





TRADE SHOW PRODUCER





Oregon Wine Month

For years, the Oregon wine industry has celebrated Oregon Wine Month annually in May to:

- Encourage a period of increased support from distributors, restaurants, and retailers across the country
- Create a platform for tactical winery promotions that stimulate sales in all channels
- Develop deeper affinity for Oregon Wine by forging an emotional connection with Oregon Wine drinkers





Oregon Wine Month Toolkit

Visit industry.oregonwine.org/marketing to access the Oregon Wine Month toolkit where you will find all the resources available.
Check back regularly as new assets will be added through April.





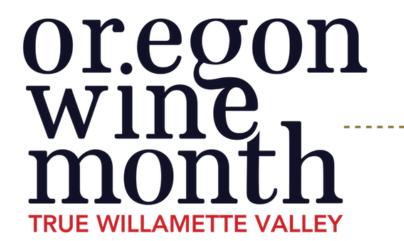


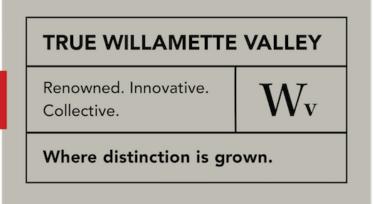
Oregon Wine Month Creative

TRUE CHARACTER

Oregon Williams





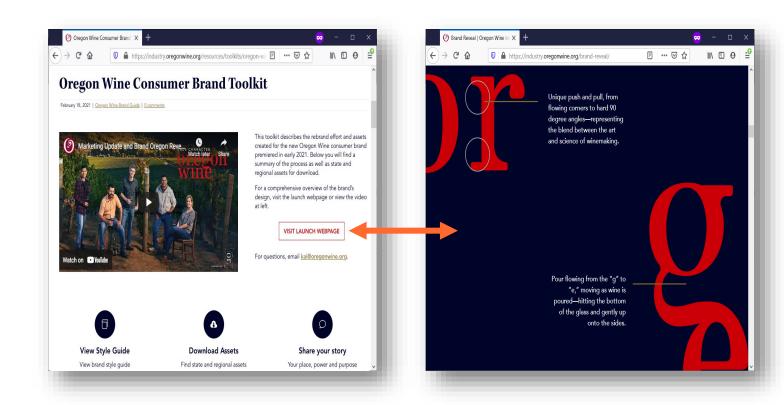






Oregon Wine Month Creative

View the brand launch page or launch video on the Brand Guide Toolkit at industry.oregonwine.org/marketing







Program Deck available for download – pdf or ppt

- Complete program details for reference, sharing and customization
- Resources and links for your business and trade partners to promote – including a participation form on toolkit
- Designed for all trade channels







Point of Sale – Print and Digital

- Complimentary print POS is produced available now - deadline March 7 - ships early April
- Evergreen and May enter to win versions
- 5"x18" shelf blades two sided mounting clips not included
- 8.5"x11" case talkers w/ insert flap
- 4"x6" table tents foldable
- Digital assets available for customization
- QR code linking to consumer website and May sweepstakes offering
- Order form and files located on the toolkit







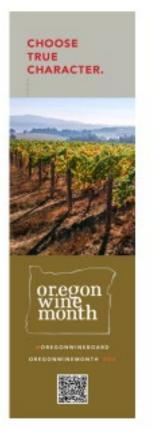


POS Examples (draft) - Lifestyle - Grape Cluster - Vineyard

SHELF BLADE







DASE CARD



85 k11"





Regional Cause Marketing

Program activations, opportunities, and messaging:

- Tactical partnerships opportunities across all sales channels
- OWB driving awareness and financial contribution towards food bank activities during focus period
- Earned media highlighting program overview and community tie-in
- Flexible messaging for participants







Virtual education with Bree Stock MW

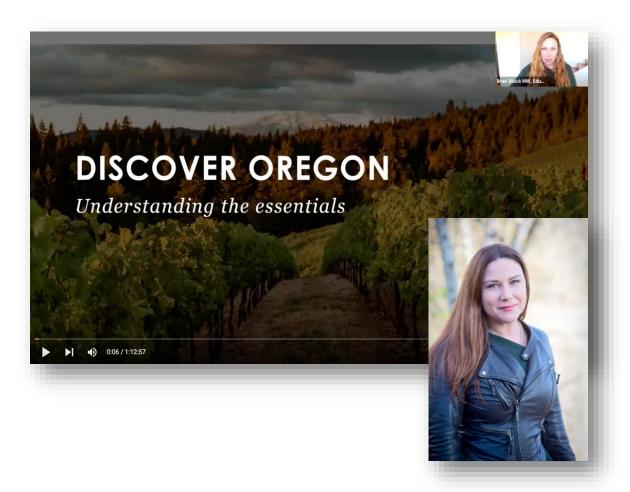
- 4 unique master class webinars in collaboration with regional associations highlighting all the entire state
- Available to all trade, industry, and consumers
- Registration available on the toolkit
- Review 2022 recordings covering all 6 regions on toolkit

Sparkling Oregon – April 17 - 11 a.m. PST

Regional whites – April 24 – 11 a.m. PST

Regional reds – May 15 – 11 a.m. PST

Understanding Oregon soils & climate – May 22 – 11 a.m. PST







Trade Certification Program

- Opportunity for key trade members to gain certification
- Updated curriculum
- Educational benefit to support Oregon Wine Month activation in collaboration with regional associations
- Contact David or Bree for more information













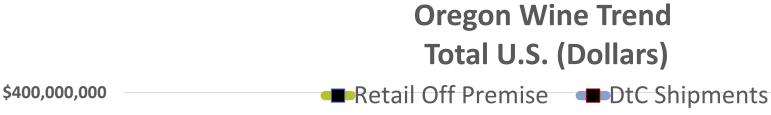


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OREGON WINE MONTH CAN PLAY A KEY ROLE IN CONTINUING TO EXPAND OREGON WINE SALES







\$100,000,000 **2018 2019 2020 2021 2022**

NielsenIQ Retail Off Premise Measured Channels

\$114MM

\$150,000,000





OREGON WINE MONTH CAN PLAY A KEY ROLE IN CONTINUING TO EXPAND OREGON WINE SALES & MARKET SHARE – IN AND OUT OF STATE



% of Sales (\$)	In State (%)	Out of State (%)
Retail Off Premise	16%	84%
DtC Shipments	45%	55%
Oregon Share (\$)	In State	Total U.S.
Retail Off Premise	~18%	~2%
DtC Shipments	74%	7%







RETAIL OFF PREMISE

or.egon wine



Retail Off Premise 13 w.e June 18, 2022



or



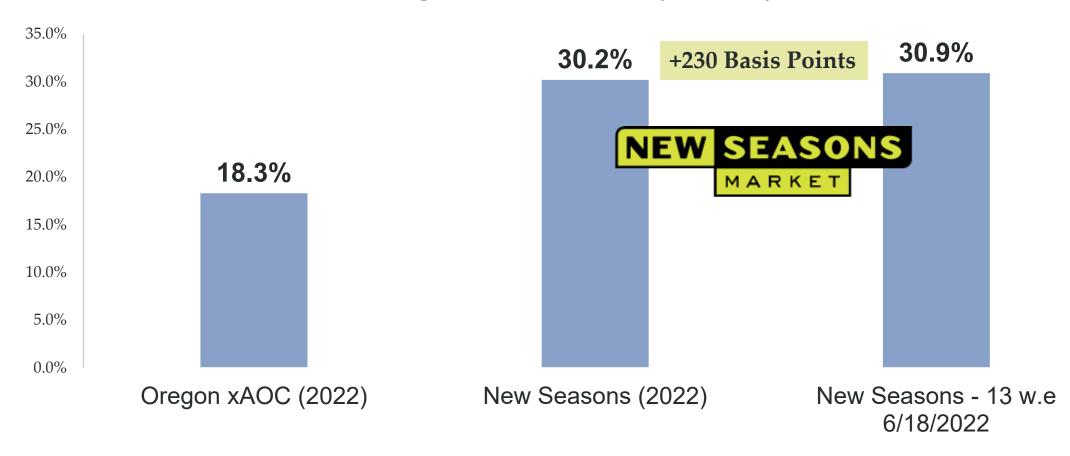
RETAIL OFF PREMISE - 2022

While OR Off Premise sales in April/May fell vs year ago, vs pre-COVID 2019 levels OR is well ahead of others Total U.S. Measured Off Premise - Dollar percent change vs Year Ago ■ TABLE ■ OREGON CALIFORNIA ■ WASHINGTON ■ IMPORTED 19.7% 6.3% 5.8% 5.5% -3.4% -4.4% -5.7% -7.2% -9.4% -9.6% 2022 vs 2021 2022 vs 2019 NielsenIQ



NEW SEASONS – A STRONG SUPPORTER OF OREGON WINES – EVEN MORE SO DURING OWM

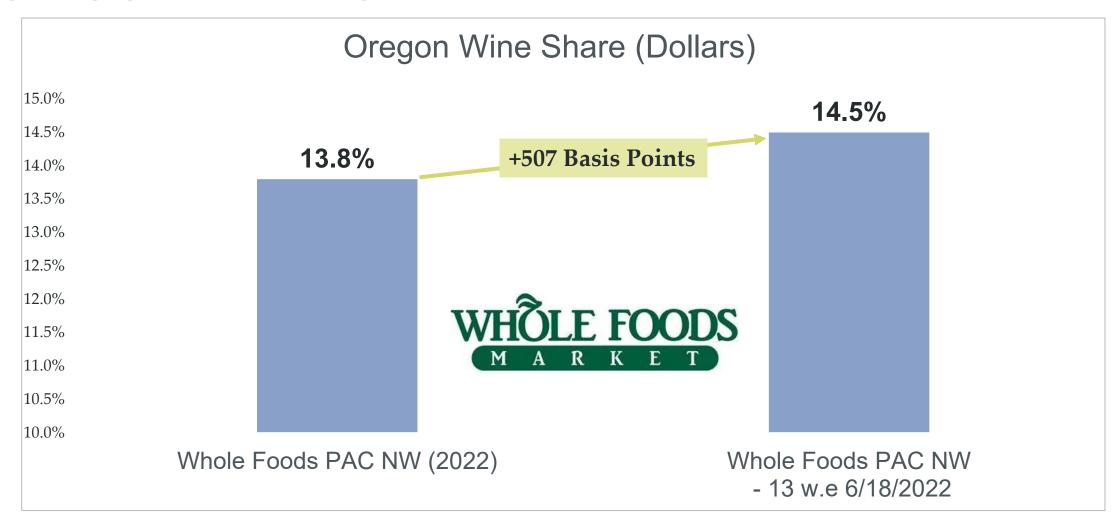
Oregon Wine Share (Dollars)







WHOLE FOODS – A STRONG GAIN IN SHARE AROUND **OREGON WINE MONTH**







DIRECT TO CONSUMER

or.egon wine



Direct to Consumer Shipments April + May 2022

SOVOS ShipCompliant

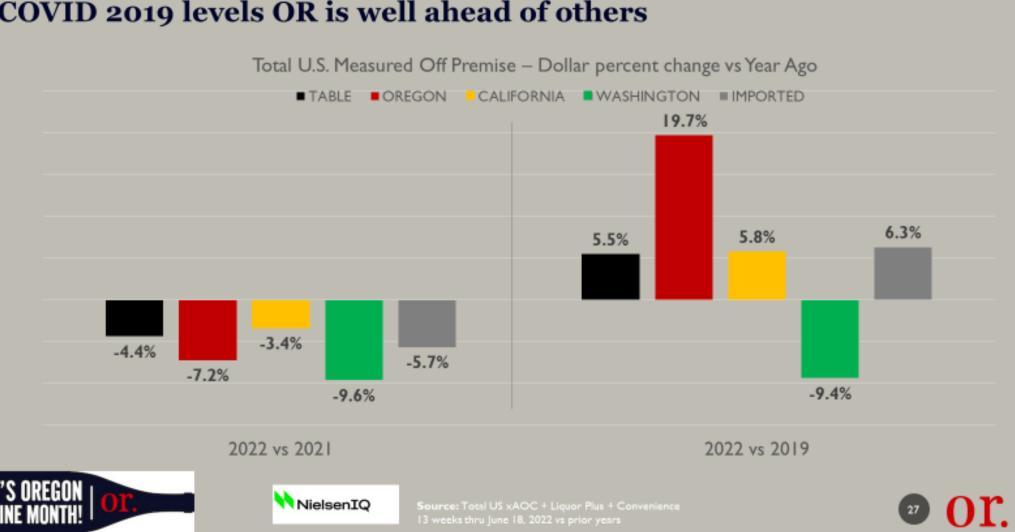






DIRECT TO CONSUMER SHIPMENTS - 2022

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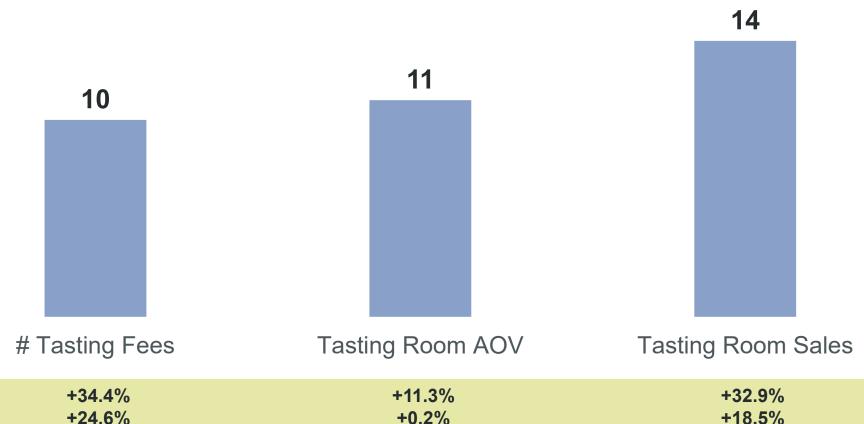






OREGON WINE MONTH PARTICIPANTS HAD BETTER RESULTS IN THEIR TASTING ROOMS

OWM Participants vs Non-Participants
Pct Point Change Difference (May 2022 vs April 2022)



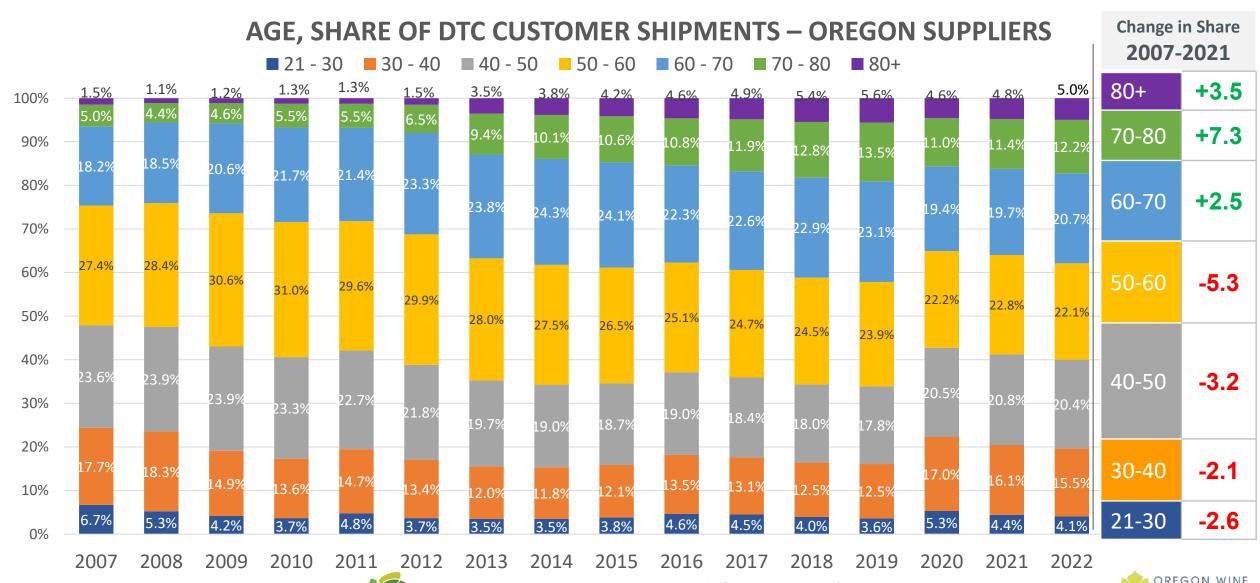


OWM Participants:

Non OWM Participants:



OREGON WINE MONTH - OPPORTUNITY TO BRING YOUNGER CONSUMERS



Source: Customer VIneyard, Sovos/ShipCompliant



SOVOS ShipCompliant



THANK YOU







Danny Brager

bragerdanny@gmail.com danny.brager@azur-associates.com



Oregon Wine Month

Vanessa Hadick
Founder & Managing Director, Double Tap Marketing





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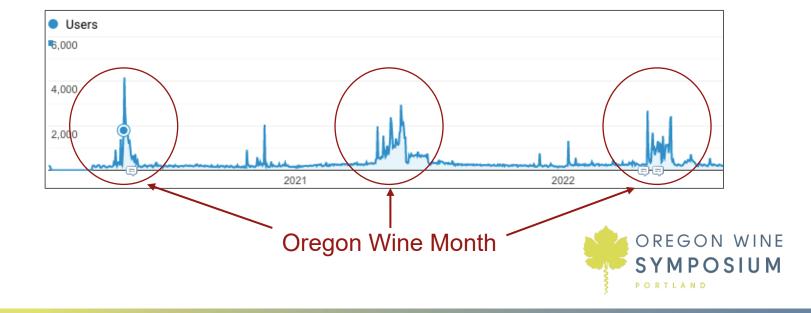




The Way It Used To Be

- Historically, OWB Digital Advertising occurred solely around Oregon Wine Month, April—June
- Pre-2021: mix of paid digital media + advertising
- 2021 & 2022 digital budget focused solely on direct digital advertising due to exponentially favorable ROI: Google, Facebook, Instagram

....but why stop there?





What We've Been Up To

- 3 months/year vs year-round digital advertising
- November 2022 marked beginning of ongoing advertising campaigns
- Goals:
 - brand awareness
 - website traffic
 - Touring Guide orders
 - outbound clicks to wineries + AVA partners
- Strategic Audience + Location targeting
- It's working!





A Longer Digital Runway

- Beginning this week: OWM messaging + "Plan Your Visit"
 - 1-2 months earlier than years past
- Ability to target key markets with distributor buy-in + in-store activations
 - Help us help you!
- Expanded to Pinterest advertising
- Mid-April through May remains largest investment time period





What You Can Do Digitally for OWM

- Know your top 5! Optimize and enhance your:
 - Top 5 most-visited pages
 - Accuracy, is info current?, incorporate internal links to other important pages
 - Top 5 referral sources is your info current?
 - Top 5 most important conversion events/goals for your business
 - Eg. Button clicks, email signups, event RSVPs, reservations, wine sales
 - Make sure they're being tracked
- Make sure you create/add Google Analytics 4 to your website before May
- Repost/repurpose OWB social content
 - Ease of posting + amplification of messaging
- Have a regional/retailer program in place? Let us know the what's, when's, and where's



Consider your own advertising efforts



Thank you!

Vanessa Hadick
Double Tap Marketing
https://doubletap.marketingvanessa@doubletap.marketing



Media Plan

- Oregon Wine Month represents the OWB's most active period of promotional spending. Program dollars are focused on digital outlets for flexibility and reporting accuracy.
- This year's media plan will be developed over the coming months and include input from the industry's implementation committees.
- A robust suite of digital assets for wineries and associations in the new True Character brand will be shared on the Oregon Wine Month toolkit.





OWB will launch consumer programming across multiple channels before, during, and after OWM. This will include:

- Organic and paid Social media (Facebook, Instagram, Pinterest, Twitter, TikTok (TBD))
- Food pairing videos featuring OR wineries and chefs
- Brand partnerships with Rogue Creamery, Finex, Olympia Provisions and more
- Tasting room guides
- Region spotlights
- Planning guides and itineraries with travel inspiration
- Sweepstakes offering











OWB will launch consumer programming across multiple channels before, during, and after OWM. This will include:

- Oregon Wine Insider Newsletter
- Monthly to bi-weekly sends to nearly 50K consumers before, during, and after OWM
- Primary objective will be to drive DtC/tasting room visits
- Web content on OregonWine.org
- OWM landing page will be the focus
- New content to include pairing guides, itineraries, educational guides around regions, varieties, farming practices, etc.
- Travel Oregon OWM content (TBD)

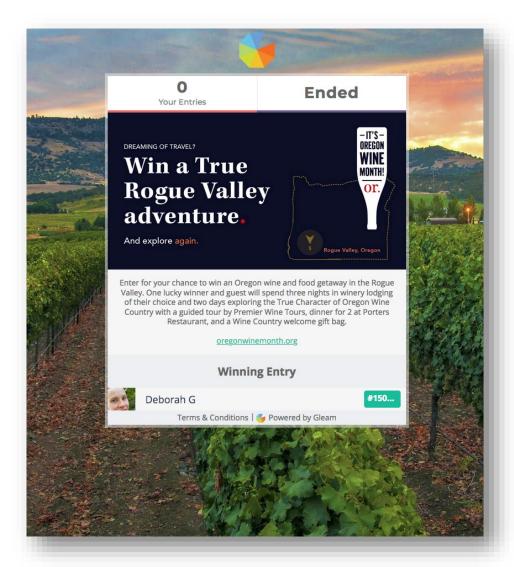






National Sweepstakes

- Repeat of successful 2022 program design
- Consumer trips to Oregon in collaboration with several valued regional association partners - Includes Alaska Airlines Airfare/Lodging/Transportation/Food and Wine
- Food partner offering
- Ask your regional association how your business can participate

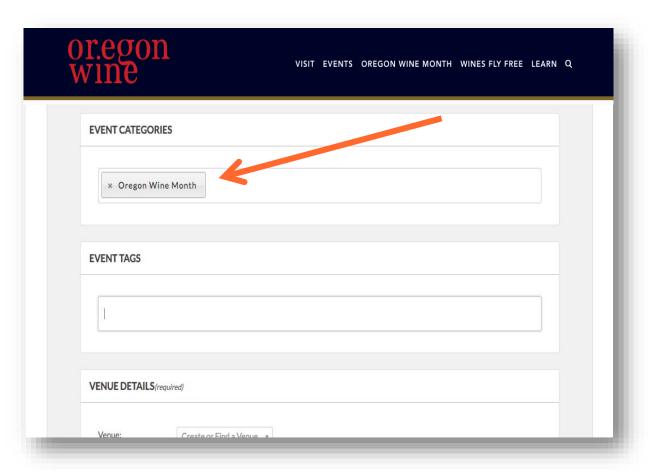






Events Calendar

 Host a special promotion or offer a unique in-person or virtual event in your tasting room or at restaurants and retailers.
 Be sure to add Oregon Wine Month as a category for easy filtering.







Oregon Wine Month to do list

Ways to get involved

- Visit the OWM Toolkit
- Download and share program deck and sell sheets
- Order POS utilize digital
- Register for Education Opportunities
- Plan and share your DTC Events with us
- Work with your Regional Association partners and the OWB
- Share your success with us!







Question & Answer



David DeWitt OWB – <u>david@oregonwine.org</u>
Neil Ferguson OWB – <u>neil@oregonwine.org</u>







Thank You!

David DeWitt OWB – <u>david@oregonwine.org</u>
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