

Why did	we need a	new co	nsumer l	orand?

who we are

To reflect

what we do best



It's the entire experience of Wine Country that makes us special.

how the wine tastes where it's made

how it marries with local food

how it reflects the lifestyle and hospitality of each region

It's our collective wine story and how it's communicated.

Our shared challenge?

To uphold the brand promise

To bring the full wonder of the Wine Country experience to life

What is Wine Country Ontario



A sense of place

Where grape growers **farmers** winemakers food artisans chefs **B&B** owners and innkeepers tour guides tourists come together

What is a brand



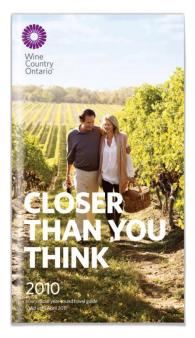


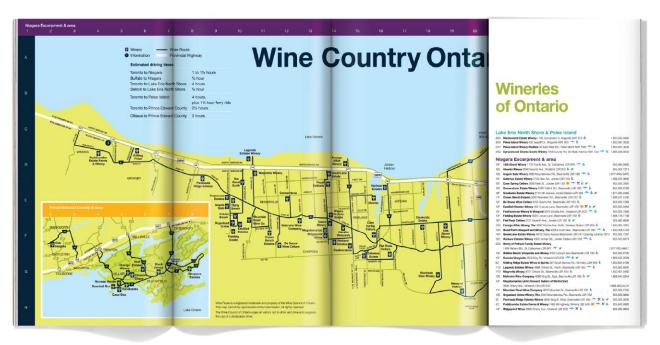






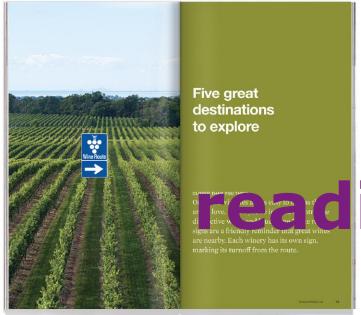
Connecting with us on Facebook...











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A strong brand is built and strengthened by a positive experience at every touch point.

Our brand elements allow us to create a common culture that we share...

mission vision positioning essence personality



Our brand mission

To become the leading marketer of the Ontario wine industry, by inspiring, educating and championing Ontario wine and the romance of the unique places where it's made.

Our brand vision

To make Ontario wines the #1 choice of Ontarians.

Our brand positioning

The only wine-country experience that Ontarians can explore in their own backyard.

Our brand essence

Local tastes better.

Our brand personality

Welcoming

Proud

Pioneering

Passionate

Confident

Acting as a catalyst

A down-to-earth,

unpretentious style

Feeling local pride

Showing tenacity

an attitude that is youthful

and fresh

humble, not overt

Connecting wines to food/

other cultural elements



The pillars of our brand

Place

Climate appellations core varietals people local cuisine activities natural beauty fresh air unhurried pace

The pillars of our brand

Pride

wine country belongs to us all

a shared provincial treasure

In what we do and how we do it...

respect for our land and the quality of our wines

The pillars of our brand

Connectivity

Wine Country is accessible

Being local is an asset

Wine Country brings together local cuisine and events

Communicating "authenticity"



authentic

Communicating "authenticity"

demonstrate the behaviours sell our beliefs communicate Wine Country's details, personalities and charm

Communicating "authenticity"

Welcoming and down to earth



Conversations designed for the audience.











How to talk about Wine Country Ontario

We are proud of our terroir: We make wines here, for Ontarians, from grapes grown in Ontario soils and Ontario microclimates, crafted by Ontario winemakers.

Wine Country Ontario is much more than a wine category. We are about the whole experience, from soil to sun to cuisine to music and shopping. We are a lifestyle, a celebration of the magic and wonder of "place."

The wines really do taste better here.



The experience of Wine Country is key to understanding what makes our wines great.

Communicate the magic and wonder of "place."

Uphold our sense of pride in who we are and what we've accomplished.

Continually forge connections.



- Share this presentation and our brand book with your staff and tourism partners.
- Work collectively to elevate the tourism experience.
- Use the brand essence video as a training tool for your staff.
- Use the brand essence video in presentations.
- Remove any reference to Wines of Ontario and replace it with the Wine Country Ontario Member logo.
- Talk to customers about wine country.

- Support other wineries in your area.
- Encourage staff to take on the role of "local ambassadors."
- Let us know where the WCO can create cost efficiencies in tote bags, paper wine bottle bags, etc.
- Use our Media Centre and member resources to ensure consistent messaging to media, customers and other stakeholders.
- Remember that you and your staff are on the front lines of the tourism experience.

