



Search and Savour Campaign

Fall 2018



WINES OF
BRITISH COLUMBIA

Background

- ▶ On July 27, 2018 the government announced the creation of 4 new Geographical Indications and one new Sub-GI. New GIs have not been announced since 2005 and the Okanagan Falls Sub-GI is only the second ever. The first was Golden Mile Bench in 2015.
- ▶ Defined GIs are important to wine as where the wine comes from is integral to the character of the product. Terroir is a fancy word, but it essentially means the locality in which the grapes that make the wine grew in.
- ▶ With the announcement of the new GIs and sub-GIs, this gives us a great opportunity to continue to raise awareness among consumers the importance of place of origin to winemaking, and how BC VQA wine is both local and world-class.
- ▶ Funding from the Buy BC program is available and is designed to support marketing and promotional activities to increase consumer demand and sales of BC Agrifood products within the Province.

Campaign Overview

Two core messages

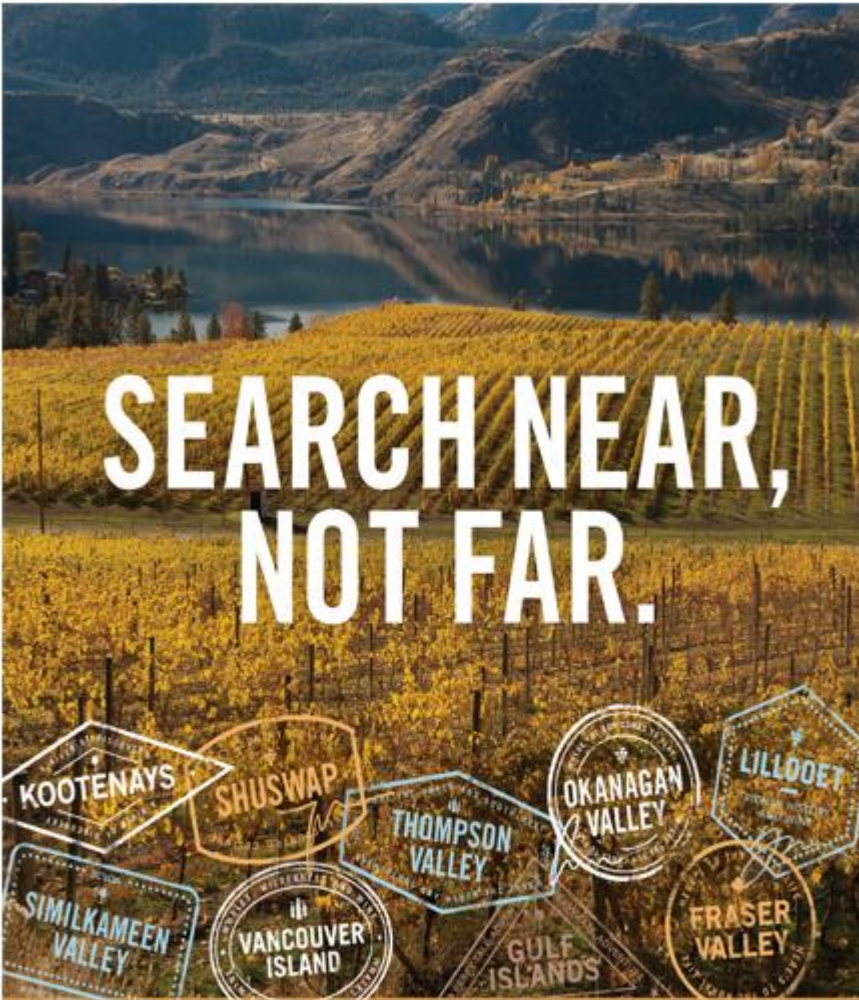
- ▶ urging consumers to search out BC wine from across the province
- ▶ emphasizing that BC VQA (GI) is their assurance the product is 100% local to the region on the label and is of quality

Multiple channels

- ▶ Global/Corus TV campaign
 - ▶ Promotion of Contest October 22 - November 13
 - ▶ Saturday Sips November 1
- ▶ Digital media campaign
 - ▶ Facebook
 - ▶ Instagram
 - ▶ Gismondi on Wine
- ▶ Point of sale materials for on and off premise
- ▶ Influencer blogs and content

Campaign Goals

- ▶ Raise awareness of consumers of the GI system and its role in wine i.e. it guarantees a wine comes from a specific place.
- ▶ Create a preference in the consumer for BC VQA wine as their “local” wine and drive sales.



SEARCH NEAR, NOT FAR.



Handcrafted wines that stand among the finest in the world, except they're from right here at home. Learn more at WineBC.com



buyBC



WINES OF
BRITISH COLUMBIA

Savour this place



BC WINE SEARCH AND Savour CONTEST

WIN!

Discover all of BC's deliciously diverse wine-growing regions. You could win a BC Wine Getaway for two! Enter at WineBC.com



buyBC



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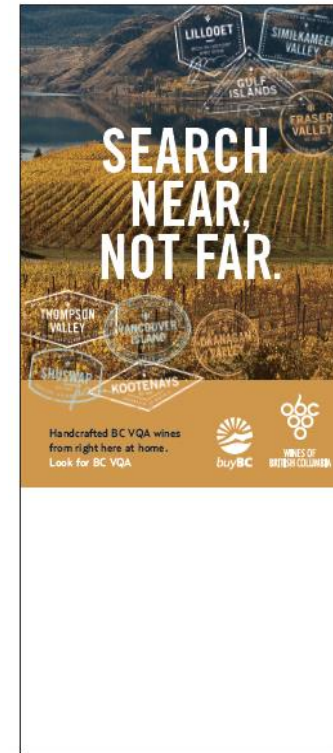
How you can get involved

- ▶ Arrange in-store tasting or events and we will promote on winebc.com & social
- ▶ Order and display POS
- ▶ Floor displays of wines from the newer/underpromoted regions
 - ▶ Prize for most creative display!
- ▶ Use billfold as bag stuffer and advertise specials, promotions etc

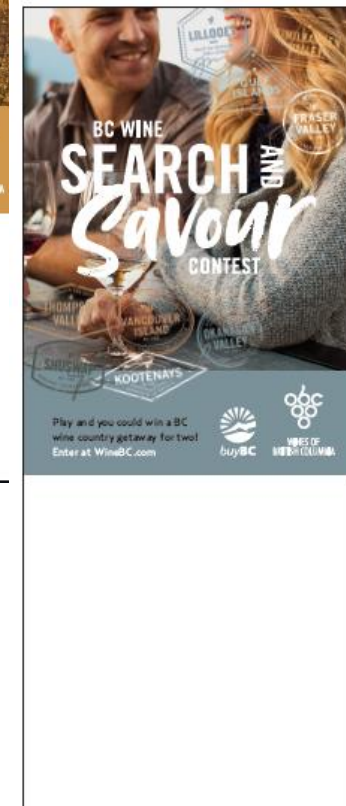
Available POS materials

- ▶ Single backer cards
- ▶ Case wraps
- ▶ Necktags
- ▶ Shelftalkers
- ▶ Posters
- ▶ Billfolds/bag stuffers
- ▶ Coasters

[Click here to order POS](#)



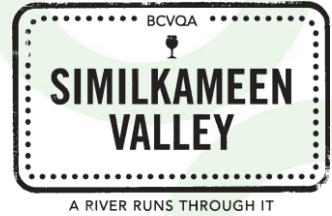
Billfold/bag stuffer examples



Focus region

Week	Date	Focus Region
1	October 15 - 21	Okanagan Valley
2	October 22 - 28	Similkameen Valley
3	October 29 - November 4	Fraser Valley
4	November 5 - 11	Vancouver Island
5	November 12 - 18	Gulf Islands
6	November 19 - 25	Shuswap
7	November 26 - December 2	Lillooet
8	December 3 - 9	Thompson Valley
9	December 10 - 16	Kootenays

Floor decal/window cling potential



Contest overview

- ▶ Each week three clues about a region are presented
- ▶ Entrant reads the clues and answers multiple choice question
- ▶ Correct answers get one entry into contest
- ▶ Can play each week
- ▶ Bonus Instagram contest each week
 - ▶ Same clues
 - ▶ Hidden word in a barrel
 - ▶ DM us word to enter to win a gift basket (wine/BC food products)
 - ▶ Opportunity to sponsor gift basket prizes


BC WINE
SEARCH AND
Savour
CONTEST

Scroll down for hints and take the quiz. Discover all of BC's deliciously diverse wine-growing regions and you could win a BC Wine Getaway for two!

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During the summer months, you may find hillsides of the Okanagan Valley painted purple with fresh lavender ready to be picked.



Bees help to pollinate the abundant fruit crops grown in the Okanagan Valley.



The Okanagan Valley is home to 133 unique wineries,
which make up almost half of BC's total of 273.



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WEEK 1: OKANAGAN VALLEY

Take our quiz based on the hints above for a chance to win a BC Wine Getaway for two!

1. What type of flower grows in abundance in the Okanagan?

DAISIES

LAVENDER

SUNFLOWERS

2. What insect helps pollinate the Okanagan's abundant fruit crops?

BEEES

FRUIT FLIES

BUTTERFLIES

3. How many unique wineries are in the Okanagan Valley?

133

273

89

Complete the information below to enter. Good luck!

NAME

EMAIL

I AM OVER 19 YEARS OF AGE

ENTER

DID YOU SEE OUR BONUS INSTAGRAM CONTEST?



Visit us at [instagram.com/winebcdotcom](https://www.instagram.com/winebcdotcom) and see our pinned story for details and a chance to WIN a case of BC Wine from the Okanagan Valley region!

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Thank you.

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