



August 1, 2013

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 Veritas. 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:

- * Harwood Estates will be featured for Winery Wednesday
- * Promotion of music events including Pelee Island Music Series and #TriusBlues
- * A post on the 19th Annual Vintage Tasting
- * Creative image about enjoying Ontario VQA with friends

Social Media Tip of the Week:

Late last week, *Pinterest* made an announcement that it is starting to recommend pins and boards to their users based on sites they have visited with the "Pin It" button embedded. While the network has stayed away from monetization and ad revenue, this is a direct "hint" that Pinterest ads and promoted pins are most likely around the corner. This change could be a big opportunity for retailers and brands, especially those with active e-commerce sites, where embedding a "Pin It" button can be easily done and lead to mass awareness and purchase consideration amongst key consumers. There are currently over 70 million users on Pinterest and time spent on-site is far above industry average with users spending on average 16 minutes per visit. Majority of users fall within the 25-34 age bracket.

Highlight of the Week:

This week's highlight includes a graphic post on July 28th that featured an image of fans enjoying VQA wine on a summer evening. The image was accompanied by a post asking fans to cheers to a great glass of Ontario VQA. The post resulted in 68 likes, 3 comments and 2 shares to date. Another highlight of the week was a post from July 31st that celebrated the quality of Ontario VQA wine. The post resulted in 57 likes and 2 shares, including Brian Schmidt and The Cellar Sisters.



Wine Country Ontario

July 28 🌞

Cheers to a great glass of Ontario #VQA wine on a beautiful summer evening!



Like · Comment · Share

🗨️ 2

👍 68 people like this.

Top Comments ▾



Wine Country Ontario

18 hours ago near Toronto 🌞

VQA means quality! When you see VQA Ontario on the bottle, it means the wine is made from 100% Ontario-grown grapes, which have been approved through a strict quality-assurance program. Experience the very best of #Ontario and try a glass tonight!

Like · Comment · Share

🗨️ 2

👍 57 people like this.

Consumer Engagement:

This week, Wine Country Ontario announced the winners of the #Untweetable contest, Bethany and Aaron, who shared their excitement about winning and why it was well timed for their upcoming anniversaries and wedding nuptials!



Social Channel Update:

- * Facebook Likes: 31,215 (-7 Likes)
- * Twitter Followers: 7,335 (+37 Followers)
- * TweetLevel Score: 73.4
- * Klout Score: 60