



MAY IS OREGON WINE MONTH

OREGON WINE BOARD MARKETING SYMPOSIUM PRESENTATION

February 24, 2015





BACKGROUND





MISSION



OREGON WINE MONTH MISSION

**1. TO ENCOURAGE A
SWELL OF TRADE SUPPORT**

**2. TO BUILD THE OREGON WINE BRAND
WITH CONSUMERS**

**3. TO CREATE A PLATFORM FOR
TACTICAL WINERY PROMOTIONS**



1. ENGAGE THE TRADE



COMPREHENSIVE MATRIX OF TRADE INCENTIVES

DISTRIBUTORS

ON PREMISE

**ON-PREMISE
“REP OF THE YEAR”
COMPETITION**

IPNC TICKET INCENTIVE

OFF PREMISE

**OFF-PREMISE
“REP OF THE YEAR”
COMPETITION**

IPNC TICKET INCENTIVE

BUYERS

**OREGON WINE
VIP WEEKEND
SWEEPSTAKES**

**DISPLAY CONTEST AT KEY
CHAIN RETAILERS**



COMPREHENSIVE MATRIX OF TRADE INCENTIVES

ON PREMISE

OFF PREMISE

DISTRIBUTORS

BUYERS

**DETAILS AND SELL SHEETS
AVAILABLE ON THE
OREGON WINE MONTH TOOLKIT AT
*INDUSTRY.OREGONWINE.ORG***



2. CONNECT WITH CONSUMERS

SURROUND THE CONSUMER IN APRIL AND MAY



PAID MEDIA



**WINERY
TASTING
ROOMS**



OFF PREMISE



**KEY
PARTNER
PROGRAM**

**Oregon Wine
Target
Consumer**



SOCIAL MEDIA



**PUBLIC
RELATIONS**



ON PREMISE



EXPANDED MEDIA PLAN



MULTI-CHANNEL

PRINT, ONLINE, RADIO AND SOCIAL

EXPANDED GEOGRAPHY

PACIFIC NORTHWEST EXPOSURE

GREATER REACH

NEARLY 3 MILLION IMPRESSIONS

UTILIZE MEDIA BUY

IN EXCHANGE FOR RETAILER SUPPORT



NEW WEBSITE IS THE HUB FOR ACTIVITY

PAID
MEDIA

SOCIAL
MEDIA

PARTNER
COMMUNICATIONS

WINERY
COMMUNICATIONS



- CALENDAR OF EVENTS
 - AT WINERIES
 - AT ACCOUNTS
- FEATURED RETAIL PARTNERS
- OREGON WINE A-LIST RESTAURANTS
- SWEEPSTAKES ENTRY



3. CREATE PLATFORM TO SUPPORT WINERY PROGRAMS



WINERIES: USE THE PLATFORM TO DRIVE SALES

TAKE ADVANTAGE OF INCENTIVES TO
ENGAGE YOUR DISTRIBUTOR
TO SET UP EVENTS AND INCREASE PLACEMENTS

GET CREATIVE WITH SPECIAL OFFERS FOR
TASTING ROOM GUESTS AND CLUB MEMBERS

GENERATE BUZZ AND EXCITEMENT
VIA SOCIAL, ENEWS, AND THE WINE MONTH EVENTS CALENDAR

GENERATE TRADE SUPPORT

ROBUST MEDIA MIX
PAID, EARNED AND OWNED

PROMOTE EVENTS & SPECIALS
ON DEDICATED WEBSITE

INDUSTRY TOOLKIT
(IDEAS, SALES MATERIALS, ASSETS AND CHECKLIST)



DID YOU KNOW... ?

**THE OWB CAN HELP PROMOTE YOUR
OREGON WINE MONTH EVENTS AND SPECIALS...
BUT ONLY IF WE KNOW ABOUT THEM!**

*Tell us about all of your special events at
restaurants, shops and your tasting room via the
Oregon Wine Month Toolkit at:*

INDUSTRY.OREGONWINE.ORG

(after March 1) for inclusion on the calendar.



THE CAMPAIGN



WILDLY
SOPHISTICATED,
PROPERLY
OREGONIAN.

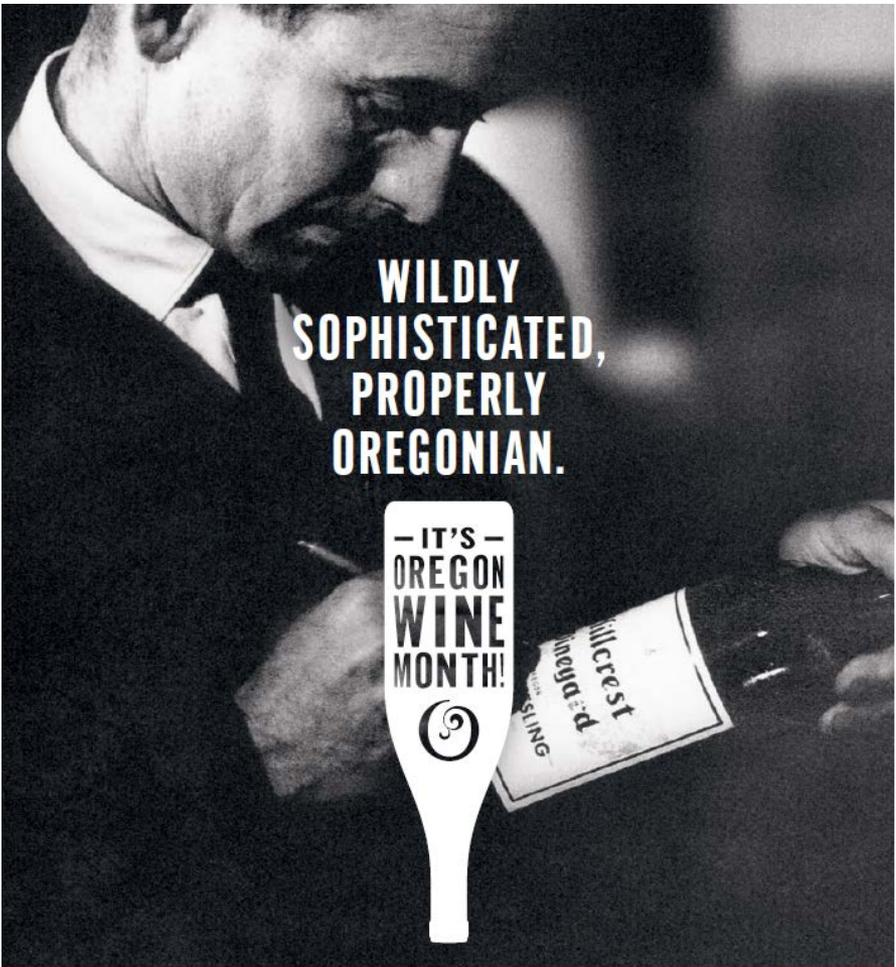
— IT'S —
OREGON
WINE
MONTH!



David and Diana Lett's 1975 Pinot noir was the first (but not the last) wine to put Oregon on the international map after competing in Paris and Burgundy. Today, Oregon's diversity of outstanding wines compels wine critics like Robert M. Parker Jr. to agree that Oregon is "fulfilling its vast potential."

GET INTO OREGON WINE THIS MAY AT OREGONWINEMONTH.ORG

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SOPHISTICATED,
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OREGON
WINE
MONTH!



In 1961, Richard Sommer defied conventional wisdom and plowed his shovel into the earth to plant Oregon's first wine grapes of the modern era. Today, the hundreds of Oregon vintners who share his pioneering spirit earn widespread acclaim for "coaxing the character and personality from grapes capable of greatness." (Wine Spectator)

GET INTO OREGON WINE THIS MAY AT OREGONWINEMONTH.ORG

In 1961, Richard Sommer defied conventional wisdom and plowed his shovel into the earth to plant Oregon's first wine grapes of the modern era. Today, the hundreds of Oregon vintners who share his pioneering spirit earn widespread acclaim for "coaxing the character and personality from grapes capable of greatness." (Wine Spectator)

“Competitive wine from a collaborative place. It all starts with Oregon Wine Month.”



The image is a screenshot of a mobile phone displaying a Facebook post from the page "Oregon Wine". At the top of the phone screen, the status bar shows a signal strength icon, a Wi-Fi icon, a battery icon at 66%, and the time 3:26 PM. The Facebook interface includes a back arrow, the page name "Oregon Wine", and a search icon. Below this are three tabs: "PAGE", "ACTIVITY", and "INSIGHTS". The post itself features the "Oregon Wine" profile picture and name, followed by the text: "Competitive wine from a collaborative place. It all starts with Oregon Wine Month." The main image is a black and white photograph of three men in a cellar. One man is on a ladder, pouring wine from a barrel into a glass held by another man. A third man stands to the right, also holding a glass. The cellar is filled with wooden wine barrels. Below the photo is a red caption box with white text: "Willamette Valley winemaker John Paul shares the goods directly from the barrel. ca.1994". At the bottom of the post are three interaction buttons: "Like", "Comment", and "Share".

66% 3:26 PM

← Oregon Wine 🔍

PAGE ACTIVITY INSIGHTS

 **Oregon Wine**

Competitive wine from a collaborative place. It all starts with Oregon Wine Month.



Willamette Valley winemaker John Paul shares the goods directly from the barrel. ca.1994

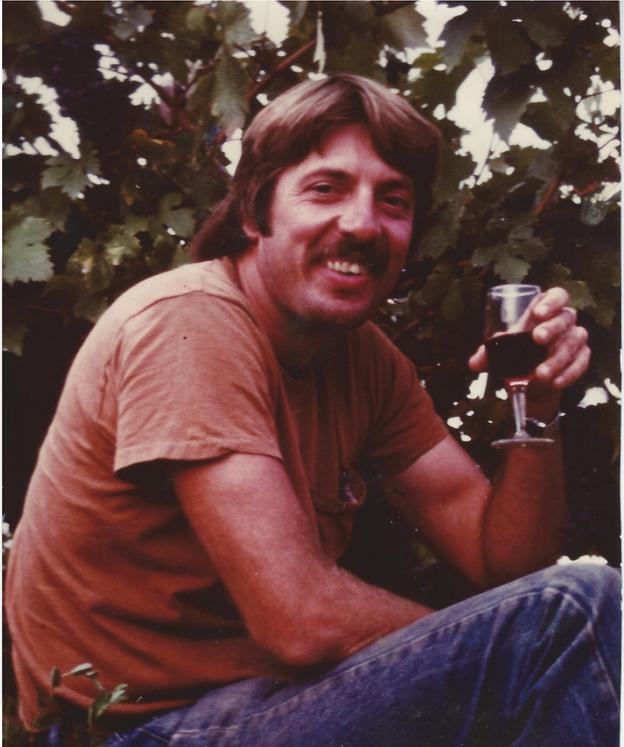
👍 Like 💬 Comment ➦ Share

66% 3:26 PM

← Oregon Wine 🔍

PAGE ACTIVITY INSIGHTS

 **Oregon Wine**
Wildly sophisticated, properly Oregonian.



Columbia Gorge wine pioneer Lonnie Wright takes a well-deserved breather. ca.1982

👍 Like 💬 Comment ➦ Share

“Wildly sophisticated, properly Oregonian.”



Oregon Wine

You should drink the kind of wine that makes you want to buy the vineyard. It all starts with Oregon Wine Month.



Winemaker Rollin Soles rejoices in his new purchase, 2013.

POSTS TO PAGE

Reverse Wine Snob
February 14 at 7:54am

Today at Reverse Wine Snob: Warming Winter Reds Wine #4 - Adelsheim Willamette Valley Pinot Noir 2012!

Unlike · Comment 3

Melanie Murphy-Bonney
February 2 at 1:23pm

Valentines day wine makers dinner in Roseburg ,Or Loggers Tap House... See More

Unlike · Comment 1

Billie Bray Meki

Like · Comment · Share 1

“You should drink the kind of wine that makes you want to buy the vineyard.”

“Wildly sophisticated, properly Oregonian.”

66% 3:26 PM

← Oregon Wine 🔍

PAGE ACTIVITY INSIGHTS

 **Oregon Wine**
Wildly sophisticated, properly Oregonian.



Nothing – not even pregnancy – can stop Walla Walla winemaker Vicky McClellan. ca. 1990

👍 Like 💬 Comment ➦ Share

On THE Town

WEEKLY ARTS & ENTERTAINMENT NEWS

FIND AN EVENT | THEATER | DANCE | CONCERTS | FILM | ART



FILM FESTIVAL Six Picks for PIFF

FEB 5-21 From Alps-wandering sheepdogs to apocalyptic zombies, we celebrate today's official launch of the 38th Annual Portland International Film Festival with a **short list of must-sees.**
[More >>](#)



ART OPENING PAM's Italian Fashion Spectacular

Open this week, Portland Art Museum's *Italian Style* is the **only West Coast stop for the exhibit's vintage Valentino, Prada, Missoni, and more.** (Plus, an exhibit on local fashion design!)
[More >>](#)

ADVERTISEMENT

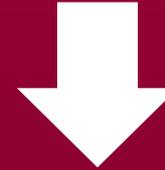
OTHER DESERT CITIES
FEB 21-MAR 22

Like Tweet

— IT'S —
OREGON
WINE
MONTH!

WIN AN
OREGON
WINE
TRIP

OREGONWINEMONTH.ORG



WEB BANNER ADS

WIN - Wine Industry Net... | 1859 Oregon Magazine | NW Kale Way - Google I...

IT'S OREGON WINE MONTH! WIN AN OREGON WINE TRIP
GET INTO OREGON WINE AT OREGONWINEMONTH.ORG

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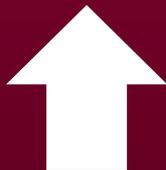
THE COAST IS YOUR OYSTER
JAN 14, 2015
The position of manager at Umpqua Aquaculture doesn't entitle Brandy Sullivan to special treatment. During harvest, she spends much of her time in front of a cold, wet stainless steel table shucking ...
[READ MORE](#)

RASPBERRY FROMAGE BLANC TART
DEC 9, 2014
Silver Grille | Silverton | silvergrille.com Chef Jeff Nizlek Raspberry Fromage Blanc Tart Makes: 8-10 servings | Cook time: 45 minutes, plus 2 hours chill time Purchased pastry dough1 ...
[READ MORE](#)

BLIND TASTING
NOV 24, 2014
... is a fun endeavor with many moving

Submit your
Oregon Postcard

72
Adventure 1859



E-NEWSLETTERS

TRAVEL OREGON



TM

WIN - Wine Industry Net | New Tab

drink/

OREGON'S SEVEN WONDERS **SEE AND DO** TRIP IDEAS CITIES AND REGIONS **ASK OREGON** PLACES TO STAY TRAVEL DEALS GETTING AROUND OREGON

Sign In / Register Search Oregon... search

Attractions Recreation **Eat & Drink** Oregon Heritage Natural Wonders Events

- featured in -
EAT & DRINK
five of 2,251 Eat & Drink in Oregon

Bentley's Grill
291 Liberty Street SE / Salem, OR 97301
Phone: (503) 779-1660
No ratings yet
Add to My Oregon Road Trip View on Map

Full Sail Brew Pub
506 Columbia St. / Hood River, OR 97031
Phone: (541)-386-2247
No ratings yet
Add to My Oregon Road Trip View on Map

Joel Palmer House
600 Ferry St / Dayton, OR 97114
Phone: (503) 864-2995
No ratings yet
Add to My Oregon Road Trip View on Map

Cooper Mountain Vineyards
9480 Southwest Grabhorn Road / Beaverton, OR 97007
Phone: (503) 649-0027
No ratings yet
Add to My Oregon Road Trip View on Map

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GET INTO OREGON WINE AT OREGONWINEMOUTH.ORG

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sitting for traveloregon.com...



POINT OF SALE MATERIALS

ON PREMISE POINT OF SALE

CUSTOMIZABLE MENU INSERTS AND TABLE TOP FEATURE CARDS



OREGON BY THE GLASS SPECIALS	
Argyle 2011 Vintage Brut	\$7/gl
Phelps Creek 2013 Estate Pinot Gris	\$7/gl
Stoller 2012 Reserve Chardonnay	\$8/gl
Brandborg 2011 Benchlands Pinot Noir	\$8/gl
Winderlea 2012 Dundee Hills Pinot Noir	\$9/gl
Seven Hills 2012 Cabernet Sauvignon	\$9/gl

#OREGONWINE

Available to download and customize via
the toolkit at
INDUSTRY.OREGONWINE.ORG

OFF PREMISE POINT-OF-SALE CREATES IMPACT



POINT-OF-SALE MATERIALS:

- CASE CARDS
- POSTERS
- SKEWER CARDS
- SHELF TALKERS

Available to print or send to your distributor via the toolkit at
INDUSTRY.OREGONWINE.ORG



OFF-PREMISE POINT-OF-SALE TELLS STORIES

**“WHEN I LOOK FOR A
DOMESTIC WHITE WINE,
I REACH FOR SOMETHING
FROM OREGON.”**

- GREGORY DAL PAZ, SMOOTH

— OREGONWINEMONTH.ORG —



**OREGON HAS
“ESTABLISHED ITSELF
AS ONE OF THE WORLD’S
PREMIER REGIONS
FOR PINOT NOIR.”**

- WINE SPECTATOR

— OREGONWINEMONTH.ORG —



**DID YOU KNOW?
THE OREGON WINE
INDUSTRY EMPLOYS
MORE THAN 17,000
OREGONIANS. SUPPORT
YOUR NEIGHBORS!**

— OREGONWINEMONTH.ORG —



**“OREGON IS READY TO
MAKE SOME BIG NOISE...
GET ON THIS BOAT BEFORE
IT LEAVES THE DOCK.”**

- GREGORY DAL PAZ, SMOOTH

— OREGONWINEMONTH.ORG —



CUSTOMIZABLE WINERY SIGNAGE

WILDLY SOPHISTICATED,
PROPERLY OREGONIAN.

GET INTO OREGON WINE AT
OREGONWINEMONTH.ORG



*Hey Wine Club Members!
Talk to your friendly
tasting room staff about
our Oregon Wine Month
sweepstakes. You could
win brunch with our
winemaker!*



#OREGONWINE

DRINK WORLD CLASS
OREGONIAN WINE.

GET INTO OREGON WINE AT
OREGONWINEMONTH.ORG



It's Oregon Wine Month!

We're celebrating with
2-for-1 tastings all month
long. Cheers!



#OREGONWINE

CHECK OUT THE TOOLKIT



OREGON
WINE
BOARD

MARKETING

EDUCATION

RESEARCH

RESOURCES

ABOUT

NEWS & EVENTS

CONTACT



Marketing

Oregon Wine Month

Oregon Wines Fly Free

Wine Export Information



Welcome to Oregon Wine Month 2015. With the help of our wineries and valued trade partners, we anticipate this will be the biggest and best Oregon Wine Month yet. The assets, information and ideas contained within this toolkit are intended to give members of our industry the resources they need to get informed about Oregon Wine Month and to maximize the Oregon Wine Month campaign for their individual business.

OREGON WINE MONTH MISSION

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

[Click here to download the Oregon Wine Month presentation from the Symposium.](#) **coming soon**

OREGON WINE MONTH TOOLKIT

[+ Submit Events, Specials and Features for the Calendar](#)

[+ Winery Checklist](#)

[+ Campaign and Media Plan](#)

VISIT INDUSTRY.OREGONWINE.ORG
FOR ALL YOUR OREGON WINE MONTH NEEDS!

THANK YOU

