



Backgrounder

2013 Advertising Campaign "untweetable"

Niagara, ON - (June 24th, 2013)

The 2013 Wine Country Ontario advertising campaign '**untweetable**' is a major annual program that delivers against a key strategic objective of "Tourism Leadership". This year's campaign objective is to broaden awareness of Wine Country Ontario and invite wine enthusiasts - and the younger demographic - to fall in love with the local wine experience. The campaign is anchored in emotion, connecting with the discovery of how Wine Country Ontario is rich with experiences, and moments, that simply can't be put into words. In fact, they are '**untweetable**'.

The '**untweetable**' campaign is both timely and powerful and is perfect for 2013, leveraging the emergence of Twitter as a true phenomenon in modern communication. Through an innovative media plan, a variety of lush, beautiful images of Wine Country are presented - all of them '**untweetable**'. This mirrors the tourism experience itself; everyone has a different favourite moment, memory or experience when in wine country and no one image can tell the whole story. This campaign is about presenting both the 'representative' images of wine country (barrels, vineyard), but also the unexpected ones, that add up to tell a richer, bigger story. Every image was shot at an Ontario winery in either the Niagara Peninsula, Lake Erie North Shore or Prince Edward Country and are all real places that wine lovers can experience.

Execution Details:

- Vertical posters in high traffic urban areas including Ossington, Liberty Village, Leslieville, Rosedale, Forest Hill and the downtown core. Also in Ottawa.
- 3 digital boards on the Gardiner Expressway, "**New**" digital boards at Yonge and Richmond and Yonge and Dundas.
- Digital Boards in Ottawa on the airport parkway during a peak travel weekend; Canada Day.
- 40 Signature Columns in downtown Toronto.
- 80 Bus Shelters in high traffic gentrified areas.
 - **New Channels this Year:**
 - TTC street cars interior signs
 - Exterior bus signs
 - TTC subway interior platform signs
 - TTC subway platform murals.
- Integration of PR and social media to build broader awareness for the "**untweetable**" campaign.

Social Media Integration:

- **Facebook page and Twitter:** integration of the "untweetable" ad campaign imagery for the duration of the campaign (Facebook: cover photo and photo album; Twitter: header and tile background)
- Facebook conversations support sharing of #Untweetable contest on Twitter (channel cross-promotion)
- Twitter conversations support sharing of and conversations about the ad campaign and also the contest.

- **'Untweetable' Twitter Contest:** To enter, entrants must tweet [@WineCountryOnt](#) with an image or text that responds to the challenge: “#Untweetable, but you can try_____.” Text-based tweets must describe Wine Country Ontario in one single tweet (max. 140 characters). For entries to be eligible, entrants must mention [@winecountryont](#) and use the #untweetable hashtag in the tweet.
 - Contest runs from June 24th to July 14th, 2013.
 - Two winners will be selected and awarded a Wine Country Ontario experience.
 1. One winner will be selected based on their photo entry.
 2. One winner will be selected based on the wording within their tweet.

About Wine Country Ontario

Wine Country Ontario invites consumers to experience and learn why 100% locally grown Vintner's Quality Alliance (VQA) wines taste better. Wine Country Ontario is dedicated to promoting Ontario's wine-growing regions – Niagara Peninsula, Prince Edward County and Lake Erie North Shore. It is also an expression of the entirety of the Ontario wine-country experience: how the wine tastes, where it's made, how it marries with local food, and how it reflects the overall lifestyle of each region. Wine Country Ontario is a place that is unlike anywhere else. It is a place where grape growers, winemakers, food artisans, chefs, B&B owners and innkeepers, tour guides and tourists come together to celebrate a culinary experience that is part of every culture in the world – but in a way that is uniquely our own. Wine Country Ontario is truly so much more than just a bottle of wine. Wine Country Ontario is a consumer facing brand that is a trademark of the Wine Council of Ontario, a non-profit trade association that promotes Ontario's vintners and the unique qualities of our authentic, 100% VQA wines.

For more information on the Wine Country Ontario visit www.winecountryontario.ca.

For more information on the Wine Council of Ontario visit www.winecouncilofontario.ca

About Agency 59

Agency59, founded in 1959, is one of Canada's most enduring independents. Its clients include Wine Country Ontario, Pinnacle Foods, Gay Lea, TELUS, Egg Farmers Ontario, Mercedes-Benz Corporate Stores, Ontario Savings Bonds, Heart&Stroke Foundation, and SiriusXM Satellite Radio.

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