

**Contract**

NWGGA Media Space – #18-13-079

**Grant Amount**

\$4,000

**Contact**

NWGGA

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**Issue of Interest**

The NWGGA saw a need to purchase radio media space to create an effective advertising campaign to increase the competitiveness and sustainability of Nebraska's grape and wine industry.

**Approach to Problem**

When crafting an effective ad campaign for the radio, it was necessary to expand the coverage to promote all wineries in the state. To do this, it was necessary to contact the wineries and get recommendations regarding popular stations in their area that fit our demographic. After calculating the total cost, it exceeded the \$18,000 grant. Thus, the NWGGA approached the Nebraska Grape and Winery Board for media space funding.

**Goals/Achievement of Goals**

The Nebraska Grape and Winery Board approved \$4,000 from the Winery and Grape Producer's Promotional Fund to purchase media space that allowed for the continuation of an advertising campaign. This was designed to increase the competitiveness and sustainability of Nebraska's grape and wine industry.

**Results, Conclusions, Lessons Learned**

As mentioned in the advertising campaign grant summary, the success was tremendous and the 2009 Passport Wine Tour Program participation doubled in size. The ability for NWGGA to promote the Passport Program across the state, via radio, was an outstanding opportunity.

**Progress According to Outcome Measures**

As indicated previously, the \$18,000 radio advertising effort was a tremendous success. The 2009 Passport Wine Tour doubled, largely due to the added exposure and marketability from the Nebraska Grape and Winery Board grant. The NWGGA will be allocating Nebraska Tourism funds to a follow-up promotion that will not only promote the Passport Program, but expand the message to include the newly developed wine regions of Nebraska. This radio effort effectively "kicked off" the 2010 Passport Program.