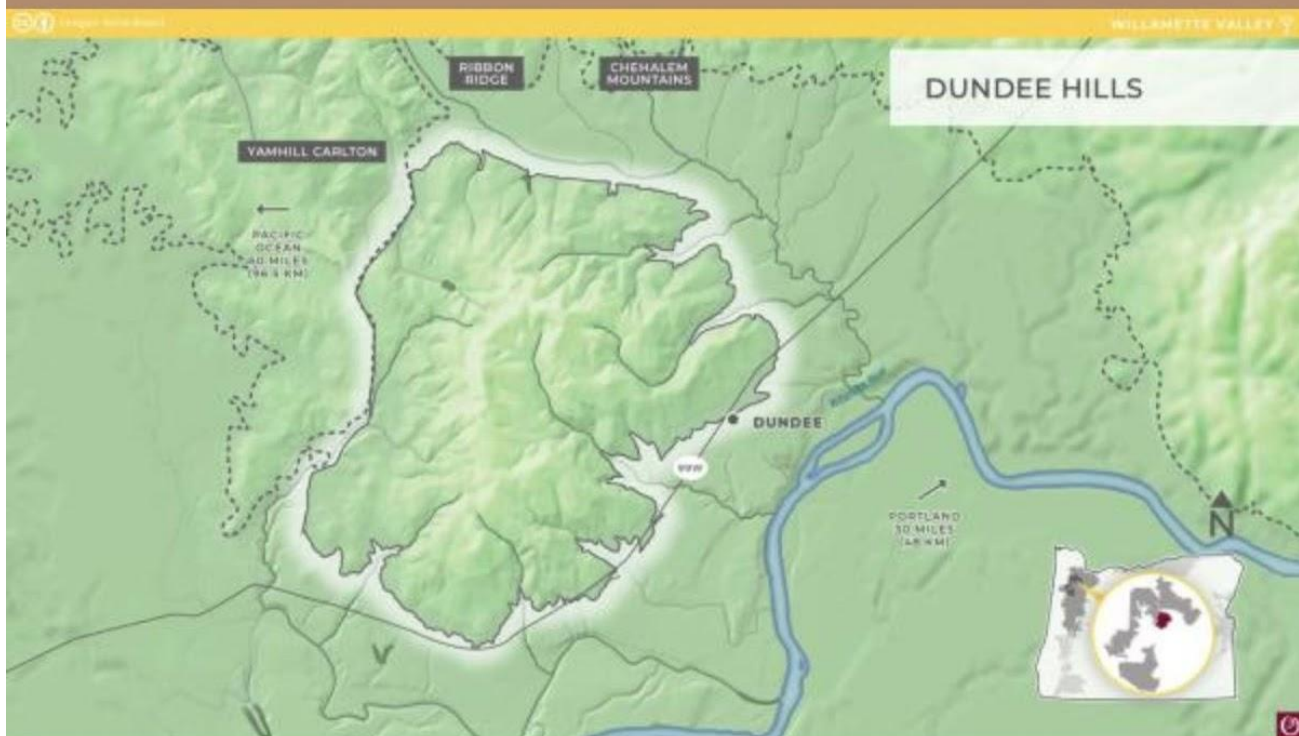


The Dundee Hills

It started here for a reason.



Strategic Planning and Cases
J453

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SITUATION ANALYSIS

Background

The Oregon wine industry is made up of 1,100 wineries. The Willamette Valley is the leading wine region in Oregon and contains two-thirds of Oregon's winery and vineyard makeup.¹ There are 44 winery members of Dundee Hills and 28 vineyard members. There are also six restaurants and nine overnight accommodations. Along with wine, food, and lodging, different attractions are featured, such as the Dundee Wine Library and Briar Rose Creamery.

Oregon is known for its Pinot noir because of its ideal climate, soil, and geographical conditions². The Dundee Hills was the first to plant Pinot noir in the Willamette Valley and is careful to maintain the reputation of creating and selling quality Pinot noir.

Grape growth is entirely dependent on the climate. This can occasionally disrupt production schedules for wineries due to unforeseen circumstances, such as fires and late-start summers. These natural interferences require quick thinking and creativity from wine growers all around.

Each winery that is a part of the Dundee Hills is unique. They all produce different wines and provide different experiences when visiting the vineyards.

The wine industry, as a whole, was on a steady incline, even through the start of the COVID era, but has recently started to decline. However, expensive wines continue to grow in sales, while cheaper wines are lessening, according to the Silicon Valley Report³.

According to the 2022 Oregon Economic Impact Study, the wine industry provided 50,786 jobs, \$2.41 billion in annual wages, \$801.99 million in tourist expenditures, and generated a total of \$441.69 million in taxes for Oregon.⁴

¹<https://www.willamettewines.com/about-the-valley/#:~:text=The%20Willamette%20Valley%2C%20Oregon%27s%20leading,producing%20areas%20in%20the%20world.>

²<https://www.wv.com/About-Us/Oregon-Pinot-Noir/#:~:text=The%20Valley%20climate%20provides%20an,are%20warm%20with%20cool%20evenings.>

³<https://www.svb.com/trends-insights/reports/wine-report>

⁴<https://wineamerica.org/economic-impact-study/oregon-wine-industry/>

PEST

Political	Economical
<ul style="list-style-type: none"> - If the wine label claims or implies “Oregon,” an Oregon county, or an AVA wholly within Oregon, 100% of grapes must be from Oregon, with 95% from that appellation of origin.⁵ - Shipping tax is required for wine, with a \$0.67/gal tax for wine less than or equal to 16% ABV, with a \$0.77% tax for wines greater than 16% ABV.⁶ - For wineries that produce less than 100,00 gallons annually, there is an exemption from paying the excise tax on the first 40,000 gallons.⁷ - 	<ul style="list-style-type: none"> - In 2022, A study in the Oregon Wine Industry was analyzed. It included 726 Wine Producers, 2.42 billion in Annual Wages, 2,363,181 tourism visits, 441.69 million in total taxes, and 7.19 billion in total impacts. - Oregon wine faces supply chain, worker shortage, and inflation that could increase the cost of products. - Due to inflation, taxes continue to increase, and revenue continues to increase. Recently, it reported an inflation rate of 2.49 % - Heavy and binge drinking are linked to long-term unemployment rather than brief spells and also connected to higher levels of abstinence for some.⁸ - Level of education related to unemployment wine consumption, the higher educated, the heavier the consumption. - A new survey of more than 500 wine enthusiasts found that two-thirds of consumers feel the pinch and are making changes to save money.⁹ - Almost half said they had reduced their wine consumption at home or dining out, and others were opting for cheaper bottles or boxed wine. - millennials have less disposable income than their parents and more economic fears.¹⁰ - Mr. McMillan also asserted that

⁵ <https://trade.oregonwine.org/resources/labeling-regulations/>

⁶ <https://trade.oregonwine.org/resources/labeling-regulations/>

⁷ <https://wineinstitute.com/pliancerules.org/state/oregon/>

⁸ <https://www.sciencedirect.com/science/article/pii/S1040260821000332>

⁹ <https://www.prnewswire.com/news-releases/wine-becomes-latest-victim-of-inflation-new-survey-301577298.html>

¹⁰ <https://www.nytimes.com/2022/02/07/dining/drinks/wine-millennials.html>

	<p>millennial consumers are more concerned with social justice, health, and environmental issues, including climate change.</p> <ul style="list-style-type: none"> - Oregon’s unemployment rate is 4.8%.¹¹
Social	Technological
<ul style="list-style-type: none"> - Social trends such as “Wine Wednesday” may be used to push the sales of wine on specific days. - The push of no and low-alcohol wines (NOLO) heavily marketed to younger audiences as a “healthier” alternative to traditional wine processing¹². - Dry January trend leading people to the consumption of alcohol-free wines, beers, and mocktails and away from wine and spirits¹³. - Health benefits of wine used to market the beverage to the health-conscious audience: <ul style="list-style-type: none"> ● Antioxidant rich ● Lowers terrible cholesterol - Rapid growth in sales following the rise of canned beverages/ready to drink cocktails . - Quality of wine bottle, taste, and label. - Create a boxed wine to appeal to new audience. - Hire micro-influencers to spark attraction and social media status. 	<p>According to 2022 Texting & SMS Marketing Statistics...</p> <ul style="list-style-type: none"> - “27% increase from 2021 to 2022 of businesses using SMS for marketing” - “1 in 3 consumers checks their text notifications within one minute of receiving a text.” - “Over half of consumers (51%) reply to a text message within 1-2 minutes.” - “In 2022, 70% of consumers opted in to receive texts from businesses.” - “61% of consumers say they want the ability to text a business back.” - “The majority of businesses report SMS click-through rates between 20 and 35%.” - People are more likely to see a text on their phone than an email.¹⁴ - Subscribers must provide evidence that they are 21 or older.

Political

As stated by the Oregon Wine Board, Oregon currently maintains some of the strictest wine labeling regulations of any state regarding transparency with the grape origin and varietals on

¹¹ [oregon's unemployment rate](#)
¹² <https://daily.sevenfifty.com/inside-the-evolution-of-ready-to-drink-cocktails/>
¹³ <https://www.cnn.com/2022/02/16/business/dry-january-participation-2022/index.html>
¹⁴ <https://simpletexting.com/2022-texting-and-sms-marketing-statistics/#:~:text=In%202021%2C%2042%25%20of%20business,over%2Dgrowth%20in%20SMS%20adoption>

bottle labels. The Alcohol and Tobacco Tax Bureau (TBB) developed a set of packaging and labeling regulations. These regulations are in place to uphold the integrity of alcoholic beverages within the marketplace and ensure accuracy for alcohol consumers. However, Oregon has enacted regulations even stricter than those of TBB to ensure the quality and integrity of Oregon wines. In line with TBB, wine labels that state a specific country state or county as an appellation 75% of the wine must be produced from grapes grown in which state is specified on the bottle, and at least 85% of the grapes must be produced in the stated location if the label lists a specific American Viticultural Area (AVA). Oregon advanced those percentages to 100% of the grapes needing to be from Oregon if it is stated or implied on the bottle, and 95% from that appellation of origin.¹⁵ All Oregon wineries must adhere to these rules and regulations, and in doing so, it shows the quality of the wines that they uphold.

On top of packaging regulations, shipping regulations also exist. A shipping tax is required for wine sales, which is broken up as \$0.67 per gallon for wine with an ABV less than or equal to 16%, and \$0.77% per gallon for wines greater than 16% ABV. While an excise tax is required, the one exception to this is for wineries that produce less than 100,000 gallons of wine annually, who are exempt from paying the tax on the first 40,000 gallons sold annually in Oregon.¹⁶ With strict shipping costs, Oregon wineries must factor this into their pricing and marketing of wines.

The regulations around wine are largely based on prohibition. Despite this having been eradicated, it still influences certain rules and regulations in the wine industry.

Economical

The wine industry has a greater impact on economic factors. More wineries have opened, which reflects the increased inflation, tax, and unemployment rate in the wine industry. It is important to address because it effects production due to a lack of raw materials and shipping costs. Long-term unemployment does link to higher consumption of wine, but also some may have increased abstinence. Oregon's unemployment rate is 4.8%. Higher education is linked to a higher consumption of alcohol due to unemployment. With inflation, more wine drinkers are starting to drink cheap wine, including box wine, and have reduced their consumption of wine. Younger people also have less disposable income compared to Baby Boomers, and more debt. Younger people also care more about social justice issues, and that impacts their spending habits.

Social

Social patterns, trends, norms, statistics, etc., are all valuable components that can help those in the wine industry further identify and understand their key publics effectively to market to them.

¹⁵ <https://trade.oregonwine.org/resources/labeling-regulations/>

¹⁶ <https://wineinstitute.com/pliancerules.org/state/oregon/>

Wine sales in the United States, according to 2021 data collected by age, report that consumers aged 21-34 comprised almost 20% of the share of wine consumers.¹⁷

One current social trend amongst alcohol consumers, specifically in adults in their early 20's, is the concept of "Wine Wednesday." This trend encourages the consumption of wine in mid-week, therefore encouraging the sales of wine. Another trend, just beginning to be relevant, is the rise of no-alcohol and low-alcohol wines. Non-alcoholic beer has been seen for a while now in comparison to no and low wines, but 2022 brought about rapid growth for this sector in the wine industry.¹⁸ Dry January, the social trend that pushes people to quit drinking for the first month of the year, led to a rise in purchasing of zero-proof wines, beers, and mocktails.¹⁹

Additionally, beverages usually consumed by the glass are beginning to get canned into single-serve, off-the-shelf drinks in markets. Canned cocktails and canned wines are rising in popularity. Canned beverages have a convenient novelty for being easy to grab, single serving, and often cheaper than buying them in full-size quantities. This trend began to roll out during the beginning of the COVID pandemic and has yet to slow down.

Technological²⁰

Texting and SMS marketing is rising in popularity and effectiveness.²¹ It is efficient for consumers to stay in the loop due to their likelihood of quickly noticing a text message on their phone because text messages are opened nearly 99% of the time.²² A weekly Dundee Hills "Wine Wednesday" text would be a beneficial strategy to introduce a new, young audience to new wines. Wine Wednesday is a popular gathering that takes place with a group of friends, a significant other, or even family members; people get together on a Wednesday night to drink some wine, make dinner, watch a movie, or just hang out. The growing SMS click-through rates, consumer reply rates, and overall engagement with text marketing indicate the potential for success, particularly because we are targeting an audience in their late 20s to early 30s— The subscription sign-up must include a section that asks for proof of age to ensure there is no one below the age of 21. This text marketing strategy could be used to promote new wines as well as special events and announcements. An option to respond to the text with questions or concerns would also be included to build a trustworthy relationship with the consumer. It is important to note that SMS marketing in the wine industry is not very common, but it is likely to become more popular.

¹⁷ <https://www.statista.com/statistics/509235/us-wine-sales-share-by-demographic>

¹⁸ <https://daily.seventy.com/inside-the-evolution-of-ready-to-drink-cocktails/>

¹⁹ <https://www.cnn.com/2022/02/16/business/dry-january-participation-2022/index.html>

²⁰ <https://blog.hootsuite.com/instagram-analytics-tools-business/>

²¹ <https://simpletexting.com/2022-texting-and-sms-marketing-statistics/#:~:text=In%202021%2C%2042%25%20of%20business,over%2Dgrowth%20in%20SMS%20adoption.>

²² <https://www.redeye.com/resources/sms-marketing-vs-email-marketing-who-wins-the-battle-for-effectiveness/>

SWOT

<p>Strengths</p> <ul style="list-style-type: none">- Known for Pinot noir because of the climate & soil in the valley.- Blog showcasing current events and what's happening in the vineyard marketing events.- Email newsletters that go out twice a month, keeping their audience in the loop.- Successful newsletter.- Strong editorial calendar that is well organized.- Solid social media presence that gains traction (mainly Instagram and Facebook).- Recipes to get their audience involved.- Ensure website is easy to navigate.	<p>Weaknesses</p> <ul style="list-style-type: none">- Attracts a very fixed and limited audience.- Sustainability for Dundee Hills hasn't been fully reached. They aren't fully organic and can't be labeled as fully organic. If they are labeled organic, they will attract more people.- Be careful with messaging when labeling yourself as "organic" because there will always be others more devoted to this value.- Does not have a DEI group and can't find the numbers to support/promote that.- Outdated Twitter account.- Lack of knowledge in their audiences surrounding the quality of the climate & soil for producing wine.
<p>Opportunities</p> <ul style="list-style-type: none">- Expanding demographically by appealing to a more vast audience.- Developing goals for each year and reaching these.- Finding a new way to sell/market the wine through social media posts, their newsletter, becoming a sustainable winery, and marketing, as such, boxed wine.- Taking risks and trying new things to gain attraction and to become a sustainable winemaker.- Educating their audience about the quality of the climate & soil for producing wine.	<p>Threats</p> <ul style="list-style-type: none">- The growth and popularity of seltzers and hard kombucha.- Can't be featured on Tiktok because alcohol cannot be marketed through the platform. This limits their potential audience through restrictions by the laws and rules surrounding alcohol.- The lack of knowledge surrounding different types of wines leads to the lack of effort to venture out and try/intimidate new audiences.- The size of the wine industry limits space in grocery stores and awareness of Dundee Hills wineries.- Society's pretentious and exclusionary views of the wine industry.- The presence of no/low alcohol wines.- Wary of the future because products are becoming more expensive to produce.

Strengths

Dundee Hills has many strengths surrounding its networking through its email lists and blog updates. The Pacific Northwest region has a high-quality climate and soil for producing wine and identifies as being perfect for making Pinot noir. The Dundee Hills website is easy to navigate and is appealing to the eye. The company has an email list you can subscribe to and receive updates about current events at the many wineries and what is taking place at the vineyards. This is effective in keeping the audience in the loop with marketing events.

Dundee Hills has a strong editorial calendar that is well organized and can point its audience to upcoming events. The social media accounts are linked to the Dundee Hills website. Its Instagram has a strong following of 11K, and Facebook has 7K. They post recipes that pair with wines from the Dundee Hills wineries on social media, attracting the attention of the many clients the brand has.

Weaknesses

Dundee Hills attracts a fixed and limited audience with most of its wineries. This is due to the size of some of the wineries lacking the resources to expand. Dundee Hills has come to a halt in being able to expand the reach of the audiences it is marketing to. In terms of sustainability, this can't be used as a marketing tactic because it hasn't been fully reached within the wine industry. The wineries also prefer not to label themselves as "organic" because many other wineries that label themselves as such are devoted to that image to a more extreme degree.

Many wineries under the Dundee Hills association need a Diversity, Equity, and Inclusion group due to a lack of staffing that could support and promote this. In terms of social media, Twitter needs to be more active and updated. This leads to not reaching that specific audience and is lacking engagement on the platform. Although the Pacific Northwest climate and soil have been deemed high-quality for wine production, specifically Pinot noir, there is a lack of knowledge surrounding the value of wine produced in this area.

Opportunities

Dundee Hills has the potential to expand demographically by appealing to new audiences. This can be done by increasing social media engagement, on-site at the vineyards, and doing more marketing events to get people involved. Dundee Hills can appeal to different audiences by finding a new way to market and sell its wine. This could be accomplished by taking risks and trying new things in the wine industry to gain traction. Dundee Hills can educate its audience about the quality of the climate and soil for producing wine to gain more attention surrounding the value of Oregon-grown wines. Dundee Hills could reach these goals by developing goals for each year and implementing new marketing strategies.

Threats

The wine industry faces threats regarding its audience's lifestyle and attitude changes. A large contributing factor to these threats is the rise in popularity of seltzers, such as White Claws and hard kombuchas, as well as spirits. The popularity of drinks such as these have resulted in a large loss of the Dundee Hills' younger audience. Along with this lack of attention from younger alcohol consumers, they cannot be featured on TikTok, a predominantly younger platform, because the platform does not allow the marketing of alcohol.

Both producers and consumers are impacted by the pretentious and exclusionary views of the wine industry. This causes intimidation with trying, let alone buying, wine. The lack of knowledge surrounding the different types of wines also contributes to the lack of confidence to venture out and try wines. The size of the wine industry impacts the growth of sales for Dundee Hills wineries because they are less likely to receive space in groceries stores and lack brand awareness.

There are specific laws for advertising and marketing wine that Dundee Hills has to follow, which hinders the ability to promote wines in certain ways that align with current social trends. Producing wine is becoming very expensive, so Dundee Hills has to be wary of the long-term effects this will have on its wineries.

COMMUNICATION AUDIT

Dundee Hills uses its website (owned), Instagram, and Facebook (shared) to communicate with its audience. Additionally, Dundee Hills received high praise in earned media formats, such as different wine publications and trip guides.

- **Dundee Hills Website**
The Dundee Hills website is user-friendly; it has a pop-up that allows users to join the newsletter and a blog and news articles tab. Overall, the website is successful due to having a consistently updated website with clear information.
- **Facebook**
Dundee Hills Facebook page has 7k followers. It earns less than 20 likes per post.
- **Instagram**
The Dundee Hills Instagram has 11.1k followers. The posts on this platform earn anywhere between 75-360 likes, with only a few comments. the like-to-follower ratio is off. More social media engagement with followers would create room for improvement in the engagement ratio when comparing the overall likes and comment count.

- Twitter

The Dundee Hills Twitter platform has 2k followers and is inactive and outdated; the account only posts every few months. The lack of engagement results from not having a specific targeted audience. Posting more regularly with specific content that points Twitter users to the websites would benefit this platform and the company as a whole. Gaining traction in this way would extend the brand to another platform and create more audience engagement.

- Earned Media

Dundee Hills has a fair amount of earned media. It is most commonly mentioned in the form of a recommended destination for Oregon wine.²³ Winery Hunt Oregon says, “The Dundee Hills are perhaps the most famous of all Oregon wine-tasting regions.” The online publication, Oregon Wine²⁴, also wrote about the Dundee Hills wineries, stating, “The wines of the Dundee Hills offer an elegance found in few places around the world.” Dundee Hills wineries are also recommended on travel guide publications like Tripadvisor.

AUDIENCE PROFILES

Demographics

The demographic we are reaching for the Dundee Hills wineries is individuals in their late 20s to early 30s. This demographic can be called the “social sipper.” These individuals are from the Pacific Northwest, within driving distance of the Dundee Hills. They are still enjoying adulthood's independence and are not responsible for any children. From 2020 census data, 26.3% of the population, or 964,300 people, in the Pacific Northwest are ages 26-34.²⁵

Psychographics

They are motivated individuals that work full-time during the week. They are switching out of the bar and party scene into a more sophisticated drinking scene, such as; getting a glass of wine with dinner, having wine night with friends, or going wine tasting. They aim to stay away from the “sloppy-drunk” eras of college as they settle into their career and begin to understand how they want to utilize a more disposable income. They prioritize a higher quality and better tasting

²³ <https://wineryhuntoregon.com/best-wineries-dundee-hills-north/>

²⁴ <https://www.oregonwine.org/regions/willamette-valley/dundee-hills-ava/>

²⁵ <https://www.kff.org/other/state-indicator/distribution-by-age/?currentTimeframe=0&selectedRows=%7B%22states%22:%7B%22oregon%22:%7B%7D%7D%7D&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D>

experience when drinking alcohol instead of just getting drunk. Their taste is evolving to enjoy the effects of drinking alcohol in a more intimate setting.

They deal with daily stress and want to be able to have a drink when they cook dinner in the evening. They are intimidated by the wine scene because drinking has never been about taste and quality. They want to feel welcomed in a new community, but they have imposter syndrome. They feel wary of the wine scene's exclusivity and lack the confidence to try new wines.

Analysis

This demographic is well suited for the Dundee Hills wineries because they are motivated and hardworking but also enjoy having fun and taking care of themselves. They are well-versed in social media and can navigate different platforms to stay up-to-date with their interests. Because they are looking for ways to be social and de-stress in ways that are outside of their comfort zone, the Dundee Hills wineries will provide a welcoming setting for them to flourish in their new endeavors.

Persona

Willow is a 26-year-old female identifying graduate that went to Arizona State University in 2019 and recently moved to Portland to start her first job as a physical therapist. She centers much of her life around health and wellness and has found a sense of community at the yoga studio she visits weekly. She enjoys movement as a form of self-care but is looking for more social settings to find a sense of community within. She drives a white Subaru Crosstrek and lives by herself in a townhouse in Northwest Portland, within walking distance of her yoga studio. She loves to shop and is typically embracing the modern business casual look.

Willow was a big participant in the sorority scene at her university and spent a lot of time partying around campus and with Greek life. While she has matured and is not as interested in this extent of partying, she still enjoys drinking socially and is in search of new settings to do so. Living in Oregon, she has been exposed to more wine drinkers than she has in the past and is curious how she can get involved in the beverage herself.

Willow wants to become a part of wine culture by learning to appreciate the importance of different types of wine. She wants to expand her taste buds and form a more sophisticated palette compared to what she was drinking in college. She wants to embrace her young age and try new things while settling into a new state. She wants to be adventurous and independent but also forms relationships with like-minded individuals. Visiting wineries and learning about wine culture can introduce her to a new community where she can surround herself with others who are still settling into and enjoying adulthood.

PROBLEM / OPPORTUNITY STATEMENT

Dundee Hills wants to expand the reputation of wine to uncover a new audience who is interested in becoming wine-literate in a less intimidating way.

GOAL STATEMENT

For Dundee Hills to establish new relationships with millennial women focused on knowledge, passion, and community of wine.

OBJECTIVE 1

To have an effect on acceptance, specifically to create engagement amongst 20,000 female millennial subscribers in the Pacific Northwest before the end of the campaign (January 2025) through informational text messaging.

Strategy 1:

To accomplish objective 1, we recommend a text-message subscription plan titled "New Wine Wednesday," to advertise wines from various Dundee Hills wineries and events put on by Dundee Hills Winegrowers Association.

Tactic:

Create an account with EZ Texting, an SMS marketing platform, for streamlining the weekly-texting process.

Tactic:

Send weekly texts for New Wine Wednesday to increase exposure to new clients.

Tactic:

Use simple and engaging language in the weekly texts for subscribers to easily understand wine profiles.

Tactic:

Make the subscription as user-friendly as possible by providing a link that sends them straight to the Dundee Hills website.

Tactic:

Strategically pick wines as relevant as possible to the time of year to show users how different wines are more suitable for different occasions.

Tactic:

Use tools, such as emojis, to make the texts entertaining and visually appealing.

Tactic:

Provide meal suggestions to pair with wines featured to give users inspiration for ways to

enjoy the wine.

OBJECTIVE 2

To generate awareness of the Dundee Hills Wine Winegrowers Association amongst 15% of the millennial population in a one-year span in the Pacific Northwest, specifically to increase the understanding amongst a younger audience of the quality and culture around Oregon wine.

Strategy 1:

To accomplish objective 2, we recommend pitching stories to different media outlets to increase earned media exposure of Dundee Hills.

Tactic: Pitch a story to the Portland Monthly media outlet about upcoming events including a QR code to the text subscription sign-up page on their website.

Tactic: Pitch a story to Willamette Valley Lifestyle media outlet presenting a wine-tasting event held at a Dundee Hills Winegrowers Association location.

Tactic: Pitch a story to the Portland Wine & Spirit media outlet about purchasing a bottle of wine from Dundee Hills winegrowers.

Strategy 2:

To accomplish objective 2, we also recommend actively seeking out and forming relationships with four young millennial influencers in the Portland area with followers that fit the social sipper demographic

Tactic: Hire 4 micro-influencers.

Tactic: Make each influencer partnership a 3-month commitment, switching influencers every four months.

Tactic: Invite each micro-influencer to the Dundee Hills winery events or for personal tastings to take a series of new photos for fresh content.

Tactic: Send the influencers branded Dundee Hills merchandise to promote on their social media, potentially including a wine bottle opener, wine glasses, coasters, and a tote bag.

Tactic: Reshare influencer's posts to the Dundee Hills Instagram stories.

Tactic: Utilize the collaboration feature for posts to show up on both Dundee Hills followers' feeds and the influencer's follower's feeds.

EVALUATION – CRITERIA, AND TOOLS

Objective 1: To have an effect on acceptance, specifically to create engagement amongst 20,000 millennial subscribers in the Pacific Northwest before the end of the campaign through informational text messaging.

Criteria: This objective will be met when 20,000 millennials subscribe to the Dundee Hills New Wine Wednesday text messaging.

Tools: We will know the objective is met by looking at the number of subscribers at the end of the campaign. We will look at these numbers through the subscription platform, EZ Texting.

Objective 2: To generate awareness of the Dundee Hills Wine Winegrowers Association, amongst 15% of the millennial population in the Pacific Northwest, specifically to increase the understanding amongst a younger audience of the quality and culture around Oregon wine.

Criteria: This objective will be met when the number of millennials in the Pacific Northwest who are aware of the Dundee Hills Winegrowers association increases by 15% in a one-year span.

Tools: We will know the objective has been met by tracking Instagram analytics, website traffic, and newsletter subscription rates.

TIMELINE

Task	Category	Start Date	January 2024	February	March	April	May	June	July	August	September	October	November	December	January 2025
Objective 1	Increase acceptance														
Task 1	Create text message subscription account (EZ Texting)	January 2024													
Task 2	Sending weekly New Wine Wednesday text	7 Feb. 2024		Galentines Edition: 14 Feb.	Spring: Edition: 19 March			Summer Edition: 22 June			Autumn Edition: 25 Sept.			Holiday Edition: 4 Dec.	New Years Celebration Edition 1 Jan.
Task 3	Evaluation of campaign statistics: which wines are selling best, number of subscribers, growth, purchases through text				Evaluation: First week of March			Evaluation: First week of June			Evaluation: First week of September			Evaluation: First week of December	Final Evaluation First week of January
Objective 2	Increase awareness														
Task 1	Pitch story to media outlet		Pitch story to Portland Monthly					Pitch story to Willamette Valley Lifestyle					Pitch story to Portland Wine and Spirit		

Task 1.2	Hire micro-influencers	January 2024	Hire first micro-influencer			Hire second influencer			Hire third influencer			Hire fourth influencer			
Task 2.2	Send micro-influencer branded merchandise			Send them merchandise			Send them merchandise			Send them merchandise			Send them merchandise		
Task 3.2	Invite micro-influencer to a Dundee Hills event or personal tasting				Invite them to a Dundee Hills			Invite them to a Dundee Hills			Invite them to a Dundee Hills event			Invite them to a Dundee Hills event	

*Colored boxes represent the months the category actions occur; Certain special actions indicated with text in color-filled boxes

BUDGET

	Tactic	Component	Detail	Unit Cost	Quantity	Total Cost
Strategy 1	Tactic 1	Create SMS subscription account	Create account with EZ Texting, an SMS marketing platform	\$30/month	1 week/month x 12 months	\$360
	Tactic 2	Send weekly text	Text sent every Wednesday featuring a wine, announcement or upcoming event	\$0	N/A	\$0
	Tactic 3	Simple language	Simple & educational language to educate audience	\$0	N/A	\$0
	Tactic 4	User-friendly	Provide link to Dundee Hills website	\$0	N/A	\$0
	Tactic 5	Pick wines	Choose wines relevant to the time of year the message is sent	\$0	N/A	\$0

	Tactic	Component	Detail	Unit Cost	Quantity	Total Cost
	Tactic 6	Make visually appealing	Use emojis to make the texts entertaining & visually appealing	\$0	N/A	\$0
	Tactic 7	Include meal suggestions	Giving users inspirations for wine pairings	\$0	N/A	\$0
Strategy 2	Tactic 1	Pitch story to Portland Monthly	Story about upcoming events & QR code for text subscription sign-up	\$0	N/A	\$0
	Tactic 2	Pitch story to Willamette Valley Lifestyle	Story presenting wine tasting event at a Dundee Hills winery	\$0	N/A	\$0
	Tactic 3	Pitch story to Portland - Wine & Spirits	Story about purchasing a bottle of wine from Dundee Hills Winegrowers Association	\$0	N/A	\$0
Strategy 3	Tactic 1	Incorporate four Influencers	Invite influencers to participate in Dundee Hills	\$0	N/A	\$0

	Tactic	Component	Detail	Unit Cost	Quantity	Total Cost
			events & take photos for fresh content, hire 4 total to post regularly for 2-3 months per influencer			
	Tactic 2	Send four influencers merchandise	Merchandise PR package including; wine bottle opener, wine glasses, coasters & tote bag	-\$22.91/ four coasters -\$12.71/ bottle opener -\$8.02/ tote bag -\$42.26/ four wine glasses	-16 coasters (4/influencer) - 4 openers - 4 tote bags - 16 wine glasses (4/influencer)	\$343.60
	Tactic 3	Repost influencer's content	Show engagement with influencers on social media	\$0	N/A	\$0
	Tactic 4	Collaborate with influencers on social media	Use collaborative feature on Instagram with	\$0	N/A	\$0

