



**December 6, 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:**

- \* Continued promotion of Wine Country Ontario at the Toronto Christmas Market #TCM13
- \* Selection of our #IcewineFest contest winner
- \* Launch of this year's 12 Days of Wine Country Ontario #12DaysWCO

**Social Media Tip of the Week:**

This week, Instagram revealed how the first wave of advertisements/paid posts on the platform (first launched in early November) have performed. According to Curalate, paid posts generate a significant more number of likes than unpaid posts on Instagram. Early results show that the ice cream brand Ben and Jerry's is accumulating nearly 350,000 likes on average per paid posts, compared to roughly 25,000 for a post they didn't pay to promote. One thing is for sure, many brands are intrigued by the marketing potential on Instagram. According to recent analysis at BI Intelligence, based on data collected by SimplyMeasured, three-fourths of the world's top 100 brands are now using Instagram.

### Highlight of the Week:

This week's highlight was a Facebook post from Sunday, December 1<sup>st</sup> that promoted the upcoming Niagara Icewine Festival in January. The post highlighted the date of the festival and Discovery Pass, along with a beautiful image of Icewine. The post performed very well with 52 likes, 17 shares and 2 comments to date. The high engagement shows that fans are excited for the festival and the winter travel season in Wine Country Ontario.



## Consumer Engagement:

This week's consumer engagement highlight was the launch of our Niagara #IcewineFest contest for an unforgettable weekend stay in wine country for the first weekend of the festival. The prize includes a two night stay at the hotel, tickets to the Icewine Gala and two Discovery passes so fans can enjoy all that wine country has to offer during the festival. The Facebook post that launched the contest resulted in 51 likes, 5 shares and 44 comments to date. The #IcewineFest contest has attracted over 65 entries so far!



## Social Channel Update:

- \* Twitter Followers: 8,137 (+74 Followers)
- \* Facebook Likes: 31,295 (+5 Likes)
- \* Instagram Followers: 318 (+36 Followers)
- \* TweetLevel Score: 74.4
- \* Klout Score: 66