



March 7, 2014

Welcome to this week's *Spotlight* on Wine Country Ontario!

Spotlight on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and Veritas. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth, social media tips and relevant news or events. Enjoy!

Upcoming Content, Promotions and Events:

- * Puddicombe Estate Farms will be profiled for #WineryWednesday
- * #WineFact on recommended wine serving temperatures
- * Delicious wine and food pairings

Social Media News & Tips:

This week, Twitter made news with a historic 'selfie' taken at the 86th annual Academy Awards by host Ellen DeGeneres. The tweet, featuring an image of numerous celebrities, generated over 3.3 million retweets and 1.8 million favourites to become the most popular tweet in history. Ellen helped the Oscars shoot to new heights on Twitter, thanks to the celeb-studded selfie. The total North American audience on Twitter was nearly one-third the TV draw, with a 75% jump in Tweets related to the show over last year. About 13.9 million people viewed a total of 1.04 billion Twitter impressions about the Oscars. The success demonstrates the growing importance of social media during cultural milestones and key television events, such as the Oscars. It also shows the increasing trend towards multi-screen usage (people Tweeting while watching television, which has prompted new Twitter TV ads for marketers). Ellen's 'selfie' is a prime example of consumers looking for sharable content – unique, engaging images that tell a story. The same principles can be applied to wineries whereby sharing beautiful imagery that entices and engages fans will go a long way in terms of social sharing.

Highlight of the Week:

This week's highlight included live Tweets from our weekend attending #Cuvée2014 featuring stunning images of Ontario's wine country. The landscape image taken at @MalivoireWine resulted in 4 reTweets, 4 favourites and 4 passionate comments. The live photo taken at the delicious @InnOnTheTwenty restaurant resulted in 4 retweets and 6

favourites to date. The success of our content during the 2014 Cuvée weekend demonstrates that live posting (to Twitter and Instagram) and high-quality, unique photography continues to engage our fans, attract new followers and encourages travel to amazing wine country destinations.



Wine Country Ontario @WineCountryOnt · Feb 28

Beautiful evening at @MalivoireWine #Cuvée2014 #vines #niagara #stunning
pic.twitter.com/ps1LLbcPY3



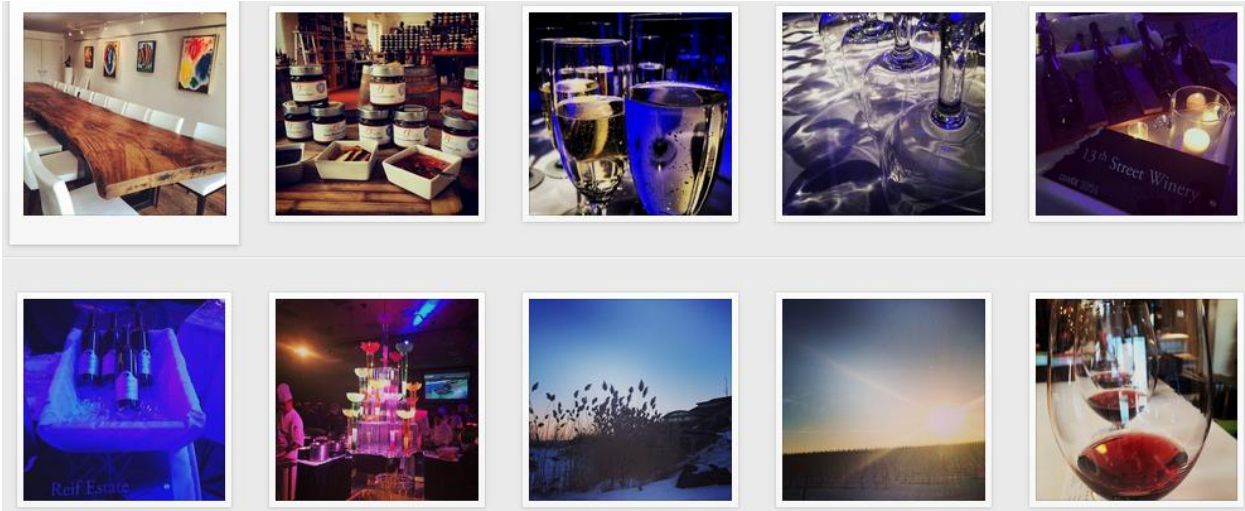
Wine Country Ontario @WineCountryOnt · Mar 1

While on your #Cuvée2014 en Route journey, drop by @InnontheTwenty for their delish lunch menu & view! @CaveSpring pic.twitter.com/JJBxrv1TI



Consumer Engagement:

This week's consumer engagement highlight was the fan response to our live Instagram posting during the 2014 #Cuvée2014 weekend. During the course of the weekend, 12 images posted on Instagram generated **416 likes** and numerous comments from wine lovers. The engagement levels demonstrate the continued success and growth of our new Instagram channel and the desire of fans to see refreshing, new imagery. Instagram is a powerful social media channel for WCO to bring the beauty and richness of Ontario's wine country to consumers that inspires engagement and tourism.



Social Channel Update:

- * Twitter Followers: 8,810 (+98 Followers)
- * Facebook Likes: 33,843 (No Change)
- * Instagram Followers: 741 (+29 Followers)
- * TweetLevel Score: 75.5 (*Service currently unavailable*)
- * Klout Score: 68