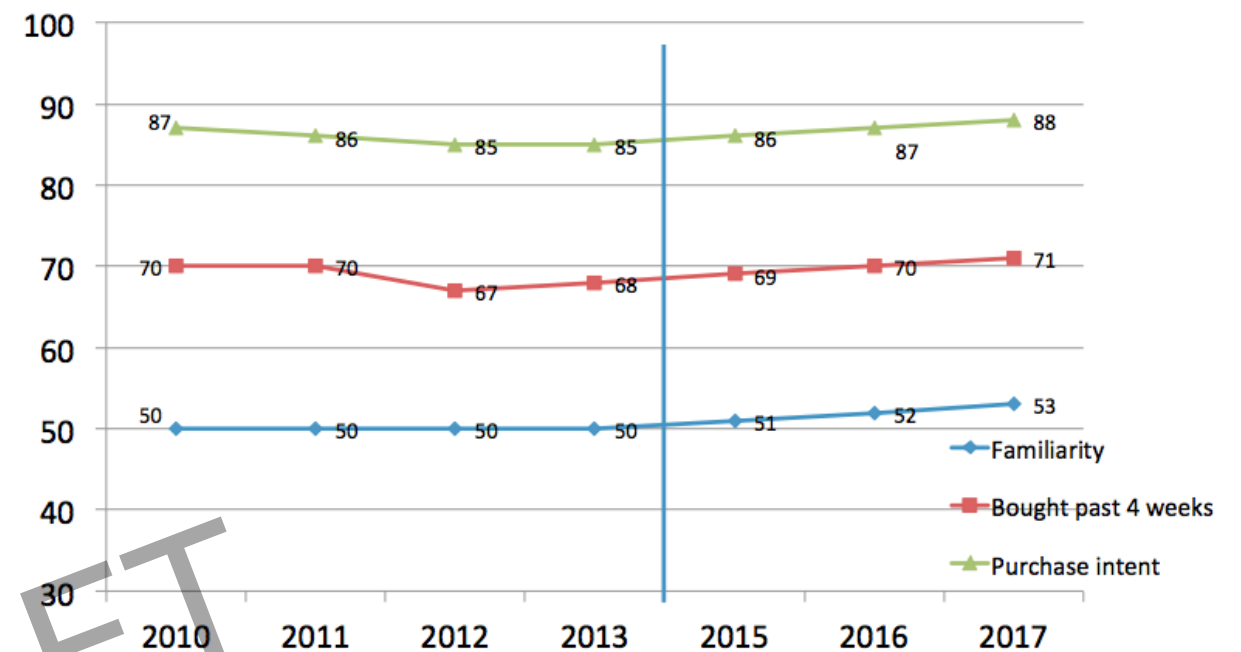
## Ontario VQA Wines

### PERFORMANCE METRICS:

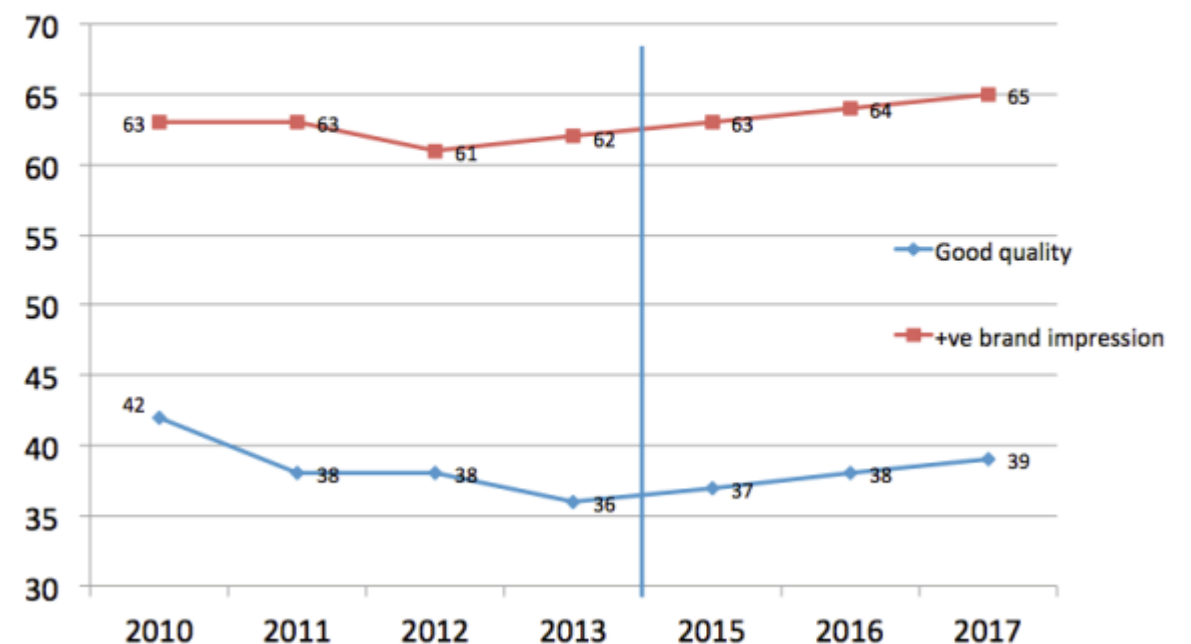
### Tracking Marketing Success

- Awareness of Ontario wine (Familiarity): 53% by 2017
- Purchase Intent of Ontario wine: 88% by 2017
- Purchase History (past 4 weeks): 71% by 2017
- Perception of Good Quality: 39% by 2017
- Positive Brand Impression: 65% by 2017

Key Measures  
(Awareness, intent, purchase)



Key Measures  
(Impressions)



## Ontario VQA Wines

### Positive Influencers:

- Great experiences in Wine Country
- Desire to support local
- Lack of bias: no bad past experiences
- Local/International Recognition/Awards

### Negative Influencers:

- Lack of experience with/recommendations for ON wine
- Confusion at shelf
- Uncertainty about how it compares to “my wine”
- Negative past experiences with ON wine

\*Source: Ontario Wine at the LCBO Report



# Ontario VQA Wines

## BRAND DNA & DIRECTION

### brand essence

Ours to share

### brand vision

Wines that stand in the company of the great wines of the world.

### brand position

#### **Wines We Are Proud To Call Our Own.**

For enthusiastic wine drinkers, Ontario VQA wines deliver a warm sense of belonging found in the discovery, enjoyment, and sharing of an exceptional and unique wine experience that originates in their own backyard.

### brand mission

Helping every wine enthusiast find the Ontario VQA wine that is right no matter the occasion.

### brand personality

- Passionate
- Sociable
- Contemporary
- Authentic

### brand value

Great-undiscovered Ontario VQA wines worth boasting about... in a decidedly Canadian way.

### brand attributes

- Local
- Community
- Home grown
- VQA wines
- Access to unique experiences
- Passion and Character in the industry

### brand pillars/challenges

- Credibility
- Contemporize
- Focus
- Visibility





## Ontario VQA Wines

### *Marketing Goal:*

Ontario consumers identify Ontario VQA wines as their wines of choice.

### *Success will be defined by:*

- Increase / raise the VQA quality perception
- Grow VQA at a faster rate than imports
- Deliver a compelling story for Ontario VQA wines

### *Overcome barriers to Ontario VQA wine purchase:*

- Existing negative perceptions of Ontario wine
- Consumers equate imports with a sense of adventure and discovery
- Uncertainty (hit and miss)

## Ontario VQA Wines

### FOUR KEY CHALLENGES TO OVERCOME

#### Credibility

To improve and overcome the price/value and quality perception between imports and Ontario VQA wines within our core target groups.

#### Contemporize

To become contemporary and relevant by creating a sense of adventure and discovery around Ontario VQA wines.

#### Visibility

To increase the visibility and accessibility of Ontario VQA wines within the LCBO, winery retail stores, the community, in restaurants and wherever wines are served.

#### Focus

To create a long-term brand strategy and marketing initiative, to build brand awareness and trial focusing on the right varietals and the right wine style at each targeted price point.





## Ontario VQA Wines

### FOCUS PILLAR

To create a long-term brand strategy and marketing initiative, to build brand awareness and trial focusing on the right varietals and the right wine style at each targeted price point.



Identify the right varietals/styles to feature during the campaign.



Ensure a strong focus on key messaging and consistency of communication across all consumer and influencer touch-points.



## Ontario VQA Wines

### VISIBILITY PILLAR

To increase the visibility and accessibility of Ontario VQA wines within the LCBO, winery retail stores, the community, in restaurants and wherever wines are served.

Develop a campaign that will generate awareness and industry buzz.

Develop an effective merchandising program across all points of purchase (LCBO, winery retail stores, restaurants, etc.).

Create trial vehicles that will allow the most effective demonstration of the quality of Ontario VQA wine.



## Ontario VQA Wines

### CONTEMPORIZE PILLAR

To become contemporary and relevant by creating a sense of adventure and discovery around Ontario VQA wines.

Develop a big idea with breakthrough capabilities and disruptive powers.

Target relevant and meaningful messaging and events around lifestyle and occasion/seasons.

Create brand believers, influencers, and market buzz to reinforce that Ontario VQA wines are for today's consumer.

Create stronger emotional connection to the values of drinking Ontario VQA wines; gives a reason to believe.





## Ontario VQA Wines

### CREDIBILITY PILLAR

To improve and overcome the price/ value and quality perception between imports and Ontario VQA wines within our core target groups.

Identify appropriate Ontario varietals/styles that fill the value perception.

Drive lifestyle and emotional messaging and experiences to change the path to purchase frame of reference.

Develop the campaign idea to reinvigorate the VQA identity and messaging.





## Ontario VQA Wines

### Target Group: **OUR TRIBE**

Consumers who have a sense of adventure, curiosity and who want to discover “gems” to share with friends and family. These consumers are between the ages of 25-50 and are better defined by their attitudes; always willing to explore undiscovered varieties or enjoy wines as familiar as their best friends.

While part of this group already frequently drinks Ontario wine, others are fringe/light Ontario wine drinkers. These occasional Ontario wine drinkers may be adventurous in choosing imports, yet more cautious in choosing Ontario wine – and tend to be at the “security” end of the security–discovery continuum of Ontario wine consumption.



## TARGET GROUP SEGMENTATION

### Frequent Ontario Wine Drinkers

### Occasional Ontario Wine Drinkers

#### Spontaneous Shopper



Average Spend (750ml bottle)

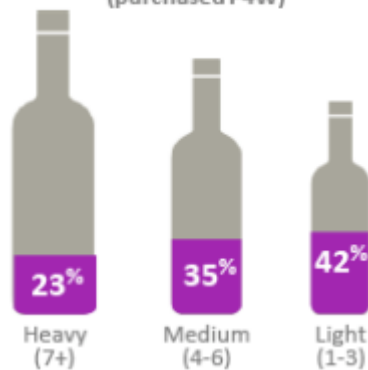


**\$13.93**

Type of Consumer  
(purchased P4W)

**76%**

have purchased  
in the past four  
weeks



- Like browsing aisles for wine, experimenting with different regions.
- Consider special promotions, and like appealing label designs.

**55%** ♀

Avg Age: 46 yrs

#### Aficionados



Average Spend (750ml bottle)

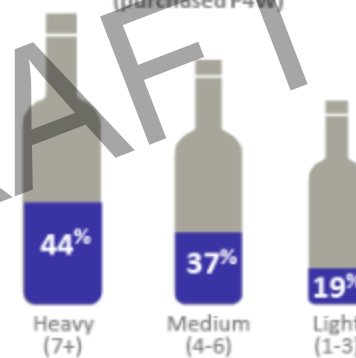


**\$17.10**

Type of Consumer  
(purchased P4W)

**60%**

have purchased  
in the past four  
weeks



- Like browsing, learning, and reading about wine and experimenting with different regions.
- Wine is a staple and means relaxing with friends, region and style guides wine choice.
- Buy premium wine for a personal treat, willing to pay more for preferred type or region.

**61%** ♂

Avg. Age: 51 yrs

#### Predictable Purchasers



Average Spend (750ml bottle)

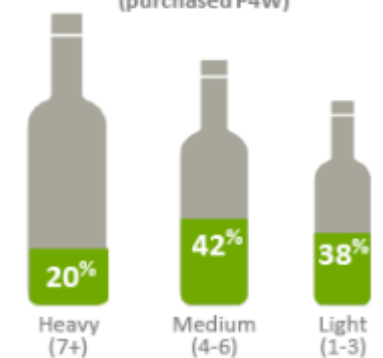


**\$15.93**

Type of Consumer  
(purchased P4W)

**59%**

have purchased  
in the past four  
weeks



- Sticks with familiar wine, buys based on style/variety/region and willing to pay more for it.
- Often knows wine selection before entering the store.

**53%** ♀

Avg Age: 52 yrs





## Ontario VQA Wines

Brand Positioning:

### WINES WE ARE PROUD TO CALL OUR OWN

From crisp Rieslings and classic Chardonnays, to elegant Pinots and textured yet silky Cabernets, Ontario wines reflect our own home. Neither old world nor new, Ontario's globally acclaimed wines are founded on our unique glacial soils and growing season.

Our wines start right in the vineyard with a commitment to excellence that originates with our grape growers and is followed through with every Ontario winemaker. Distinct parcels of land dotted throughout Lake Erie North Shore, Niagara Peninsula and Prince Edward County ensure ideal conditions for us to bring forth each region's wonderfully authentic and original tastes.

A wine region like nowhere else, Ontario wines stand nobly in the company of the best in the world. Discover the wines you can be proud to call your own.





## WINES WE ARE PROUD TO CALL OUR OWN

- Supports the desire for discovery and validation
- Aligns with “Ours to Share” brand essence
- Inspires a sense of ownership for VQA wines
- Evokes feelings of shared experiences and connectedness: This is our wine
- Speaks to the level of quality
- Suggests confidence, which in turn suggests these wines can keep up with the competition
- Sparks feelings of pride in Ontario’s achievement of producing quality wines
- Creates a more positive affinity for Ontario VQA wine



# STRATEGIC OVERVIEW

## Ontario VQA Wines

### WINES WE ARE PROUD TO CALL OUR OWN

This core positioning will integrate into all communications and support the brand pillars.

#### Focus

To create a long-term brand strategy and marketing initiative, to build brand awareness and trial focusing on the right varietals and the right wine style at each targeted price point.

#### Visibility

To increase the visibility and accessibility of Ontario wines within the LCBO, VINTAGES, Winery retail stores, the community, in restaurants and wherever wines are served.

#### Contemporize

To become contemporary and relevant by creating a sense of adventure and discovery around Ontario VQA wines.

#### Credibility

To improve and overcome the price/value and quality perception between imports and Ontario VQA wines amongst our core target groups.

### Strategies

#### 1) Visibility and Engagement

Develop an integrated marketing campaign to engage our consumers and influencers.

#### 2) Ontario Wine Story

Focused on winery/vintners/growers storytelling, leveraging marketing and communication tools.

#### 3) Discover Your Own

Heavy focus on trial vehicles and in-store merchandising to reinforce consumers' choices for what defines their own favourite Ontario VQA wine.

#### 4) Drive Tourism to Wine Country

Increase and leverage tourism traffic and drive new and existing customers to explore and purchase more Ontario VQA wines.





# Ontario VQA Wines

## WINES WE ARE PROUD TO CALL OUR OWN

### Strategy #1:

### Visibility and Engagement

Develop an integrated marketing campaign to engage our consumers and influencers.

#### Visibility & Awareness

- Focus the messaging.
- Develop creative advertising campaign.
- Integrate creative campaign across all channels and activities:
  - In-store POP for wineries
  - Print advertising in key publications

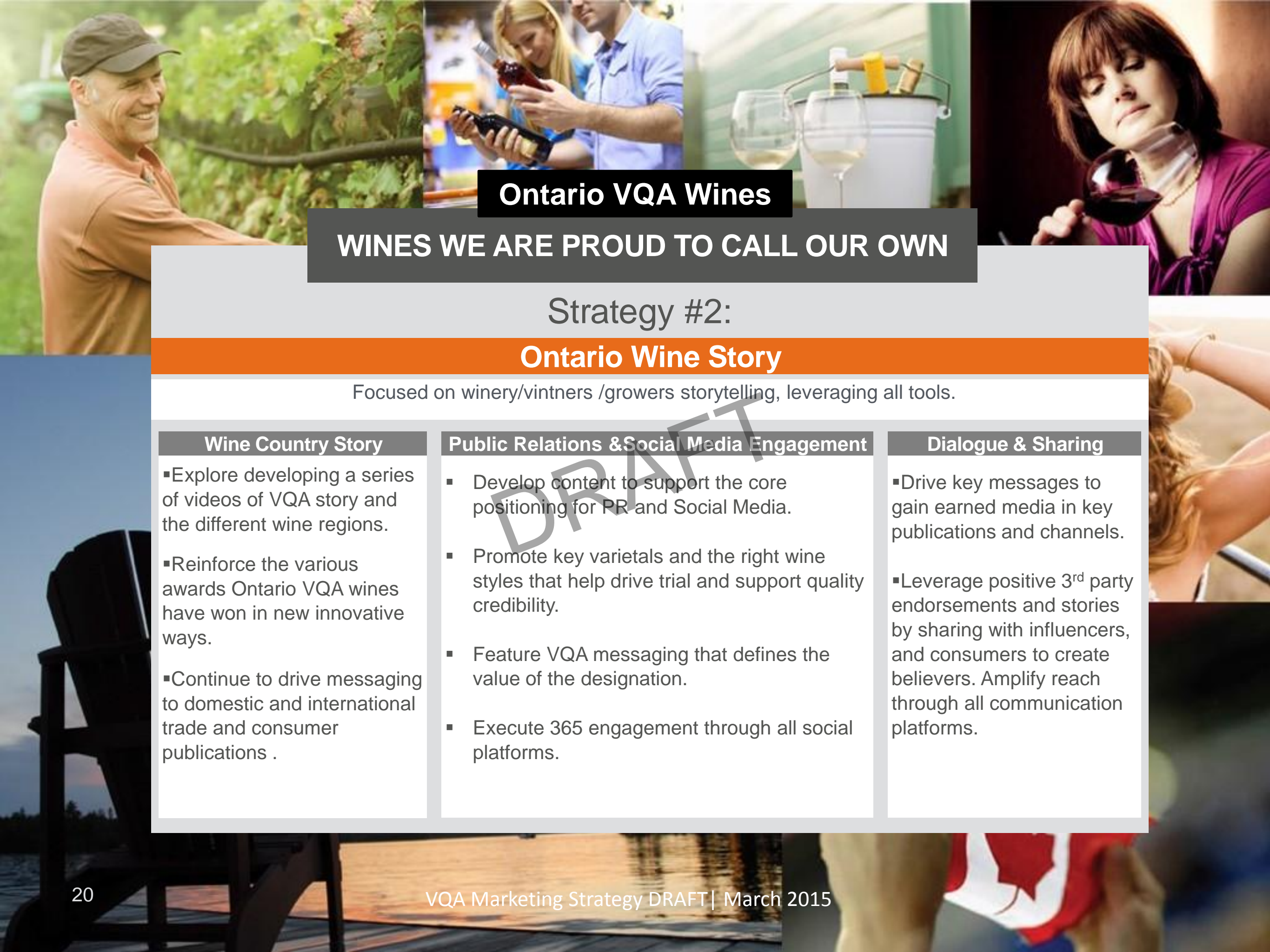
#### Believers/Influencers

- Support/Create Believers and Influencers : Retail Staff and Local/International Media , Trade, Educators and Stakeholders.
- Provide training & consistent tools so they can confidently share VQA story.
- Public Relations efforts including key domestic and international/interprovincial opportunities.
- Utilize Social Media.

#### Support/Create

- Explore innovative tools to make shopping easier for consumers to choose Ontario VQA wines.
- Demystify the styles, making the shopping experience easier and repeatable for the consumer.





## Ontario VQA Wines

### WINES WE ARE PROUD TO CALL OUR OWN

#### Strategy #2:

#### Ontario Wine Story

Focused on winery/vintners /growers storytelling, leveraging all tools.

##### Wine Country Story

- Explore developing a series of videos of VQA story and the different wine regions.
- Reinforce the various awards Ontario VQA wines have won in new innovative ways.
- Continue to drive messaging to domestic and international trade and consumer publications .

##### Public Relations & Social Media Engagement

- Develop content to support the core positioning for PR and Social Media.
- Promote key varietals and the right wine styles that help drive trial and support quality credibility.
- Feature VQA messaging that defines the value of the designation.
- Execute 365 engagement through all social platforms.

##### Dialogue & Sharing

- Drive key messages to gain earned media in key publications and channels.
- Leverage positive 3<sup>rd</sup> party endorsements and stories by sharing with influencers, and consumers to create believers. Amplify reach through all communication platforms.





## Ontario VQA Wines

### WINES WE ARE PROUD TO CALL OUR OWN

#### Strategy #3:

#### Discover Your Own

Heavy focus on trial vehicles and in-store merchandising to reinforce consumers' choices for what defines their own favourite Ontario wine.

##### LCBO/VINTAGES Merchandising/Trial

- Enhance In-store programming LCBO/VINTAGES – more visibility and more often.
- Amplify Period 7 in and out of store and expand outside of P7.
- Tasting program LCBO/VINTAGES.
- All LCBO/VINTAGES Staff engagement.
- Explore shelf talkers that help consumers discover Ontario VQA wines.

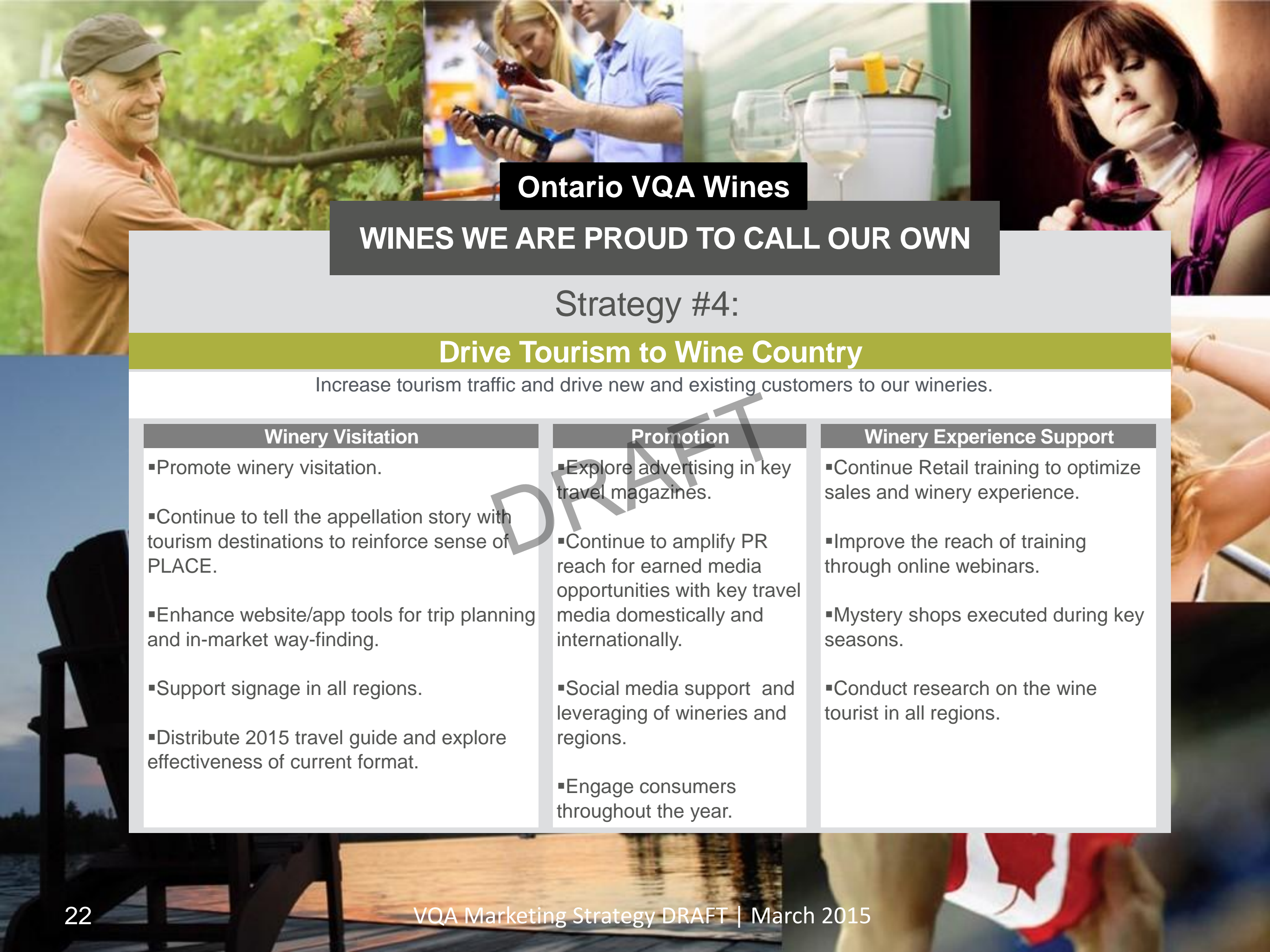
##### On-Premise Trial

- Develop an Ontario promotion to drive trial and sales of Ontario VQA wines in restaurants.
- Extend LCBO training program or similar to key restaurants and trade.
- Encourage chefs and restaurant operators to feature wine pairing during select times.
- Provide In-restaurant POP and menu visibility.

##### Wine Tasting Truck /Off-site Trial

- Rebrand to support the core positioning
- Support International Cool Climate Chardonnay Event, Cuvee, Ontario Wine Awards/Sip and Savour Ontario, Niagara Wine Festival, Terroir and Regional Wine Events and integrate into all channels to extend the reach.





# Ontario VQA Wines

## WINES WE ARE PROUD TO CALL OUR OWN

### Strategy #4:

### Drive Tourism to Wine Country

Increase tourism traffic and drive new and existing customers to our wineries.

Winery Visitation	Promotion	Winery Experience Support
<ul style="list-style-type: none"><li>▪Promote winery visitation.</li><li>▪Continue to tell the appellation story with tourism destinations to reinforce sense of PLACE.</li><li>▪Enhance website/app tools for trip planning and in-market way-finding.</li><li>▪Support signage in all regions.</li><li>▪Distribute 2015 travel guide and explore effectiveness of current format.</li></ul>	<ul style="list-style-type: none"><li>▪Explore advertising in key travel magazines.</li><li>▪Continue to amplify PR reach for earned media opportunities with key travel media domestically and internationally.</li><li>▪Social media support and leveraging of wineries and regions.</li><li>▪Engage consumers throughout the year.</li></ul>	<ul style="list-style-type: none"><li>▪Continue Retail training to optimize sales and winery experience.</li><li>▪Improve the reach of training through online webinars.</li><li>▪Mystery shops executed during key seasons.</li><li>▪Conduct research on the wine tourist in all regions.</li></ul>