



**October 31, 2014**

Welcome to this week's *Spotlight* on Wine Country Ontario!

*Spotlight* on Wine Country Ontario highlights social media coverage and mentions for WCO activities, including programs and events, generated by the WCO team and com.motion. Each week we will provide insight on our most successful posts, interesting consumer interactions, community growth, social media tips and relevant news or events. Enjoy!

#### **Upcoming Content, Promotions and Events:**

- Foreign Affair Winery will be profiled for #WineryWednesday
- Continued content on #Harvest2014 and #LCBOTasteLocal assets
- Promotion of #WrappedUp in the Valley and #TastetheSeason
- Delicious Ontario VQA wine pairing content

#### **Relevant Hashtags:**

#ONwine	#WineCountryON
#Harvest2014	#CDNwine
#GotTheGuide	#VQA
#LCBOTasteLocal	#GoLocal
#TastetheSeason	#WrappedUp

#### **Social Media News & Tips:**

This week, Instagram [announced](#) that after six months of testing, Instagram's video ads have officially launched. Instagram, owned by Facebook, has deals to show 15-second autoplay spots from Disney, Activision, Lancome and other brands. The ads will start appearing today and will roll-out over the coming weeks. Similar to image ads which launched last year in select markets, the company reviews all clips to ensure they contain mostly fresh content, fit the vibe of the platform and are not simply repurposed TV/Web commercials. Banana Republic's first video ad is a look behind-the-scenes at the company with sketches of holiday fashions. The video flips through the sketches in fast-motion, using a time-manipulation effect made popular by Hyperlapse, Instagram's first standalone app. These developments are important for brands and wineries to keep track of for their organic and paid digital strategies in 2015.

### Highlight of the Week:

This week's engagement highlight was around our #WineryWednesday post on Facebook from October 29 featuring Mike Weir Wine. The post included a number of beautiful winery photos and information on the Mike Weir Foundation for Children's Charities that resonated well with fans. The post generated 78 likes, 7 comments, 10 shares, 483 clicks and a reach of 3,134 to date! The post has become one of our most engaged #WineryWednesday posts in recent months, demonstrating the powerful combination of high-quality imagery and interesting winery information.



Wine Country Ontario added 4 new photos.

October 29 at 3:29pm · 🌟

It's #WineryWednesday! Mike Weir Wine has produced award winning wines since 2005 and opened its beautiful winery to the public this past June! Proceeds from Mike Weir Wines sold at both the Winery & the LCBO go towards the Mike Weir Foundation for Children's Charities, which has raised over 8 million dollars since 2005. [www.mikeweirwine.com](http://www.mikeweirwine.com)



### Consumer Engagement:

This week's consumer engagement highlight was the activity around a Tweet promoting #FeastON from the Ontario Culinary Tourism Alliance from October 31, 2014. The Tweet generated 7 retweets, 3 favourites, 22 clicks and 1,177 impressions in only a matter of a few hours. Once again, fans have shown their passion and interest for programs that support local Ontario food and drink.



Wine Country Ontario @WineCountryOnt · 4h

Get your **#FeastON** this weekend! Support local food & drink produced or harvested in **#Ontario**: [feaston.ontarioculinary.com/learn-more](http://feaston.ontarioculinary.com/learn-more). **@OCTA\_licious**



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#### Social Channel Update:

- \* Twitter Followers: 13,234 (+15 Followers)
- \* Facebook Likes: 34,340 (+10 Likes)
- \* Instagram Followers: 1,553 (+39 Followers)
- \* Klout Score: 68