

WINE COUNTRY PLATE
MARKETING PLAN FOR REGION 1

Period of Time: July 1, 2015 – June 30, 2017

Funding Amount: \$136,392

The Wine Country Plate funds are intended to support tourism efforts in the Marion/Polk/Yamhill region, defined as Region 1 by the Oregon Tourism Commission. The marketing plan should be developed collaboratively by regional representatives to promote all three counties. The funds must be expended according to the “Oregon Wine Country Plate Tourism Promotion Distribution Guidelines.”

Online & Social Media

- Social media campaign \$35,000

Public Relations

- WV Wines PR event (WVVA partnership) \$9,000
- Travel writers, Instagram influencers, bloggers (WVVA partnership) \$5,000

Advertising

- Visual content (Three 2-minute sizzle videos) \$20,000
- Partnerships (WVVA, WCP Reg #2, Travel Oregon) \$11,392
 - Marketing campaigns
 - Tradeshows & sales missions
 - Advertising

Product Development

- TripAdvisor.com promotion \$16,000
- Wine Charm Trail \$15,000

WCP program implementation, management & reporting \$25,000

**Every four years budget for wine grape acreage research (2019) to be proportionate among the regions*

STRATEGY	DESCRIPTION	POTENTIAL PARTNERS	BUDGET	IN-KIND	GOAL/OBJECTIVE	TIMING	EXPECTED OUTCOME
Online & Social Media	Work with Sparkloft media to create a targeted & strategic social media campaign promoting the M/P/Y region and drive visitation to TravelSalem.com & TravelYamhillValley.org. Specials, "enter-to-win" contests, deals, etc. tied to social media channels	Local industry for sweepstakes comps (wineries, attractions, events, lodging)	\$ 35,000	Yes, from the industry; track the value of all in-kind contributions	Increase awareness of the M/P/Y region and position it as a major wine destination in Oregon. Lead consumers to resources for booking travel to the region. Ultimately increase visitation to the M/P/Y region.	Fall 2015	Increased web traffic and social media engagement and consumer inquiries; increased EEI & TOT
Public Relations	WV Wines PR event: Create a Willamette Valley Wine PR event in New York or Los Angeles that includes a reception, press/media component, desk side visits, etc.	Willamette Valley Visitors Association, wineries	\$ 9,000	Yes, from the industry; track the value of all in-kind contributions	Increase awareness of wine product in the M/P/Y region and position region as a major wine destination with media and retail establishments	TBD	Secure earned media placement; increase awareness; connect retail with M/P/Y wineries
Public Relations	Travel writers, bloggers, Instagram influencers: Host travel writers, Instagram influencers, wine bloggers, etc. on familiarization tours promoting the M/P/Y region	Willamette Valley Winery Association, Willamette Valley Visitors Association, wineries	\$ 5,000	Yes, from the industry; track the value of all in-kind contributions (i.e. lodging, dining, wine)	Increase awareness of the region through earned media	Throughout 2015-2017	Secure earned media to inspire and motivate travel to the M/P/Y region; increased EEI & TOT
Advertising	Visual content (three 2-minute sizzle videos)	Wineries, attractions, lodging facilities, local & regional DMOs, Travel Oregon, etc.	\$ 20,000	Yes, from the industry; track the value of all in-kind contributions	Increase awareness of the region & create excitement & inspiration to visit the M/P/Y region	2016	Collaborative effort to secure videos on numerous websites (i.e. DMOs, RDMOs, Travel Oregon, wineries, attractions, lodging facilities)
Advertising & Partnerships	Campaigns, tradeshow, sales missions, advertising co-ops	Travel Oregon, WVVA	\$ 11,392	Yes, from partners; track the value of all in-kind contributions & co-op partnerships	Build awareness & call to action through cooperative promotions with Travel Oregon, WVVA; partner to leverage funds to create a bigger impact	Throughout 2015-2017	Increased visitation, EEI, TOT, itineraries, group travel; create a cohesive image for the M/P/Y region & entire WValley
Product Development	TripAdvisor.com promotion	Mid-Valley sponsored pages promoting Marion, Polk & Yamhill counties, events, specials/deals etc.	\$ 16,000	Possibly, unsure at publication of plan	Awareness of Oregon's Mid-Willamette Valley through social booking engine	2016-2017	Increase visitation, EEI, TOT, create a cohesive image for the Mid-Wvalley.
Product Development	Absolutely Charming Wine Trail: Develop a wine trail throughout the M/P/Y region; visitors to the wineries who mention the "Absolutely Charming" wine trail will receive a wine glass charm collectable	Wineries	\$ 15,000	Yes, all partner and in-kind marketing contributions will be tracked	Provide an added value of a collectable to the M/P/Y wine region; create incentive for wine enthusiasts to visit the M/P/Y region over other wine destinations	2016-2017	Increased exposure through marketing & PR for this new promotion; increased visitation, EEI & TOT; position M/P/Y as a true wine destination

Program Implementation	Program development, implementation, management & reporting	Travel Salem partners involved in each strategy to assist with tracking outcomes & results	\$ 20,000	Yes, Travel Salem in-kind above \$20,000 will be tracked & reported as will any other in-kind contributions	Leverage existing professional staff to develop, implement, manage & report each strategy; minimize administrative costs & drive funding into marketing & development initiatives	2015-2017	Insure professional implementation & accountability
Program Implementation	Program development, implementation, management & reporting	Travel Yamhill Valley partners involved in each strategy to assist with tracking outcomes & results	\$ 5,000	Yes, Travel Yamhill Valley in-kind above \$5,000 will be tracked & reported as will any other in-kind contributions	Leverage existing volunteers & paid contractor to develop, implement, manage & report each strategy; minimize administrative costs & drive funding into marketing & development initiatives	2015-2017	Insure professional implementation & accountability
TOTAL BUDGET			\$136,392				