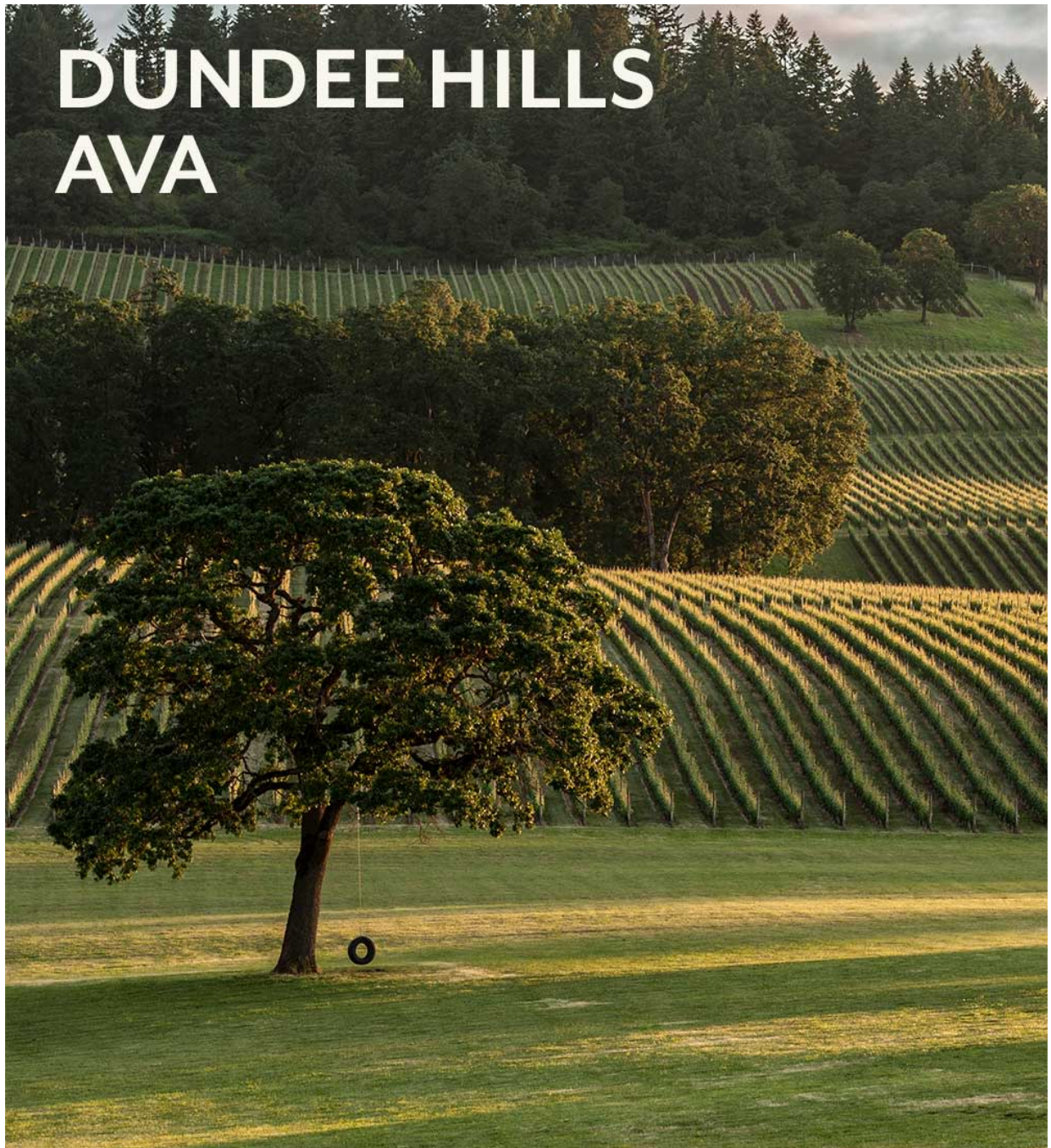# Dundee Hills Winegrowers Association Plan

History and Background

In the autumn of 1964, a highly trained viticulturist and enologist from UC Davis named David Lett bravely purchased 3,000 vine cuttings from a variety of California vineyards and headed to Oregon despite the state's unfavorable reputation for growing grapes. Regardless of the generally cold and wet climate in the Willamette Valley, Lett remained optimistic that the region's temperatures would be suitable for "cool climate" grapes, especially pinot noir, the red grape renowned in Burgundy, France.

To his dismay, the winter of his arrival was unusually wet. The flash flooding across the valley virtually obscured even the newly built I-5 freeway. Lett temporarily sheltered his vine cuttings in a rented nursery plot near Corvallis while searching for a permanent plot to plant them. After some searching, he stumbled upon a south-facing slope in the Red Hills of Dundee that was ideal for planting. He named the site The Eyrie Vineyards and planted the first vines in 1966, marking the start of the Oregon pinot explosion that continues to this day.

Lett's discovery of the Dundee Hills as a grape-growing region had a ripple effect in the Oregon wine industry, and others began to take notice. For example, a 1908 pamphlet published by the Yamhill County Development League featured a full-color plate of grapes grown on the "Red Hills of Yamhill."[1] Following Lett's lead, other winemakers such as Dick Erath, Bill Blosser, and Susan Sokol Blosser started vineyards in the Dundee Hills shortly after his vines were planted. Even Burgundy, France took note.

In 1979, a blind tasting of pinot noir wines in Paris shockingly saw an upstart wine from the Dundee Hills outperform many of Burgundy's most renowned wines. To prove that the outcome of the Parisian tasting wasn't a fluke, Robert Drouhin of the prominent Burgundy négociant, Maison Joseph Drouhin, organized a re-tasting in Beaune, France, the following year, which led to the same results.

Due to the success of Oregon pinot noir, Robert Drouhin's daughter, Véronique, earned her enology degree and moved to the Dundee Hills to work harvest in 1986. Impressed by the potential of the region, Robert Drouhin then bought land and founded Domaine Drouhin, Oregon, in 1987. With the renowned Burgundy family putting their support behind the region, Dundee Hills swiftly became the home of North America's most celebrated pinot noir and many notable wineries such as Domaine Drouhin Oregon, Stoller Family Estate, Erath, Archery Summit, Sokol Blosser, and Domaine Serene.

Unsurprisingly, Willamette Valley pinot noir from the Dundee Hills is regarded as some of the world's finest wines. Located just 28 miles southwest of Portland, the Dundee Hills American Viticultural Area (AVA) encompasses 6,490 acres with a geologic history dating back 15 million years. At that time, lava flowed from northeast Oregon into Willamette

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[1] [Data Downloads](#)

Valley and covered most of the area with up to 1,000 feet of basalt. This lava flow left behind the hills and valleys that make up the Dundee Hills AVA we know today. The AVA comprises rolling hills, deep valleys, and steep slopes, all of which provide ideal conditions for growing world-class grapes.[2]

The Dundee Hills Winegrowers Association (DHWA) was founded in 2006 to promote and preserve the unique wine-growing region of Dundee Hills, Oregon. Spanning from the Chehalem Mountains in the east to the Willamette River in the west, Dundee Hills is known for its distinguished pinot noir and other cool-climate varieties. Today, the DHWA is made up of 66 members, including vineyards, wineries, retailers, restaurants, B&Bs and Inns who are dedicated to continuing the traditions of responsible stewardship of the land, artisan winemaking, and fresh and local foods. Additionally, they strive to provide top-notch hospitality to their guests.[3]

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[2] https://trade.oregonwine.org/resources/dundee-hills/
[3] http://dundeehills.org/wp-content/uploads/2018/09/DHWA-Media-Kit.pdf
https://www.portraitmagazine.com/oregon-wine-dundee-hills

External PEST

Political	Economical
2022 merger of the International Sustainability Standards Board with the Sustainability Accounting Standards Board - The National Labor Relations Act does not include agricultural workers[4] - Packaging wine contributes 23% to wine's carbon footprint. Planting and growing grapes make up 24% of and making wine accounts for 11% of wine's carbon footprint.[5] - Support from the agricultural department with collecting grapes[6]	- Unemployment rate is up by 4.5%[7] - Inflation rate is 6.6% - Seasonality issues (market up and downs) - As of 2021, the disposable income per capita is $52,748[8] - Global warming of around 7 degrees Fahrenheit, which is realistic for the next 100 years, would threaten up to 85% of the world's wine-growing regions[9]
Social	**Technological**
- Wine drinkers over 60 are the only age range showing growth 35%[10] of people from 21-29 years old are not drinking wine 39%[11] of consumers are lowing their alcohol intake - Biggest population of adults is 35-55 - Population breakdown by generation is Boomers 21%, Millennial 22%, Gen X 20%, Gen Z 21%[12] - Millennials crave the minimalism of wine- opposed to mixed drinks[13]	- Wine product labeling using augmented reality [14] - In 2019, canned wine accounted for $70 million in sales. However, they still make up less than 1% of all wines sold in retail stores.[15] - Wine apps like Somm[16][17]

[4] [Unions, Labor Rights and the Future of Winery Workers | Wine Enthusiast](#)
[5] [DtC Wine Shipping Report 2023 | Sovos ShipCompliant](#)
[6] [State of the US Wine Industry 2023](#)
[7] [Data Downloads](#)
[8] [Per capita disposable personal income in Oregon 1990-2021](#)
[9] [How Climate Change Impacts Wine - The New York Times](#)
[10] [Wine Industry Trends and Report 2023 | Silicon Valley Bank](#)
[11] [8 things to know about the wine industry in 2023](#)
[12] [State of the US Wine Industry 2023](#)
[13] [State of the US Wine Industry 2023](#)
[14] [Augmented Reality for Wine Industry: Past, Present, and Future](#)
[15] [State of the US Wine Industry 2023](#)
[16] [Media — Somm™](#)
[17] [How Vivino is shaping the future of wine retail - The Drinks Business](#)

Political

Prohibition-era laws still affect the wine industry today. The Oregon Wine Board regulates Oregon wineries' marketing, research, and education initiatives. They are appointed by the governor and can be reappointed, but the term served is typically 3 years. With that, the rules and laws around selling and shipping wine are subject to change based on who is governor. Fourteen states, including Oregon and the District of Columbia, permit out-of-state retailers to sell directly to their residents. When alcohol is being shipped, it must be shipped in properly labeled packaging indicating it contains alcohol and an adult signature is required for the delivery to be made. According to the new ESG regulations as of 2022, the International Sustainability Standards Board has combined with Sustainability Accounting Standards Board, which gives disclosure standards for water use, greenhouse gas emissions and social issues for publicly traded wine companies. In addition, the packaging of wine contributes 23% to the wine's carbon footprint. Planting and growing grapes comprise 24% of and making wine accounts for 11% of wine's carbon footprint.[18]

Economic

Climate change is causing cost increases for some wine growers. According to the Silicon Valley Bank, heavy rainfall in the winter increases the likelihood of larger harvest yields in the West. No matter the cause, a large overall harvest will be unwanted, particularly in segments with negative demand. Weather conditions like hail, strong winds, heavy rain in the flowering season or frost in spring can destroy a vineyard. Still, as global warming continues, it could impact the yield and quality of established wine varieties selected best to suit the local climate at the planting time. In other words, Global warming of 4 degrees Celsius (7.2 degrees Fahrenheit), a realistic prospect this century, would threaten up to 85% of the world's wine-growing regions.[19] This would have a huge financial impact on wineries. Many wineries would not be able to produce certain products, and the price of wine would increase overall.

Social

Wine drinkers over the age of 60 are the only age range that shows growth in interest and consumption of wine. The over-60-year-old demographic made up almost 33% of all direct-to-consumer sales in 2021. These facts have the wine industry wondering what it needs to be doing to gain growth in other age demographics. The good news is that younger generations, specifically millennials, are still interested in wine, but not the typical wines the Boomer generation drink. Millennials want "natural," "biodynamic" wines, citing their simplicity as appealing.[20]

Technology

Augmented reality technology allows the wine industry to reach younger audiences. The technology allows the consumer an accessible and personal inside look into anything from the wine-making process, a tour of the vineyards, or a personal message from the wine-makers. This approach to labeling is also accessible on a large scale. Similarly, there has

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[18] DtC Wine Shipping Report 2023 | Sovos ShipCompliant
[19] How Climate Change Impacts Wine - The New York Times
[20] Wine Industry Trends and Report 2023 | Silicon Valley Bank

been success found with wine and food apps among those under 60. Apps allow a central place for consumers to get information about their wines, among other wine and food-related content.

SWOT

Strengths	Weaknesses
● Best known for its world-class pinot noir, the region produces many other award-winning wines[21] ● The Willamette Valley appears to provide a highly satisfactory visitor experience and produces quality wines. ○ 95%+ of people want to return to the Willamette Valley after going.[22]. ● Dundee Hills is the most visited area in the Willamette Valley, particularly with day trippers.[23]	● The cost of wine is higher for small bottles.[24] ● Inability to discuss the benefits of wine and market as cleaner than seizures, spirits, or ready-to-drink alcohol.[25] ● Fewer amenities than other wineries such as Napa Valley and Sonoma County[26] ● Weather impacts visitor's ability to stay at wineries. Distance is also a top reason for deterrents to returning to Willamette Valley[27]
Opportunity	**Threats**
● Wine sales in general are already growing among consumers over 60 years old.[28] ● Strong connection between pinot noir and the Willamette Valley.[29] ● Economic growth and increase in consumer spending; with slow growth rates and the recession, it's an opportunity to capture new customers and increase market share.[30] ● Positive impact of tourism to the AVA[31] ● 46.1% surveyed found that Willamette Valley was more	● Precipitation in the region ranges from 30 to 45 inches a year, with the majority falling during the winter, causing wine prices to go up.[35] ● Competitors prices and variety ● Market share taken away by up-and-coming other alcohol such as seltzers, spirits, ready to drink[36] ● Visitors in certain months: September 56%, then August 55%, October 52.7%, May, June.[37] ● Lack of cooperation in promotion for the wider wine industry[38]

[21] DHWA-media-kit-mar-2020.pdf

[22] "Profile of Wine Tourists to Willamette Valley." January 2019. Figure 20.

[23] "Profile of Wine Tourists to Willamette Valley." January 2019. Figure 12.

[24] Michelle Kaufmann - Vice President of communication at Stoller

[25] Michelle Kaufmann - Vice President of communication at Stoller

[26] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[27] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[28] https://www.nytimes.com/2023/01/26/dining/drinks/american-wine-industry.html

[29] DHWA-media-kit-mar-2020.pdf

[30] https://sgp.fas.org/crs/misc/IF11657.pdf

[31] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[35] DHWA-media-kit-mar-2020.pdf

[36] Michelle Kaufmann - Vice President of communication at Stoller

[37] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[38] https://www.nytimes.com/2023/01/26/dining/drinks/american-wine-industry.html

attractive than others because it is more easily accessible[32] ● Wines made from natural ingredients are becoming increasingly popular [33] ● The creation of an app that emphasizes the user experience [34]	● Approximately a quarter of all respondents said they never purchase bottles of wine that cost $50 or more (24.2%).[39]

Strengths

Dundee Hills has continuously demonstrated ideal growing conditions for pinot noir. Along with several other wines, pinot noir has sold exceptionally well. Not only has Dundee Hills produced flavorful wine, but they have created a community. The vineyard, winery, restaurant and B&B have offered various activities and ways for guests to enjoy their time when visiting. This location is one of the most visited areas in the Willamette Valley, particularly for day-trippers. Aside from being a great day trip, people fly from all over the country to see it. There is also a simplicity to wine that millennials love rather than the mixed drinks they are constantly presented with. Dundee Hills is a strong competitor, from the quality of its wine to the quality of its hospitality.

Weaknesses

Although Dundee Hills is a great environment to produce wine, the weather — which can be rainier and colder than other locations — impacts the number of visitors and guests staying at the winery. In addition, the location is easy to reach, so many guests would rather wait for a nice day or weekend, knowing the weather will be nice. Additionally, Dundee Hills has fewer amenities than other Sonoma or Napa Valley wineries. Furthermore, those locations have more appealing weather conditions on average and include a spa and pools you can lounge by throughout your stay. This means Dundee Hills must work harder to present itself as the best. This is challenging as the wine industry must comply with strict government restrictions regarding promoting wine on social media. With these restrictions, many wineries find it difficult to promote the product that makes them so special. Additional governmental advertising restrictions make it difficult for Dundee Hills to draw distinctions between the benefits of wine and other ready-to-drink beverages.[40]

Opportunity

Wine consumers over 60 are still a growing segment of the wine industry. Dundee Hills has seen slow growth rates for the other age groups. This could be seen as a weakness or an opportunity for Dundee Hills to capture a new market and increase market share. With new consumers come new opportunities to grow their products and services. It also allows an opportunity to see what improvements need to be made and which need to be marketed better.

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[32] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[33]https://www.forbes.com/sites/lizazimmerman/2021/08/31/wine-and-technology-trends-on-the-horizon/?sh=1c81c58306b8

[34] Ibid.

[39] Wv Wine Tourist profile Study Phase 1&2 (Existing Visitors).pdf

[40] Rules & Regulations About Marketing Alcohol to the Public

Threats

The millennial generation has more drink options than any previous generation. Baby Boomers didn't have the option to drink craft beers or flavored seltzers like consumers do today. As the market becomes stronger, the wine industry needs to as well. To be a good competitor, you must have good prices. Many millennials look for the cheapest option, which is often not wine. Most Americans pay about $15-20 for a mediocre glass of wine. Almost 24% of wine consumers stated they would never purchase a bottle of wine for more than $50. Other than rare occasions or big events, most people want something affordable yet still of good quality. Trying to create good quality wine for a competitive price is something Dundee Hills needs to focus on. In addition, although the location is beautiful, the amount of precipitation a year is something that could make consumers look elsewhere and plan their trip to a winery with better weather conditions. These threats could take a toll on any winery.

Communication Audit

Website

The Dundee Hills Winegrowers Association website links to wineries, food, lodging, and vineyards at the top of the home page. Those links pull up a map where the user can filter with amenities, varieties, features, locations, and keywords of the user's choice. The other pages on the website include the Dundee Hills Marketplace — which currently has two special offers from wineries — Events, About the Dundee Hills, Media Resources, and an Explore tab that directs users to the individual wineries. The website is thorough and easy to navigate, particularly the Explore section, which has helpful filters to find the winery or wineries a user wants to visit. The part that leaves the most to be desired is the Dundee Hills Marketplace, which looks empty with only two special offers. This section should be removed from the website or added with more offers from wineries.

Newsletter

The Dundee Hills website immediately prompts visitors to subscribe to the email newsletter with events, promotions, and news. The first email asks subscribers to follow Dundee Hills on Instagram and Facebook and links to various website sections. According to the initial email, the newsletter goes out 2-3 times a month. The initial newsletter is easy to read and does a good job of linking to important spots on the website. However, it should allow easy access to past newsletters as well so new subscribers can get a sense of what the newsletter offers.

Blog

Recent blog posts from Dundee Hills include recipes, facts, member features, and itineraries. The blog is linked on the Dundee Hills website under the About tab. The initial newsletter email links to the page as well. The most recent post related to the blog on Instagram asks viewers to go to the link in the bio to see the recipe category on the blog rather than linking to a specific blog post. This is a good start to feature the blog, but it would be better to have more consistent posts that direct social media users to the newest blog post. Ideally, these blogs would be timely and related to an upcoming holiday, a recipe in season, or featuring recent media coverage.

Earned Media

Dundee Hills is frequently mentioned in Wine Industry Advisor and Great Northwest Wine, typically in the context of a specific winery being covered for an event or award. Other mentions from the second half of 2022 include articles from Inside Hook, Food & Wine, The Linfield Review, Tasting Table, KGW, and Forbes. Other appearances from Dundee Hills wineries featured on Dundee Hills Winegrowers Association social media include the Today Show, James Suckling Wine Ratings, Wine Spectator, and KOIN. This coverage is useful for the winery and Dundee Hills when they are mentioned together. It is also overwhelmingly positive coverage. However, Dundee Hills usually is only mentioned as a region rather than a collection of wineries. Their website is not linked either. This prevents readers from seeing

the variety of options, which is clearly a draw for the people that do visit wineries in the area — the average person on a day trip in the Willamette Valley visits 2.7 wineries.[41]

Social media
The Dundee Hills Instagram page, Dundee Hills Wineries, has over 11,100 followers. There are about 5 posts a week on Instagram, mostly pictures. These include scenic pictures and close-ups of wine from different wineries (including #WineWednesdays that introduce a new winery), news, and events. Instagram is the most successful Dundee Hills social media platform in terms of quantity of followers and engagement. Dundee Hills should continue posting pictures but increase the number of reels posted (the reels that Dundee Hills post tend to get above-average engagement) and promote the blog further.

The Dundee Hills Facebook page, The Dundee Hills Winegrowers Association, has over 7,000 followers. It has the same content as Instagram but with a fraction of the engagement (e.g., Facebook averaged 13.75 reactions per post from the week of Monday 1/30, while the same 4 posts on Instagram averaged 125.5 likes). Facebook should receive more engagement than it currently is, considering that older audiences tend to use Facebook more, and the current Dundee Hills audience is older. Dundee Hills should focus its Facebook content more on news, especially featuring wineries with personal pictures of owners that help engage the existing communities.

The Dundee Hills Twitter page, Dundee Hills Wine, has 2,134 followers. There are inconsistent posts, with only 6 going up in 2022, each with less than 2 likes and 1 retweet. Despite a significant following, Dundee Hills is currently not getting anything out of its Twitter page. They should begin posting consistent content on Twitter, even if it is similar to Instagram or Facebook, and see what content is most successful.

The Dundee Hills LinkedIn page, The Dundee Hills Winegrowers' Association, has 106 followers. They post inconsistently, averaging about four posts per month which are mostly related to news and receive little engagement. Dundee Hills should engage more with their member wineries and employees on LinkedIn, accessing a similar but much bigger audience that will expand their own follower base and allow them to push more content to more people.

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[41] "Profile of Wine Tourists to Willamette Valley." January 2019. Figure 10a.

Key Publics

We identified new-to-wine millennials living in Oregon cities as our key public for this plan. Millennials consist of individuals aged the late 20s to early 40s (median age of 32). The current average age of a Willamette Valley winery visitor is 51.5 years old, and only about 30% of Willamette Valley visitors are between 21-44.[42] Our audience will be more concentrated in cities like Eugene, Salem, and Portland, which are close to Dundee Hills wineries.

Millennials are more environmentally conscious than previous generations.[43] The wine industry will have to address things like how they use land sustainably and avoid contributing to the climate crisis. It will also have to address ingredients and health when it comes to wine, with millennials being among the most health-conscious generations.[44]

Millennials are slower than previous generations to establish families. In 2020, a majority were not married. Only 55% lived with a family of their own, and only 30% with a spouse and child.[45] Almost 80% of visitors to Willamette Valley wineries are married or partnered, showing the gap between the current audience of Dundee Hills and the audience they are trying to reach. Millennial homeownership is 42%, less than previous generations due to recessions, debt, and home prices.[46] In 2020, 77% of millennials had financial concerns.[47] They tend to be more lonely as well, with about a quarter saying they have no friends.[48] However, 76% have made recent friends through their work or local community.[49]

These factors will affect how they approach planning a trip in terms of financial and social commitments. A trip to a winery could be a good way to engage socially for millennials who are not committed to families at home and are eager to build friendships. On the other hand, the less social segment may be harder for a winery to reach, as the current average party size of Willamette Valley winery visitors is 3-4 people.[50] The unique financial constraints millennials face could also hold back travel plans, but it could also serve as a relatively inexpensive getaway to relax.

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[42] "Profile of Wine Tourists to Willamette Valley." January 2019. Slide 113.
[43] https://www.pewresearch.org/science/2021/05/26/gen-z-millennials-stand-out-for-climate-change-activism-social-media-engagement-with-issue/
[44] https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/#:~:text=A%20healthier%20generation,daily%2C%20active%20pursuit%20for%20millennials.
[45] https://www.pewresearch.org/social-trends/2020/05/27/as-millennials-near-40-theyre-approaching-family-life-differently-than-previous-generations/
[46] https://www.bloomberg.com/news/articles/2022-03-23/why-aren-t-millennials-buying-home-4-charts-explain?leadSource=uverify%20wall
[47] https://www.cnbc.com/2020/06/25/young-people-stressed-all-over-world-but-dont-blame-coronavirus.html
[48] https://today.yougov.com/topics/society/articles-reports/2019/07/30/loneliness-friendship-new-friends-poll-survey
[49] https://i-d.vice.com/en/article/kz4epe/millennials-loneliness-friendships
[50] "Profile of Wine Tourists to Willamette Valley." January 2019. Figure 3.

Persona One

Nicole Palmer is a 29-year-old Airbnb account manager who earns $95,600 per year living in Portland, Oregon. She holds a graduate degree in business analytics. She has a terrier named Lola and is recently engaged to her boyfriend, Randal. Nicole works remotely and often has a glass of wine while eating dinner. A lot of her free time is spent scrolling through Instagram, looking for new recipes. On weekends, she goes to dinner with friends and orders a bottle of wine for everyone to share. As a millennial who has never been wine-tasting, Nicole can benefit from visiting Dundee Hills Winery.

Persona Two

Nick Pompeo is a 37-year-old donor relations manager for a Eugene-based nonprofit. He makes $60,000 a year. He graduated into the Great Recession with a degree in business. He has had various jobs and has always volunteered in his free time despite financial troubles with student loans. Before the pandemic, he frequently drank wine with friends but has had trouble staying connected with them after moving away from Portland in 2021. An inexpensive weekend trip to a Dundee Hills winery is what he needs to take some time to relax and reconnect with friends.

Opportunity Statement

We see an opportunity to expand our current demographic, increasing accessibility of engaging with the vineyards and information about our wines. We plan to share our love and passion for wine with millennials, allowing them to create memories from unique moments. The Dundee Hills Winegrowers Association's challenge is a lack of diversity of consumers and a mistaken reputation of pretentiousness and exclusivity. The wine industry is currently not growing but instead decreasing. We aim to reach new audiences, expand the industry, and create a new perception and attitude toward wine.

Goal Statement

For Dundee Hills Winegrowers Association to be seen as an approachable destination for new-to-wine millennials. Capturing hearts and creating an experience rooted in approachable elegance.

Strategies and Tactics

Objective 1:

To have an effect on awareness, specifically, to increase attention and comprehension, increasing visits to Dundee Hills Winegrowers Association's online platforms by new-to-wine millennials by 50% over 8 months and having 85% of new-to-wine millennial app users learn more about Dundee Hills through the app.

This objective will be focused on a new app.

Strategy 1.1 - Structuring the application

To accomplish our objective, we would build an application to facilitate a place for all individuals, but targeting millennials to have easy accessibility to both the wineries and the wines themselves. This strategy will allow amateur wine drinkers to feel less intimidated, more approachable, and less confused by Dundee Hills wines.

> **Tactic 1:** Create a section on the app with the maps of all Dundee Hills winery locations, including directions, parking, and instructions on getting to and around Dundee Hills wineries with other transportation methods.

> **Tactic 2:** Create an interactive portion of the app that allows users to view and rate the different wines based on their preferences. This will collect data on the individual's preference which will be saved into the app for future reference. This can also give the user different recipes that will match/pair with the wines.

> **Tactic 3:** The app will have a QR code feature for the wines being tasted at the wineries for individuals to learn more about what they are drinking, where the wine came from, the process of the wine being made, ingredients, and fun facts.[51]

> **Tactic 4:** AR experiences are accessible and interactive from any smartphone. We would provide a behind-the-scenes look into the wine that app users are drinking and where it comes from. This allows individuals to explore the vineyards before traveling and booking and get information that removes the smoke screen from enjoying and understanding the subtleties of quality wines. Not only that, but the AR experience gives the consumer an idea of what to expect from their wine and connects them to the wine-makers and the process of creating wine.

> **Tactic 5:** Create a "passport" feature through the application. Consumers will check off wineries they've attended. Once all wineries have been checked off, customers can retrieve a grand prize. Additionally, customers will earn points by buying wines and interacting with features on the app such as leaving reviews for wines purchased. This rewards system will translate into discounts or special offers to encourage loyalty and repeat customers.

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[51] https://www.shs-conferences.org/articles/shsconf/pdf/2021/13/shsconf_etltc2021_04006.pdf

Strategy 1.2 - Owned media

To accomplish our objective, we recommend an owned media strategy focused on the usability of the app. This strategy will allow us to build awareness for new-to-wine millennials that our wineries are approachable to anyone.

> **Tactic 1:** Engage member wineries throughout the design and implementation of the app so that they feel comfortable introducing it through their own channels to people that come to their wineries. Wineries would be encouraged to recommend adjustments and additions to the app.

> **Tactic 2:** Once the app is complete, feature video content of the app on social media every other week with the goal of highlighting the app's accessibility. This will include screen recordings of how to use the app and footage of people using the app at home or at a winery to learn about the wines.

> **Tactic 3:** Include links to download the app on each page of the website with an image previewing the section of the app relevant to the section of the website. For example, the Explore tab would have an image featuring the map aspect of the app, which a website user would be able to click on to download the app.

Strategy 1.3 - Earned Media

To accomplish our objective, we recommend an earned media strategy focused on the newsworthiness of the app. This strategy will allow us to build awareness over the larger audiences that read or watch the news or read blogs while mainly appealing to millennials based on their familiarity with apps.

> **Tactic 1:** Build a media list of Oregon journalists and bloggers focused on wine and travel. This would include writers from wine-specific publications like Oregon Wine Press, travel-specific publications like Here is Oregon and other more general local or state publications like KGW.

> **Tactic 2:** Send custom emails to journalists on the media list offering early access to review the app. These emails would reference earlier work from the journalists to connect their interests to the app while emphasizing the newsworthy aspects of the app (its novelty in the NW and its impact on the experience that visitors will have to the Dundee Hills).

> **Tactic 3:** Host an event for bloggers at a winery in the Dundee Hills where they can put the app into action. Following the completion of the app, the Dundee Hills Winegrowers Association would provide a tasting and a meal where bloggers could explore the features of the app while being in person at the Dundee Hills. They would be able to write about their experience.

Objective 2:
To have an effect on action, specifically, to increase the number of new-to-wine millennial visitors to Dundee Hills wineries by 15% over eight months.

Strategy:
To accomplish our objective, we would create a wine quiz accessible on a smartphone app or the Dundee Hills Winegrowers Association website. This two-minute quiz will help you find the wine that best compliments you and your taste palette.

> **Tactic 1:** Create a wine quiz catering to millennials, which helps you decide what wine is the best for you. The quiz will ask questions about your flavor palette and your opinion on different smells. It will be an 'either-or' quiz, narrowing down your favorite taste notes- ultimately picking out the best wine for you.

> **Tactic 2:** The quiz will be accessible by having a link under all social media posts to the wine quiz. The quiz will also be located on the Dundee Hills website for easier accessibility. On Dundee Hills' social media platforms, the wine quiz will be accessible through the bio. The quiz will also be featured in social media posts once every 3 weeks.

> **Tactic 3:** Give 10% off a wine tasting at any Dundee Hills winery to a new customer who takes the wine quiz. Sent to your email when you sign up for the email newsletter after completing the online quiz. At grocery stores that carry Dundee Hills wines, there will be a marketing tab beside the wine with a QR code saying, "find the perfect bottle for you by taking this one-minute quiz!" The QR code will lead the customer to the wine quiz on the Dundee Hills website.

Objective 3:
To have an effect on action, specifically, to create interest in Dundee Hills as a place where people can reconnect, increasing the average party size by 10% when comparing fall 2022 to fall 2023.

Strategy:
To accomplish our objective, we recommend a social media strategy with compelling visuals to present Dundee Hills as a prime destination to get together with family and friends that people might not have gone out with since the pandemic, encouraging millennials to take action and go to the Dundee Hills with others.

> **Tactic 1:** Create a 90-second closed-captioned video illustrating the experience of reconnecting/ reuniting with friends, family, and old schoolmates, appealing to emotion. The video will feature the before, during, and after of their experience with Dundee Hills. Publish the video on all social media platforms and pay for video promotion (paid media) to reach a wider audience. This would allow people to visualize or think about their experience if they went to Dundee Hills.

Tactic 2: Add a new highlight section on the Instagram page for behind-the-scenes work of making the wine. In this section, the reels could show what goes into making some of their most popular wine, especially pinot noir. This would be a great way to educate the audience on what the production of wine looks like, what gets put into it, and how Dundee Hills has perfected its production. This will allow the audience to want to try for themselves what this wine tastes like after such a tedious, creative process of creation and bring their friends or family with them, or even be more appreciative of wine and share this with their friend who may not realize what it takes to make award-winning wine.

Tactic 3: Ask millennial visitors of Dundee Hills if they'd be comfortable with photos and reels of them being posted on social media as they are attending a tasting with a group of friends or family. This will help younger people viewing Dundee Hills on social media see that someone else like them enjoys it.

Evaluation Criteria and Tools

Objective 1:
To have an effect on awareness, specifically, to increase attention and comprehension, increasing visits to Dundee Hills Winegrowers Association's online platforms by new-to-wine millennials by 50% over 8 months and having 85% of new-to-wine millennial users learn more about Dundee Hills through the app. This objective will be focused on a new app.

Application Structure & Earned Media

Criteria 1.1: Increase combined usage of application and usage of Dundee Hills Winegrowers Association's online platforms by 50%.
Tools 1.1: Track total engagements and clicks through different application tabs. Compare the online engagement from the website and newsletter from August 2022 - November 2022 to the online engagement from August 2023 - November 2023 (following app completion in July 2023).

Application Owned Media

Criteria 1.2: 85% of new-to-wine millennials using the application learn more about Dundee Hills wineries through the usage of the application
Tools 1.2: Track the number of users that just open the app compared to the number of users that visit multiple pages, spend time viewing content, or use one of the features.

Objective 2: To have an effect on action, specifically, to increase the number of new-to-wine millennial visitors to Dundee Hills wineries by 15% over eight months.

Criteria: Increase of new-to-wine millennial visitors to Dundee Hills wineries by 15%.
Tools: Track whether visitors are new to wine. Compare the number of new-to-wine millennial visitors in March to the number of new-to-wine millennial visitors in November.

Objective 3: To have an effect on action, specifically, to create interest in Dundee Hills as a place where people can reconnect, increasing the average party size by 10% when comparing fall 2022 to fall 2023.

Criteria: Increase in average party size by 10% from fall 2022 to fall 2023.
Tools: Compare average party size of Dundee Hill visitors in fall 2022 to fall 2023.

Budget

Objective	Strategy	Tactic	#	Component	Detail	Estimated cost
Objective 1: Awareness (app)	1.1: Structuring	1.1.1: Maps	1	app section with maps and travel instructions	expenses for app developers to implement info similar to Explore section on website into app	$35,000
		1.1.2: Rating	2	app section with ability to rate wines and save preferences to a profile	expenses for app developers to implement rating system and profiles	
		1.1.3: QR code	3	app section with QR code scanner that sends user to further information	expenses for app developer to implement QR code scanning function	
		1.1.4: AR	4	app section with AR experience of Dundee Hills	expenses for app developer to implement AR function	
		1.1.5: Passport and rewards	5	app sections for users to check of wineries they visited and earn points	expenses for app developers to implement a reward system and a passport feature	
	1.2: Owned media	1.2.1: Member wineries	6	discussions with member wineries	done by DHWA team	$0
		1.2.2: Social media	7	posts featuring videos of the app	done by DHWA team	$0
		1.2.3: Website	8	incorporating links on each page of DHWA website to download app	done by DHWA team	$0
	1.3: Earned media	1.3.1: Media list	9	list of journalists based on wine and travel	done by DHWA team	$0
		1.3.2: Pitching to journalists	10	emails to journalists	done by DHWA team	$0
		1.3.3: Event for bloggers	11	invite emails	done by DHWA team	$0
			12	wine tastings and meal for group of 10-15	typical expenses for wine tasting	$500
Objective 2: Action (quiz)	2.3: Wine Quiz	2.3.1: Access to quiz in Grocery stores	13	QR code	Ongoing QR code assigned to DHWA	Monthly: $5 Total: $40
			14	Tabs to place in grocery stores	Grocery store placement	$0
			15	Printing of tabs	expenses for printing and lamination	$20
Objective 3: Action (video)	3.1: Paid/ Owned media	3.1.1: Promotional video across Meta platforms	16	Video equipment	Lighting and camera rental equipment for promotional video	$100
			17	Editors	Services for editing promotional video	Hourly: $100 Total: $400
			18	Actors	Paid actors for promotional video	Per actor: $120 Total: $1200
			19	Paid ads	Payment for ads and boosting content on Meta platforms	Per day: $10 Total: $1200

Timeline

PR Plan Timeline		April				May				June				July				August				September				October				November			
Strategy	**Tactic**	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31	W32	W33	W34	W35
Strategy 1.1: Structuring the Application	1.1.1: Creating maps section																																			
	1.1.2 Creating rating system																																			
	1.1.3 Creating QR code feature																																			
	1.1.4 Creating AR experience																																			
	1.1.5 Creating passport and rewards																																			
Strategy 1.2: Owned Media	1.2.1 Engage member wineries during design																																			
	1.2.2 Gather and post footage of app usage																																			
	1.2.3 Adding external links																																			
Strategy 1.3: Earned Media	1.3.1 Build media list																																			
	1.3.2 Custom emails																																			
	1.3.3 Host an event																																			
Strategy 2: Increasing Visitors	2.1.1 Create Wine quiz																																			
	2.1.2 Increase quiz awareness																																			
	2.1.3 Grocery stores																																			
Strategy 3: Creating Interest	3.1.1 Create Video																																			
	3.1.2 Instagram highlights																																			
	3.1.3 Collect content for social media																																			

LEGEND

🟦	Content creation
🟩	Execution- online posting, sending email, or running ad
🟪	Event
🟥	App or online development
⬛	Face-to-face