

# CULTIVATOR



## Colorado Wine

2015 marketing & PR Report

EST. 2000 • DENVER, CO • MINNEAPOLIS, MN

# MARKETING GOALS

- Increase the awareness for the Colorado Wine industry
- Elevate the perception and reputation of Colorado Wine
- Promote the marketing of wines and wine grapes produced in Colorado
- Strengthen relationships within the Colorado wine industry and complementary partners

# 2015 accomplishments

- Launched new Colorado Wine Website
- Summer advertising campaign building brand awareness
- Holiday campaign encouraging consumption of Colorado Wine during the holiday season
- Governor's Cup event at History Colorado
- Photo library development
- Public Relations

# COLORADO WINE WEBSITE

Launched June 1,  
2015

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# website Traffic (campaign periods)

- Summer Campaign : June 1—August 23
  - Sessions— 14,791
  - Users— 12,566
  - New Visitors—83.6%
  - 12,370 New Visitor Sessions
  - 2,421 Returning Visitor Sessions
- Fall/Winter Campaign : November 23—Dec 31
  - Sessions— 4,961
  - Users— 4,298
  - New Visitors—85.1%
  - 4,224 New Visitor Sessions
  - 737 Returning Visitor Sessions
  - 41 coupon downloads
  - Coupon Page visitors—2,100
  - Coupon page visitors who visited other pages 1,400 (67%)

# website Traffic (ytd)

- Website Traffic Summary YTD : June 1—Dec 31
  - Sessions— 26,448
  - Users— 21,864
  - New Visitors— 81.84%
  - 21,655 New Visitor Sessions
  - 4,793 Returning Visitor Sessions
- Session Percentages—by Device Category
  - Desktop— 54.73%
  - Mobile— 33.76%
  - Tablet— 11.51%

# summer advertising Campaign

Brand  
Awareness  
6/1/15 –  
8/23/15

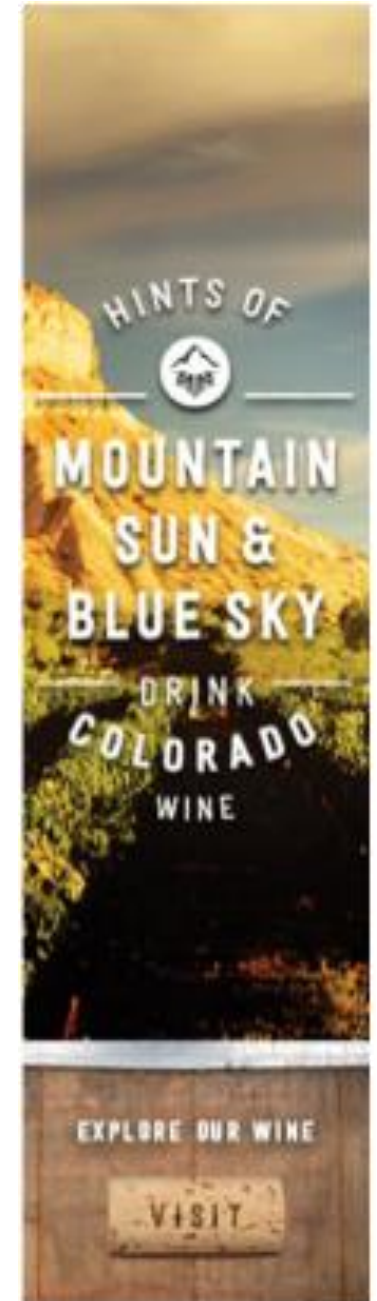
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# Summer creative

## Billboards



## Digital





# summer Media: Billboards

Run Dates: 6/1/15 – 8/23/15 (12 weeks)

Total Impressions: 10,697,362

Denver: Total Impressions: 9,580,174

- Colorado Blvd, north of I-25
- Santa Fe, at Mississippi
- E. Colfax, at Race
- west of Kipling
- west of Idaho Springs
- Colorado Blvd, at Virginia
- I-70, east of C-470
- 6th Avenue, west of Sheridan
- West Colfax Ave, east of Simms
- West of Quebec
- West of Kipling

Grand Junction: Total Impressions: 1,117,188

- I-70B, west of Main
- 5th St, south of Hwy 50
- 25 Road, south of Patterson Rd



# summer Media: ONLINE

Run Dates: 6/1– 6/21, 6/29– 8/16 (9weeks)

Total Impressions: 12,037,402

Clicks: 6,946

CTR: 0.06%

## Tactics

- [colorado.com](http://colorado.com) Banners: 0.21%
- [colorado.com](http://colorado.com) Content Ad: 0.6%
- Facebook: 0.01%
- Standard Display Banners: 0.0%



# holiday advertising Campaign

This Holiday, Uncork Colorado  
11/23/15 – 12/27/15

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# holiday creative

## Billboard



## Digital

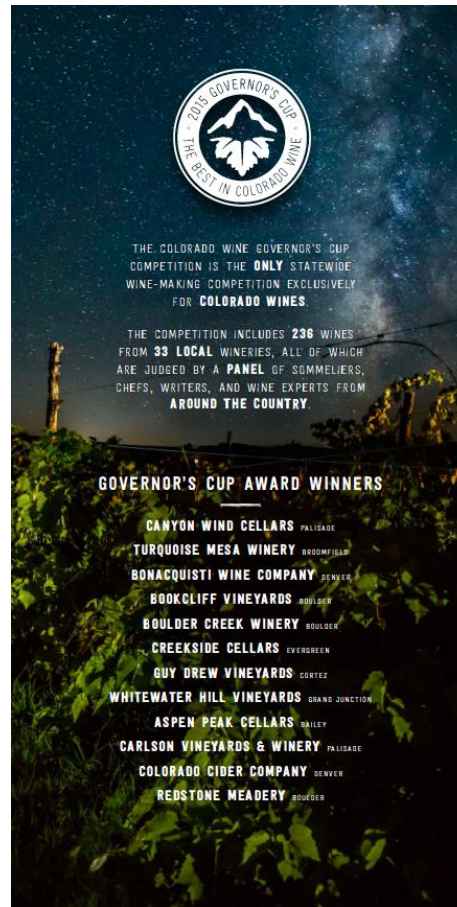


# AIRPORT creative



THIS HOLIDAY  
**UNCORK COLORADO**  
DRINK COLORADO WINE

VISIT  
[WWW.COLORADOWINE.COM](http://WWW.COLORADOWINE.COM)



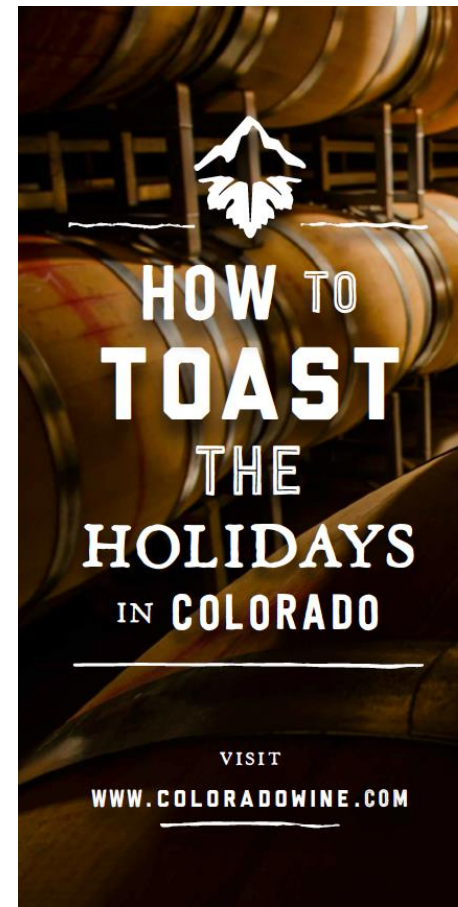
**THE 2015 GOVERNOR'S CUP  
THE BEST IN COLORADO WINE**

THE COLORADO WINE GOVERNOR'S CUP COMPETITION IS THE **ONLY** STATEWIDE WINE-MAKING COMPETITION EXCLUSIVELY FOR **COLORADO WINES**.

THE COMPETITION INCLUDES **236 WINES** FROM **33 LOCAL WINERIES**, ALL OF WHICH ARE JUDGED BY A **PANEL** OF SOMMELIERS, CHEFS, WRITERS, AND WINE EXPERTS FROM **AROUND THE COUNTRY**.

**GOVERNOR'S CUP AWARD WINNERS**

- CANYON WIND CELLARS PALISADE
- TURQUOISE MESA WINERY BROOMFIELD
- BONACQUISTI WINE COMPANY SEWEE
- BOOKCLIFF VINEYARDS BOULDER
- BOULDER CREEK WINERY BOULDER
- CREEKSIDE CELLARS EVERGREEN
- GUY DREW VINEYARDS CORTEZ
- WHITWATER HILL VINEYARDS GRAND JUNCTION
- ASPEN PEAK CELLARS SALLEY
- CARLSON VINEYARDS & WINERY PALISADE
- COLORADO CIDER COMPANY SEWEE
- REBSTONE MEADERY BOULDER



**HOW TO  
TOAST  
THE  
HOLIDAYS  
IN COLORADO**

VISIT  
[WWW.COLORADOWINE.COM](http://WWW.COLORADOWINE.COM)

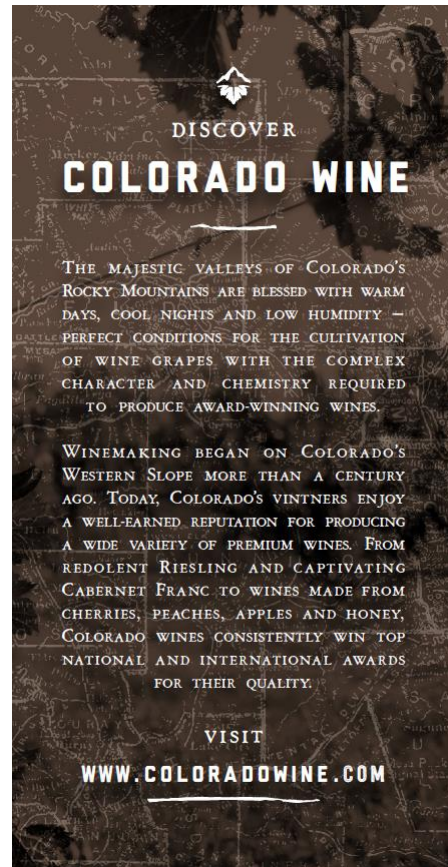


**COLORADO  
WINE REGIONS**

WE INVITE YOU TO VISIT COLORADO'S MAGNIFICENT WINE COUNTRY, TOUR OUR WINERIES AND SAMPLE OUR WINES.

- FRONT RANGE
  - PIKES PEAK + ARKANSAS VALLEY
  - ROCKY MOUNTAINS
  - WEST ELKS AVA
  - GRAND VALLEY AVA
- DELTA + MONTROSE COUNTIES
- FOUR CORNERS

AVA (AMERICAN VITICULTURAL AREA): AT LEAST 75% OF THE WINE IS PRODUCED FROM GRAPES GROWN IN THAT REGION.



**DISCOVER  
COLORADO WINE**

THE MAJESTIC VALLEYS OF COLORADO'S ROCKY MOUNTAINS ARE BLESSED WITH WARM DAYS, COOL NIGHTS AND LOW HUMIDITY — PERFECT CONDITIONS FOR THE CULTIVATION OF WINE GRAPES WITH THE COMPLEX CHARACTER AND CHEMISTRY REQUIRED TO PRODUCE AWARD-WINNING WINES.

WINEMAKING BEGAN ON COLORADO'S WESTERN SLOPE MORE THAN A CENTURY AGO. TODAY, COLORADO'S VINTNERS ENJOY A WELL-EARNED REPUTATION FOR PRODUCING A WIDE VARIETY OF PREMIUM WINES. FROM REDOLENT RIESLING AND CAPTIVATING CABERNET FRANC TO WINES MADE FROM CHERRIES, PEACHES, APPLES AND HONEY, COLORADO WINES CONSISTENTLY WIN TOP NATIONAL AND INTERNATIONAL AWARDS FOR THEIR QUALITY.

VISIT  
[WWW.COLORADOWINE.COM](http://WWW.COLORADOWINE.COM)



**COLORADO WINE  
THE BEST IN LOCAL WINES**

THIS HOLIDAY  
**UNCORK  
COLORADO**  
DRINK COLORADO WINE

VISIT  
[WWW.COLORADOWINE.COM](http://WWW.COLORADOWINE.COM)

# holiday Media: Billboards

Run Dates: 11/23/15 – 12/27/15 (five weeks)

Total Impressions: 6,035,992

Denver: Total Impressions: 4,112,360

- 1-70, at Wadsworth
- Santa Fe at Mississippi
- Colorado Blvd at Evans
- Leetsdale at Monaco

Colorado Springs: Total Impressions: 1,923,632

- 1-25 at Garden of the Gods
- Academy Blvd at Airport Rd



# holiday Media: ONLINE

Run Dates: 11/23/15 – 12/13/15

(Three weeks)

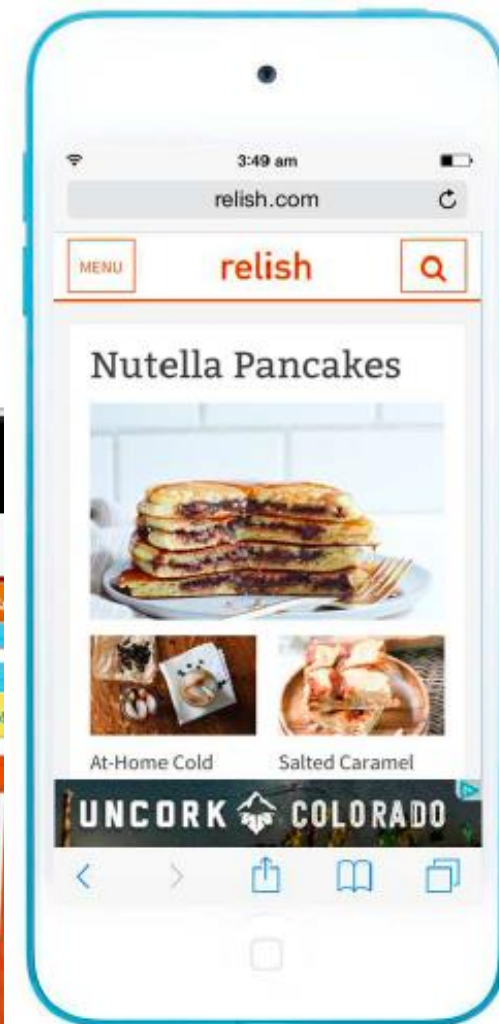
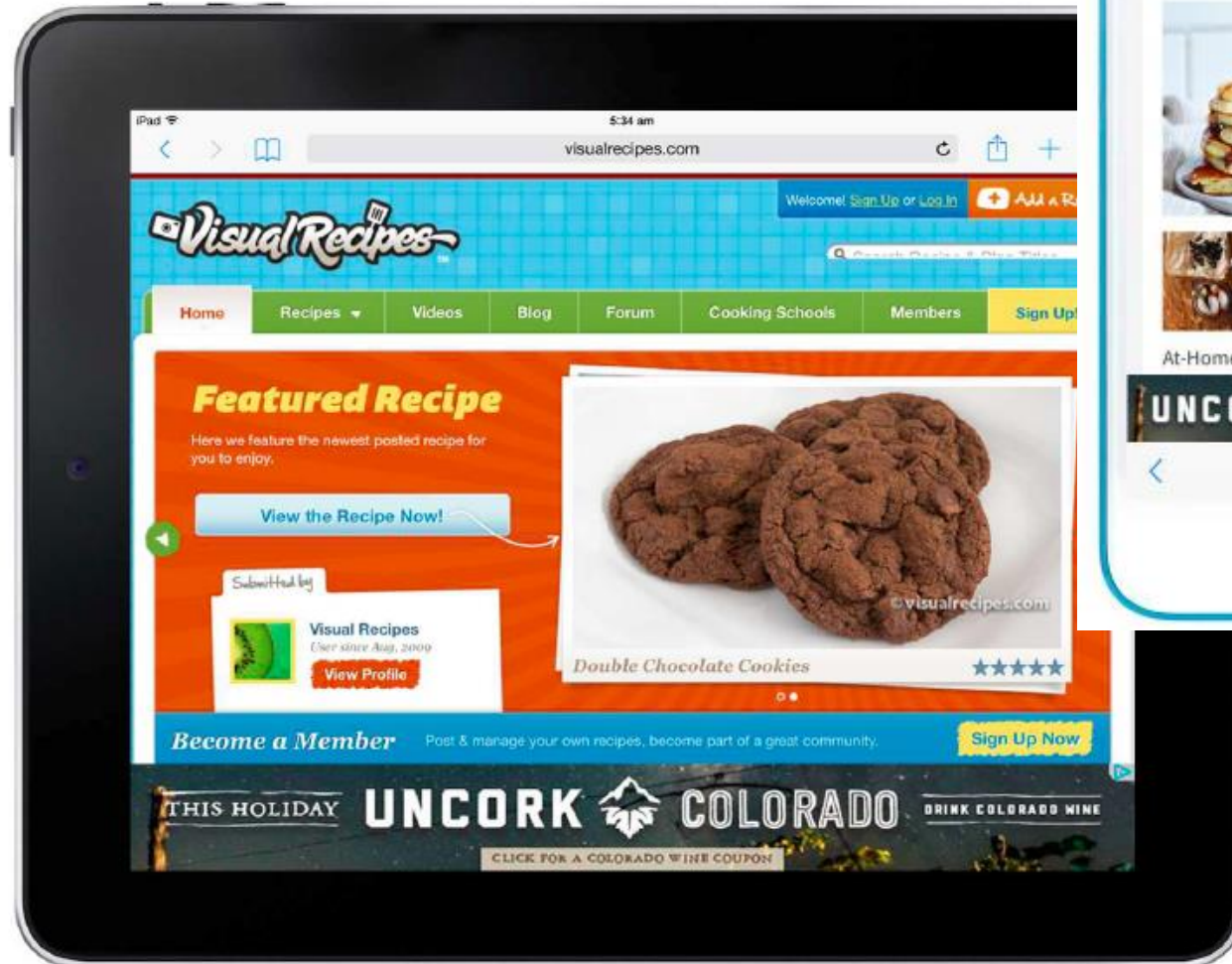
Total Impressions: 3,453,965

Clicks: 3,510

CTR: 0.10%

## Tactics

- Desktop Banner: 0.04% CTR
- Mobile Adhesion Banner: 0.04% CTR
- Mobile Standard Banners: 0.04% CTR



# holiday media: Airport

Run Dates: 11/23/15 – 12/20/15  
Total Impressions: 9,213,583





# governor's cup event

August 1 ,2015  
History Colorado  
Museum

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WELCOME TO  
COLORFUL  
COLORADO

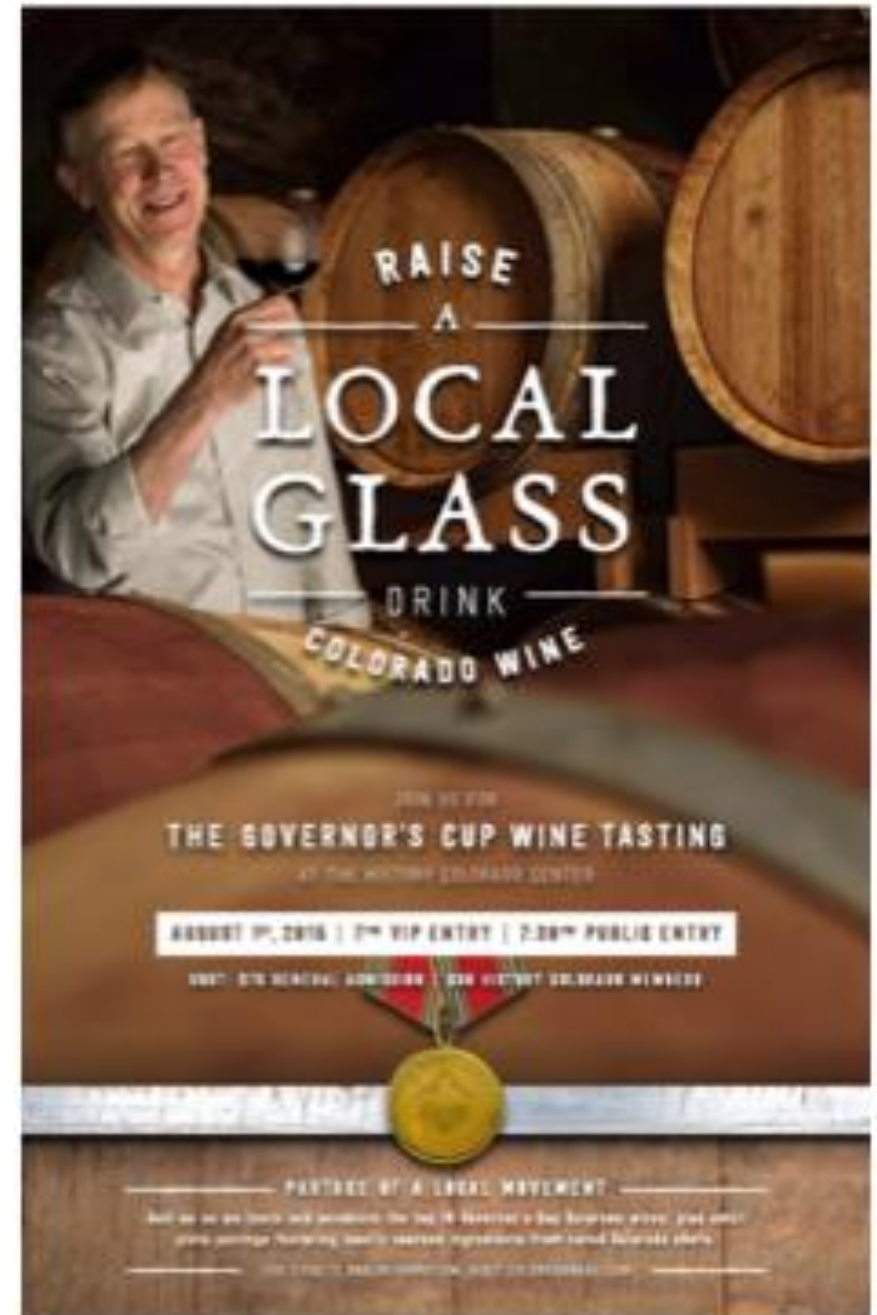


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# governor's cup event

- Purpose of the event is to help raise the perception of Colorado Wine, and it was a great inaugural event that will continue to grow
- Hugely positive response from those who attended
- Great media coverage: Colorado Statesman, Westword, Penny Parker On The Town, Drink Denver, Denver Life, 5280, 9News, Denver Post



# PHOTO LIBRARY DEVELOPMENT

Summer  
2015

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# 2015 Public relations

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# 2015 coverage by the numbers

- Total Reach of Press Coverage: 103,563,725
- Total PR Value of Press Coverage: \$173,796.00
- Total Press Hits: 92
- Total Broadcast Segments: 9

# 2015 overview of pr campaigns

- Jefferson Cup Winners Release
- Holiday Wines/Wine Day Celebrations
  - Valentine's Day: KDVR FOX Denver
- Day in the Life of a Winemaker Campaign
  - Inside some Colorado Wineries - DBJ
  - Behind the Vine Column: 5280 Magazine
    - Bookcliff Winery, Spero Winery, Stem Ciders, Settembre Cellars, Snowy Peaks Winery, Aspen Peak Cellars Winery
- April Media Fam - Denver/Durango/Cortez
  - Representation from FOX, Wine Enthusiast, Saveur, Fast Company, Maxim, Food & Wine, Travel + Leisure, Colorado Meetings & Events, Denver Life, Hemispheres, Men's Fitness



# 2015 overview of pr campaigns

- New York City Media Tour
  - Desk-side meetings and/or wine delivery to:
    - Food & Wine, Wine Enthusiast, Wall Street Journal, Bloomberg and GQ
- Governor's Cup Competition
  - Judging Release
  - Media Tasting Reception
  - Colorado Statesman, Westword, Penny Parker On The Town, Drink Denver, Denver Life, 5280, 9News, Denver Post
- Grand Valley National Recognition
- CTO Press Events: Pacific Northwest
- Colorado's Western Slope as a Top Wine Destination
- Holiday Wine Pairing & Gift Giving
- Twitter Tasting Events ~~CULTIVATOR~~

top pr coverage 2015

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# Colorado as a Top Wine Destination

**ZAGAT**

## 8 Reasons to Drive to the Grand Valley



Canyon Wind Cellars

Back in June, this winery went home with two top awards from the Governor's Cup Wine Competition for its 2013 Petit Verdot and a 2013 Syrah called Anemol Lips – both varietals Colorado is really beginning to hang its hat on (along with Cab Franc). Flanked by a shady lawn, the tranquil tasting room is one you'll want to linger in for a spell, so come here earlier rather than later.

3907 N. River Rd., Palisade 970-464-0888



**snooth**  
DRINK GREAT WINE

## FOUR UNMISSABLE U.S. WINE REGIONS YOU MAY HAVE MISSED

In this day and age when nearly every secret to the universe can be solved by a split-second Google search, it's somewhat unbelievable that anything new can be uncovered.

Yet that's exactly what happened this past week when *Next Avenue* reporter Jodi Helmer dug into the lesser-known wine regions of the United States and unearthed four wine regions you may not have heard of but certainly must watch over the next few years.

From the barren stretches of the Arizona desert to the sparkling blue bay of Rhode Island's Newport County, wine greatness is bound to be found with a little looking, Helmer proved.

First on her list was Colorado's Grand Valley, where the wineries are perched at an average altitude of 4,700 feet. The region is home to the majority of Colorado's wineries. It's epicenter, Palisade, is home to the state's yearly Colorado Mountain Winefest, where visitors can taste the best the state has to offer and get their feet dirty in the proverbial grape-stomping session.



# PRINT COVERAGE

## DENVER LIFE MAGAZINE

CULINARY



### Grape Expectations

Southern Colorado wineries that are aging gracefully

BY KIMBERLY LORD STEWART

**W**ile Palouse gets most of the attention, Southern Colorado is rife with wineries and wineries that should be on your next road trip radar. Here are four worth the drive.

#### FIRE FOX FARMS

The arid and rural landscape on the drive from the Cortez airport to Fire Fox Farms in Ignacio is deceptive. Hidden amongst the oak and scrub is the bucolic grasslands of a sheep and cattle ranch with a charming tasting room and vineyard. When you look south over the lush grasslands toward New Mexico, it's not hard to see why five generations of the same family have lived and worked this land since 1916.

Third generation owner Richard Pary, along with his wife, Linda, added vines to Fire Fox about 11 years ago. "It seemed like a crazy idea," he says. "It's a new learning experience."

Two of Fire Fox's stand-out wines are a reflection of Pary's dedication to transitioning from raising animals to winemaking. The 2013 Colo-

rado Merlot, made from estate grapes, is a market-lover's friend—a food-friendly red, with hints of ripe plum and red fruit. The 2013 Riesling features a bright demeanor, balanced acidity and low sugar to whet the appetite before dinner.

In addition to hosting events and weddings, Fire Fox Farms hosts live music on Friday nights with wine and food. The menu includes choices of charcuterie and cheese, a selection of artisanal, a sandwich or salad (for two) and chocolate-dipped strawberries. Visit the website for information on the farm's annual fall harvest dinner. The wine tasting room is open through October.

[firefoxfarms.com](http://firefoxfarms.com)

#### GUY DREW VINEYARDS

If a trip to Mesa Verde is on your calendar this fall, bookmark some extra time to visit Guy Drew Vineyards in McElmo Canyon. Guy Drew and his wife, Ruth, were inspired by the land known as the Anasazi trade route when they built a striking adobe home and tasting room on 155 acres. The

## MEN'S JOURNAL

FOOD & DRINK

### The Infinite Monkey Theorem Red: Best Wines in a Can

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### The Infinite Monkey Theorem Red

**This very fruity wine** with notes of plum, blackberry, cherry, and a lush, good structure is Merlot-based, Broglie says. "There is tannin, but it is soft, pleasant, and drinkable. It's very varietally correct, but I think they just call it 'red' to remove the pretension. I think part of the goal of wine in a can is making wine more accessible." Even in the context of a can, this one is a better-than-average example of what it should be, he adds.

# NEWS SEGMENTS



# REGIONAL MARKETS

philly.com

The Dallas  
Morning News

The  
News & Observer

South Florida  
**Sun-Sentinel**

Hartford Courant

Finding wine country in a beer state



Chicago Tribune

Orlando Sentinel

THANK YOU

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