



Wine  
Country  
Ontario™

# Town Hall Meeting

April 24, 2012



# Table of Contents

- Marketing Program Updates:
  - Advertising Campaign
  - Social Media
  - Wine Country Ontario Website/VinoVisit
  - Wine Country Ontario Travel Guide
  - Experiential event at Dundas Square
  - Mystery Shopper
  - Winery Staff training
  - LCBO Programs
  - Out of Province Activities
  - Public Relations



# Advertising Campaign

## Program Highlights:

- Slight modifications to current creative.
- 2 Food & Drink magazine ads May 30 and June 27
- Outdoor campaign launches mid June
  - 110 - 10' x 20' billboards in Toronto GTA, Ottawa, London & Niagara
  - 3 – Digital super-boards Gardiner Expressway
  - 116 – Bus Shelters placements

New

Yonge &  
Dundas



- 40 Back lit Signature columns 4' x 6'
- 2-D stunt boards
- Integration of social media, experiential & PR





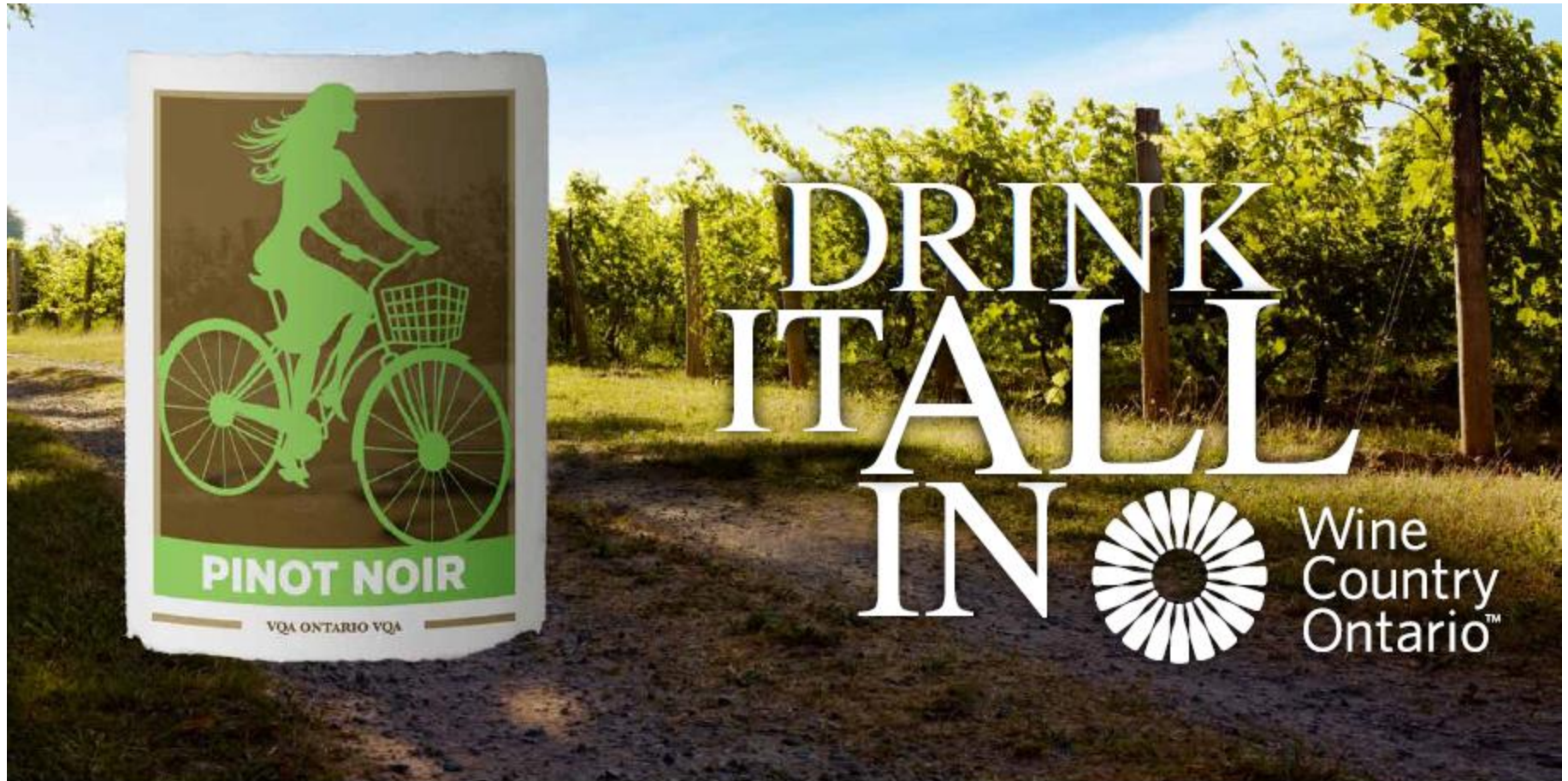
# Advertising Campaign

- **Benefits to Wineries:**

- This campaign drives awareness and sparks travel to wine country during the key season.
- Acts as a reminder to wine lovers that it is a great place to travel to; with so many things to do and see.
- Digital board exposure to over 150,000 consumers per day  
=6 million consumers in 8 weeks
- Integration of social media, experiential and PR creates a bigger voice, drives broader awareness and creates buzz.



# Ad Campaign Creative





# Social Media

**Surprise  
and Delight**

**Sustain  
and Build**

**Manage  
and  
Amplify**

## Program Highlights:

- Facebook fans increased from 3,000 to over 14,066
  - Driven by Facebook Sponsored Stories
- Twitter followers - 4,354
- Tweetlevel - 62.2
- WCO scores exceed that of competitors

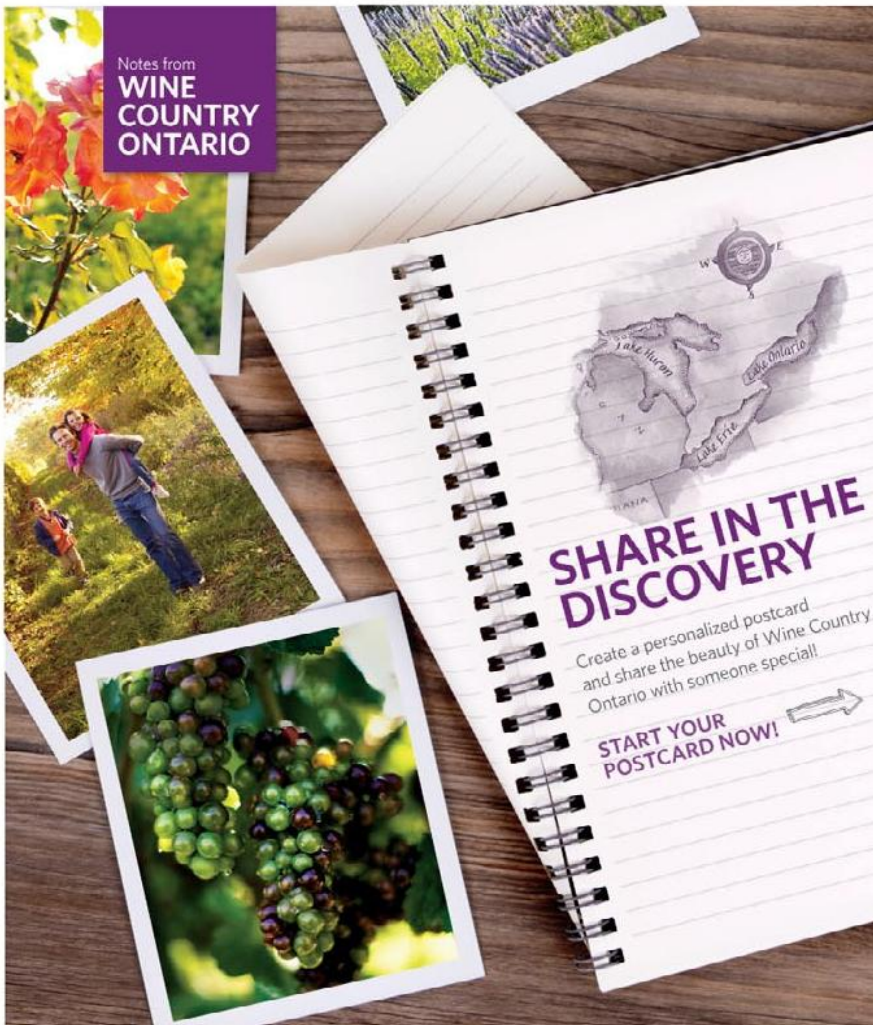


- Surprise and Delight themes; to engage consumers with trivia contests for tickets to wine country events.
  - Ability to geo-target consumers living in specific areas.
- Guest bloggers – winemakers, sommeliers and bloggers.
- Ask the Expert video series.
- Facebook app to share and download greeting cards from wine country Notes from Wine Country.





# Social Media:



## Notes from Wine Country Themes

- Wine & Culinary
- Romance
- Celebrations
- Adventure & Lifestyle
- Seasons
- Friends & Family



facebook  Search   Brent



**Canadian Tire**  
297,273 likes · 7,577 talking about this

 Like 

Company  
Serving Canadians since 1922, Canadian Tire is your home for all the everyday things that can help you work, play, and live better. If you have specific concerns or complaints

About

Photos  Likes  297k  Bring It On  Canadian Tire Week...  3

**Facebook Timelines:** Populate timelines with key milestones in Wine Country Ontario's history.





# Social Media

## Benefits to Wineries:

- Increased exposure to over 20,000 highly engaged consumers.
- This program raises the image of Wine Country Ontario.
- It reinforces the industries popularity. It sparks conversation.
- We educate wine lovers.
- Platform to tell the personal stories.
- Gives consumers reason's to visit.
- It a catalyst pulling together regions and wineries under the Wine Country Ontario banner.
- Measurement and metric we track demonstrate the ROI and program success.
- Key learnings are passed along to wineries.



# Website Refresh

## Program Highlights:

- Updating information to reflect design of 2012 travel guide.
- Mobile will have added mapping for restaurants and accommodations.
- VinoVisit webinars resulted in 100% sign-up by wineries.
- One last chance to participate for a new LOW price.
- Implementation June 1<sup>st</sup>.





# VinoVisit

## What is it:

- A consumer database system that can collect and manage consumer information.
- It is an easy to use reservation booking system for consumers to book special events, wine club member activities, tours and tastings.
- You chose what is offered.
- Can be year round or seasonal.
- Secure system to collect credit card data option.
- It was developed by VinoVisit and Napa Valley wineries.
- It has been in the market for over 4 years with great results.
- Is being used and endorsed by small boutique to large wineries.
- A widget would be installed on the Wine Country Ontario site, your winery page and on your website. Can be added to your newsletter and wine club correspondence.



# Website & VinoVisit

## Benefits to Wineries:

- Go to site for consumers.
- Easy to navigate and plan wine country travel.
- Becomes the face of the Ontario wine industry.
- Reach us at your desk or on the go.
- Full suite of information on the regions, wineries, wines, regional restaurants, accommodations and other activities.
- Hub for valuable information on our industry, the places and the people.
- Consumers can book tours, special events and wine club activities.
- Consistent look and feel that reinforces our quality image.



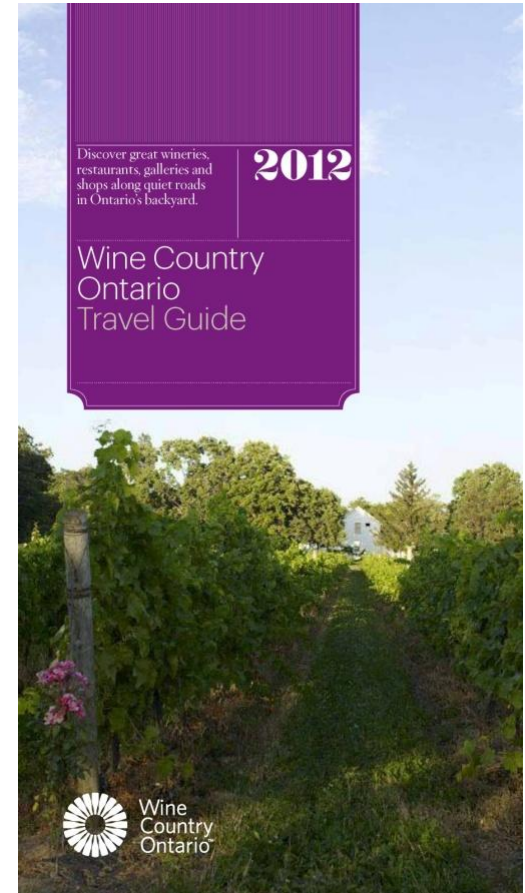




# Wine Country Ontario Travel Guide

## Program Highlights:

- Launch date May 16<sup>th</sup>.
- 82 participating wineries including 4 new wineries.
- 650,000 copies will be printed.
  - 500,000 will be distributed in Food & Drink magazine June issue.
  - Balance to wineries and travel centres.
- New designer and copy-writer
- Larger winery photos
- Cleaner style with larger wine country images
- Less copy written by a travel writer
- 2 page ad for Tourism Partnership of Niagara





# Wine Country Ontario Travel Guide

## Benefits to Wineries:

- Reaches 650,000 wine drinkers.
- Drives awareness and travel to wine country.
- Provides valuable information and reasons to visit.
- Presents our industry as a premium travel destination.
- Captures the charm and authenticity of each regions.
- Helps visitors navigate through wine country.





# Experiential Tasting Program

## Program Highlights:

- Create engaging, meaningful tasting experiences for wine consumers in places where they will be open and receptive. But not necessarily expect us to be.



- Ontario Tourism Travel event at Dundas Square in Toronto on June 1.
  - 5,000 Torontonians expected to attend.
  - We'll integrate the DRINK IT ALL IN ad campaign creative into the design.
    - Décor will include a massage chair and massage therapist, a bicycle, bistro table and chairs.
  - Integration of social media and PR.



# Retail Training –

## Program Highlights:

- Continue the success of retail training sessions for front line staff AND Management throughout the year.
- Planned:
  - May: Customer Service for new-hires training sessions in Niagara, PEC and LENS – stay tuned for dates
  - June/July: Management training session to review and provide leadership skills for busy time
  - August: refresher and rally to ‘pump up’ staff leading into September
- Program is supported by weekly email supporting the skills learned
- Designed and delivered by Belding Skills and Development specifically for Wine Country Ontario





# Tasting Program

## Program Highlights

- 3 key periods during this fiscal
  - Canada Day, Period 7 and Easter 2013
  - Subsidy available for tastings conducted by winery staff OR 3<sup>rd</sup> party tasting company
  - \$75 subsidy per tasting.

## Benefits to Wineries

- Extend reach of your tasting budget
- Key times for LCBO stores where consumers are more apt to try and buy VQA wines
- We work closely with LCBO to ensure tastings are available and allocated for VQA brands
- Will be monitoring conversion to sales





# Interprovincial Activities

## Program Highlights

- Wines of BC and Wine Country Ontario will be the theme region of 2012 Winnipeg Wine Festival (May)
  - 21 wineries from Ontario and 14 BC , largest theme region in history
  - VQA kick-off event planned – 30 wineries on May 2
  - Product Ambassador training May 5
  - Separate theme region tasting area
  - Features in Flavours Magazine
  - Articles in Winnipeg Free Press
  - In store signage and wines at Gala dinner

## Other Activities:

- Meeting with SAQ on May 17 to discuss opportunities
- Nova Scotia Liquor Corporation are moving forward on our request to separate ICB and VQA shelves and replace signage from Canadian Wine to VQA = 100% Canadian
- Newfoundland Labrador Liquor Corporation will be issuing an invitation to us to participate in a Taste of North America Event in February 2013

## Benefits to Wineries

- Increased listings/exposure
- Spotlight on Canadian wine
- Ambassador training
- Media Coverage

