

NGWB Grant Final Report (FY13-14)

Contract 18-13-234
NWGGA – Marketing Program

Grant Amount
\$14,200

Contact Information

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Issue of Interest

Ongoing efforts were needed to further promote the Nebraska wine industry to consumers throughout the state in order to increase visits to wineries and overall Nebraska wine consumption. By increasing awareness of the industry through marketing efforts, the entire industry benefited.

Approach to Problem

The Nebraska wine and grape industry implemented a multi-faceted marketing program. In addition to Nebraska's Wine Tour Passport Program, an existing incentive program for tourists and consumers to visit approximately wineries, and tasting rooms across the state of Nebraska, the marketing program also included general marketing, web site improvements and booth materials to allow the NWGGA to promote the industry at Nebraska events.

Goals/Achievement of Goals

The goal of the program was to increase awareness of Nebraska wines and to increase visits to wineries via the Passport program, advertising, improved consumer website (nebraskawines.com) and by creating a promotional booth. The overall participation in the Passport program increased and the awareness of the industry was improved.

Results. Conclusions. Lessons Learned

We learned that the Passport program continues to drive business to wineries and tasting rooms. Several of the participants stated that there were times of the year that their entire business coming into their winery or tasting room was generated by the Passport program. Many "influencers" and possible partners were impacted by the booth and allowed us to promote our industry to individuals who would then carry the message of the quality of Nebraska wines back to their larger groups, consequently improving our overall reach to consumers. We also learned that placing ads in publications like Agriculture and You magazine allowed us to message to an audience who embraced Nebraska Wines. Advertising is an area we would like to focus on in the future due to the success of this advertisement.

Progress Achieved According to Outcome Measures

The use of this grant helped us reach more than 150 highly engaged consumers and increase their visits to wineries and increase the purchase of Nebraska wines. The booth materials and advertising allowed us to support the Passport program through additional promotion and drive additional consumers to visit various wineries and tasting rooms throughout the state.

Financial Report

The total grant amount was \$14,200. \$11,072.85 was used for the Passport Program, advertising for general marketing and booth expenses.

Passport Program for printing, brochures, postage, wine buck reimbursement for a total of \$8833.69.

General Marketing for advertising for a total of \$2,906.

Booth with rebranding efforts for new booth and banners for a total of \$2,460.31