

Well, if you're going to hit the trail, why not make it a wine trail? It sounded like a pretty good idea to us when we set out to promote Oklahoma's booming wine industry to the public. It started with the creation of 10 new wine trails, featuring two to four wineries per trail by geographic proximity. Next, we developed a map to introduce the trails and showcase all the wineries, statewide, as well as fun and informative wine facts and tasting etiquette. And because no wine trail is complete without a passport to mark the journey, we developed one to guide users along their wine trail adventures. Additionally, we designed 10 special stickers that each wine trail could pass out to visitors. The grand finale of the program - 10 unique wine charms that visitors could obtain by completing each of the 10 trails. We created 25 handmade press kits with all of the accessories and sent them statewide to the most targeted and influential media to launch the program and garner maximum publicity in lieu of an actual media budget. More than 30,000+ brochures have been requested or obtained at wine trail locations, and local wineries have been thrilled with the response. Just another reason Jordan and our clients make excellent pairings.

Lampaign Elements

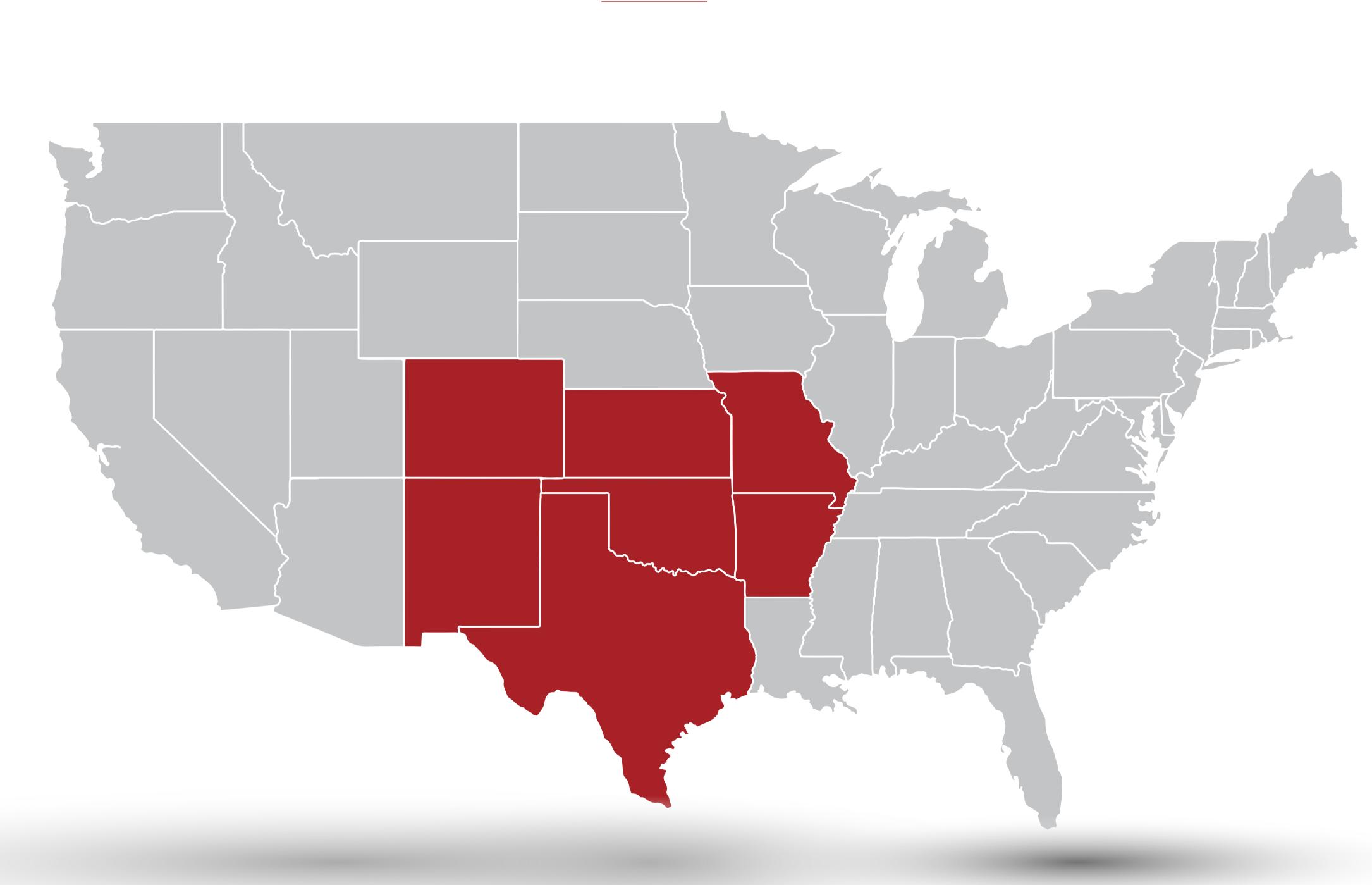






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CAudience



- Promote general knowledge of vineyards and whineries in Oklahoma Increase winery and visitation
 - Showcase wineries in Oklahoma

Passport *WINE FACT* TT All You Do Is Wine RED WINE WILL SPOIL IF EXPOSED TO LIGHT-HENCE THE TINTED BOTTLES ake on Sooner ountry and uncork lventure with a visit three of Oklahoma's Canadian River Winery orite wineries! a family-owned 7050 Slaughterville Rd a dorm room Lexington, OK 73051 the 60s, and Wine For ned with the oy boldly Spirits near ust to the south, Recommended Pairing(s) ria Saturdays Redbud Ridge Vineyard & Winery of their rich 7301 E. State Hwy 9 405-321-9463 RedbudRidgeWinery.com Recommended Pairing(s) Oklahoma Wine Trails.com - 33

30,000 Passports requested in 7 months

Oklahoma Agritourism was thrilled with the launch of the program; and

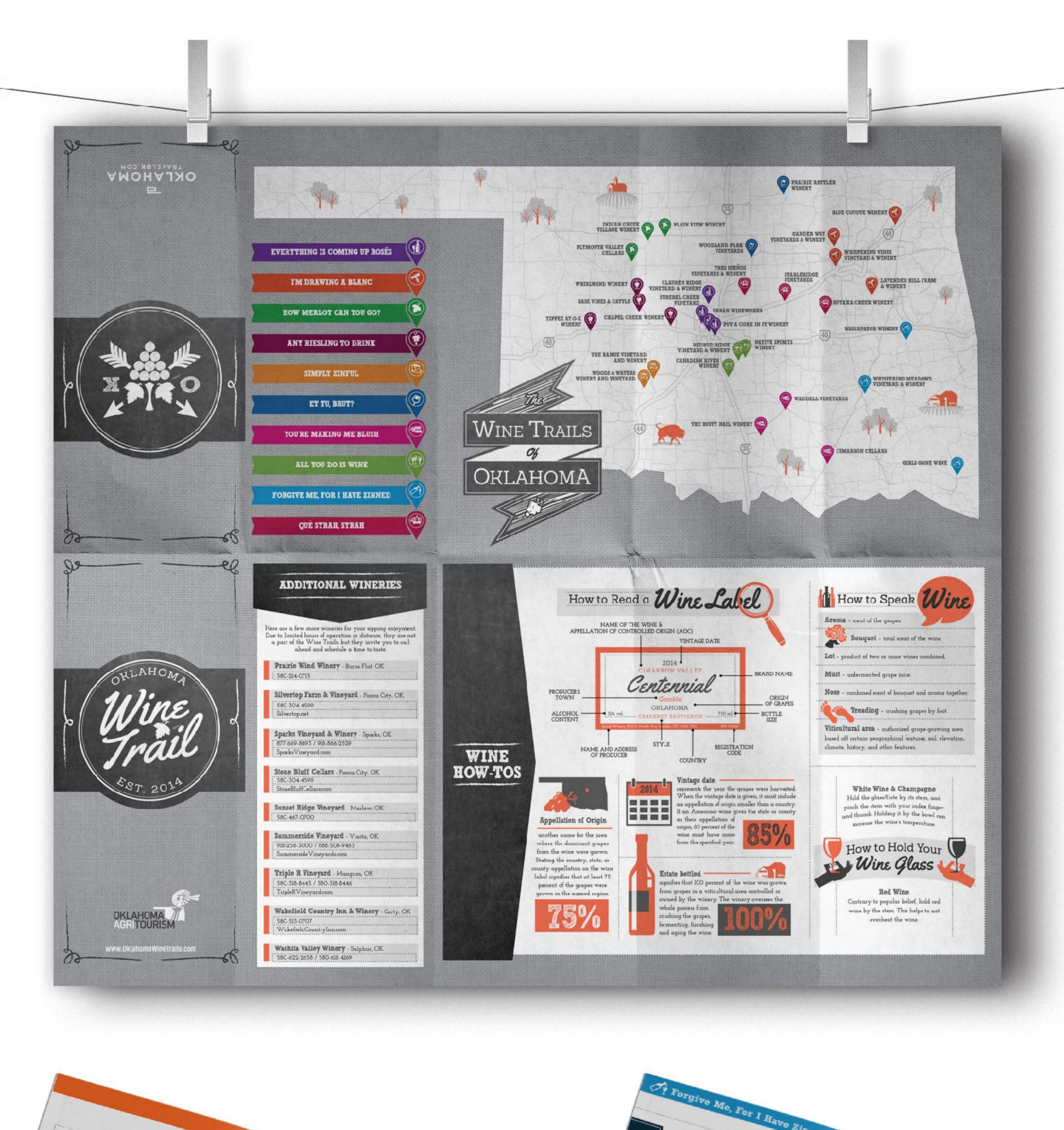
the media and industry definitely took note. The wineries are seeing the

passports come into their locations and the maps have been incredibly

popular, both at industry and consumer events.

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Let's Work Together →

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