

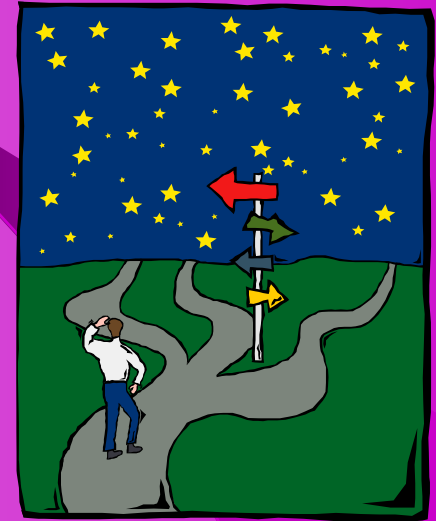
Driving traffic to tasting rooms and other ways to increase your bottom line

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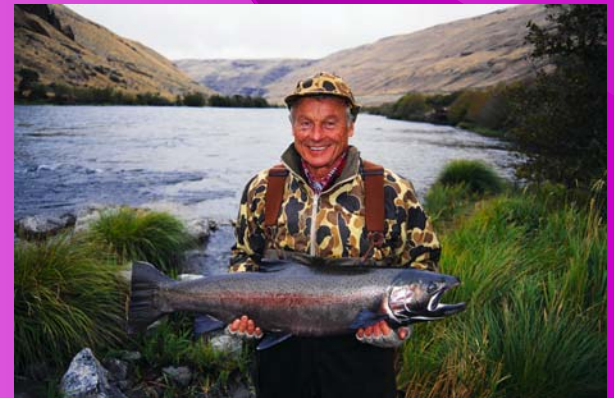
Strategic Planning

- Assessing your situation
- Identifying target audiences
- Creating 'reason d'etre'
- $2 + 2 = 5$ or 6 or 10
- **On all 'community projects':
Agree to disagree and move
forward toward joint success**



The 'Experience Economy'

- Jim Gilmore and Joe Pine, Starbucks
- Jefferson to Gates – what is next?
- The 'Fish on the wall'
- The 'Birthday' progression
- What do you remember from kindergarten?
- The 10-4 'Experience Factor'



Who are you?

- Individually or on group projects
 - Enthusiasm for special projects?
 - On site staffing issues?
 - Logistics, planning?
 - Handling the traffic?
 - Adequate financial support?
 - Media connections?



Who is your audience?

- Identifying target audiences
 - Age
 - Gender
 - Eco-Edu demo
 - Geography
 - Connoisseurs vs. newbies
 - Individual leisure vs. group
 - Media or politicians
 - Differentiation



Why are you getting into this direct to consumer business?

- Goals and objectives
 - Immediate cash flow?
 - Year round traffic?
 - Media attention?
 - Political influence?
D and R and otherwise
 - Consumer loyalty?
 - New customers?
 - Regional identity/unity?



Ohio criteria, every time

- Media exposure
- Year 'round tasting room traffic
- New customers
- Relationship building
- Political benefits
- Credibility with retail/restaurant trade
- Break even vs cash flow vs on site profits
- Regional identity



Passport program

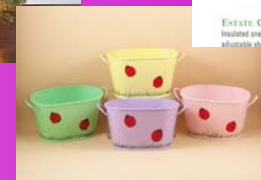
- Purpose

- ‘Coctchke’ factor
- Mechanics
 - Geography, duration, number of participants, validation
- Multiple levels of prizes
- Sponsorship options
- Long term selling opportunities



Wine trails

- 6 Themed trails – capturing an image
 - Simple map
 - Leisure travel
 - ‘Soccer Moms’ target
 - Winery participation and commitment
 - Special events
 - Tannenbaum, Wine N Bloom, Easter Egg, Super souper
 - Non-winery partners
 - Getting the word out



Wine weekends

- Salt Fork/Cherry Valley/ GOTL State Park
 - Hotel – winery: true partnership
 - ‘Missionary’ development
 - Educational opportunities
 - Industry/supplier partnerships
 - Media perks
 - Direct to consumer sales opportunities



Festivals - joint efforts

- Vintage Ohio strategic plan
 - 42 million print impressions, thousands of radio spots/interviews, hundreds of TV spots in exchange for ‘sweat equity’
 - Year ‘round traffic to tasting rooms
 - Year round media relationships
 - Winery adaptation of media coverage, festival management
 - Positive cash flow for wineries 3-5 years
 - Positive cash flow for association in 3-5 years
 - Reinvestment of revenues generated



Festivals - individual

- Balloon race
 - Media hook
 - New customer development
 - Image development
 - Wholesalers
 - Politicos
 - Sponsorship opportunities
 - Word of mouth selling



Joint winery promotions

- Progressive dinner
 - Building regional image
 - Establishing level of cooperation/trust
 - Generating local support
 - Immediate cash flow
 - New customer development – 25% rule



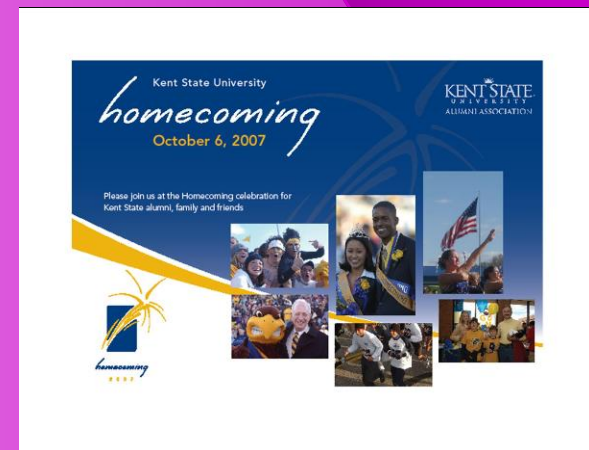
Off site tastings

- Star Chefs/ Rotary talks/'Traveling' Vineyard
 - Wine in mouth education
 - Tapping 'influentials'
 - Face to face time
 - Incentives to drive traffic back to tasting rooms



University Relationships

- Kent State University: powerful relationship
 - Wine school, Carlucci classes, advisory panel, local festival, spring adult ed classes, alumni programs
 - External validation
 - Eliminating the intimidation factor
 - Preparing the next generation of wine lovers
 - Building loyalty
 - Creating community support



Printed materials

- Garbage in....garbage out
- Brochures
 - Maps, name ON TOP, web, distribution
 - Newsletters – mailing list acquisition – at least quarterly
 - Printers: Burco, Morrison Graphics, Panther Press, Hotcards
 - Display ads – free/cheap photos: Istockphotos.com, fotolia.com, commodity groups, free lancer



Consumer clubs

- Wine and Friends – Adopt a Vine
 - Building loyalty
 - Guaranteeing success at events
 - Cash flow
 - Letter writing support
 - Community connections



THE WEB

- Design.garbage in, garbage out.....
Istockphotos.com, fotolia.com, commodity groups, free lancer
- Post address on everything
- 2 click rule
- High speed loading – NO intro page
- ‘Key words’ for search engines-- state site 4th!!
- Data bases for updates
- Traveladvisor.com
- Front page e mail sign up



Electronic communications

- Gather names
 - Giveaways, front page ups, collect info requests
 - BE LEGAL
- Subscribe me/Subscribe me pro
- Do NOT use graphics unless you are sure consumers can receive them
- Weekly specials, last minute sales



Food service options

- Steak Cookouts
 - ‘Destination’ positioning
 - Limiting investment/indebtedness
 - Health Department issues
 - ‘Selling Sizzle’
 - Attracting non wine drinkers
 - Expanding options: weddings
 - One on the table, two to take home

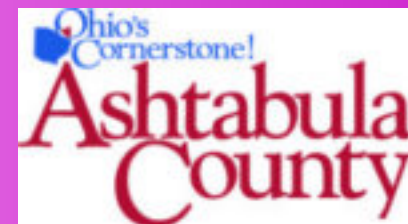




Partnerships



- Generally no cash
 - Traditional: CVB's, B and B's; Motorcoaches, Restaurants, media
 - **Know what demos you bring to the table**
- **Know who/what they are looking for**
 - 'Give' more than you get: document multiplier factors
 - Think out of the box
 - Think long term





Sponsorships



- Cash and/or replacement value
 - AmEx, Continental, Grocery Store; Record Shop; TV; Commodity groups, Automobile, Glasses, Soda, Hotel
- For all:
 - Know what demos you bring to the table
 - Know who/what they are looking for
 - ‘Give’ more than you get: document multiplier factors
 - Think out of the box
 - Think long term re traffic



Case studies – ‘Politicos’

- Know ‘em before you need ‘em:
LSC example
- Pick ‘winners’
- Give cash, host fund raisers
- Use your special events, newsletters,
partnerships as access opportunities
- Focus on the ‘power’ of your image
- Understand the impact of term limits:
bureaucrats, lobbyists
- ‘Voinovich’ factor



Media relationships

- Relationship with TV 5, WNWV
- Building ‘champions’
- Start with the young‘ens
- Researching ‘home towners’
- Keep notecards: ‘The 25’
- Think seasonally
- Carry props
- ‘Bribe’ if possible
- Pay attention to cameramen/producers
- Support their favorite charities
- Follow them to new jobs
- Be a responsible ‘source’ for other stories
- NEVER mislead or under deliver



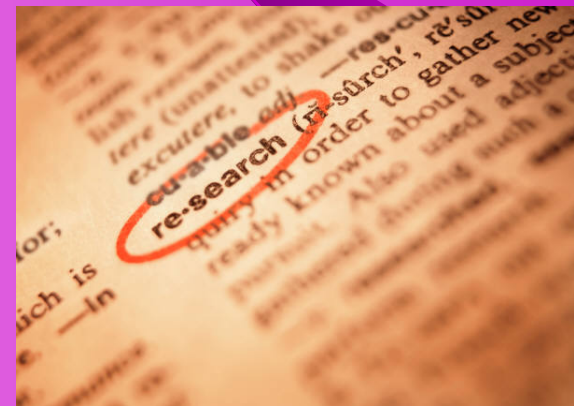
Gift shops

- Shopping is #1 tourist activity
- Memory factor
- Drive back options
- Adding to the bottom line
- Time extension



Follow up research

- Exit surveys – consistency of questions
 - Direct mail, snail or otherwise
 - On site
 - Incentives
- Focus groups
- Staff meetings
- Media clips
- Assessment luncheons with partners
- Financial review



License to Steal

- Commercial announcement
- 7 states' marketing offices
- Smart people, great ideas, a significant ROI
- April 1-2-3 Geneva, Ohio
- www.nationalwinemarketing.com



Summary

- Long dollar
- Loyal friends
- Best 'advertising' dollars
- The end of the 'rainbow'

