

Proposed AWHD

Marketing & Brand Awareness

A brand awareness marketing program will promote the ACWHD as a premium winegrowing region and as a leader in the global wine community. The brand awareness marketing program will have a central theme of promoting the ACWHD as a desirable place to experience Amador County wineries, and as a desirable area to purchase wines and other estate produced products. The program has the goal of increasing demand for visitation to the winegrowing region, retail sales, affinity for ACWHD grapes and wines, and recognition at and for assessed businesses, and may include but is not limited to the following activities:

- Advertising across any and all media channels to promote assessed winery tasting rooms on a local, regional or national level, including but not limited to: digital, print, television, radio and strategic brand partnerships;
- Media Relations – Promoting assessed winery tasting rooms through development of media relations strategies, including but not limited to: media familiarization tours, proactive media pitching and influencer relations;
- Digital Marketing – Utilizing paid, earned and owned social media to increase awareness of and engagement with assessed businesses;
- Events – Developing and executing winery focused special events to attract customers to assessed businesses;
- Trade & Industry Engagement – Ensuring representatives are provided the opportunity to attend trade shows, meetings, industry conferences, road shows, and events to promote assessed businesses; Create programs that engage key trade and industry influencers with the Amador region;
- Print Collateral – Preparing and producing collateral, promotional materials such as brochures, flyers and maps for assessed winery tasting rooms;
- Brand Enhancement – Engage with third party brand development agency to develop brand platform and materials to assist with marketing assessed winery hospitality facilities;
- Consumer Analytics – Identify and leverage consumer demographic, geographic and psychographic data to target messaging that markets Amador County as a premier, unique wine destination to attract customers to assessed winery hospitality facilities; and
- Signage Program – Ensure coordinated local signage for the Amador County wine region.