

# MY WINE SHOP SOCIAL MEDIA BASED ADVOCACY

Campaign Overview – CONFIDENTIAL

# Why Engage The Consumer?

- We know that the public would like more opportunities to buy wine
- We know that the only way our industry will be more successful is to grow points of distribution.
- Some in government share our concern that our industry cannot continue to grow and expand in the way that it is hoped.
- What they need to also appreciate in a concrete way is that a decision to allow the private sector to enter into this business will be received favourably.
- To that end, we know that support for change has to come from the consumer.
  - The public appetite for solutions that favour a small segment of the population – particularly manufacturers of “luxury” goods – has never had any resonance.
  - What will add to our public policy arguments will be the public’s stated call for more.

# Our Approach

- The Wine Council is looking to augment its advocacy with a consumer driven campaign in support of its goals and objectives.
- The most cost effective and direct way to reach the consumer is through social media and will be complementary to the broader communications and government relations strategy that has already been developed and established.
- The Wine Council has already conducted a significant piece of public opinion research that can support its advocacy objectives and inform the work of this campaign.
- The Board determined that it wanted to move quickly to get this next phase of advocacy to drive consumer support into market as quickly as possible

# Who and How?

- Retail Access Issues are overseen by the Research Committee of the Board of Directors
  - ▣ It was determined that this campaign would benefit from the engagement of members of the Wine Council beyond the Board to ensure that we captured a range of perspectives and the experience of our members that are engaged in social media
- Involved in scoping this campaign were:
  - ▣ Jeff Aubry – Chair
  - ▣ Len Pennachetti
  - ▣ Michele Bosc
  - ▣ Derek Saunders
  - ▣ AJ McLaughlin
- The Cttee scoped an RFP and made recommendations to the Board. After this process a lead firm was engaged and has been working with the committee on an ongoing basis to develop the program

# The Campaign

- Trying to engage the consumer so that they become committed to the idea of convenience and choice
  - ▣ Consumers will generally want more selection rather than less
  - ▣ Challenge is to motivate them and get them to take the next step
- Want to make it as easy and direct as possible for the consumer to engage MPP's

# Web Presence Live Now

---



□ [www.mywineshop.ca](http://www.mywineshop.ca)

# Your role

- Twitter to followers
- Facebook
- Website Badges
  - [www.mywineshop.ca/resources](http://www.mywineshop.ca/resources)
- Postcards
- Tent Cards
- Other resources needed?

# Next Steps

- Active engagement with key social media targets
  - ▣ Event in Toronto next two weeks
  - ▣ Mail out to other regional contacts
  - ▣ Wine Council direct outreach to industry/wine writer contacts
- Winery preparation and outreach
  - ▣ Soft launch the message to followers
  - ▣ Populate Wine Shops
  - ▣ Start MPP contact