

	Jan.	February	March	April	May	June
INDUSTRY	<p>POS order form, toolkit, editorial calendar, webinar (trade/industry)</p>	<p>February 21: Deadlines, trade education updates, OWFF guide, toolkit, visual assets (trade/industry)</p>	<p>March 21: Sweepstakes update, social media playbook, additional resources, masterclass schedule, reminder to add events to OWB site</p>	<p>April 20: Sweepstakes launch, last minute OWM resources, add events reminder</p>	<p>May 1: OWM kicks off</p> <p>May 16: Sweepstakes update, masterclass update, how to share OWM photos/videos with OWB</p>	<p>June 1: Thank you and wrap-up with next steps</p>
CONSUMER	<p>Jan. 15: New Year, New Experiences w/ focus on Plan Your Vacation Day, OWM</p> <p>Trip planning, first mention of OWM, education, events</p>	<p>Feb. 8: Fall in love with Oregon wine: Valentines Day event, food pairing, OWM</p> <p>Valentines Day, trip inspiration, Oregon Wine Touring Guide rollout, OWM mentions, food and wine</p>	<p>March 8: New Oregon Wine Touring Guide tied to OWM messaging, OWFF</p> <p>Begin teasing OWM events and sweepstakes, educational content (each week will be used to highlight Oregon's wine regions)</p>	<p>1. April 1: OWM is 1 month away, masterclass, varieties, plan your trip, events</p> <p>2. April 15: Sweepstakes launch, OWM, touring guide</p> <p>Launch sweepstakes mid-April, begin spotlighting wineries/winemakers/chefs discussing their favorite pairings (Pair it forward)</p>	<p>1. May 1: OWM kicks off!</p> <p>2. May 9: Rogue and Umpqua sweepstakes</p> <p>3. May 16: Willamette Valley sweepstakes</p> <p>4. May 23: PDX sweepstakes</p> <p>5. May 30: Last chance to enter</p> <p>Heavy promotion of sweepstakes while drawing attention to regions and AVAs, events, pairing videos</p>	<p>June 13: Thank winners have been notified</p> <p>OWM thank you and wrap-up, keep momentum with continuous promotion of trip planning and summer tasting</p>
TRADE	<p>Program deck published/communicated, trade webinar Jan. 31</p>	<p>POS order form and deadline, trade outreach, education development, reg. cause marketing development</p>	<p>Distribution engagement/meetings, POS order deadline (March 8), education enrollment, reg. cause marketing finalized</p> <p>Education trade communications (ongoing)</p>	<p>POS fulfillment, education enrollment/execution, trade execution and assistance</p> <p>Education trade communications (ongoing)</p>	<p>OWM execution and market visits</p> <p>Thank you and execution highlights</p>	<p>Marketing recap activities, scheduling July recap meeting</p>
MEDIA	<p>Pitch local writers and journalists from the Bay Area and Seattle, highlighting OWM</p>		<p>Business-focused pitches about how OWM positively impacts both the wine industry and tourism in the state of Oregon</p>	<p>Consumer-focused press release focused on OWM, Oregon Wine Touring guide, Oregon Wine Flies Free, with emphasis on food and wine pairings</p>	<p>Pitch local broadcast media to cover Oregon Wine Month, highlighting Oregon wineries as well as restaurants that serve Oregon wine</p>	

COLOR KEY
Industry communications
Oregon Wine Insider Newsletter
OWB Social Media
Trade activities
Trade communications
PR/Media activities and outreach

**Objective:** Oregon Wine Month is intended to drive awareness and excitement (trial and sales) around Oregon wine with consumers and trade during a key time of year while also stimulating tourism and visits to tasting rooms.

1. To encourage a period of increased support from distributors, restaurants, and retailers in the Pacific Northwest
2. To create a platform for tactical winery promotions that stimulate sales in all channels
3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers
4. Drive traffic to the OWB's consumer and trade websites while also increasing social media reach
5. Increase orders of the Oregon Wine Touring Guide and increase consumer email sign-ups
6. Provide a kit of parts that extends the promotional execution period and supports year-round retail support
7. Supporting the Brand Equity element of the industry's Bus. Plan via the "True Character" campaign