



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

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.