

COONAWARRA BRAND ACTIVATION PLAN

2017-2020

Prepared by



May 2017

EXECUTIVE SUMMARY

The Coonawarra Strategic Plan/Marketing Plan, launched in October 2015, was the outcome of a long period of consultation, strategic thinking and planning by Coonawarra Grape and Wine. This very comprehensive document outlined strategic goals and objectives, target audiences and priority markets and suggested a marketing framework that included the development of a new visual brand identity, brand story and recommendations for PR, media and digital plans.

The first two stages of the plan were ratified by Coonawarra Grape and Wine members in 2016-2017: a new visual brand identity and a new tagline “Take the Time” which replaces “Australia’s Red Wine Centre”.

In April 2017 FULLER Brand Communications was engaged to develop this 2017-2020 Brand Activation Plan. This document does not take the place of the Coonawarra Strategic Plan/Marketing Plan, but suggests practical activities to bring it to life.

The following plan provides tangible and achievable consumer engagement tactics with a focus on contemporary content creation and digital marketing. It also provides recommendations to rationalise and re-focus existing events and activities such as the Coonawarra Cup and the annual Roadshow, to target specific audiences such as trade and media. It also suggests a new approach to premium inbound tourism.

This brand activation plan seeks to build greater awareness of Coonawarra’s unique selling proposition – as Australia’s best Cabernet Sauvignon region – and translate this into increased wines sales and improved cellar door visitation.

REGIONAL VISION

Coonawarra is nationally and internationally sought-after as a progressive, world-class winegrowing region, whose unique culture is embodied in its wine and in its people.

The place is a coveted world wine destination for consumers and wine trade.

Discover the Coonawarra Effect.

From Coonawarra Strategic Plan/Marketing Plan 2015

KEY ASPIRATIONS

National and international

Progressive

World-class

Unique

Coveted wine destination for consumers and wine trade

MARKETING GOAL

Reinforce and grow Coonawarra's national and international reputation as Australia's best Cabernet Sauvignon region to consumers, trade and media with the aim of increasing wine sales and cellar door visitation.

MARKETING OBJECTIVES

A clear and compelling regional brand proposition that differentiates the region, builds esteem and ultimately drives demand for the region's wines and wine experiences

Initiatives:

- Develop a regional brand positioning for Coonawarra (see slides 20-21)
 - Clearly articulate the brand story and regional voice [L][SEP]
 - Develop the visual brand assets to tell the region's story in the desired way (new imagery, focus on people and their stories) [L][SEP]
 - Developing brand guidelines to ensure consistent representation of the regional brand [L][SEP]
 - Conduct a communications audit to ensure all marketing materials and third-party collateral accurately reflect the desired brand position [L][SEP]
- Develop a regional marketing plan (associated document to this strategy plan) [L][SEP]
- Develop the digital offer for the region including refreshed website [L][SEP]
- Investigate the broader regional proposition aligned with food and other primary producers for a collaborative approach to marketing activity [L][SEP]
- Develop an increased awareness of and focus on the importance of Tourism Product Development

to drive regional visitation and demand. [L]
[SEP]

Outcomes:

- A clear and differentiated brand proposition for the region that makes rational and emotional connections with consumers, trade and media [L]
[SEP]
- Measurable demand increase for Coonawarra wines over time [L]
[SEP]
- Increased regional visitation [L]
[SEP]
- Increased traffic to and engagement [L]
[SEP] with digital brand assets:
 - Coonawarra Website [L]
[SEP]
 - Social media platforms [L]
[SEP]

From Coonawarra Strategic Plan/Marketing Plan 2015

4. TARGET AUDIENCES

Current

Domestic

40+ men

Older – serious, knowledgeable wine collectors

International

Chinese wine collectors/drinkers

USA

UK

Future

Domestic

Younger wine drinkers – 30+

Fastest Evolving Demographics ((18% of population/38% of market value)

- **Adventurous Connoisseurs**

Younger, high spending, high earners, with a strong wine knowledge base and interest in wine. The most experimental wine repertoires, drinking from a broad portfolio of brands, varietals and source countries. They enjoy visiting wineries, and wine shopping is generally considered a leisure activity,

- **Developing Drinkers**

Younger, interested consumers who seek information about wine to increase their confidence in the category. High spenders and open to exploring different wine styles and varietals, but seek reassurance through recommendations and brand familiarity.

Cellar Door – 80% SA and Victorian travellers

International

Chinese young wine drinkers/collectors

- Strong sales to China of high end/high priced Coonawarra wines in 2016/2017
- Anecdotal increasing visitation by Chinese tourists at cellar doors 2016/2017

USA

UK

TARGET AUDIENCE DISCUSSION

Wine consumers can't really be segmented by demographics as people buy into wine at different life stages for very different reasons.

What we do know, is that “fine wine” (\$20+) consumers are a relatively small proportion of the market and not all of those consumers see themselves as highly involved wine experts.

The insights here for Coonawarra are that:

- The region must find ways to engage with wine consumers on more than purely wine credentials [L][SEP]
- There needs to be a balance between the desire to *educate* consumers about wine and their desire to be *entertained* in the course of investing their “leisure” dollars [L][SEP]
- Coonawarra is not really targeted at the mass market of wine consumers, the majority of the wine produced is in higher price points with fewer consumers. Therefore the region must go where those consumers are – digitally and physically – to be able to engage and convert them to the cause. [L][SEP]

From Coonawarra Strategic Plan/Marketing Plan 2015

CONSUMER AWARENESS

Research by Dr Jonathan Bruer in 2008* reported Coonawarra has:

- Low unprompted consumer awareness
- Lower than average consumer visitation (distance)
- Low consumer knowledge of location (Victoria or NSW?)
- High association with red wine, particularly Cabernet Sauvignon
- Red wine, flavour, quality and consistency were the key regional wine brand elements

* More recent research may indicate an improvement in these key consumer criteria.

PRIORITY MARKETS

The below market priorities have been developed in line with Wine Australia's recommendations for export and where the market opportunity is in the domestic market. Individual wine businesses are encouraged to continue to pursue their own market development priorities, however the CGWI will take a targeted approach to invest finite resources rather than spreading small amounts of funds across many activities.

	Primary markets	Secondary markets
LOCAL	Cellar door visitor conversion to sales Direct to consumer and mail order Limestone Coast Wholesale Trade	
DOMESTIC	Adelaide Brisbane Melbourne Sydney	Canberra Darwin Perth
EXPORT	China – priority focus to capitalise on in-market activity North America / Canada	UK Hong Kong Singapore / Malaysia Japan

BRAND ACTIVATION STRATEGIES

1. **Brand Coonawarra**

Communicate what “Brand Coonawarra” is through a brand story, brand messages and tagline.

Communicate to members and reinforce in all member marketing activity and marketing collateral. [L] [SEP]

2. **Coonawarra Cabernet Sauvignon**

Develop a consistent description of how we talk about Coonawarra Cabernet Sauvignon as the region's hero variety. [L] [SEP] Communicate to members and reinforce in all member marketing activity and marketing collateral. [L] [SEP]

3. **Content – Take the Time**

Create engaging content (stories, videos, photographs) that illustrates and amplifies the Coonawarra tagline theme of *Take the Time*.

4. **Digital marketing**

Adopt a contemporary digital marketing strategy to engage younger audiences by making the website the home of content and using contemporary digital channels such as Google Adwords, Facebook, Twitter and Outbrain to draw people to the site. Create a subscriber database for marketing/remarketing.

5. Domestic Trade Engagement

Engage the domestic wine trade through events: Including the Coonawarra Cup and the Roadshow.

6. Domestic Wine Media Engagement

Engage the domestic wine media through events: In particular the Roadshow.

7. International Wine Trade and Media Engagement

Engage international wine trade and media through the Wine Australia program, using a templated Family planning and delivery system.

8. Premium Tourism Engagement

Engage premium consumers with an exclusive Inbound travel offer - The Coonawarra Charter

STRATEGY ONE – BRAND COONAWARRA

A brand is not a logo – a brand is a story that can be told again and again that affirms a lasting relationship of loyalty and trust with the consumer.

Brand Story

Coonawarra is the home of Australia's best Cabernet Sauvignon.

It has a Cabernet Sauvignon winemaking lineage that dates back to the 1890s and the establishment of the very first vineyard by pioneer John Riddoch, a tradition that was kept alive and nurtured by the Redman's in the 1930s and 1940s and visionary David Wynn in the 1950s.

It also has 12 wines acknowledged as Exceptional, Outstanding and Excellent in the prestigious Langton's Classification VI, an objective third party acknowledgement of excellence.

Coonawarra's super-premium reputation has been built on a style of Cabernet that rivals some of the world's greatest Bordeaux wines – medium weight, supple tannins, persistent length and an acid structure that ensures great ageability.

This style has been influenced by the region's geography – one of the southern-most regions in Australia it has a distinctively cool climate balanced by the maritime influence of the Southern Ocean that assists ripening and flavour development.

Geology also plays a major role in wine style – in particular free draining Terra Rossa soils over limestone that balance vine vigour and yield and sustain flavour development and concentration. This limited “cigar” shaped piece of Terra Rossa soil has become an international identifier of Coonawarra and considered one of the unique viticultural terroirs of the world.

As Coonawarra has evolved over more than 120 years it has embraced diversity, developing a reputation for award winning cool climate expressions of Shiraz, Chardonnay and Riesling. Some Coonawarra Cabernets are also evolving to a softer, more approachable style in their youth, a result of improved canopy management techniques and single vineyard site selection.

However, Coonawarra is deliberately not a slave to fashion. It is comfortable being an ‘old’, trusted and prestigious Australian wine destination that has built its reputation on consistency, uncompromising quality and a commitment to timeless perfection.

Brand Messages

Unique Selling Proposition

Coonawarra is the home of Australia's best Cabernet Sauvignon.

History and Context

Coonawarra has a Cabernet Sauvignon winemaking lineage that dates back to the 1890s and the establishment of the very first vineyard by pioneer John Riddoch, a tradition that was kept alive and nurtured by the Redman's in the 1940s and visionary David Wynn in the 1950s.

National Positioning

Coonawarra has 12 wines acknowledged as Exceptional, Outstanding and Excellent in the prestigious Langton's Classification VI, an objective third party acknowledgement of excellence.

International Positioning

Coonawarra's super-premium reputation has been built on a style of Cabernet that rivals some of the world's greatest Bordeaux wines.

"Coonawarra's cool, Mediterranean climate is very similar to that of Bordeaux; it is slightly warmer and has less growing season rainfall."

Jancis Robinson, The Oxford Companion to Wine

Wine Style

Medium weight, supple tannins, persistent length and an acid structure that ensures great ageability.

Geography

One of the southern-most regions in Australia it has a distinctively cool climate balanced by the maritime influence of the Southern Ocean that assists ripening and flavour development.

Geology

Free draining terra rossa soils over limestone that balance vine vigour and yield and sustain flavour development and concentration. This limited “cigar” shaped piece of terra rossa soil – just 20 kilometres long and two kilometres wide – has become an international identifier of Coonawarra and considered one of the unique viticultural terroirs of the world.

Diversity

As Coonawarra has evolved over more than 120 years it has embraced diversity, developing a reputation for award winning cool climate expressions of Shiraz, Chardonnay and Riesling. Some Coonawarra Cabernets are also evolving to a softer, more approachable style in their youth, a result of improved canopy management techniques and single vineyard site selection.

Prestige

Coonawarra is deliberately not a slave to fashion. It is comfortable being an ‘old’, trusted and prestigious Australian wine destination that has built its reputation on consistency, uncompromising quality and a commitment to timeless perfection.

Brand Tagline

Coonawarra: Take the Time

- Mindfulness
- A refuge for the time poor - slow down
- Old/classic/time honoured
- Enduring
- Time = Trustworthiness = value
- Lineage

Alternatives

Coonawarra: Timeless

Coonawarra: Timeless Perfection

STRATEGY TWO – DEFINING COONAWARRA CABERNET SAUVIGNON

Every region has a range of varieties and styles, testament to the grape-grower's craft and the winemaker's art. But super-premium regions must have a definable hero variety with a consistently expressed point of difference.

Among the world's greatest red wines, Coonawarra Cabernet Sauvignon is a medium to full bodied style with fine supple tannins, persistent length and an acid structure that ensures great ageability – at least 20 years.

Its bouquet and palate range from the mint/eucalyptus end of the spectrum through the more common blackcurrant-ribena to the ripe, rich, red cherry-stewed plum flavours.

“Deep rich red in colour, the nose is very perfumed with aromas of pure cassis, violets, blackberry and graphite combined with fine mocha-coffee French oak. The palate is structured and elegant with ripe cassis fruit and a fine-tannin finish. “

Balnaves 2013 Cabernet Sauvignon

“Supple and polished, this wine first displays concentrated black olive and mulberry, which lead to elegant tobacco, cassis and hints of rosemary. Powerful and restrained, the melding of concentrated dark fruit, subtle savoury notes and definitive, firm, bright chalky tannins, create a timeless wine with phenomenal purity and savory spice finish.”

Wynns 2013 John Riddoch Cabernet Sauvignon

“Dark red in colour, with a very complex nose with hints of blackberries and ripe cherries. This complexity carries over to the palate, rich, juicy and ribena-like, with plums and fruitcake characters showing through. As ever the finish is long and lingering with wonderful 'soft grain' tannins.”

Majella 2014 Cabernet Sauvignon

“Subtle dark chocolate and cloves are framed by ripe berry aromas, the palate delivers rich varietal flavours of blackcurrant enhanced by cedary oak.”

Hollick 2013 Cabernet Sauvignon (Dan Murphy's Review)

STRATEGY THREE – CREATE ENGAGING CONTENT

Content is king. In a world where traditional media is declining, content marketing enables organizations and businesses to “own their own media” and overcome the tyranny of expensive advertising and unpredictable PR that cannot be effectively customized to your target audiences.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

Content Marketing Institute

The idea central to content marketing is that a brand must give something valuable to get something valuable in return.

Therefore, content marketing is not the same as sending out media releases or placing ads in newspapers that tell one side of the story – yours.

Instead content marketing provides information that is valuable, grows a consumer’s knowledge and builds trust and loyalty in the long term.

Content marketing starts with carefully conceived story ideas that are created in words, videos, podcasts and graphics.

Coonawarra Content Marketing Strategy

1. Leverage the brand theme: “Time” – ageing, patience, timelessness
2. Identify authentic stories/subjects that tell the “time” story – Patrons, Geology, Next Generation
3. Video – recommend 30 second to 120 second professionally scripted, directed and produced clips that can be shared on social media and through digital marketing. They will be housed on the www.coonawarra.org website to add SEO value and be made available to members for presentations and cellar door promotions.
4. Copywriting – Interview and professionally write 500 – 800 word articles that can be used as the basis for web text, media releases, brochures, presentations.
5. Photography – undertake a photo shoot around each story – people, vineyards, winemaking, labels, consumers – that illustrate the time theme. These will form a valuable photo library for use on the website, for media and in brochures.

Suggested Content Topics

A. Coonawarra Cabernet Takes Time (Overview 120 seconds)

Interview prominent viticulturists about pruning, vineyard management and vintage.

Interview prominent winemakers about the winemaking process, flavour development, barrel and bottle maturation.

Interviews: Allen Jenkins, Pete Balnaves, Pete Bissell, Wayne Stehbens, Bruce Redman

B. Ageing Potential (30 second)

What makes Coonawarra Cabernet age well? acid structure, tannins

Why is an aged wine better to drink?

What is the optimum age for Coonawarra Cabernet?

How do you treat an aged wine - prior to opening, opening, decanting, breathing?

Interview: Sue Hodder

C. Patrons (Overview 120 seconds)

Where has Coonawarra come from- early history?

When did you start making wine? Stories

How have things changed – wine style, viticulture?

The best wine I ever made?

- Interviews: Doug Balnaves, Doug Bowen, Wendy Hollick

D. Heroes – Langton's Classification (60 seconds)

Interview Andrew Caillard about the Langtons Classification and the role that Coonawarra Wines have played. Footage of labels/bottles/wineries/vineyards

Exceptional

Penfolds Bin 707

Wynns Coonawarra John Riddoch Cabernet Sauvignon

Outstanding

Balnaves

Penfolds Bin 389

Penfolds St Henri

Wynns Coonawarra Michael Shiraz

Excellent

Bowen Estate Cabernet Sauvignon

Katnook Estate Cabernet Sauvignon

Lindemans Limestone Ridge Shiraz Cabernet

Parker Coonawarra Estate Terra Rossa First Growth Cabernet Merlot

Penfolds Bin 128 Shiraz Coonawarra

Penfolds Bin 407 Cabernet Sauvignon

Petaluma Coonawarra Cabernet merlot

Jacob's Creek Coonawarra Cabernet Sauvignon

Wynns Coonawarra Cabernet Sauvignon

E. The Coonawarrans – Young Guns – Future Leaders (60 seconds)

Interview a small group of young up and coming winemakers perhaps in a discussion over a glass of wine in a winery, at the Coonawarra railway siding, in a pub with contemporary music, or in a vineyard. Key themes of the passing of time in a region, the handing over of the reins, the importance of new ideas and refreshing the brand with new styles, alternative varieties.

- Lauren Hanson, Balnaves
- David Redman
- Tim Bailey, Leconfield
- Luke Tocaciu, Patrick of Coonawarra
- Emma Bowen, Bowen
- Steve and Emma Raidis, Raidis Estate
- Sandrine Gimon and Federico Zaini, Rymill Coonawarra

F. Evolution to Diversity (30 seconds)

Consider the role that women play in this diverse region and what their role is in bringing more diversity in wine as well as gender. Need to consider this sensitively and workshop with group – should we be singling out women? Why do they need to be seen as different? Has the wine industry moved on so that women winemakers are no longer a curiosity? Are they no longer seen to be challenging the blokes club? Do they bring something special to the role?

- Sue Hodder
- Sarah Pidgeon

- Emma Bowen and Doug Bowen
- Francesca Zema
- Sandrine Gimon
- Catherine Kidman
- Kerry DeGaris

G. Farmers of Coonawarra (30 seconds)

- Telling the real farming history of the region - beef and sheep grazing, dairy, viticulture
- People of the land
- The bounty of the South-East
- Food, produce, agribusiness

Kidmans – pastoral to grapes

H. Timeless Land – The Coonawarra Geology Story (60 seconds)

- What is Terra Rossa soil? Where did it come from? What makes it different? The role of the limestone base?
- Caves and Lakes
- Concurrent ranges

Allen Jenkins/Ben Harris

STRATEGY FOUR – DIGITAL MARKETING

Digital marketing is the distribution of content (video, editorial stories, photographs, infographics, podcasts) via a range of digital channels – paid and earned – to move consumers from awareness to engagement to conversion.

Why digital marketing? A report released by Price Waterhouse Coopers in 2016 said that by 2019 press advertising will have dropped from 13% to 5% of the total communications market because no one under the age of 50 will be reading newspapers. TV is also declining with the advent of “user-controlled” TV such as Netflix that gives people choice and flexibility to watch programs when they want to.

According to a recent Reuters Institute for the Study of Journalism research, social media has overtaken television as young people’s main source of news. Of the 18-to-24-year-olds surveyed, 28% cited social media as their main news source, compared with 24% for TV. However, this trend is not only confined to the young, with the same report showing that 51% of people with online access use social media as a news source.

A contemporary digital strategy will be an innovative first for a South Australian wine region – other regions are using social media but not Google Adwords in the sophisticated manner we are recommending.

As well as creating awareness and visitation, digital marketing will enable Coonawarra Grape and Wine to convert online enquiry: capturing email addresses for future marketing and remarketing; developing ongoing conversations; creating a Coonawarra Wine Club or an Ambassador’s Group (This will depend on the level of in-house and out-source resources). Digital marketing also delivers comprehensive reporting of measurable results, providing a transparent check on return on investment for members.

The Digital Marketing Ecosystem

Coonawarra Digital Marketing

Website

Before beginning digital marketing we recommend adding two key sections to the website:

1. Content rich page / blog plugin
This page needs to be built to drive traffic from social media platforms and back to the website to view video, read full-length articles etc.
2. E-Commerce (Optional for events, inbound tourism)
It is critical to create an easy to use payment gateway that is the ultimate conversion point for all traffic. This page must be flexible to enable discounts, coupon codes, specials, free delivery etc.

SEM – Search Engine Marketing

Creating good content is the first step to increasing SEM traffic. Blogs and videos that live on the Coonawarra website will bring traffic to the website not just next month, but also in the months and years to come. This is why it is so important to create compelling and helpful content.

However, in the beginning, organic traffic numbers will need to be helped along by paid traffic in the form of Google Search Advertising (GoogleAdwords). This will ensure that consumers in the target demographics will see the Coonawarra brand when they are in the purchasing mind set.

Facebook – Coonawarra

Facebook will have two purposes: to create brand awareness and engagement with the target audience through content distribution and advertising (both cold and remarketing) and to increase conversion of traffic to the website.

Facebook has the latest technology in targeting which we will use to our benefit for both content distribution and advertising. Analysing the results of each campaign is highly critical to success in 2017; learning what audiences do and don't convert means that only advertising and targeting that works will be in place by the end of 2017. This means a significant increase in conversion rate, along with a reduction to cost per acquisition and overall marketing budget.

Instagram - @coonawarrawine

The Instagram account should be balanced – not just wine, wine, wine. It could be a fine old bottle, grape picking, a wine and food match, or a couple raising a glass of Cabernet...but also a non-wine day at Robe with the kids cooking fresh crayfish. It should also feature images from key event activations.

Snapchat - coonawarra_wine

Exclusive Snapchat only content, behind the scenes, event invitations, special offers that only followers can get.

To increase Snapchat followers Coonawarra will need to enlist the help of social media influencers who have large social followings on all channels, but especially Snapchat.

Snapchat takeovers will increase your followers tenfold in a day, but it's the on-going content strategy that will keep them as snap chat followers.

Rewarding Snapchatters for following Coonawarra – perhaps with tourism vouchers – will play a big part in making them customers over the course of 2017.

YouTube

YouTube will be a place where real Coonawarra ambassadors will live, somewhere to go to find out what it truly means to “take the time”.

Suggested content includes visitor videos, vintage clips, post-event videos and the suite of content brand videos.

Measurement and Reporting

One of the major benefits of a digital campaign is the measurability of the advertising – never before has ad spend been so accountable and transparent.

Using digital platforms to distribute content and sell event tickets/cellar door specials each month and stage of the strategy can be measured and reported on. This analysis will allow further targeting and improvements for the following months marketing activities – continual optimisation means that within months the campaign can be optimised to be as effective as it can be.

STRATEGY FIVE – DOMESTIC TRADE ENGAGEMENT

Domestic trade – independent liquor store operators, retail chain buyers, restaurant owners and sommeliers – are time poor and overwhelmed with offers and invitations from wine, beer and spirit brands.

While it is the responsibility of individual winery members of Coonawarra Grape and Wine to engage trade directly with their own brands, the organisation should offer to support them with regionally branded promotions and awareness-raising.

The Association's goal is not to sell wine, but to reinforce the region's point of difference and provide competitive positioning against other high profile regions.

They key is to develop a targeted and focussed strategy which is repeatable, year in and year out so that it becomes a 'classic' must attend date in the diary. For frequent attendees we can develop "special" side events to overcome boredom – although the masterclass will always be fresh and new.

Coonawarra has more events than most other wine regions.

From a trade promotion perspective we recommend focussing the energies of Coonawarra Grape and Wine on the main wine social event of the year The Coonawarra Cup. This already has a strong trade following – our goal is to cement its position on the wine marketing calendar as THE trade event.

Coonawarra Cup Wine Trade Weekend - January

Invite trade and partners (wives and husbands and partners) – accommodate at winery guests houses or B&Bs

Itinerary

Friday morning - Charter flights/direct connections from Adelaide Airport

Friday afternoon - Masters Golf tournament/partners lunch and tour

Friday night - Welcome dinner and red jacket presentation

Saturday morning - Trade Tasting – new year releases, new wines, new winemakers

Saturday afternoon - Coonawarra Cup

Saturday night - Individual wineries host their own trade guests at home

Sunday morning – Free time/forest walk/beach walk

Sunday afternoon – Farewell light lunch

STRATEGY SIX – DOMESTIC WINE MEDIA ENGAGEMENT

With the decline in print media in Australia over the last 20 years there has been a rationalisation in the number of “A-List” wine media ie those who have a significant influence on consumer buying habits. While there has been a growth in online wine bloggers and commentators who do have a cultish following from mainly younger/adventurer consumers, it is still these A-Listers that provide the most valuable third party endorsement, to encourage trade to stock wines and for consumers to purchase.

These A-Listers are also time poor – they are in high demand to attend winery promotions, tastings and dinners, regional celebrations and new wine launches. Most have less than 50 columns to write a year (some magazine writers only have 12 – 15 columns maximum) yet they receive as many as 10,000 wines to review and sample – only James Halliday and his team review every wine. To engage a member of this highly competitive media pool requires an exceptional story or announcement.

The best media response to an invitation will come from:

- 1. A serious masterclass tasting of wines that will yield a valuable story for consumers eg back vintage collectables, new directions in regional style, new vintage releases with an important vintage story, new exciting winemakers doing different things.**
- 2. A masterclass that does not require travel ie in their capital city. Most have families and are more reluctant to leave home for more than 24 hours. Some are also unable to accept free travel and accommodation “junkets” at the risk of offering “comment for cash”.**

We therefore recommend focussing regional media promotion on the annual Roadshow.

The A-List

James Halliday – Wine Companion, The Australian
Jane Faulkner – James Halliday's Wine Companion
Tony Love – News Limited (Advertiser, Herald, Brisbane Courier Mail, Daily Telegraph)
Huon Hooke – The Sydney Morning herald
Nick Ryan – The Australian
Nick Stock – Gourmet Traveller Wine/Jamessuckling.com
Jeni Port – The Age
Max Allen – Australian Financial Review
Philip Rich – Australian Financial Review
Peter Bourne – Qantas Magazine
Tyson Stelzer – Wine Spectator, Qantas, Gourmet Traveller Wine, WBM, People of the Vines
Cambell Mattinson – Wine Front
Lester Jesberg – Winewise
Philip White – Drinkster, InDaily
Ken Gargett – Brisbane Courier Mail
Peter Forrestal – Gourmet Traveller Wine
Ray Jordan – The West Australian
Tim White – Independent
Mike Bennie – Men's Style
Andrew Caillard – Dan Murphys, Woolworths
Toni Patterson MW – House and Garden magazine
Anthony Madigan – WBM (Trade and Industry)
Dave Brookes – Australian Traveller

Coonawarra Roadshow including Media Masterclass – August

- Media only - exclusive morning/afternoon master-class in each city prior to consumer tasting.
- Develop a story worthy theme eg back vintage /new vintages/new styles
- Focus on the Coonawarra Time theme eg back vintage ageability
- Focus on Coonawarra Cabernet
- Arrange cabs/Uber transport for media from their homes/offices to and from venue
- Arrange bottle shots/labels/winery or vineyard digital photographs as required
- Light lunch or beers/canapés following tasting
- Potential to also engage high level trade in these tastings

SUGGESTED 2017 ITINERARY

MELBOURNE

Wed 9 AUGUST

Federation Square Atrium

Media 12 noon - 3pm

Consumers 5pm - 8pm,

HOBART

Thu 10 AUGUST

The Derwent Room, Wrest Point

Media 12 noon – 3pm

Consumers 5pm - 8pm,

SYDNEY

AUGUST

TBC

Media 12 noon – 3pm

Consumers 5pm – 8pm

BRISBANE

AUGUST

Moda Portside

Consumers 2pm - 5pm

** Suggest Media Monday 14 AUGUST 10am – 1pm with light lunch

ADELAIDE

AUGUST

The Sanctuary, Adelaide Zoo

Media 12 noon – 3pm

Consumers 5pm -8pm,

PERTH

AUGUST

TBC

Consumers 2 – 5pm

** Suggest Media AUGUST 10am – 1pm with light lunch

STRATEGY SEVEN – INTERNATIONAL WINE TRADE AND MEDIA ENGAGEMENT

Wine Australia's International Trade and Media Famil program is a collaborative user-pays program that brings influential writers and buyers to Australian wine regions.

The program is structured in a way that regions are offered familiarisation visits based on the creativity of their “hook” that will be attractive to the visitors, and provide them with new story ideas and leads or wine buying opportunities. The goal is to leave the visitors with one “takeaway” memory that they will recall over the many other regions they visit.

The very best outcomes come from events that are quirky and unexpectedly different ie that communicates a region's personality. Unusual tasting venues, authentic regional produce cooked by local chefs, wines that reflect the region in an evocative setting, big personalities, a touch of theatre or revelation, an insight into how the locals live, all work well.

Most regional associations struggle to find the time and resources to deliver these famils in a way that is memorable and effective.

To minimise event planning and management time by Coonawarra Grape and Wine, our recommendation is to develop a pre-planned famil “template” that follows a systemised structure. This will deliver a seamless experience and the important “hook” to guests but can also be adapted and customised for different audiences and nationalities as required.

The single point of difference that Coonawarra has is it is not a day trip destination so there is an opportunity to provide a more immersive experience than some other regions close to capital cities.

Digging Deeper in Coonawarra

- Charter flight from Adelaide or Melbourne
- Welcome from Patron at Riddoch House – coffee and country morning tea while learning of history
- Viticulture and Geology Tour including terra rossa pit – possible cave excursion – 4W quad bikes or 4WD utes
- Visit oldest Cabernet Vines (1950s) and taste wines from these vines – discuss time and aging
- Regional master-class tasting – Wynn's Cellar/Vineyard
- Lunch (or Dinner) - *Local For A Day* – (See below)
- Free Time – late afternoon snooze, email catch-up in local B&B or winemaker accommodation with wi-fi
- Dinner (or Lunch) – regional produce with current vintage and 10 year old cellar wines
 - Italian Feast recognising Mediterranean influence
 - Mayura Beef and Cabernet
 - Vegetarian Lunch – Mushrooms and Cabernet

Wine Australia Famil – Local For A Day

<http://www.winecompanion.com.au/news/news-articles/2016/may/coonawarra-travel-guide>

What's your ultimate Coonawarra food and wine match? The Balnaves of Coonawarra Sparkling Cabernet with a couple of free-range eggs from chooks that belong to Kirsty, our marketing director, on a bed of sourdough toast from local bakery Van Leuven, with homegrown spinach from Doug Balnaves' garden, homemade hollandaise, and pieces of smoky bacon from Meeks, our butcher.

Pete Bissell, Balnaves of Coonawarra

How can we eat and drink like a local in Coonawarra? A must-buy at Meeks Butcher is the sweet chilli and cheese kransky, sliced and cooked on the barbecue at Coonawarra Memorial Park, accompanied by our Old Station Cabernet Shiraz. Go for a leisurely game of petanque on the world-class piste, and the Prince of Wales Hotel has the best chicken parmy in town. Drop-potting for crayfish off the shores of Robe, cooked in the seawater they live in and only an hour from sea to plate. It's the perfect accompaniment to our 2015 Old Station Riesling.

Peter Weinberg, Brands Laira, Coonawarra

What's your ultimate Coonawarra food and wine match? The Szechuan wood-roasted duck breast at Pipers of Penola accompanied by Coonawarra cabernet. We also offer a regional cheese plate at the Katnook Cellar Door that's perfect with a picnic blanket and a glass of merlot.

Wayne Stehbens, Katnook Estate

How can we eat and drink like a local in Coonawarra? Stop at the Coonawarra Store for one (or two) of Marcia's famous chicken sausage rolls. On the last Friday of each month, you can head to the Coonawarra Community Club for dinner and wines with the locals, but remember to bring a salad to share.

Luke Tocaciu, Patrick of Coonawarra

What should we snack on at the cellar door? We have a wood-fired oven at our cellar door, and one of our favourite things is a prosciutto-wrapped fig (picked from the tree right next to the oven) stuffed with goat's cheese – a great match with an aged Raidis Estate The Kid Riesling.

Steve and Emma Raidis, Raidis Estate

How can we act like a local on a trip to Coonawarra? One of our favourites is the Coonawarra Club, where locals meet for a beverage each Friday after work. Also on the last Friday of each month is “Tea Night” – a get-together for locals and visitors to meet over dinner and drinks, which may even be served by a winemaker.

Bruce Redman, Redman Wines

What's your ideal Coonawarra food and wine match? Fede, our Argentinian winemaker, has a natural flair for food and wine pairing (he also cooks a mean barbecue!). His cleverest match to date is our 2014 The Dark Horse Cabernet with Arroz a la Valenciana. The beautifully fragrant saffron rice with chicken and chorizo goes perfectly with our juicy, brooding cabernet.

Sandrine Gimon and Federico Zaini, Rymill Coonawarra

STRATEGY EIGHT – PREMIUM INBOUND WINE TOURISM ENGAGEMENT

Compared to other Australian wine regions Coonawarra is blessed with positives – a long and established history, a regional varietal connection, well-established brands and strong name recognition. Its only comparative disadvantage is its “tyranny of distance”. It is a minimum four-hour drive from Melbourne or Adelaide, making it the most remote wine region in Australia from a capital city. On the other hand Coonawarra is undeniably a wine tourism destination – travellers don’t come to Coonawarra by accident. They have heard about the region and its wines and they are seeking out certain brands or experiences. Most spend generously and many are already converted as members of wine clubs.

SA Tourism is promoting the Limestone Coast region as a destination to the broad mass of tourists and its current strategy is to encourage a turn off the Great Ocean Road to visit the region on the way to or from Kangaroo Island. This appears to be working – anecdotal cellar door reports suggest an increase in Chinese visitors, young travellers and affluent early retirees (mid 50s to mid 60s), all important growth demographics.

As a more targeted “wine tourism” strategy we recommend Coonawarra Grape and Wine develop a highend tour package to attract one of its key new target audiences (Adventurous Connoisseurs - Younger, high spending male and female, high earners, with a strong wine knowledge base and interest in wine). The package will also be promoted to the existing older male demographic as a special celebration eg birthday, anniversary, boys day away etc).

The package – The Coonawarra Charter – will ensure this is not a once off visit. Visitors will be given honorary status as Charter Signatories and ongoing benefits and in return they will become ambassadors.

The package will be developed and sold by a tourism operator eg Rossair Charters. Coonawarra Grape and Wine will manage the “delivery of the promise” by engaging members in a quality assurance training program. Members will also be paid for their involvement in the package.

The Coonawarra Charter

Every guest will become a signatory to the Coonawarra Charter, a document that provides an overview of the history and significance of the region. As a charter member/signatory you become a Coonawarra Ambassador amongst your friends and business acquaintances and receive special benefits such as wine discounts and special release offers.

Charter Signatories receive on arrival:

- Tasting Kit (Riedel tasting glass, tote bag, map, booklet, water bottle)
- Copy of Coonawarra Charter document
- Key ring as Coonawarra Charter Signatory
- Benefits at wineries and online sales.

Itinerary

- 10.00am Arrival from Adelaide/Sydney/Melbourne – freshly made morning tea Coonawarra railway station or Riddoch House
- 10.30am Vineyard walk and geology talk
- 11.00am Immersion tasting of back vintage wines – (Participating winery – Wynns, Katnook, Bowen, Balnaves)
- 1.00pm Regional Lunch (Mayura/Fodder/Personalised wine hospitality experience)
- 3.00pm Forest walk/Second winery tour/Pub/Golf
- 5.00pm Depart for Adelaide/Melbourne/Sydney

Optional Overnight Stay

Dinner at Winemaker's Home - local produce/family, back vintage wine surprises

Early morning forest walk

Morning tea at Coonawarra Store

Depart 10am

Recommended Premium Cost: One Day \$2000 per person and Two Day \$3000 per person

DRAFT BUDGET

Strategy	Activation Tactic	Unit Cost	Annual Cost	Grant Funds	CGW and Member In-Kind
Strategy 1 – Brand Coonawarra	<ul style="list-style-type: none"> • Brand Story • Brand Messages • Brand Tagline 	Completed			
Strategy 2 – Coonawarra Cabernet Sauvignon	<ul style="list-style-type: none"> • Wine Description 	Completed			
Strategy 3 – Content – Take The Time (Seven Videos/Stories)	<ul style="list-style-type: none"> • Planning/Location and Talent Scheduling/Scripting 				
	<ul style="list-style-type: none"> • Three Day Video and Photo Shoot 				
	<ul style="list-style-type: none"> • Three Day Editing/Post Production 				
	<ul style="list-style-type: none"> • Three Day Story interviews/writing 				
	<ul style="list-style-type: none"> • Travel and Accommodation 				
	<ul style="list-style-type: none"> • Props/Additional Talent 				
Strategy 4 – Digital Marketing	<ul style="list-style-type: none"> • Website additions – Blog • Campaign set up • Facebook and other social media • Google Adwords spend 				

Strategy	Activation Tactic	Unit Cost	Annual Cost	Grant Funds	CGW and Member In-Kind
	<ul style="list-style-type: none"> • Measurement and reporting 				
Strategy 5 – Domestic Trade Engagement	<ul style="list-style-type: none"> • Charter flights • Accommodation 				
Strategy 6 – Domestic Wine Media Engagement	<ul style="list-style-type: none"> • Marketing materials • Media transfers • Lunches/catering • Venue hire • Digital photo files 				
Strategy 7 – International Trade and Media Engagement	<ul style="list-style-type: none"> • Charter flights 				
Strategy 8 – Premium Tourism Engagement	<ul style="list-style-type: none"> • Premium marketing brochure • Video • Digital Advertising • Quality Assurance Code of Practice 				
TOTAL					