



## 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](http://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

Pennsylvania Winery Association was looking to increase awareness of PA wineries as a tourist destination and drive consumer traffic to tasting rooms and vineyards across the state.

## MARKETING SOLUTION

i76 Solutions developed and executed a multi-channel, digital marketing campaign that reached different consumers across a variety of devices, covering six (6) designated geographies. The digital media mix included a blend of Google search, social advertising, display ads, Pandora, a direct publisher buy on Match.com and their 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).
- Google Search drove high engagement rates that connected consumers to the PA Wines website with keywords such as 'wineries', 'wine trails', & 'wine tasting tours', and drove double-digit, YOY website traffic growth, increasing total users by 17% and pageviews by 11%.
- Pittsburgh Magazine's Food & Wine App sponsored by PA Wines provided perfect brand & content alignment, which yielded a 20.3% CTR.
- As a result, Pennsylvania Wines had a fantastic year, registering a 12% increase in visitor traffic to wineries, or approximately 10,000+ new consumers vs. the previous year.