

## **NGWB Grant Final Report (FY15-16)**

**Contract** 18-13-282 NWGGA Comprehensive Marketing Program

### **Grant Amount**

\$93,000

### **Contact Information**

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### **Issue of Interest**

The Nebraska Winery and Grape Growing industry in the state of Nebraska continues to be an under promoted industry. Many Nebraska consumers are not aware of the many wineries in the state, the availability of wine in their local stores and that wineries are fun tourist activity that can lead to a new love of Nebraska wines. There is a lack of awareness of the different grapes we grow and there is a misconception about the quality and kinds of wines we produce.

By promoting the industry as a category, we will strive to improve awareness of Nebraska Wines as well as preference and consumption.

### **Approach to Problem**

This grant allowed for the following:

- Nebraska Wine Passport Program – continued production of the actual passport which promotes Nebraska wineries and tasting rooms throughout the state and encourages consumers to visit the sites and have the Passport stamped. The program also allows for wine buck reimbursement.
- Creation and implementation of a comprehensive marketing plan for Nebraska wines as a category. The plan included press releases, an extensive social media campaign for development and implementation, digital advertising, new winery bios on the web site, paid advertising in NE agriculture and you as well as ads in Edible Omaha. It allowed for activities related to Nebraska Wine Month.
- The NWGGA partnered to once again hold Toast Nebraska 2016 at Mahoney State Park and paid for VIP wine bags to encourage the purchase of bottles of Nebraska wines at the festival. The NWGGA sponsored the wineries for the Kearney Jazz and Wine Festival to allow wineries to participate at no additional cost and to provide for publicity for the industry as whole.

### **Goals/Achievement of Goals**

The 2015 Nebraska Wine Passport yielded a total of 586 returned passports. Wine Buck prizes were distributed to all of the recipients who earned them. This total was up from 287 for the 2014 program. The majority of prizes were the \$50 in wine bucks.

Detailed Marketing Plan Results are attached in a separate report.

In summary,

- we were able to increase our social media reach. Our facebook likes went from 803 to

3814

- Increase participation in the passport program (see above)
- Created and Placed theater ads at East Park Cinema, Edgewood, Lincoln Grand, South Pointe as a pilot project. These ads reached 275,897 impressions or views and 28 people texted the number to enter a contest.
- Print ads in Edible Omaha generated a direct referral rate that went from 15.99% to 19.10% in April and 15.54% in July.
- Digital banner ad campaign created a 200\$ increase in click through rates from the industry average.

### **Results. Conclusions. Lessons Learned**

We learned from this year's marketing efforts that the most cost effective and efficient marketing that generated the best measurable results were the Passport program and social media. We learned that now that we have the project set up, the ED will continue to populate the Nebraska wines facebook with content that will increase awareness and will drive traffic to individual wineries.

### **Progress Achieved According to Outcome Measures**

See attached detailed report.

### **Financial Report**

The total grant amount was \$93,000. Total expenditures in the amount of \$94,270 were used for the 2015 Passport Prizes, the creation of the actual 2016 Passport as well as the development and implementation of the comprehensive marketing program. Please See Attachments.

## Nebraska Winery and Grape Growers Association

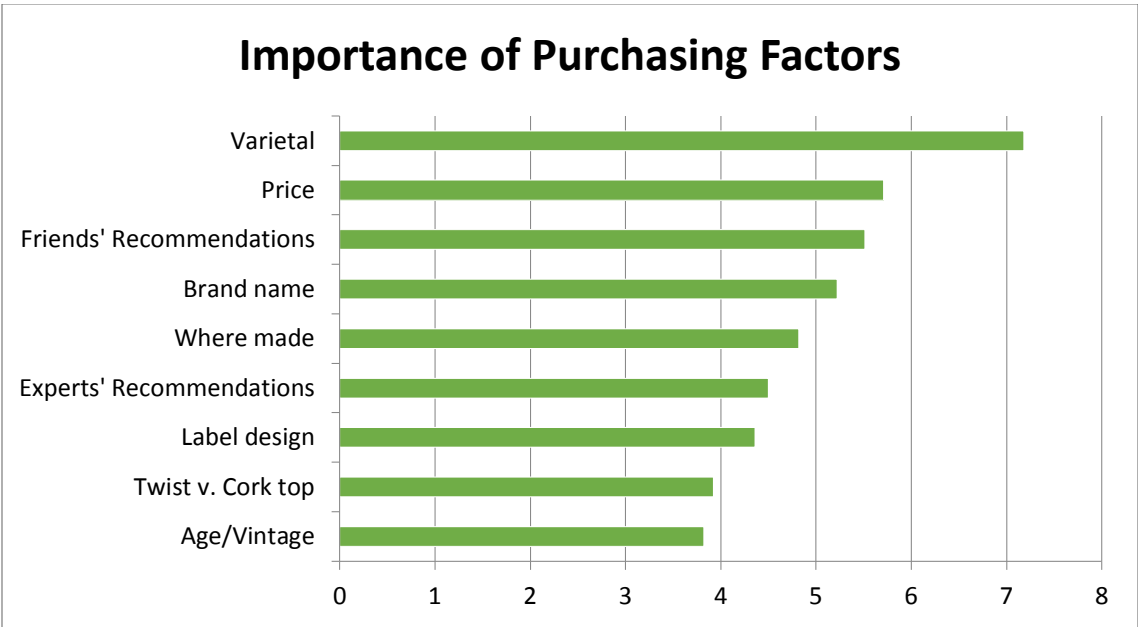
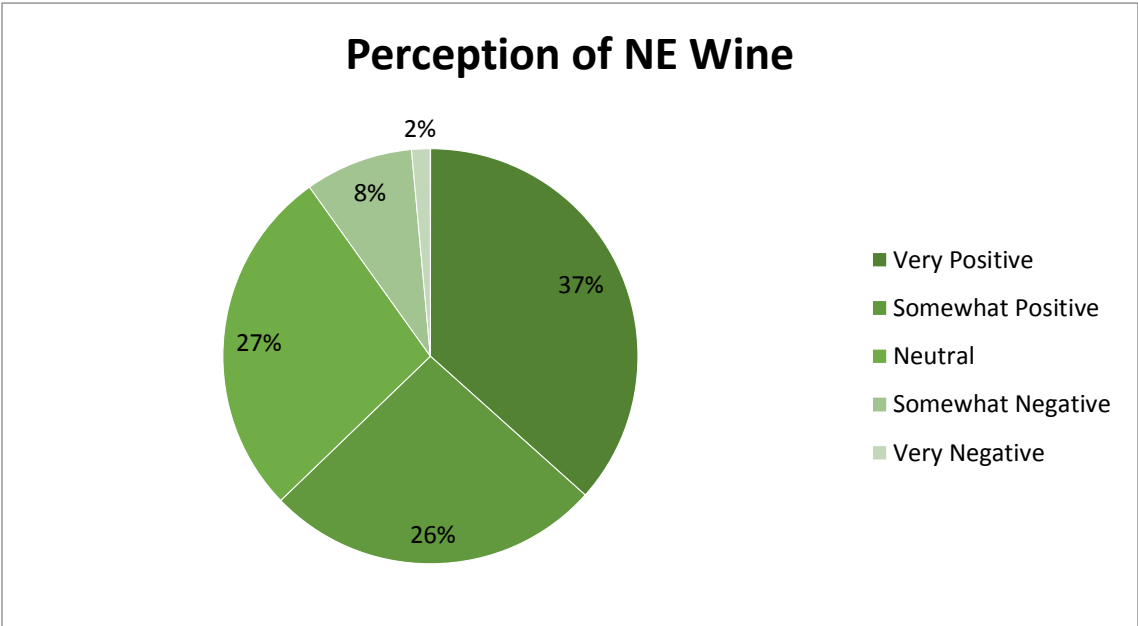
Campaign Final Results – 8/1/16

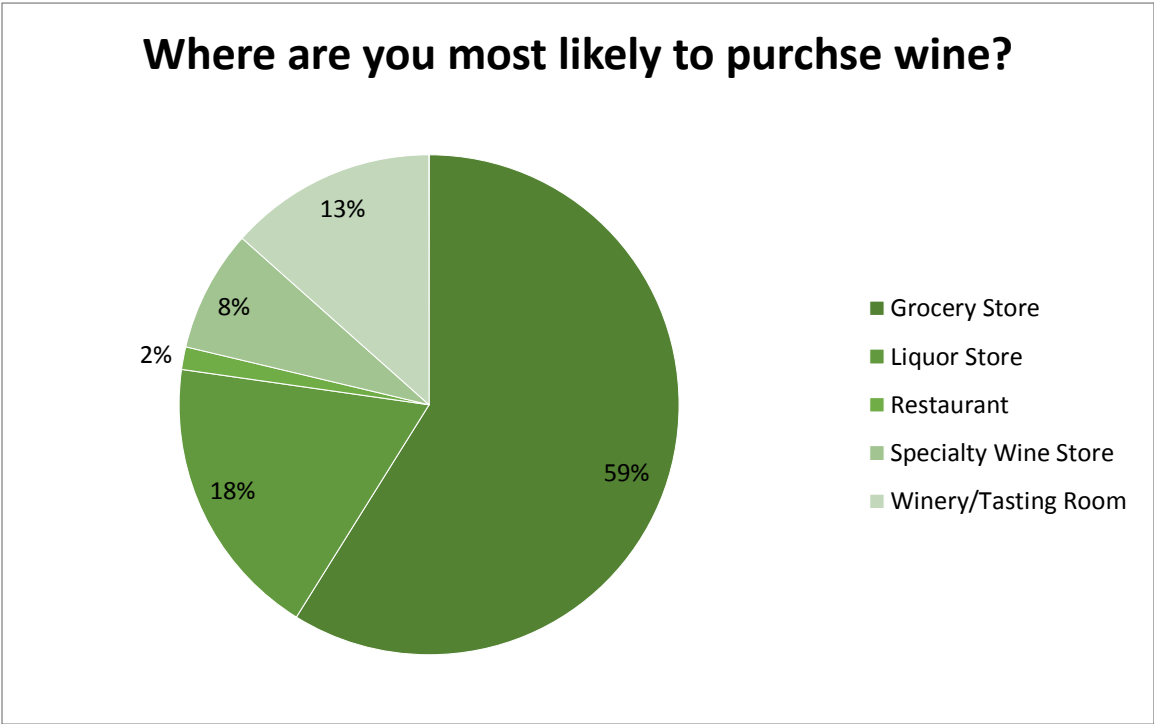
### Research Summary

- 1) Consumer Survey: Gained insights about NE wine perceptions, wine drinking habits, and purchase factors – **345 respondents**
- 2) Member Survey: Gained insights about goals, attendance trends and most common traits in consumers – **24 Respondents**
- 3) Winery & Tasting Room Visits: Aradius Group visited several wineries and tasting rooms to learn about the unique experience each offers.

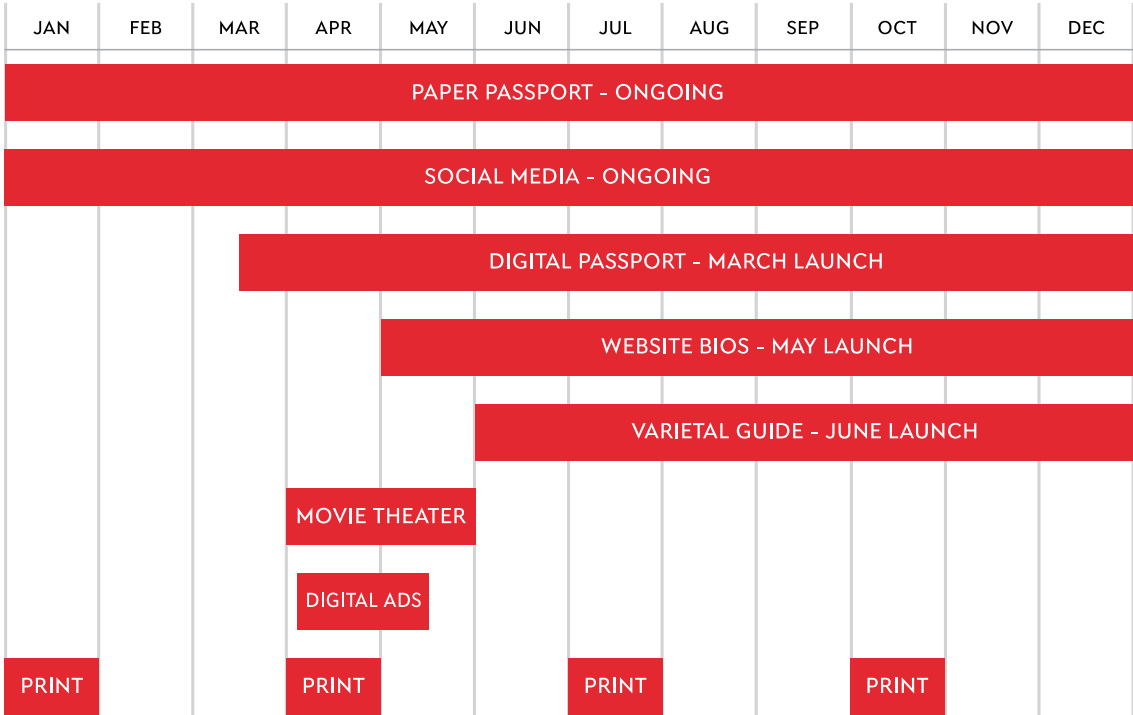
### Key Insights

- Highest attendance months: May – August
- Primary goals: Increase winery/tasting room visits and increase wine sold
- Most successful marketing efforts: Social media (1) and website (2)
- Average visitor: **Female, 35-50, with 3-4 friends**
- **Most important purchasing factors (Top 5): Varietal, Price, Friends' Recommendations, Brand, Where Made**
- The more familiar consumers are with NE Wines, the more positive their perception is of it
- Younger demographic enjoys the travel aspect, older demographic values the tasting aspect
- Generally, consumers like the idea of buying local, and understand why it is important, however, at the point of purchase, it does not hold enough power to influence a purchasing decision.
- Increasing knowledge and awareness will ultimately induce more positive perceptions of Nebraska wine, bring more consumers to Nebraska wineries and tasting rooms, and sell more bottles of Nebraska wine.





Campaign Timeline



**CAMPAIGN RESULTS**

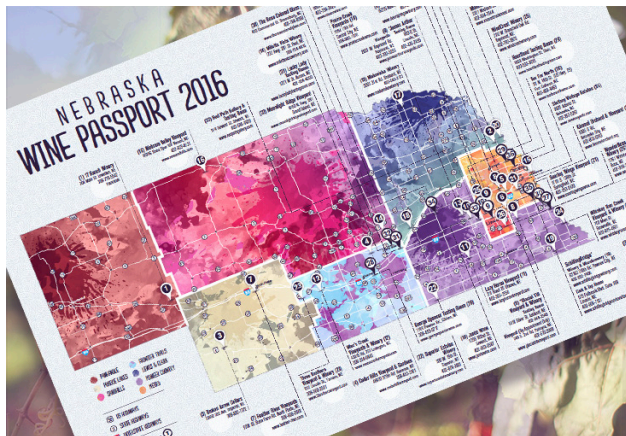
1) Social Media – January 1, 2016 to June 30, 2016

	December 2015	Goal	August 2016	Change Over Time
Facebook Likes – Nebraska Wines	803	4,000	3,814	+3,011 likes



2) Paper Passports – January 1, 2016 to December 31, 2016

Passports Printed	25,000
Passports Distributed	20,000+
Passports Returned	*Will be measured at end of 2016



3) Online Passport – April 20, 2016 to December 31 2016

Online Participants	+141
Passports submitted	*Will be measured at end of 2016

\*Each participant has submitted an email address, that can be used for future correspondences with residents interested in the Nebraska wine industry.

**THE NEBRASKA WINE PASSPORT PROGRAM**  
 Nebraska Winery and Grape Growers Association

It's time to start your Nebraska wine adventure! Discover a Winery or Tasting Room to visit using the Passport map below, and click an icon to learn more about each destination.

During your visit, purchase a glass, bottle or tasting of Nebraska wine - and you'll receive a four-digit code from the host. After entering the code into the form below, the destination's map icon will change from purple to green to track your visit.

After you've entered all your codes, submit your Passport to redeem prizes!

\*\*Please remember, each participant can enter using the Online Passport or Paper Passport, but not both.

Logout   Edit your profile   Submit your passport

Map   Satellite   Chadron   Valentine   York   Vermillion   Le Mars   Siouxs City   Fort Dodge   Wate  
 Alliance   Norfolk   Columbus   Des Moines   IOWA   Marshallto  
 Nebraska   Grand Island   Bellevue  
 Ogallala   North Platte   York   Kearney  
 Google   Map data ©2016 Google   Terms of Use   Report a map error

4) Theater – April 1, 2016 to May 27, 2016

Theaters:	East Park Cinema, Edgewood Cinema, Lincoln Grand Cinema, South Pointe Cinema
Text-to-win entrants:	+28

Estimated 275,697 total impressions, or views.





5) Print Ads – January, April, July, October (2016), January (2017)

	Pre-Campaign	Goal	April	July
Direct Referral Rate	15.99%	18%	19.10%	16.54%

\*Direct referrals indicate traffic coming users who type “www.nebraskawines.com” directly into their browsers



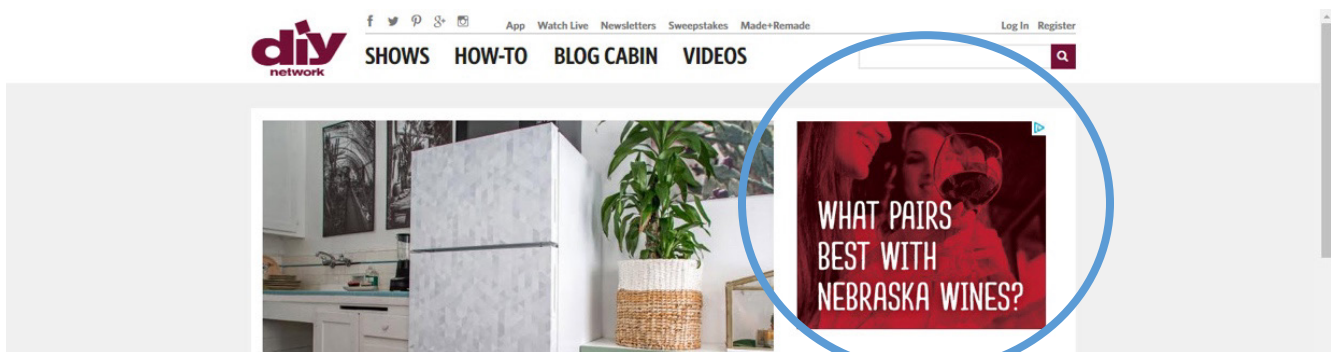
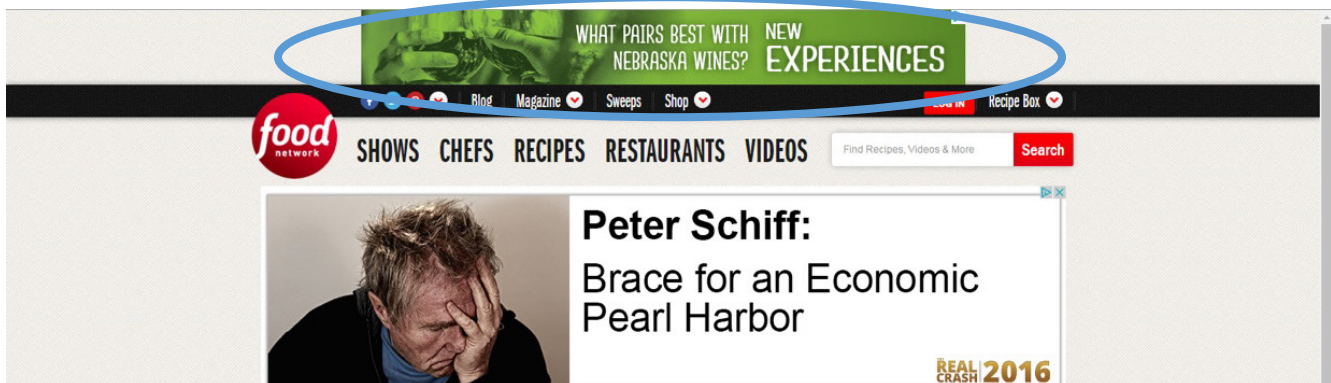
5) Digital banner campaign – April 4, 2016 to May 16, 2016

Industry Average click through rate	0.03%
NWGGA Digital Banner click through rate	0.09%
Result:	200% increase in click through rate from industry average

Referral Rate: March 2016	Goal Referral Rate:	Direct Referral Rate: April 2016	Change Over Time
5.52%	6%	33.66%	+28.14

\*Referrals indicate traffic coming to the site via links, like digital banner ads or clickable URLs from other sites

- Top performing sites:
  - BuzzFeed, Bravo, Celebuzz, Apartment Ratings, DIY Network, Food Network, Photobucket, Ranker, Thesaurus, KTLA



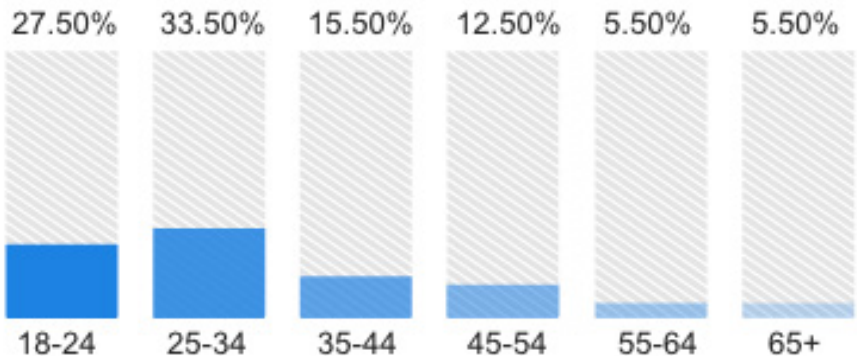
## 6) Nebraskawines.com – February 1, 2016 to August 1, 2016 Performance

	Goal	Pre-Campaign Nov-Dec 2015	Campaign April – May 2016	Results
Total Visitors / Sessions	3,000 (total)	2,577	5,217	+2,640
Referral Rate	15%	11.21%	33.66%	+22.45%
Direct Referral Rate	18%	15.99%	19.10%	+3.11%

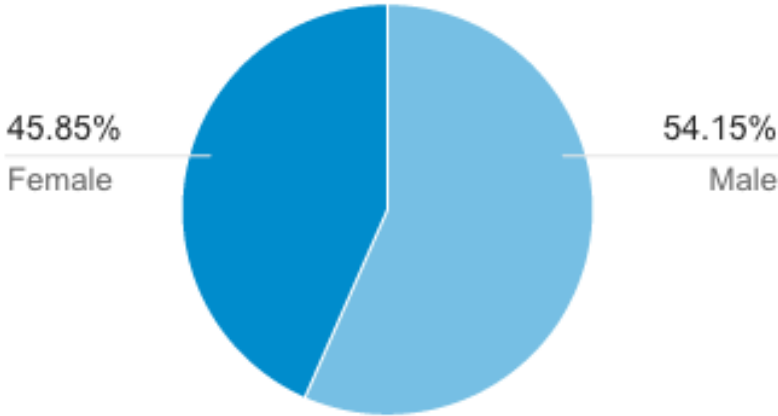
- Total Visitors/Sessions: Includes all visits to NWGGA site.
- Referral Rate: Traffic from visitors who clicked on a link or banner to go to the site
- Direct Referral Rate: Traffic from visitors who typed “www.nebraskawines.com” directly into their browser

Website Visitors demographics breakdown: Campaign (April 1 – May 31)

**Age** 100% of total sessions



**Gender** 100% of total sessions



The logo for ARADIUS GROUP features the word "ARADIUS" in red and "GROUP" in grey. A thin grey circle is positioned behind the letter "i" in "ARADIUS".

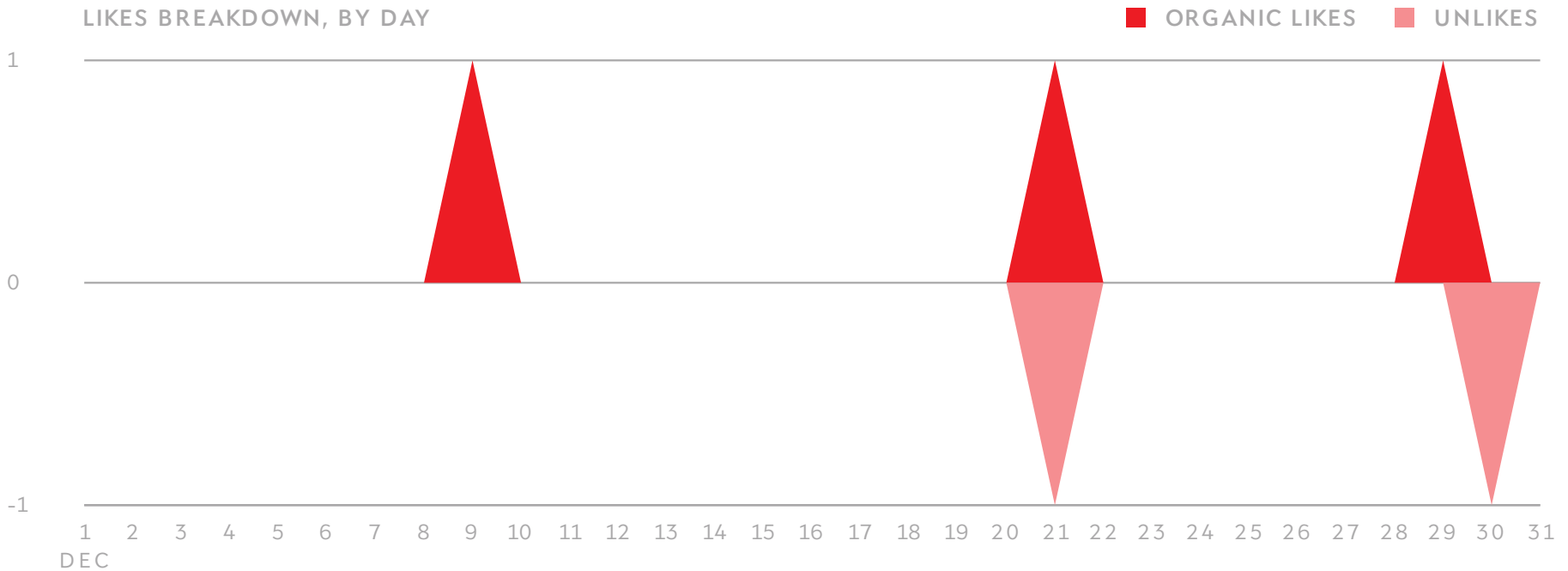
ARADIUS GROUP

WE GROW AND DELIVER IDEAS

# Facebook Audience Growth

## Dec. 2015

LIKES BREAKDOWN, BY DAY



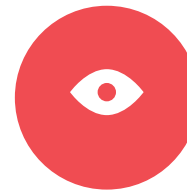
AUDIENCE GROWTH METRICS      TOTALS

<b>Total Fans</b>	<b>803</b>
Paid Likes	-
Organic Likes	3
Unlikes	2
Net Likes	1

NET LIKES DECREASED BY

**▲ 91.7%**  
since previous date range

### ACTIVITY OVERVIEW



**315**  
IMPRESSIONS



-  
POST ENGAGEMENTS



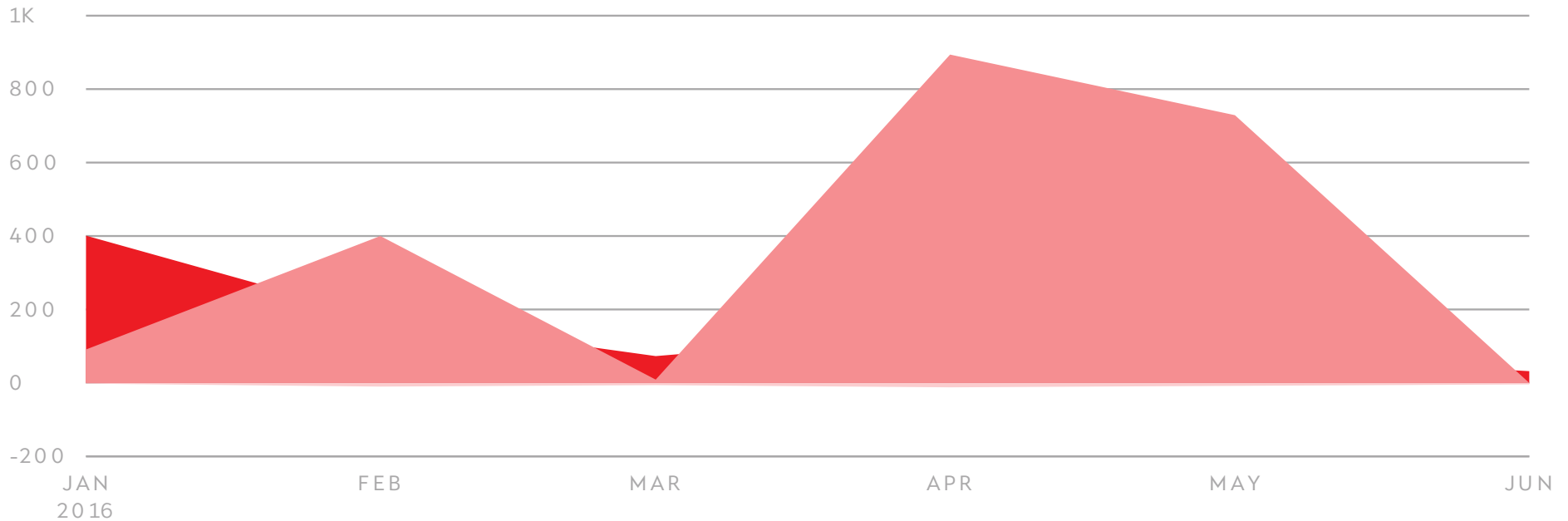
-  
LINK CLICKS

# Facebook Audience Growth

## Jan.-June 2016

LIKES BREAKDOWN, BY MONTH

ORGANIC LIKES PAID LIKES UNLIKES

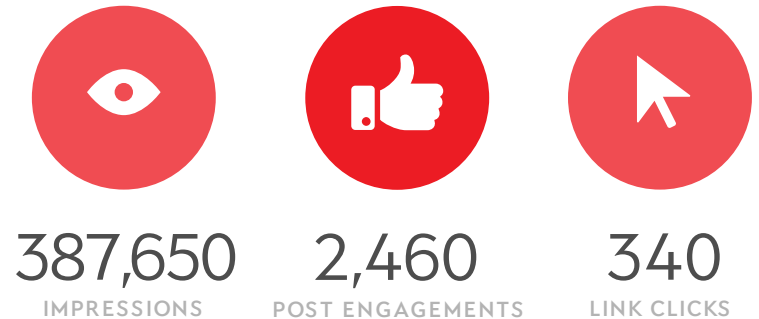


AUDIENCE GROWTH METRICS TOTALS

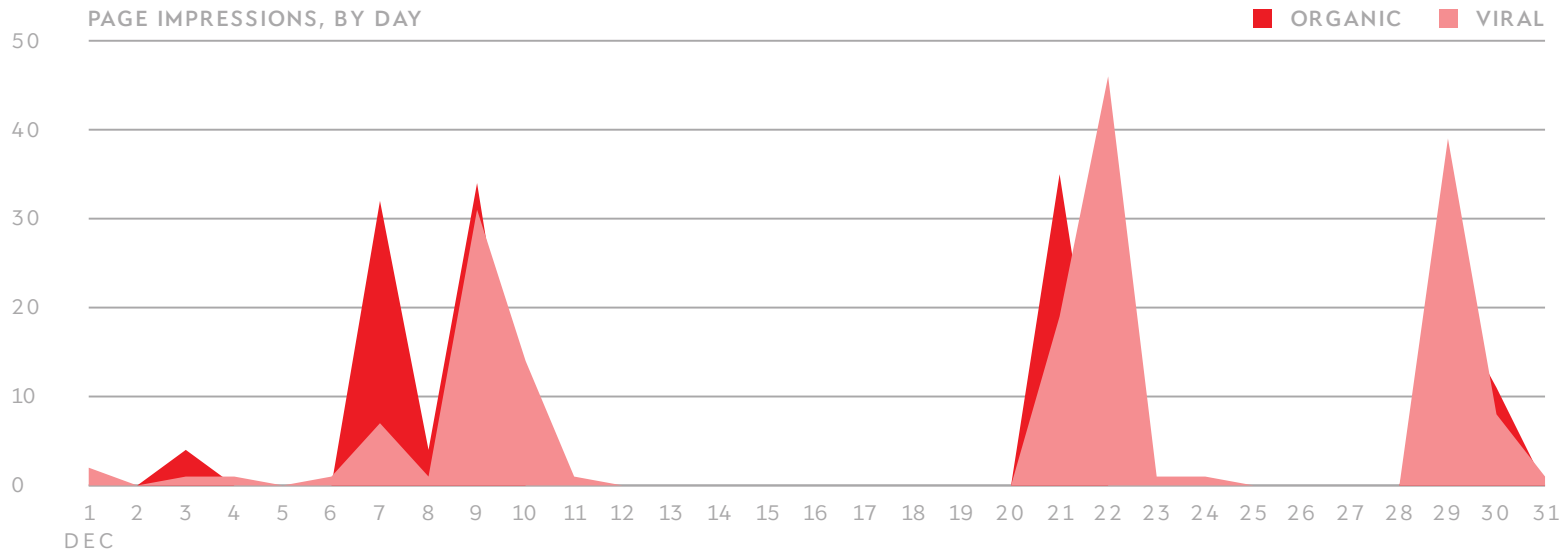
<b>Total Fans</b>	<b>3,800</b>
Paid Likes	2,123
Organic Likes	899
Unlikes	42
Net Likes	2,980

NET LIKES INCREASED BY  
**▲ 4,218.8%**  
 since previous date range

ACTIVITY OVERVIEW



# Facebook Page Impressions Dec. 2015



Total Impressions  
decreased by  
**34.1%**  
since previous date range

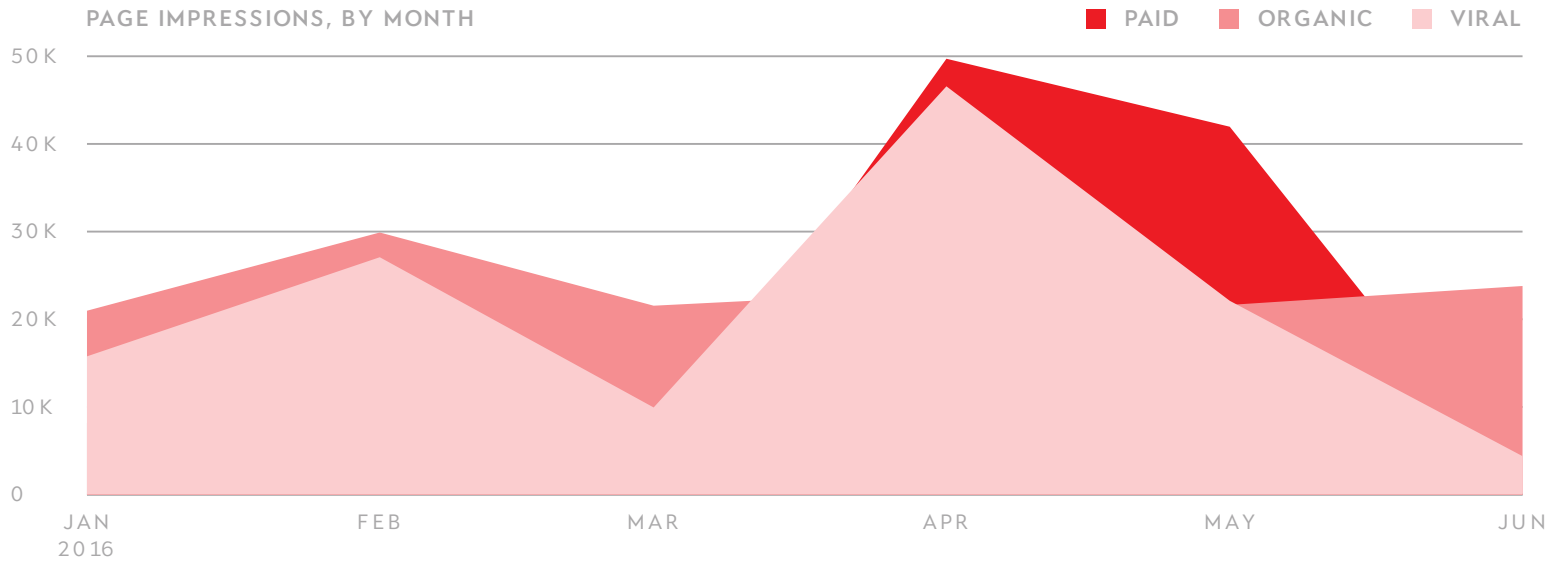
IMPRESSION METRICS	TOTALS
Organic Impressions	141
Viral Impressions	174
<b>Total Impressions</b>	<b>315</b>



# Facebook Page Impressions

## Jan.-June 2016

PAGE IMPRESSIONS, BY MONTH

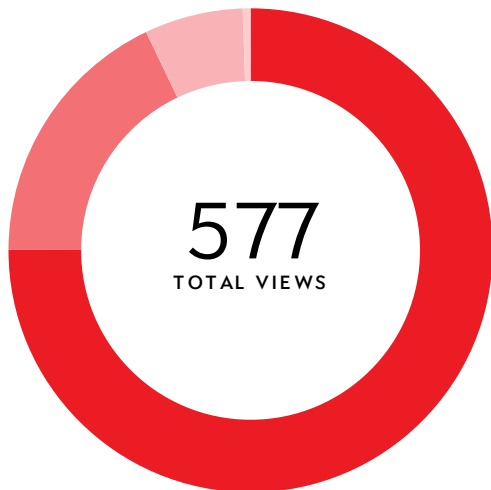


Total Impressions increased by **▲3,015.7%** since previous date range

IMPRESSION METRICS	TOTALS
Organic Impressions	141,078
Viral Impressions	125,848
Paid Impressions	120,724
<b>Total Impressions</b>	<b>387,650</b>

### VIDEO PERFORMANCE

VIEW METRICS



**433**  
ORGANIC FULL

**103**  
ORGANIC PARTIAL

**38**  
PAID FULL

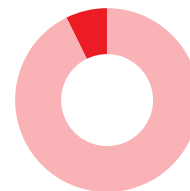
**3**  
PAID PARTIAL

VIEWING BREAKDOWN



**93%**  
ORGANIC VIEWS

**7%**  
PAID VIEWS



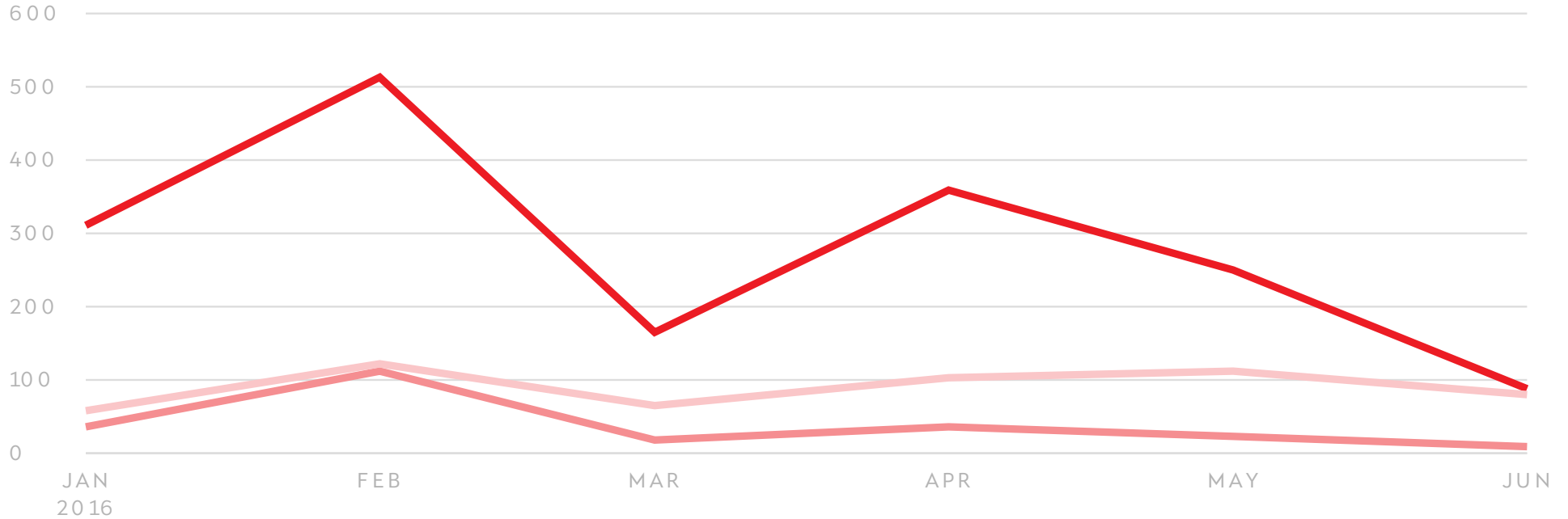
**7%**  
CLICK PLAYS

**93%**  
AUTO PLAYS

# Facebook Audience Engagement Jan.-June 2016

AUDIENCE ENGAGEMENT, BY DAY

REACTIONS COMMENTS SHARES



ACTION METRICS	TOTALS
Reactions	1,686
Comments	234
Shares	540
<b>Total Engagements</b>	<b>2,460</b>

Total Engagements increased by

▲ **964.9%**

since previous date range