

Contract

NWGGA Advertising Campaign – # 18-01-200

Grant Amount

\$18,000

Contact

NWGGA

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Issue of Interest

One of the primary needs of the NWGGA was to obtain funding for advertising for the Passport Wine Tour Program.

Approach to Problem

After meeting and discussing options with the association's winery council chairwoman and wineries, it was agreed that radio advertising would be best served to reach the target market demographic to promote the 2009 Passport Wine Tour Program.

Goals/Achievement of Goals

NWGGA met with several radio stations and developed a plan to advertise with NRG Media, offering coverage on six stations (KOGA/KMCK, KOZY, and KNEN). The total expense was \$21,940 with ads running from May 18 through June 21.

Results, Conclusions, Lessons Learned

Wineries report that Passport visitors are up from the initial year. NWGGA has fielded several phone calls and e-mails from 2008 Passport participants, travel agencies, visitor and tourism centers, and even a dental hygienist's association. Additionally, Cary Potter has promoted NWGGA, the Passport Program, and Nebraska wines by accepting invitations to the David City Alumni Party, the Friend Historical Society, Rotary Club, and PEO. NWGGA has been interviewed by Grand Island news outlets, responded to the *Omaha World-Herald*, *Lincoln Journal Star*, *Kearney Hub*, and *Friend Sentinel*. NWGGA wrote articles for *55+*, a newspaper in Lincoln, and *Ritz Travel* magazine. NWGGA has also spoken with an independent writer who was working to publish a feature in *Food and Wine* magazine.

Progress According to Outcome Measures

The Passport Wine Tour is very popular, thanks to the funding from the Nebraska Grape and Winery Board. The \$18,000 radio advertising effort was a tremendous success. The 2009 Passport Wine Tour doubled in participation, due in large part to the added exposure and marketability from the grant. Nebraska Tourism funds to conduct a follow-up promotion activity that not only promoted the Passport Program, but expanded the message to include the newly developed wine regions of Nebraska. This successful program, with a continued radio effort, was used to effectively "kick off" the 2010 Passport Program.