



Wine
Country
Ontario™

Marketing Presentation – Advertising Campaign Impact

Town Hall Oct. 30, 2013

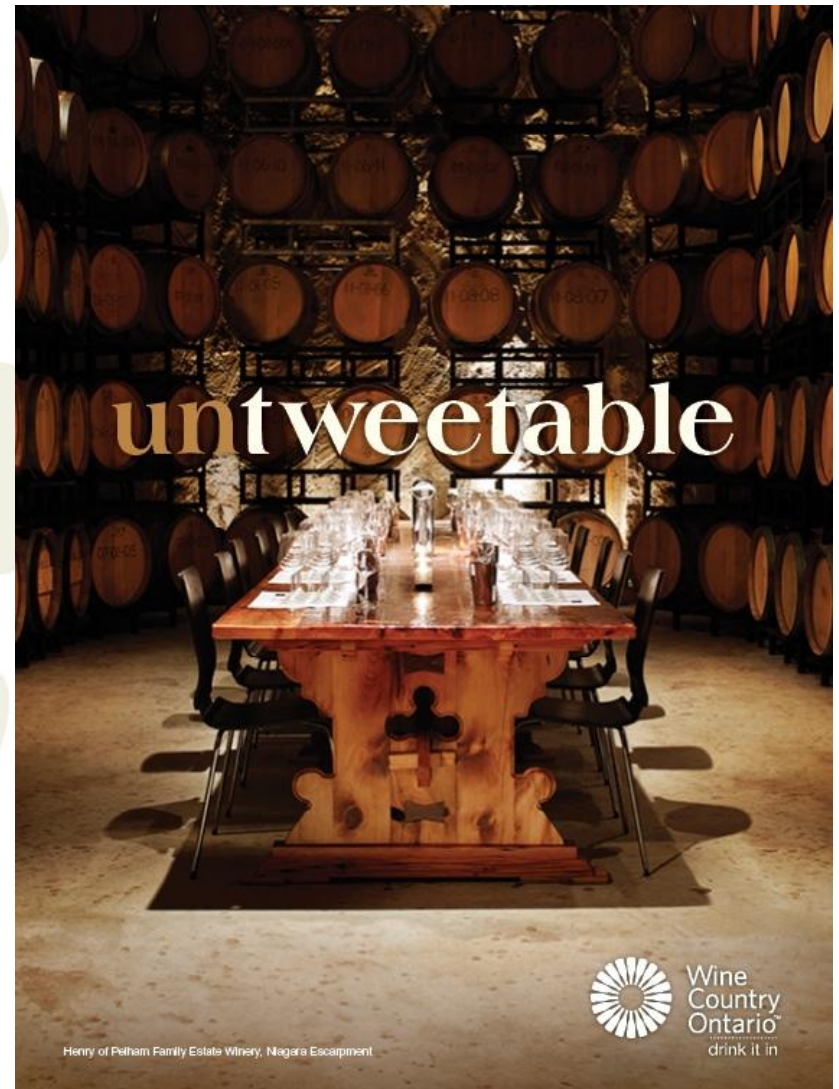


Wine Country Ontario Annual Advertising Campaign 2013

Untweetable

- Image campaign, broaden awareness of Wine Country Ontario and invite wine enthusiasts - and the younger consumers to fall in love with the local wine experience and spark travel.

Images photographed at Ontario wineries



Improvements: We added the region
name and winery



Lake Erie North Shore



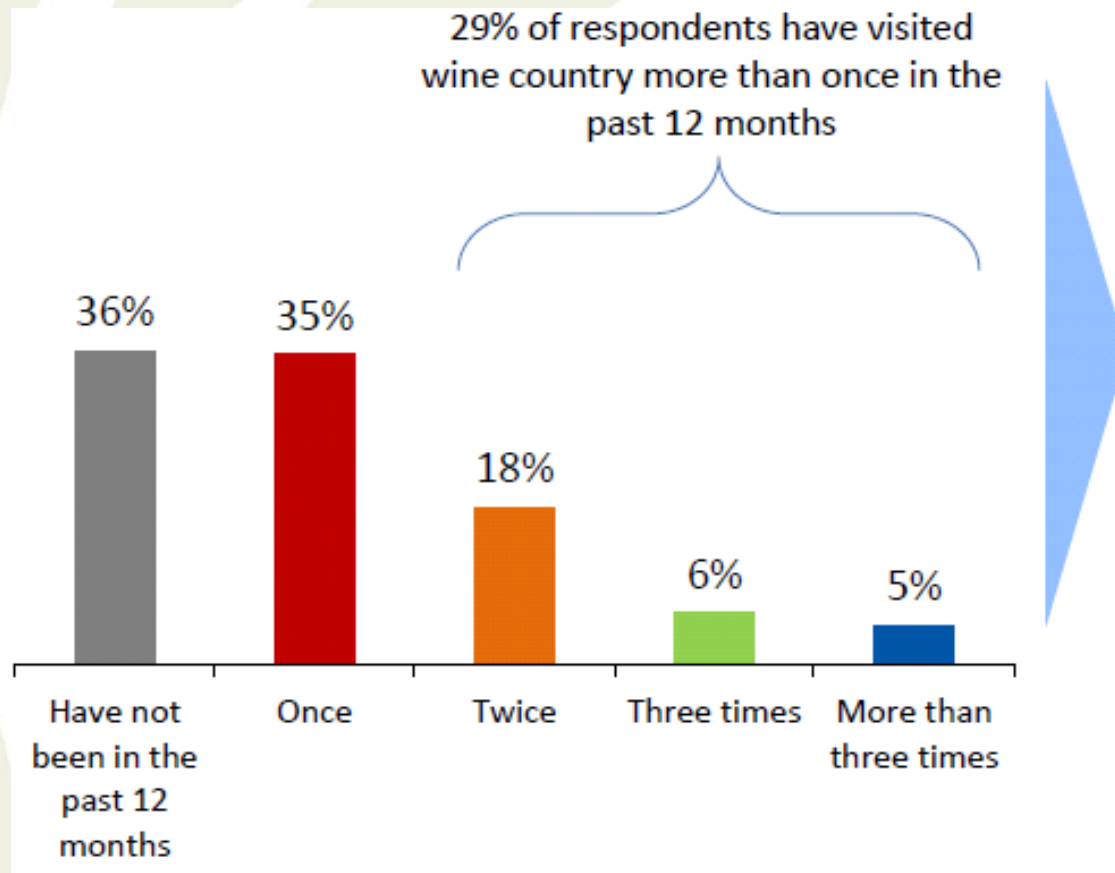
Wine Country Ontario™ | drink it in

We Improved the placement of the ads to include TTC, subway, street cars, GTA bus exteriors and Maclean's magazine.

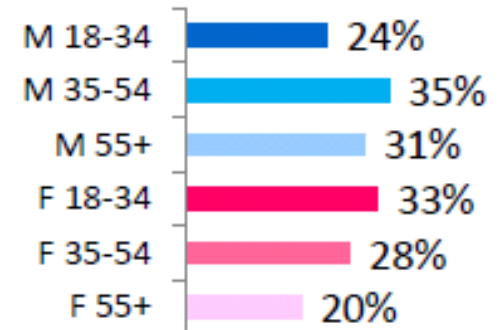
Shortened the duration but increased the frequency.



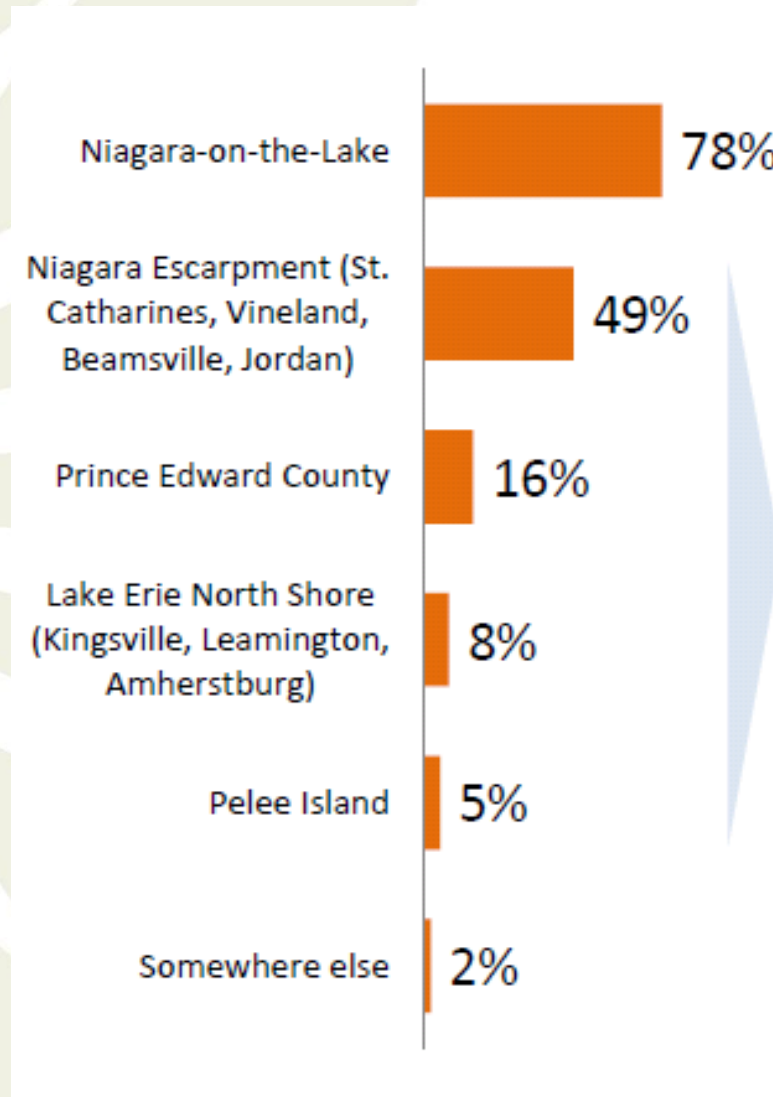
Ad Tracking Study: What they told us



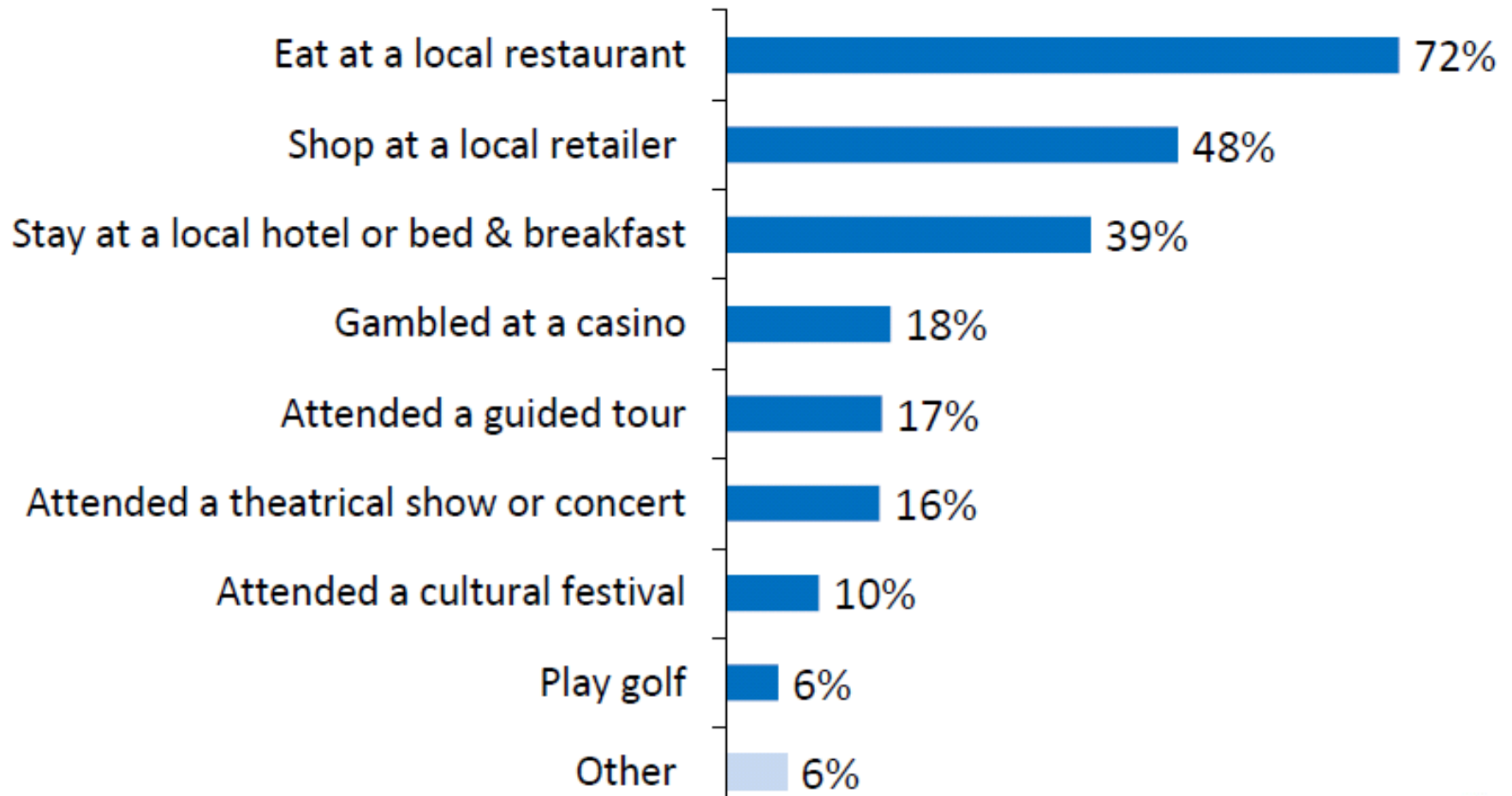
Age-Gender



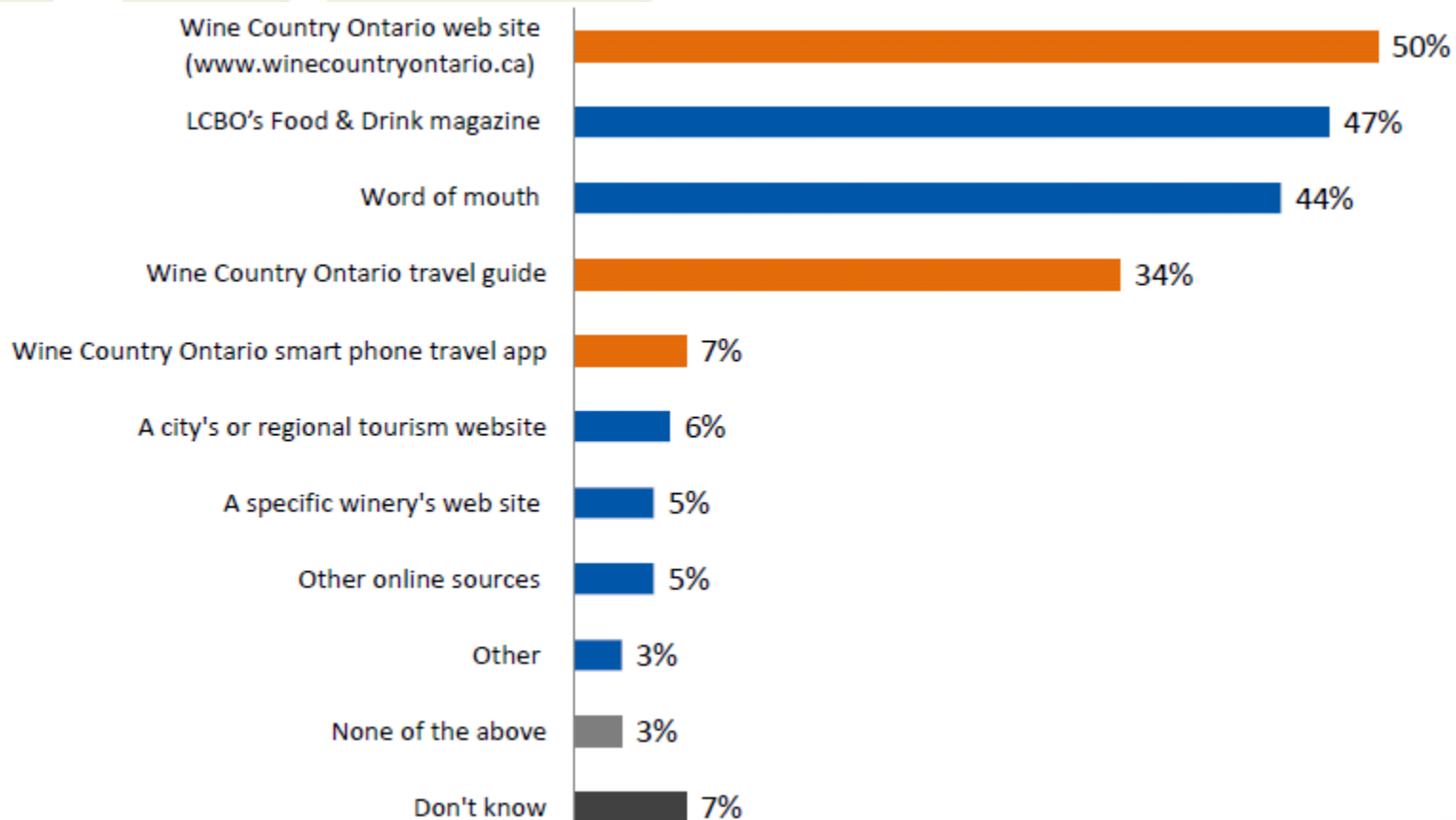
Ad Tracking Study: Where they went



Ad Tracking Study: What else they did

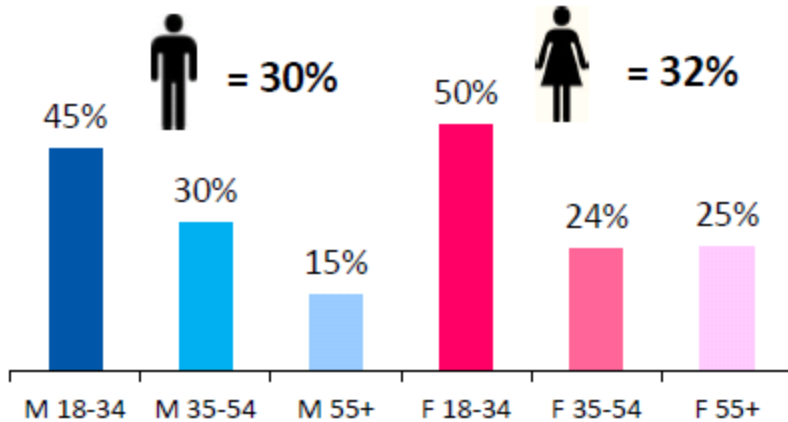


Ad Tracking Study: Where they go to source information.

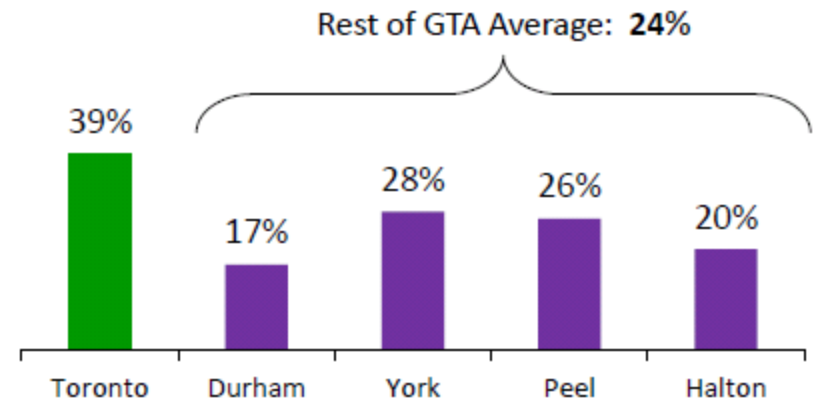


Ad Tracking Study: 31% recall

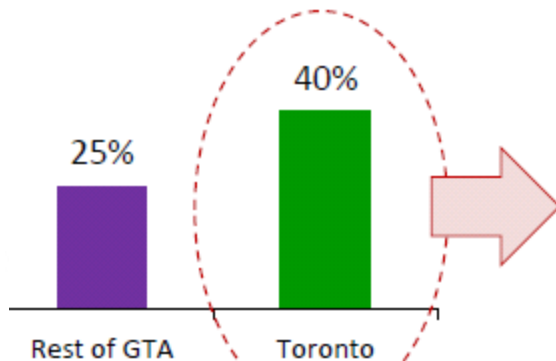
Age-Gender: GTA



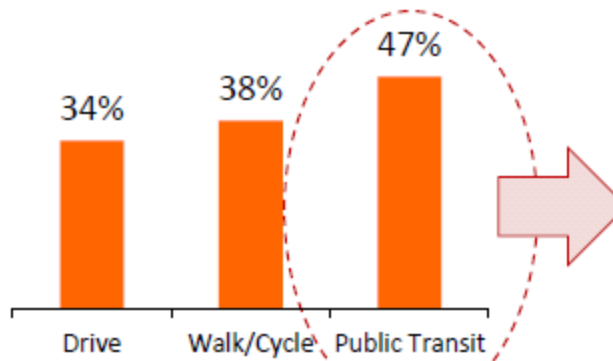
Region: Live



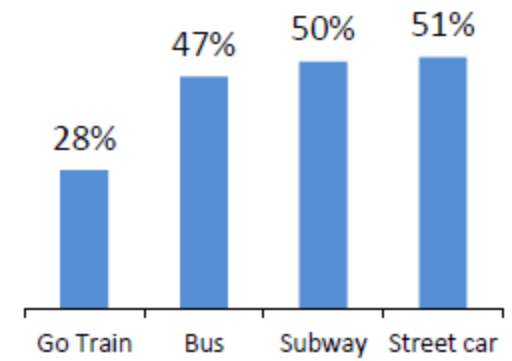
Region: Work



Toronto Commuters



Public Transit Users

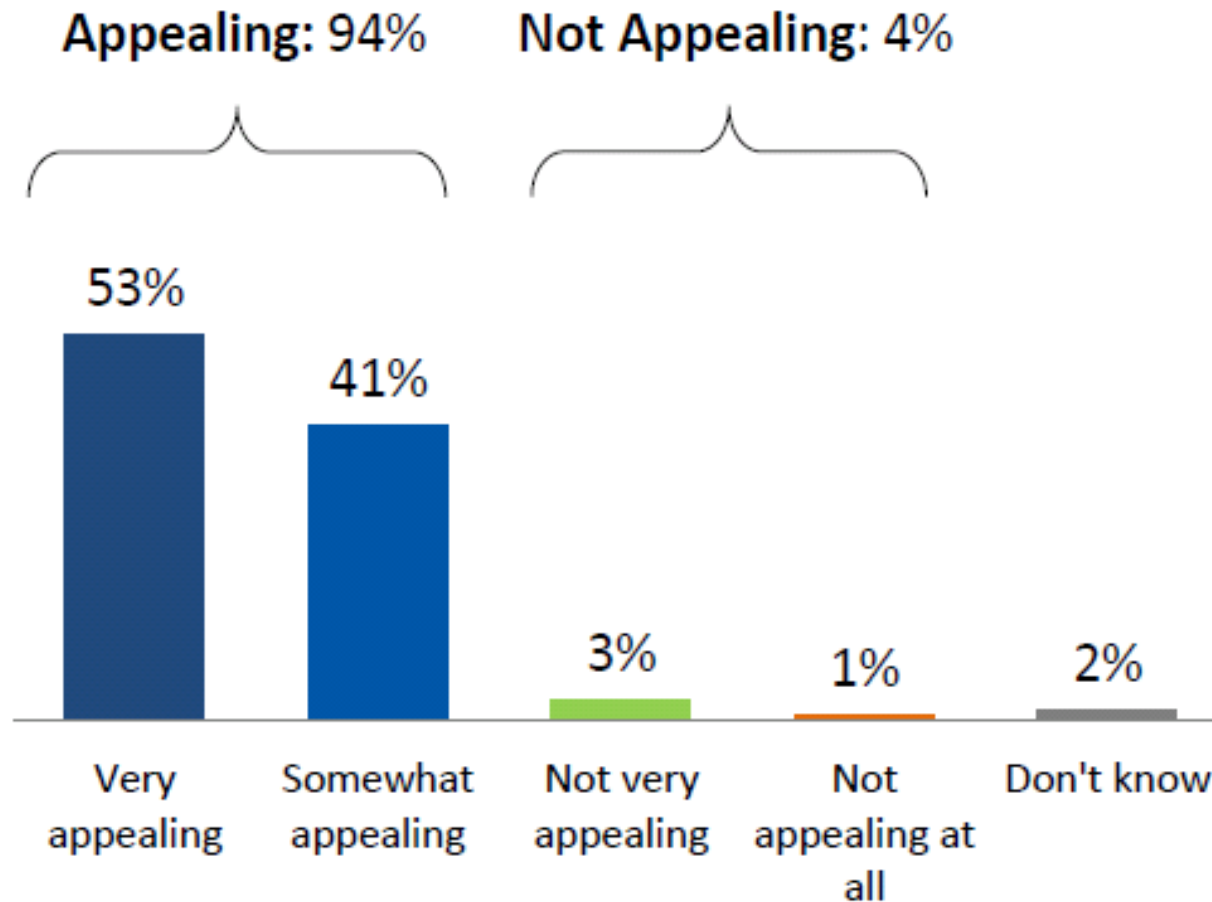


Asked only of the 67% who are employed

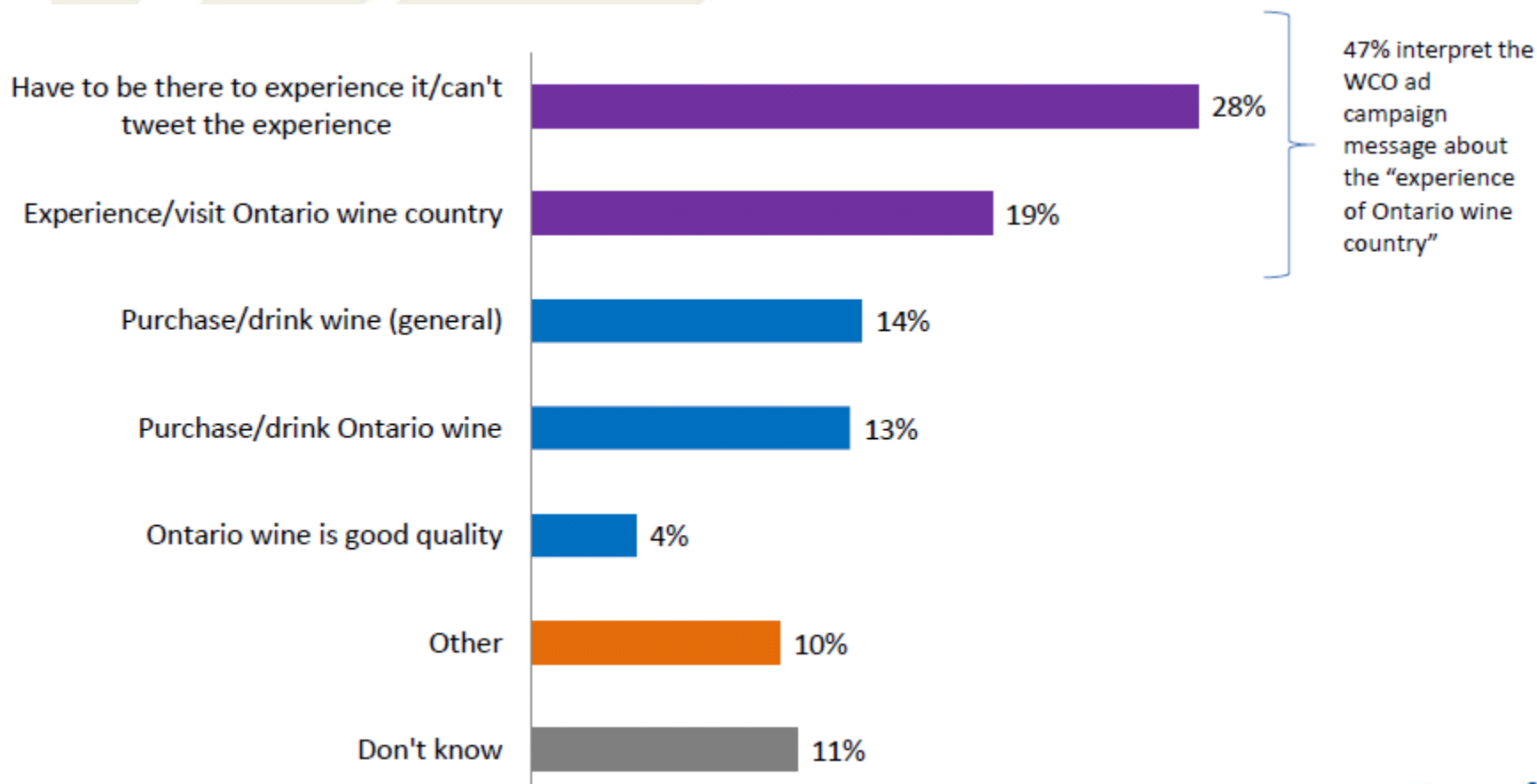
Asked only among the 41% of respondents who

Asked only among the 17% of respondents who

Ad Tracking Study: 94% found the imagery appealing

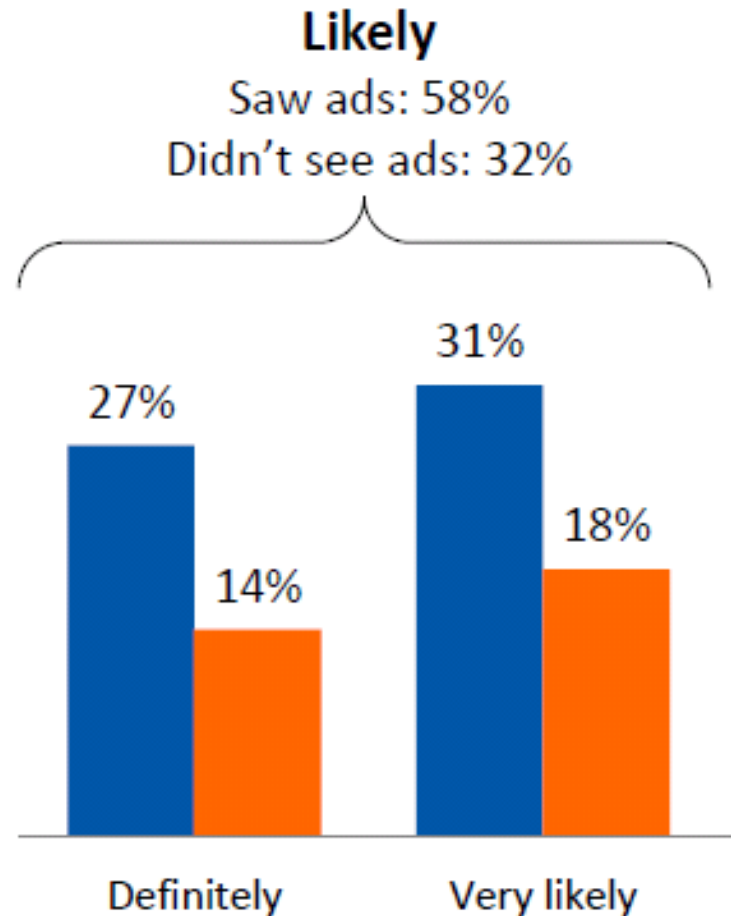


Ad Tracking Study: What they understood the message to be




Ad Tracking Study: Campaign Impact

those that saw 2 or more ads were 78% more likely to visit wine country



Ad Tracking Study: 32% of our core target in Toronto recall the ads.

| Year | 2010 | 2011 | 2012 | 2013 |
|--------|------|------|------|------|
| Recall | 18% | 22% | 26% | 27% |

A decorative graphic on the left side of the slide, consisting of several overlapping, curved, green shapes that resemble a fan or a stylized plant. The shapes are arranged in a radial pattern, with some pointing towards the center and others pointing outwards.

**Moving Forward: We need
your help with tracking
tourism numbers in each
region.**



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Thank you