



BACKGROUND

Pennsylvania is home to 200+ wineries scattered across all regions of the state. In fact, from anywhere in PA, you are less than one hour's drive from at least one winery. The Pennsylvania Winery Association (www.pennsylvaniawine.com) is a trade association representing more than 100 member wineries and is an advocate on behalf of the state's growing multi-billion dollar wine industry. With some of the most fertile grape-growing land on the East Coast, Pennsylvania ranks fifth (5th) nationally in the amount of grapes grown, seventh (7th) in wine production, and seventh in the number of licensed wineries.

BUSINESS OBJECTIVE

Increase awareness of PA wineries as a tourist destination and drive consumer traffic to tasting rooms and vineyards.

MARKETING SOLUTION

The lead branding and strategy agency for the Pennsylvania Winery Association is Philadelphia-based Swell (www.swellstart.com). As a result of extensive experience in the Travel and Tourism category, Swell developed a comprehensive brand execution plan that included varied forms of creative and messaging across different platforms. Swell engaged i76 Solutions to develop and execute a multi-channel digital campaign that reached different consumers across a variety of devices covering six (6) designated geographies. The digital mix included a blend of Google Search, Social ads and content across Facebook, Display Units Across the Google Display Network, On-Line and Mobile Audio across Pandora, and display ads across the Match.com network of sites, and a blend of Display, Video, and branded content across digital versions of regional city-centric magazines.

RESULTS

The Google Display Network delivered engagement rates with multiple display units that measured 111% above Google's baseline Click Thru Rate (CTR). Search, which was used as supplement to the Display Ad Network, drove very high engagement rates with bids on keywords such as 'wineries', 'wine trails', & 'wine tasting tours'. Pittsburgh Magazine's Food & Wine App sponsored by PA Wines provided perfect brand & content alignment & also delivered the highest engagement rates along with Facebook Newsfeed Ad units, which yielded CTR's of 20.3% (yes!) and 2.3% respectively. All of these tactics along with a regional radio effort, helped contribute to the result that Pennsylvania Wines had a fantastic year registering a 12% increase in visitor traffic to wineries (based on internal measurement), or approximately 10,000+ new consumers vs. the previous year.