



# **Oregon Wine Country Plate Region 1**

24-25 Campaign Overview & 25-27 Campaign Planning



# 24-25 Campaign Review

Wine Country Plate Region 1 (WCPR1)

- The Committee elected to focus on a **Streaming TV/Video campaign** targeting wine & culinary enthusiasts in **Seattle, WA and Dallas, TX** to raise awareness of the **Willamette Valley wine region** and drive visitation during shoulder season
  - Streaming TV/Video was selected based on identified “gap” in regional marketing initiatives
  - Seattle & Dallas were selected based on data showing those 2 markets have very high interest in Willamette Valley wine
- Crafted a **30-second video spots promoting the 3-county region** that showcase the scenic beauty of the Willamette Valley and its “edible ecosystem” where wine and food pair perfectly together.

SEATTLE



DALLAS



- **Call to Action (CTA): Visit [TasteWillametteValley.com](https://TasteWillametteValley.com)** – a microsite within WillametteValley.org featuring wineries, lodging, restaurants, tours etc.

# 24-25 Campaign Budget

Wine Country Plate Region 1 (WCPR1)

Region 1 - 2024-25 Wine Country Plate - Advertising Budget		
Strategy	Budget	
OTT/Streaming TV	\$ 130,416	
Targeted Video & Display	\$ 15,000	
Paid Search/SEM	\$ 10,482	
Sponsored Broadcast Segments	\$ 13,500	
Microsite Development	\$ 16,000	
TOTAL	\$ 185,398	

# 24-25 Campaign

Wine Country Plate Region 1 (WCPR1)

## Streaming TV

- Targets: Dallas & Seattle zip codes; Income greater than \$150K; wine enthusiast & travel intender
- Channels (examples): Roku, Hulu, LG Channels, HGTV, Tubi, Paramount, MAX

## Targeted Video & Display Ads

- Targets: Dallas & Seattle zip codes; Income greater than \$150K; wine enthusiast & travel intender
- Online sites (examples): Foxnews.com, komonews.com, yahoo.com, usatoday.com, nypost.com

## Paid Search/SEM

- Dallas & Seattle residents who searched primarily for Wine Tasting, Wineries, Willamette Valley Wine, Sonoma, etc. were served an ad linking to [TasteWillametteValley.com](https://TasteWillametteValley.com)
- 85% of ads delivered on Google

# 24-25 Campaign Results

Wine Country Plate Region 1 (WCPR1)

## Campaign Summary

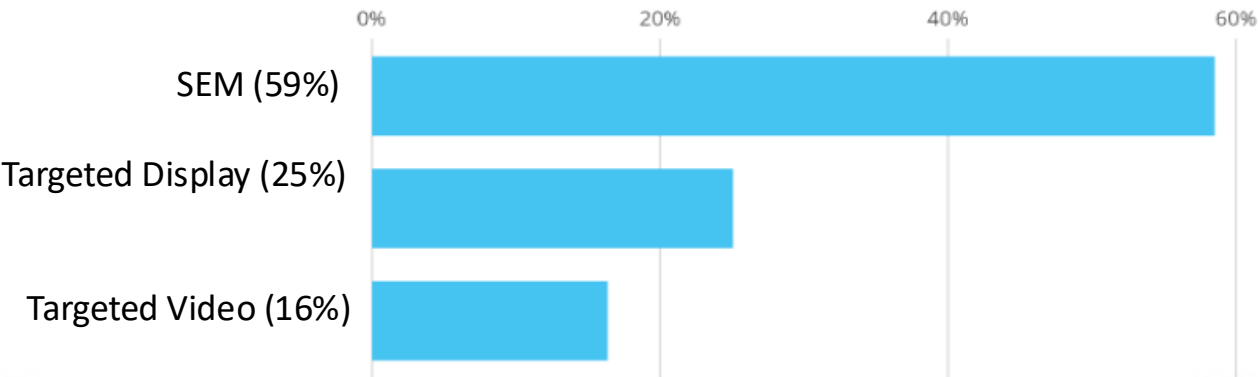
Total Impressions	Total Clicks	Completed Views
5.24M	3K	3.79M

% Total Impressions by Product

Streaming TV = 3.5M (66%)  
Targeted Display = 881K (17%)  
Targeted Video = 830K (16%)  
SEM = 34K (1%)



% of Total Clicks by Product



### Streaming TV

- 98% Video Completion Rate

### SEM/Paid Search

- Average CTR of 5.4% (Google Paid Search Average is 3.2%)

# 24-25 Campaign Results

Wine Country Plate Region 1 (WCPR1)

## Sponsored Broadcast TV Segments

Broadcast Impressions

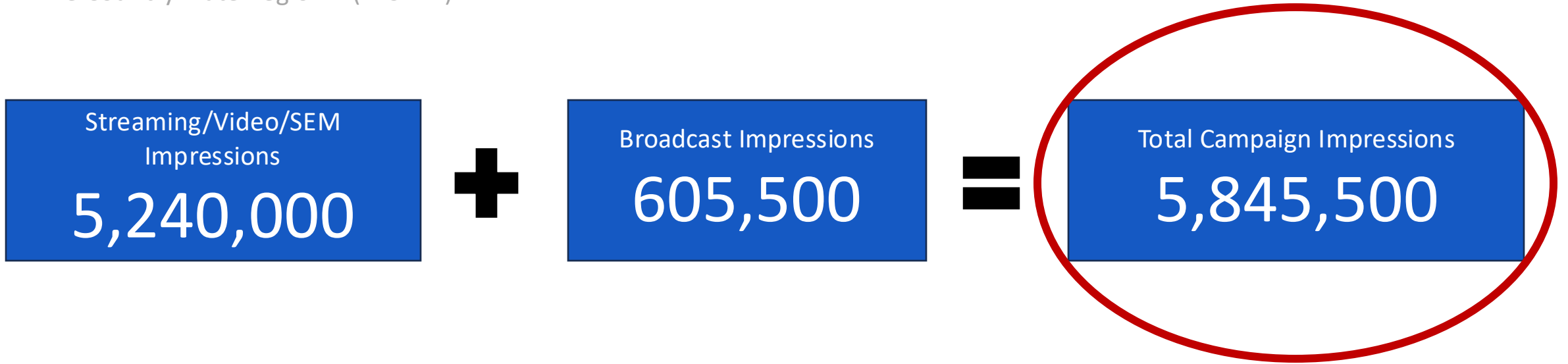
605,500

- Segment aired 4x on Seattle lifestyle show "Seattle Refined" for **130,500 impressions** (viewership + social media reach)
- Segment aired 4x on Dallas lifestyle show "Texas Today" for **475,000 impressions** (viewership + social media reach)



# 24-25 Campaign Results

Wine Country Plate Region 1 (WCPR1)





# 24-25 Campaign Results

Wine Country Plate Region 1 (WCPR1)

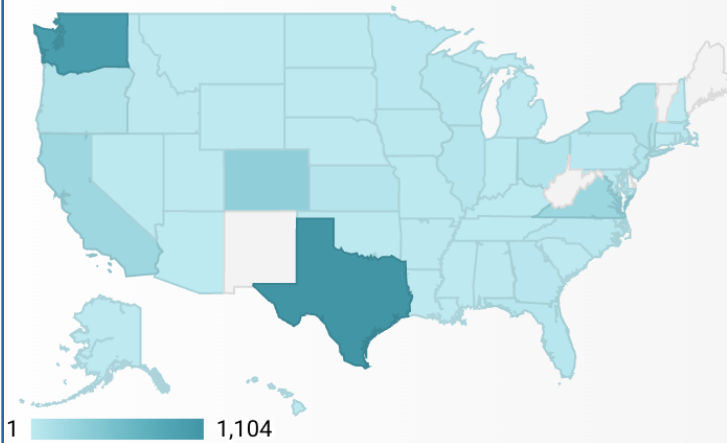
## TasteWillametteValley.com

- Dec 1, 2024 – May 31, 2025: 5,178 sessions

	Page path + query string	Views ▾
1.	/taste-willamette-valley	4,814
2.	/taste-willamette-valley-wine	421
3.	/taste-willamette-valley-stay	203
4.	/taste-willamette-valley-tours	167
5.	/taste-willamette-valley-restaurants	127
6.	/taste-willamette-valley-regions	126
7.	/taste-willamette-valley-events	119
8.	/taste-willamette-valley-seasons	88
9.	/taste-willamette-valley-deals	87
10.	/taste-willamette-valley-beverage	39

	Session default channel group	Sessions ▾
1...	Direct	1,917
2...	Organic Search	1,576
3...	Referral	785
4...	Organic Shopp...	265
5...	Unassigned	145

### What are the top cities by sessions?



	City	Active users ▾	Key events
★ 1.	Dallas	404	
★ 2.	Seattle	397	
3.	Ashburn	157	
4.	Loveland	139	
5.	New York	78	



# 24-25 Campaign Results

Wine Country Plate Region 1 (WCPR1)

## WillametteValley.org

- December 2024 – February 2025:
  - 103K new users
  - approx. 9.5K of those users came from Seattle

December 2024



# Zartico Research

Wine Country Plate Region 1 (WCPR1)

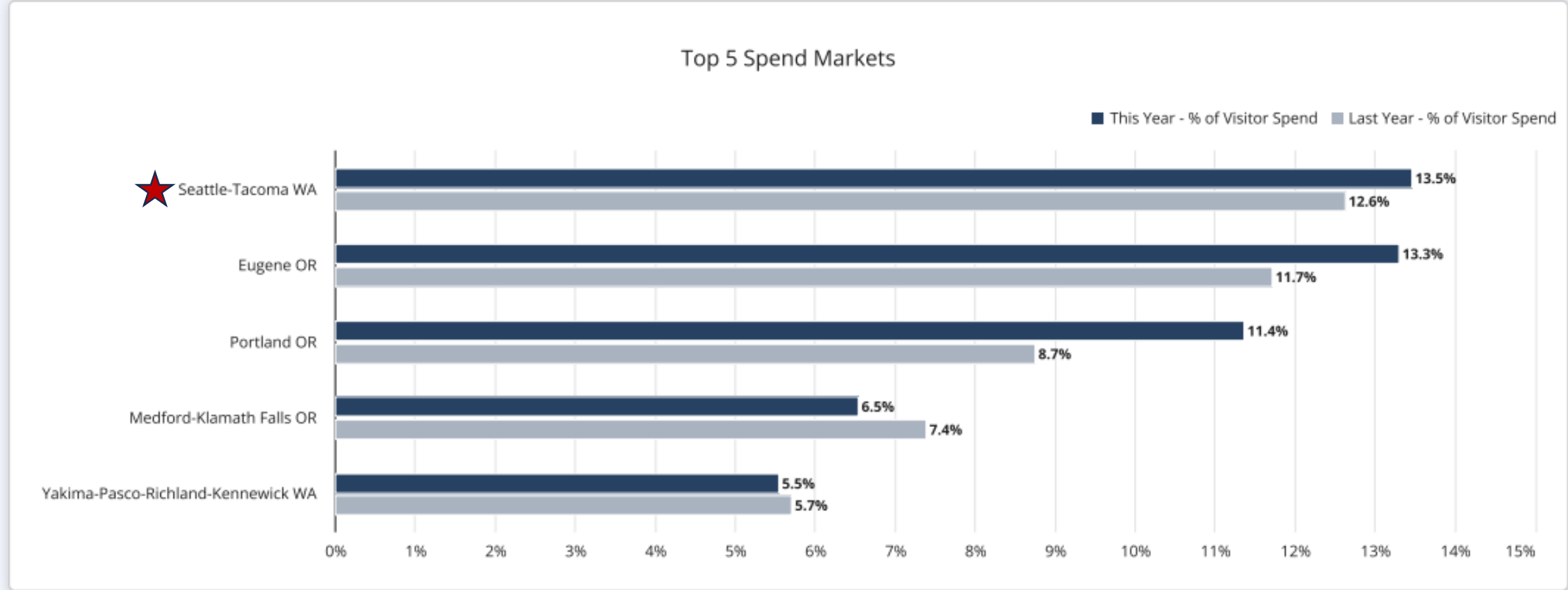
December 1, 2024 to May 13, 2025

Visitor Market Area	% of Visitors
Boise ID	1.4%
Medford-Klamath Falls OR	4.1%
Chico-Redding CA	0.5%
Spokane WA	1.6%
Reno NV	0.6%
Salt Lake City UT	1.3%
Las Vegas NV	0.9%
Bend OR	3.5%
Sacramento-Stockton-Modesto CA	2.5%
Seattle-Tacoma WA	11.1%
Denver CO	0.9%



## Which visitor markets have the highest share of spend?

Source: Zartico Spend Data  
Enhance your planning by understanding year-over-year changes in your top visitor spend markets. Use the date filter to drive to identified need periods.



# Recommendations/Discussion

Wine Country Plate Region 1 (WCPR1)

- 2025-27 Budget: **\$159,636\***

## Recommendations:

- Extend the 24-25 campaign into the 25-27 biennium with a focus on Streaming/Connected TV
- Allocate more of the 25-27 budget for the paid search/SEM component to drive more traffic to TasteWillametteValley.com (24-25 allocation: \$10,482)
- Target the same 2 markets: Seattle & Dallas – consistency & frequency is key
  - Or focus entirely on 1 of the 2 market for more market penetration?
- Enhance TasteWillametteValley.com
  - Add marquee events, itineraries, more deals & promotions
  - Sort wineries/restaurants/etc differently (i.e., currently listed alphabetically. Can we sort by other features or randomize it?)

\*199,549 (total disbursement) - \$39,909 (20% admin fee to manage/implement program) = \$159,636



# Tentative Timeline

Wine Country Plate Region 1 (WCPR1)

## May 2025

- Draft the 25-27 plan

## mid-June 2025

- Send draft plan to Advisory Committee for input
- Send draft plan to Oregon Wine Board for input

## July 2025

- Send plan/application for funds to Travel Oregon? TBD\*
- Send 24-25 marketing recap to Travel Oregon? TBD\*

## August 2025

- Plan/prepare for campaign implementation

**September 2025** – Travel Oregon to release funds? TBD\*

**October 2025** – Implement 25-26 Campaign

\*Based on tentative information provided by Dawn Smallman, Travel Oregon Stewardship Investments Manager. Will have more details after meeting end of May.

# Advisory Committee

Wine Country Plate Region 1 (WCPR1)

\*John Bracken, Crush Wine Tours  
Irene Bernards, Travel Salem (staff)  
**General Manager, The Allison Inn & Spa**  
Audrey Comerford, OSU Extension  
Pat Dudley, Bethel Heights Vineyard  
Jason Hanson, Hanson Vineyards  
\*Cecilia Ritter James, Wild Pear Restaurant  
\*Leigh Jensen, Taste Newberg  
\*Michelle Kaufmann, Stoller Family Estate  
\*Kara Kuh, Travel Salem (staff)  
Suzanne Larson, Left Coast Estate

Cathy Martin, Argyle Winery  
\*Lee McCollins, Visit McMinnville  
\*Morgen McLaughlin, Willamette Valley Wineries Association  
Tori Middlestadt, Willamette Valley Visitors Association  
Elaine Owen, Lady Hill Winery  
John Pataccoli,  
Mallory Phelan, Ankeny Vineyard  
Dino Venti, Venti's Restaurant  
Angie Villery, Travel Salem  
**Vacant, Restaurant (Yamhill County)**  
**Vacant, Winery (Polk County)**  
**Vacant, Culinary/Restaurant (Polk County)**

\*Marketing Sub-Committee Members