



# OREGON WINE INDUSTRY COVID-19 MARKETING FORUM

APRIL 2, 2020

## ATTENDEES

**OWB STAFF:** Kai McMurtry, Christina DeArment, Tom Danowski, Jess Willey, Sally Murdoch  
**INDUSTRY:** Vanessa Hadick, Barbara Steele, Donna Morris, David Millman, Hilda Jones, Morgen McLaughlin, Michelle Kaufmann, Bob Morus, Laurie Lewis, Joel Kiff, Julia Burke, Bryan Laing

## OBJECTIVE:

Survey current and statewide regional marketing efforts and share insights and developments.

## BACKGROUND:

With the COVID-19 situation evolving by the hour a forum for all regions and OWB to update one another and share marketing efforts and thinking was needed.

## AGENDA:

- Welcome, context and forum future
- Industry updates in light of Executive Order 20-12
- OWB marketing & communications effort update
- Regional effort update

## SUMMARY

### *Welcome and Forum Future:*

- Second meeting of this group purposed to give specific guidance around marketing, media relations, promotional programming. This will be the final meeting of this group at this time. OWB has an ongoing Strategic MarComm Committee, chaired by Donna Morris and Barbara Steele. Chair Donna M. anticipates pulling that group together in next 60 days to strategize about what recovery will look like as we consider OWB investments.

### *Executive Order 20-12:*

- Governor's order (20-12) to shelter-in-place released since last meeting. Industry response remains varied, many businesses still offering pick up and shipping promotions. Major events, such as IPNC, have been canceled but others, such as OWE, remain tentative.
  - **ACTION** Please post all confirmed/rescheduled events to the [OWB industry calendar](#)
- OWB to remain considerate of another COVID wave in the fall. It was recommended the industry consider business scenarios inclusive and exclusive of a second wave of increased infections and social distancing especially as it relates to the vineyard workers and the demands of harvest.

### *OWB Marketing Updates:*

- Oregon Wine Month programming scheduled for April and May is being canceled or modified as the marketplace demands. Printed POS is still going out to many distributors around the country, although some have cancelled their orders. POS will likely still be mailed to tasting rooms if welcome and appropriate.
- To respond directly to the crisis OWB has begun a new campaign called Oregon Inside with the following calls-to-action:
  - Join the conversation: Share how you're bringing #oregoninside and how your followers can as well. OWB built a campaign landing page which includes tight curation of relevant resources. OWB has directed funds to social advertising to drive traffic to the campaign hub. An industry toolkit describing participation opportunities is forthcoming.



- Join us in wine country later: OWB to host a loyalty program to stimulate sales now, visitation later. To participate, any consumer spending \$xxx (tbd) during the promotion period can upload proof of purchase to receive a loyalty card offering tasting room offers and hotel accommodations once wine country re-opens. Industry participation is voluntary and at no cost. OWB goal is to enroll 1,000 consumers in 2020.
- OWB considering other #oregoninside program elements
- **ACTION** OWB will provide more details about the loyalty program the week of 4/13

#### *OWB Marketing Updates:*

- Sally reports that writers are seeking positive momentum stories and are receptive to OWB/industry providing some insight and calming energy. Traditional media work continues as Wine Enthusiast recently published their full Oregon report. Others are moving efforts online, such as Decanter who is now conducting virtual tastings instead of visiting.
- Like all events, the August Wine Media Conference is uncertain.

#### *Regional Updates:*

- Willamette Valley #wvcommunity hub collecting DTC wine deals and additional value-add content; seeing unprecedented traffic and referrals from OWB efforts.
- Travel Oregon won't make spending commitments given their own budget uncertainties but will help amplify OWB programs.
- Yamhill Carlton and Dundee Hills to share PR contractor information with OWB / Sally Murdoch.
  - **ACTION** Yamhill and Dundee to share PR info with Sally

#### NEXT STEPS / ACTION ITEMS

- Industry members: Please post all confirmed/rescheduled events to the [OWB industry calendar](#)
- OWB will provide more details about the #oregoninside campaign the week of 4/13
- Yamhill and Dundee to share PR contractor info with Sally