



Wine  
Country  
Ontario™

# Annual General Meeting

**Marketing presentation June 12, 2012**



The marketing plan is a consumer focused strategy designed to have a positive impact on consumer behaviour, perception, purchase intent and loyalty for Ontario VQA wines and wine regions.

The program drives awareness, improves image, educates and drives travel to Ontario's wine regions. All stakeholders will benefit directly or indirectly.

The reach is broad and frequent, regional programs alone can't achieve this.

***The WCO Tourism and Marketing Committee members work on your behalf to ensure that wineries of all sizes have a voice and influence both the development and execution of the plan.***



## **Our Brand Mission**

To be 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**

We represent the only wine country experience that Ontarians can explore in their own backyard. The one place where residents and visitors can come to enjoy the full essence of what our provinces wine country has to offer: spectacular wines, passionate growers, and winemakers, local food, gorgeous scenery, exciting activities, unique architecture and warm hospitality.

## **Brand Personality**

Welcoming, Proud, Pioneering, Passionate, Confident and acting as a Catalyst (connecting food and other cultural elements).

## **Core Essence – “Local Tastes Better”**

Pillars: Place, Pride and Connectivity.

# Guiding Principles



## From:

- Earned leadership.
- Best foot forward at all times.
- Consistent, highest quality.
- World class table and sparkling wine producers.
- Consistent look and feel for all programming and tools.
- Focus on doing fewer things exceedingly well.

## To:

- Take our rightful place.
- Best foot forward and Consumer Centric focus.
- Consistent delivery of highest quality programs and experiences
- Our wines stand up to the world's best.
- Consistently showcase the most visually stunning and evocative images and messaging.
- Create efficiencies that drive ability to deliver the best possible quality outcomes.



Section 1

# **KEY LEARNINGS AND INSIGHTS**



- ❖ Our brand personality is aligned with our target consumer's perception of who we are
- ❖ Connecting on an emotional level with consumers is critical – Wine Country Experiences can deliver this.
- ❖ Visual images can conjure up deep emotional connections and visiting beautiful spaces is a key driver for travelers – Wine Country Ontario delivers and we need to continue to leverage this asset
- ❖ We have a distinct advantage as a local destination and product.
  - Perceived quality by association with local.
  - Local has a strong connection to being green
- ❖ Origin is a key factor affecting purchase reinforcing the importance of raising regional awareness and appellation awareness

# Key Learnings and Insights



- ❖ The retail marketplace is fiercely competitive and we need to stay focused and differentiate our category and leverage local.
- ❖ LCBO in store signage continues to confuse customer – priority to reset message to consumer around VQA and 100% Ontario grapes messaging
- ❖ Focus on areas with high value and eliminate tactics that are of lower priority
- ❖ The green message is a hot topic for media and further education and consistent messaging is critical.
- ❖ Hosting media at events and in wine country continues to be important for increased understanding and media coverage.



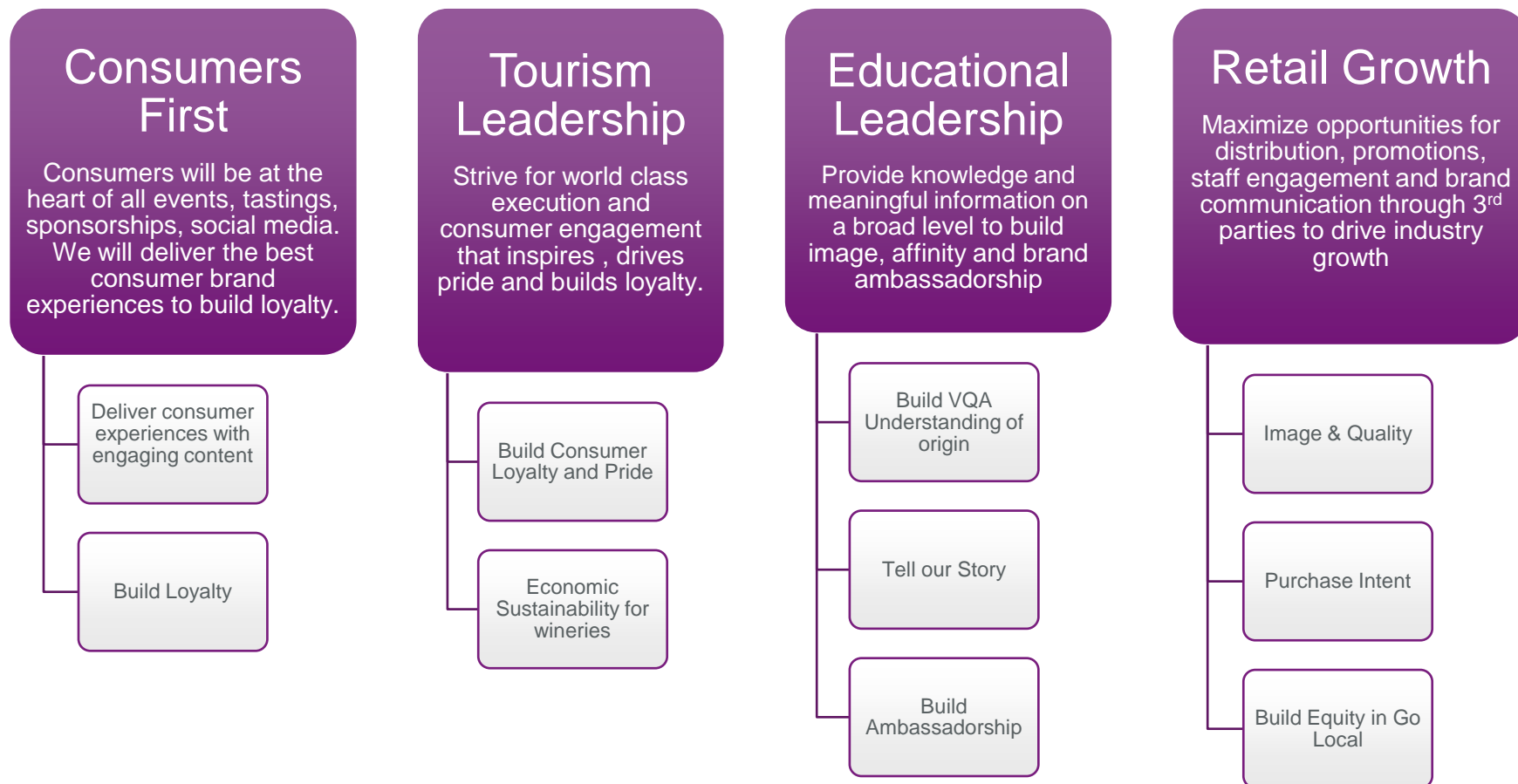
Section 2

# **MARKETING STRATEGY**





## Wine Country Ontario Strategic Pillars



# Strategy Leveraged with our “Local Advantage”



- Define Local
- Integrate into all communications
- Be consistent

Local

▪Local is our point of difference

Quality  
wines

100%  
Ontario  
grown

Green

Accessible  
place to visit

A lifestyle  
choice

▪Local is

Retail Growth  
Amplify GoLocal

Drive  
Tourism

Educate  
Tell our Story

Engaging  
Consumer  
activities

▪ How we bring  
Local to life



1. Place consumers at the heart of everything that we do.
2. Raise awareness and image of Ontario wines by deepening the emotional attachment with key target consumers living primarily in Toronto/GTA and Ottawa (as indicated in Usage & Attitude Study).
  - ❖ Amplify our local Ontario positioning as this sparks pride, supports environmentally friendly and quality perceptions and differentiates our category.
  - ❖ Strengthen the perception of Ontario wines as being high quality and a leader..
3. Become a travel destination of choice.
  - ❖ Motivate travel to Ontario wine country to create emotional engagement and loyalty.
4. Educate on a broad level to deepen the knowledge and raise brand affinity and define who we are.
5. Be recognized as a tourism leader with provincial and regional tourism organizations for delivering world class consumer experiences and assets



Section 3

# **MARKETING PROGRAMS**



## Consumers First

- ❖ Consumer tasting events
  - Taste Ontario
  - Consumer shows
  - Experiential tasting program
- ❖ VQA awards program revamp
- ❖ Social Media
- ❖ Regional and Export funded sponsorships aligned to strategy
- ❖ Research
  - U&A Study
  - Ad Tracking study
- ❖ Major PR event

## Educational Excellence

- ❖ Trade and consumer Ontario wine education to drive ambassadorship
- ❖ On-line wine educational program to increase accessibility and usage.
- ❖ Appellation education through brand communication and PR activities to drive VQAO objectives and consumer understanding.
- ❖ Grow understanding of key messages by industry and influencers



## Retail Growth

- ❖ LCBO programming
  - P7 Go Local campaign
  - New signage
  - Enhanced in-store tastings
  - Increase retail staff training
  - P5 Riesling mini thematic
  - Alignment of strategies
- ❖ Vintages
  - PC expanded engagement and training
  - Leverage success elements from Front Line releases
  - Logistical improvements and accountability
  - Taste Ontario events
- ❖ Inter-provincial market strategies and program implementation.
- ❖ Export activities aligned with National Export Strategy

## Tourism Leadership

- ❖ Travel Guide
- ❖ Advertising Campaign
- ❖ Consumer website phase 2 improvements
- ❖ Manage and maintain wine route signage
- ❖ Mystery Shopper program expansion
- ❖ Winery retail staff training program evolution
- ❖ Gain access to tourism research
- ❖ Build strong tourism industry relations
- ❖ Public Relations activities
- ❖ Engagement with RTO's and other tourism related partners that align to our core strategic goals and consumer.



**CONSUMERS FIRST**



## ***Highlights from L Y Plan:***

- ❖ 2011 Ad Campaign had strong results.
- ❖ U&A Study metrics progress well.
  - ❖ Ontario has extended lead over France for TOM recall of high quality wine.
  - ❖ 5% increase in consumer loyalty scores.

## ***Objective:***

- ❖ Invest in research that strengthens our marketing and tourism knowledge and leadership.
  - Benchmark performance.
  - Strengthen our ability to place the consumer at the heart of everything and to make informed and objective marketing decisions.

## ***Strategy:***

- ❖ Conduct an annual Usage and Attitude.
  - ❖ Measures perception, attitudes, behaviour and VQA understanding.
- ❖ Annual ad tracking study to track and rank program effectiveness.





## ***Highlights from L Y Plan:***

- ❖ Twitter followers increased from 0 to over 4,000.
- ❖ Facebook fans from 0 to 5,400.
- ❖ Today we have 19,000 engaged fans!
- ❖ All of our scores exceed Wines of BC and California.

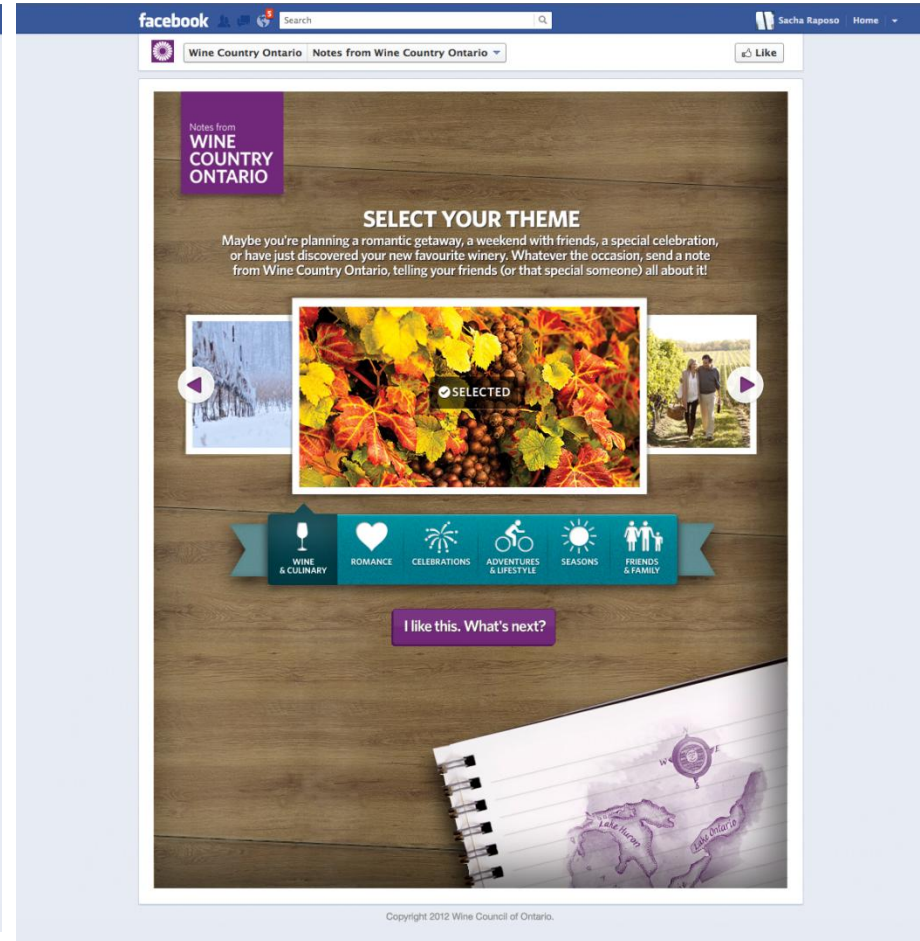
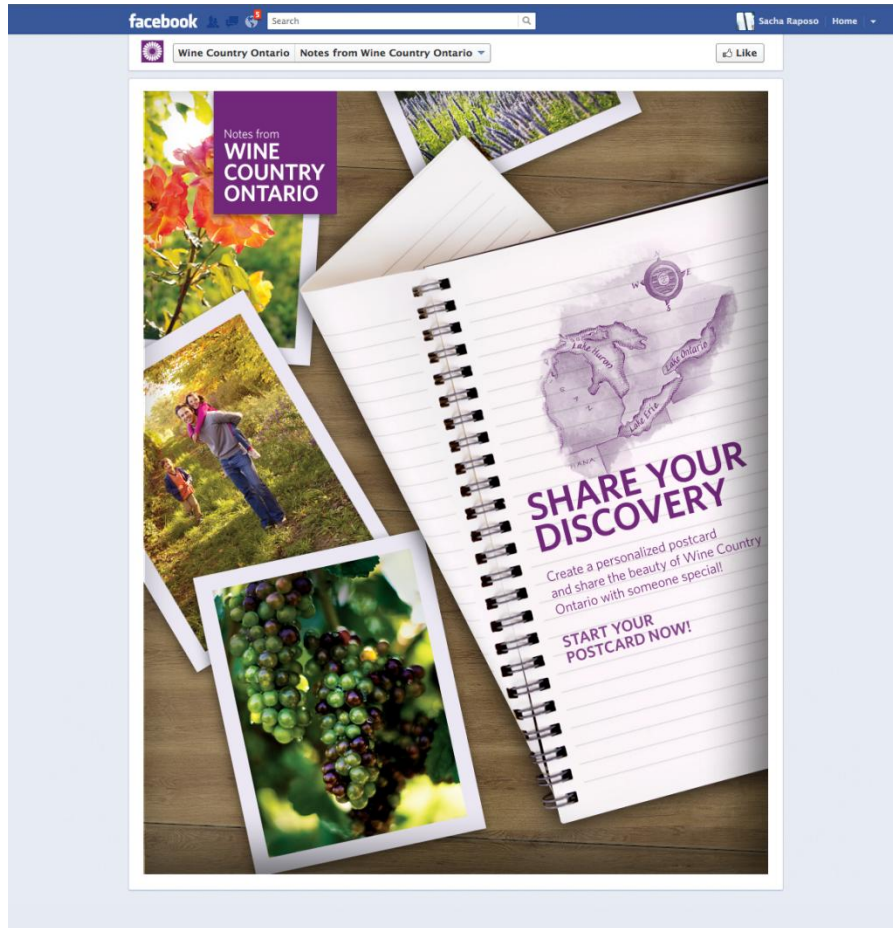
## ***Objective:***

- ❖ Raising awareness, image and perception of Ontario wines and Wine Country through a deepening our relationship with fans. Drive travel to wine country.

## ***Strategy:***

- ❖ Surprise and Delight Themes.
  - *On-going unique experiences to keep fans engaged.*
- ❖ Sustain and Build.
  - *Drive return visits, sharing and fan acquisition.*
- ❖ Manage and Amplify.
  - *Anticipate issues, answer questions and amplify positive feedback*

# Social Media Highlights – Facebook App



Notes From Wine Country

# Social Media Highlights –



**Expert Video – Sommelier  
Leslie Provost**

**Facebook Sponsored Stories Ads  
increased fans by over 10,000**

**On-going trivia contests for wine  
country experiences**



## ***Highlights from LY Plan:***

- ❖ Exceeded Experiential Tasting objectives in first 2 executions.
- ❖ One of the top most visited booths at 2 consumer shows.
- ❖ First i4c event gained media attention from Wine Spectator.

## ***Objective:***

- ❖ To raise awareness, image and quality perceptions.
- ❖ Support Ontario wineries by providing consolidation services of wines for key competitions.

## ***Strategy:***

- ❖ Participate in 2 key consumer wine shows in primary markets.
- ❖ Grow the experiential tasting program as a key initiative to bring the wine country experience to consumers.
- ❖ Provide sponsorships that add value for Ontario wineries in key regions.





Wine  
Country  
Ontario™



Events planned for London, Ottawa,  
Toronto and Collingwood.



# **TOURISM LEADERSHIP**



## **Highlights from LY Plan:**

- ❖ \$450K in added value.
- ❖ Recall and awareness of the campaign far exceeded industry norms.
- ❖ Article Marketing Magazine prompted by the magazine.

## **Objective:**

- ❖ Raise awareness and image of Wine Country Ontario and Ontario wines in primary markets
- ❖ Motivate travel to Ontario wine country.

## **Strategy:**

- ❖ Leverage success of outdoor advertising campaign – Drink It All In by evolving current campaign and integrating other channels.
- ❖ Develop partnerships with relevant Regional Tourism Organizations
  - ❖ Partner with appropriate organizations to support advertising opportunities that align with Wine Country Strategic Goals

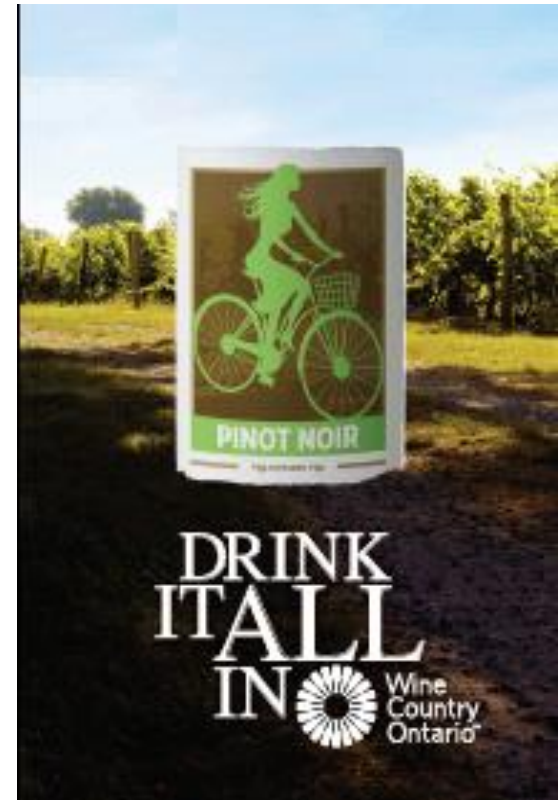
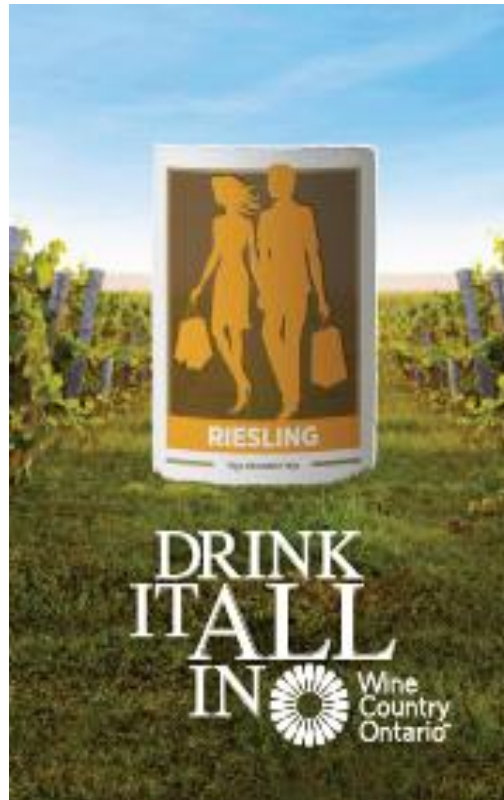
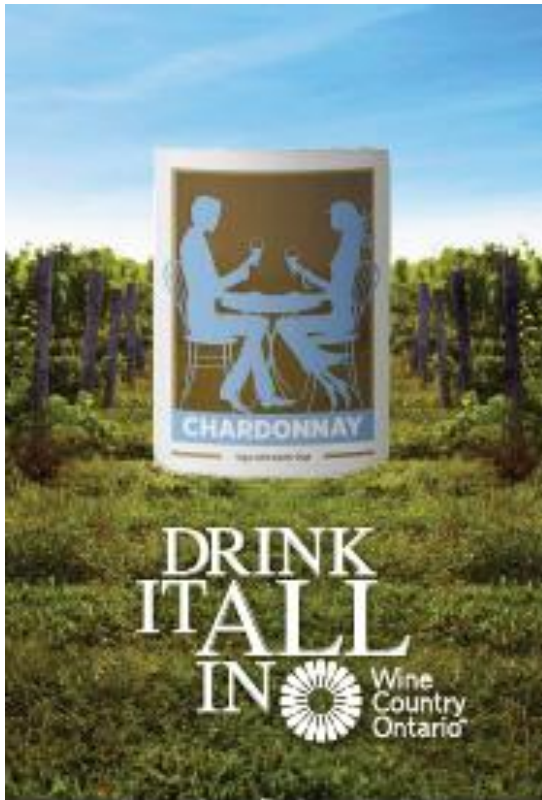




- 3 Digital Boards on Gardiner Expressway
- 114 - 10' x 20' Billboards



# Advertising Highlights



- 40 Signature Columns in Toronto
- 70 Bus Shelter Ads Toronto, Ottawa, London
- 2 Full page Food & Drink Ads

# Advertising Highlights



- Stunt Board at corner of College and University
- Integration of Social media and PR

# Tourism Leadership – Advertising



Campaign integration social media  
and experiential events.





## **Highlights for LY Plan:**

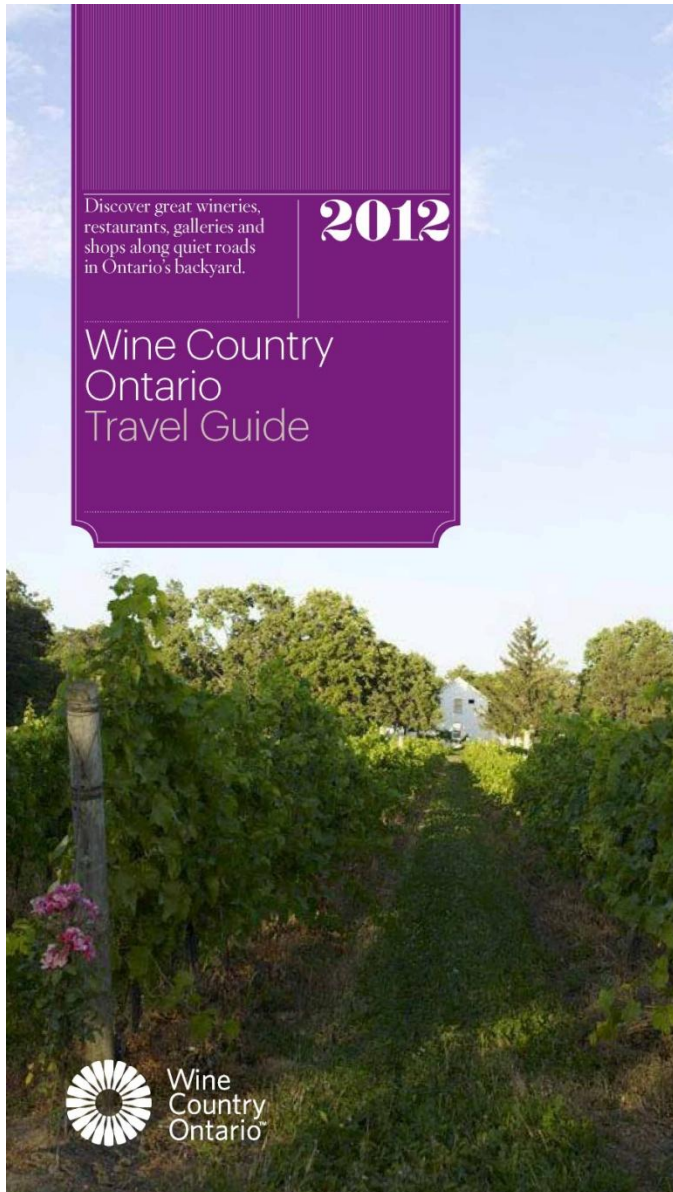
- ❖ Winery participation in the travel guide has increased every year.
- ❖ 650,000 copies are distributed.
- ❖ 90% of wine country tourists consult the travel guide or the WCO website for tour information.

## **Objective:**

- ❖ Create world class tools and experiences that position Wine Country Ontario as a top tourism destination and demonstration of our tourism leadership. .
- ❖ Be the go-to website for consumers and trade.

## **Strategy:**

- ❖ Refresh the Wine Country Ontario travel guide to deliver the best user experience and visually compelling travel reference guide.
  - ❖ Distribute Wine Country guide through Food and Drink magazine, wineries and OTMP travel centres.
- ❖ Be the go-to guide and website for trip planning to Ontario's wine country.



**New designer, new copy writer.**

**Stronger placement for winery listings.**

**Improved user experience.**



## **Highlights from LY Plan:**

- ❖ Increased scores for wineries that participated in the Mystery Shopper program.
- ❖ Increased participation in the retail staff training.
- ❖ New retail manager performance measurement and coaching session.

## **Objective:**

- ❖ Provide the consumer with a consistently exceptional experience at all wineries in Ontario.
- ❖ Become a travel destination of choice and demonstrate our tourism leadership to all regional tourism organizations.

## **Strategy:**

- ❖ Increase Mystery Shopper program from 3 times per year to monthly.
- ❖ Continue to evolve and build retail training programs for wineries to address the gaps.



# **RETAIL GROWTH**



## **Highlights from LY Plan:**

- ❖ Strong retail performance of VQA wines in 2011 +10%.
- ❖ Period 7 - 4 years of consecutive growth +89%.
- ❖ Average purchase price of VQA wines exceeds imports.
- ❖ Taste Ontario consumer events attract over 800 consumers.

## **Objective:**

- ❖ Trigger purchase of VQA wines by amplifying and strengthening our local message
- ❖ Provide wine country experiences and relevant educational content for key retail staff to create Ontario wine category ambassadors.

## **Strategy:**

- ❖ Engage LCBO WOW leaders, Store Managers and Vintages PC's with wine country visits, annual sales rally and build in shared goals and accountability.
- ❖ Create and implement new consistent signage that better represents the message; 100% Locally Grown VQA wines.
- ❖ Leverage equity in GoLocal - invest in promotional programming beyond P7.





## Strategy:

- ❖ Work with LCBO category leadership to ensure strategic presence for core varietals, established brands, and other core elements that define our products.
- ❖ Support Ontario wineries with in-store tasting subsidy during key periods.
- ❖ Make positive changes to improve P7 GoLocal in alignment with industry recommendations
- ❖ Continue to partner with Vintages on the execution of 2 successful Taste Ontario events.
  - ❖ Trade events in both locations.
- ❖ Increase engagement with all key LCBO staff to build knowledge and ambassadorship.
- ❖ Work with senior team to build strategies in all categories to support growth.
  - ❖ Strategy session planned for Friday June 22.



# **EDUCATIONAL EXCELLENCE**



## *Program Updates:*

- ❖ On-line Ontario Wine education program update
  - ❖ Brought in a learning designer
  - ❖ Established learning outcomes
  - ❖ Program will be designed for the user community
- ❖ Continue in partnership with Niagara College's Canadian Food and Wine Institute with train the trainers programs
- ❖ RTO and other stakeholder education presentations will be on-going
- ❖ FAM tours and trade and media communication
- ❖ Successful participation in Winnipeg Wine Festival
  - ❖ Successful VQA tasting
  - ❖ 7 new listings
  - ❖ 175 cases sold during wine festival
- ❖ Meeting with SAQ and NSLC.
- ❖ New VQA program in development.



- ❖ Your events -update every month.
- ❖ Social Media – We cannot follow or retweet all winery tweets. But please follow us and retweet.
- ❖ Social Media – Continue to send newsletters and event listings.
- ❖ VinoVisit - 5 wineries still need to fill out the registration form .
- ❖ WOW program -July 4 to August 29. 20 tours, 4 regions deadline to request a winery visit or deeper experience is June 19<sup>th</sup>.
- ❖ Taste Ontario trade events – Sept. 28 in Toronto at Ritz Carlton and Ottawa in Feb.
- ❖ Consumer Shows - The WCO will have a booth at the Ottawa and Toronto Gourmet Wine Show in November.



**THANK YOU!**