



Pennsylvania Wine Market & Research Promotion Program

Progress Report

A financial status report and a project performance report will be required on a semi-annual basis. October and April reports are due. A final report may serve as the last semi-annual report due 30 days after completion of the contract. Grantees shall monitor performance to ensure that time schedules are being met and projected goals by time periods are being accomplished. Please submit reports to: RA-AGCommodities@pa.gov.

SECTION 1 – SUMMARY INFORMATION

Date of Report: May 11, 2020

Title of Paper: ME# 44187017 Pennsylvania Wine Land Statewide Marketing and Promotions

Organization: Pennsylvania Winery Association

Project Coordinator: Jennifer Eckinger

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Progress Report: Interim
 Final

Area of Focus: Research
 Marketing

SECTION 2 –OBJECTIVES | TIMELINES | OUTCOMES | BUDGET
 (A comparison of actual accomplishments to the objectives for that period?)

SUMMARY:

The PWA is building on the success of past promotions and building to advance the exposure of PA wines to consumers, media and industry alike.

As consumer access to and sales channels for local wines in our state (and surrounding states) continue to evolve and expand, it is timely and necessary to promote PA wines through various avenues for PA wines/wineries to remain competitive.

The PWA will promote the wine industry through advertising and promotions, including engaging activities. Regional promotional activities with tourism partners and seasonal promotion with agency partners will expand the reach of the efforts.

The projects seek to include more than 60,000,000 PA Wines brand impressions across multiple geographic markets, reaching more than 6,000,000 potential PA wine buyers as measured by available winery visitation data and website use during a 12-month period. Additional outcomes include greater public and industry recognition of the variety of wines being made by an equally diverse group of winemakers in Pennsylvania. These efforts will also aid in consumer favorability for the sales of PA wines.

All projects are on track to be completed by June of 2020.

Timeline: Projects related to this grant featured times lines from April 2019 to June 2020.

LIST OF DELIVERABLES AND BUDGET:

Project	Amount
“Made in PA Wine Land” advertising placements and production, plus management/oversight	\$313,850.00
PR & Media Relations	\$ 30,000.00
“The PA Wine Land Post” content marketing	\$ 30,000.00
PA Wine Month advertising, events, and production	\$ 44,000.00
PA Wines Regional Marketing: cooperative advertising, promotions and production	\$126,500.00
Total	\$544,350.00

SECTION 3 – SCOPE OF WORK

(Reasons why established objectives were not met, if applicable?)

Following are the projects related to the grant:

PA Wine Land Advertising & Promotions

Bolstered by the marketing support of the PWMRB/PLCB in 2019, the continuing "Made in PA Wine Land" campaign ("Made") saw significant expansion in reach and engagement of the Pennsylvania Wines brand -- our wineries, people, product, and experience -- to the entire Commonwealth and surrounding markets in six bordering states plus Washington, DC and Virginia. Average click-thru-rate (CTR) for PA Wines digital advertising averaged 0.52, which exceeds Travel & Hospitality CTRs benchmarks nationally.

Using a four-season, multi-faceted, and strategically integrated combination of digital, content, video, print, and radio media, the "Made" campaign surpassed more than 25 Million impressions in 2019, a 30%+ increase in advertising reach compared to the previous year. This campaign drove a YOY 40% INCREASE in PennsylvaniaWine.com usage, including 546,000+ pageviews (an all-time annual high), 150,000+ winery and wine trail profile views, and more than 143,000 winery event views. In addition, PA Wines online reach and engagements exceeded more than 150,000 per month via complementary social media, email marketing, text marketing, and content marketing efforts.

PA Wines brand marketing was further bolstered with strategic public relations initiatives including highly experiential press and influencer events, whereby PA winemakers and wines were introduced to influential audiences. These audiences include sommeliers, beverage directors, chefs, and food & wine press from state and national outlets. The signature event was the third year of the PA Sommelier Judgment, which in spring of 2019 featured 23 notable sommeliers and restaurateurs tasting and scoring vitis vinifera wines from dozens of Pennsylvania wineries from all regions of the state. In October 2019, the Judgment culminated with a winery and press/influencer event in Philadelphia, during which the Top Ten scoring wines were honored a Best of White, Red, and State wine was announced.

The Sommelier Judgment experience provided a direct opportunity for wineries to get their product in front of potential buyers. Many of the wines featured at the Judgment are now on the menus of respected restaurants as a result. Press and influencer interest also grew from the Judgment, resulting as an example in a feature article in "Fortune" about the winery and winemakers behind the Best of State wine.

PA Wine Month

In 2019, PA Wines/PWA executed another successful "31 Days of PA Wine Month" promotion via PAWineMonth.com, in partnership with PLCB and the PA Dept. of Agriculture/PA Preferred.

PA Wine Month 2019 highlights included PA Wines Happy Hours in 25 establishments in three cities, tripling our 2017 and 2018 participation. In addition, the PWA coordinated wine & cheese pairing experiences for customers at two new "Taste & Learn Centers" at Fine Wine & Good Spirits in the Philadelphia and Pittsburgh area. The "Taste & Learn" events brought a winemaker / winery together with a representative of the PA Cheese Guild for a special one-hour wine & cheese tasting and PA Wines education.

Building on previous partnership efforts with the PLCB, the PWA added new Wine Specialist interviews to

PennsylvaniaWine.com and PA Wines social media channels. To date, the PWA has worked with and featured engaging interviews with 13 Fine Wine & Good Spirits Wine Specialists.

For and during PA Wine Month, the PWA also produced new print marketing materials for consumer promotion and winery use. The first was "PA Wine Swap," a visual guide to encourage consumers to try native and hybrid alternatives to their traditionally preferred European or vinifera varieties. The Swap piece is accompanied by a video series on PennsylvaniaWine.com.

The second piece was "20 Wines to Try in 2020", an easy reference of new varieties to seek in the new year/decade ahead.

Finally, a "PA Wine & Cheese" pairing guide in partnership with the PA Cheese Guild and PA Preferred, which encourages local wine and local cheese match ups.

These efforts yielded notable growth in PA Wines engagement and sales. PLCB sales data shows growth for PA Wine Month sales of PA Wines at Fine Wine & Good Spirits locations. October 2019 outpaced monthly sales averages (excluding December) by \$61,792 or 10%.

Expanded regional and national press coverage surrounding PA Wine Month and related events combined with advertising and promotions, drove a 61% and 31% increase in website usage and pageviews, respectively, from September to November 2019 compared to same period in 2018.

Regional Marketing Initiatives

PA Wines/PWA joined with tourism marketing agencies and wineries in the Lehigh Valley and southeastern Pennsylvania (Philadelphia, Bucks, Chester, Delaware, and Montgomery counties) to execute two regional marketing partnerships.

In the five-county region of Philadelphia (southeastern PA), the marketing teams at PWA and Visit Philadelphia created a multi-media campaign to drive visitation to regional wineries from city-dwellers and tourists. The campaign included a promotional page at pennsylvaniawine.com/southeast, cooperative advertising in the New York and New Jersey market, "Getaway Giveaway" contests, and a regional transit initiative with SEPTA and Lyft entitled "Visit the Vines".

In the Lehigh Valley, efforts were focused on educating on and driving new visits to the Lehigh Valley American Viticultural Area (AVA), one of five AVA regions in the state. A landing page at pennsylvaniawine.com/lehighvalley was launched in Fall 2019 and new marketing efforts continue into 2020.

In both regions, occurring late September and early October 2019, the PWA executed a press & influencer PA wines immersion tour called "Camp Pennawine." Both "Camps" featured a welcome dinner attended by winemakers, regional tourism marketing partners, press, with food & wine pairing. The next morning, "Campers" visited nearby wineries to experience their Harvest process in the vines and in their tasting rooms. Eleven (11) writers attended the Camps, many traveling from outside the region, including New York, Florida, Baltimore, and Virginia.

The Camps yielded significant buzz and press coverage, including a four-part series in "Forbes" and feature stories in Baltimore Style and Philadelphia Style.

In the Lehigh Valley AVA, efforts continue into 2020 including a four-market (Philly, NJ, NY, and DC) print media buy, regional outdoor, and features in Discover Lehigh Valley travel materials.

SECTION 4 – DELAYS/RISKS

(Reasons for any problems, delays, or adverse conditions which will affect attainment of overall program objectives, prevent meeting time schedules or objectives, or preclude the attainment of particular objectives during established time periods. This disclosure shall be accomplished by a statement of the action taken or planned to resolve the situation?)

The only anticipated delay is that billboards promoting the Lehigh Valley AVA as part of the Regional Marketing project. The billboard will be shifted from spring to fall due to appropriate timing mandated by the response to COVID 19. This portion of the project is executed by Discover Lehigh Valley (Convention and Visitors Bureau) utilizing their funds. The PWA contribution to the Regional Marketing project was completed.

SECTION 5 – SPECIAL NOTES

(What objectives and timetables are established for the next reporting period? Etc.)

The PWA is competing final efforts related to public relations and the PA Wine Land Post. The final portions of this project covered in this grant are on target to be completed by June 2020.

Please see the attached supporting document for examples of work.

THE

• PA WINE LAND POST •

Special Edition

PA WINE MARKETING & RESEARCH BOARD - JULY 2019

870K+

WINERY AND
WINE TRAIL
PROFILE VIEWS

PENNSYLVANIAWINE.COM APPROACHES
3.5 MILLION PAGEVIEWS

SINCE INTRODUCTION OF
PA WINE LAND MARKETING IN 2014

(128% INCREASE IN VISITATION)

660K+

WINERY AND
WINE TRAIL
EVENT VIEWS

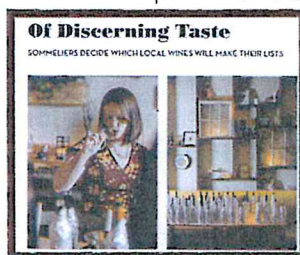


FOX 29 PHILLY FEATURES PA WINES
ON NATIONAL ROSÉ DAY



PA WINES HEADS TO WESTERN PA
FOR MULTI-WINERY PHOTO SHOOT

PA WINERIES FEATURED
IN NYC AS PART OF
REGIONAL MARKETING
INITIATIVE WITH
VISIT PHILADELPHIA
AND REGIONAL
TOURISM PARTNERS



Of Discerning Taste
SOMMELIERS DECIDE WHICH LOCAL WINES WILL MAKE THEIR LISTS

TABLE MAGAZINE
(PITTSBURGH)
FEATURES PA WINES
SOMM JUDGMENT 2019

VISIT PA FEATURES
PA WINES IN EMAIL
REACHING 200K+
SUBSCRIBERS
RESULTING IN 400
INDIVIDUAL PA WINES
GUIDE REQUESTS
IN JUST ONE WEEK



PA WINES UNVEILS VIDEO LIBRARY FEATURING
25 ORIGINAL VIDEOS CREATED
IN JUST TWO YEARS

ON PACE TO ADD A DOZEN NEW VIDEOS
TO THE LIBRARY BY END OF 2020



PA WINES MARKETING PROGRESS

*PA Winery Association (PWA) activities and achievements to date
pursuant to PWMRB "Round 2" and "Round 3" funding.*

ROUND 2 AND 3 ACTIVITIES (SHARED ACROSS BOTH ROUNDS OF FUNDING)

PA Wines Marketing Team (PA Wines) continuing "Made in PA Wine Land" multi-media advertising and promotions totaling more than 20 million brand impressions through 2019, reaching all 67 PA counties and all surrounding states plus Virginia and DC.

Advertising media includes digital, video, print, social media, and email, as well as partnership marketing with VisitPA, Visit Philadelphia, Discover Lehigh Valley, PA Assoc. of Bed & Breakfast Inns, and Fine Wine & Good Spirits.

ROUND 2 ACTIVITIES

PA Wines executed PA Wine Month 2018 and other seasonal promotions with Fine Wine & Good Spirits including two new video campaigns: "Chef's Table" featuring a wine specialist and PA Preferred Chef.

PA Wines executed the first Camp Pennawine in Lake Erie Wine Country, which gave a group of press/writers an engaging and instructional look at grape growing and winemaking in that region and across Pennsylvania.

PWA is dispersing more than \$90,000 to 7 wine trails in Wine Trails Matching Funds through 2019.

ROUND 3 ACTIVITIES

PA Wines executing third Sommelier Judgment Day, featuring 98 wines submitted by 25 wineries to more than two dozen panelists from respected restaurant and wine programs.

PA Wines is preparing advertising and PR efforts for PA Wine Month 2019 including programming at new Fine Wine & Good Spirits "Taste & Learn Centers" this fall.

PA Wines launched "Made in PA Wine Land Southeast" campaign with regional tourism partners from Philadelphia, Bucks, Chester, Delaware, and Montgomery counties including a new dedicated landing page on PA Wines website and regional advertising reaching the Greater Philadelphia and New York City metro areas.

PA Wines is collaborating with Lehigh Valley AVA wineries and Discover Lehigh Valley on first ever integrated and coordinated AVA promotion beginning late summer and through spring 2020.

PA Wines is executing two new "Camp Pennawine" programs in late September and early October in Brandywine Valley and Lehigh Valley as part of WMRB supported regional marketing initiatives.
