

CALIFORNIA

TED TALK

TEAM CANADA



CALIFORNIA
WINES

BACKGROUND:

British Columbia a key market for California Wines



BACKGROUND:

British Columbia a key market for California Wines



A large, crowded wine event in a grand hall. The room is filled with people, many of whom are holding wine glasses. There are tables set up with wine bottles and glasses. In the background, there are large screens displaying wine-related content. The overall atmosphere is busy and social.

PROBLEM TO SOLVE:

What is the most strategic way to keep California Wines top of mind with Trade and Consumers without holding our EUREKA event?

OBJECTIVES OF EUREKA



**BUILD
INCREASED
ATTENTION
AND
EXCITEMENT**

**RE-DISCOVER
WHAT'S
NEW IN
CALIFORNIA!**

**DRIVE
TRIAL
AND
SALES**

THE SOLUTION :



**VANCOUVER
INTERNATIONAL
WINE FESTIVAL**

#VIWF @VanWineFest

A circular icon containing a stylized cluster of grapes, rendered in a dark red color.

WHY VMWF?

3,000
KEY TRADE



7,500
CONSUMERS



**EXISTING
INFRASTRUCTURE**



**INTERNATIONAL
REPUTATION:**
ANDREW JEFFORD

Decanter®

IMPRESSIONS

**CTV
NEWS**

**VANCOUVER
SUN**

**ON SITE
STORE**



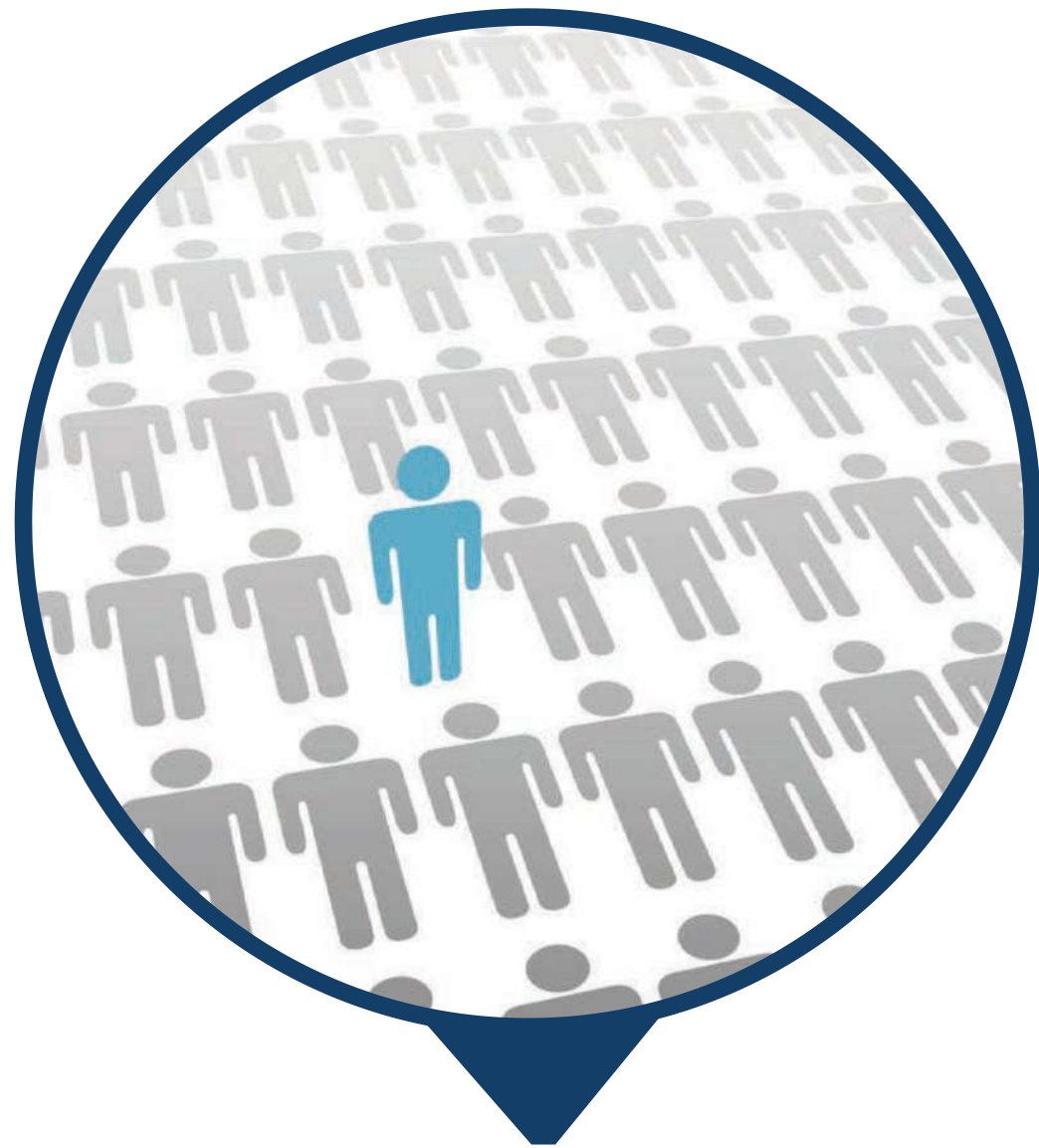
BCLIQUOR

**STAND OUT
OPPORTUNITY**

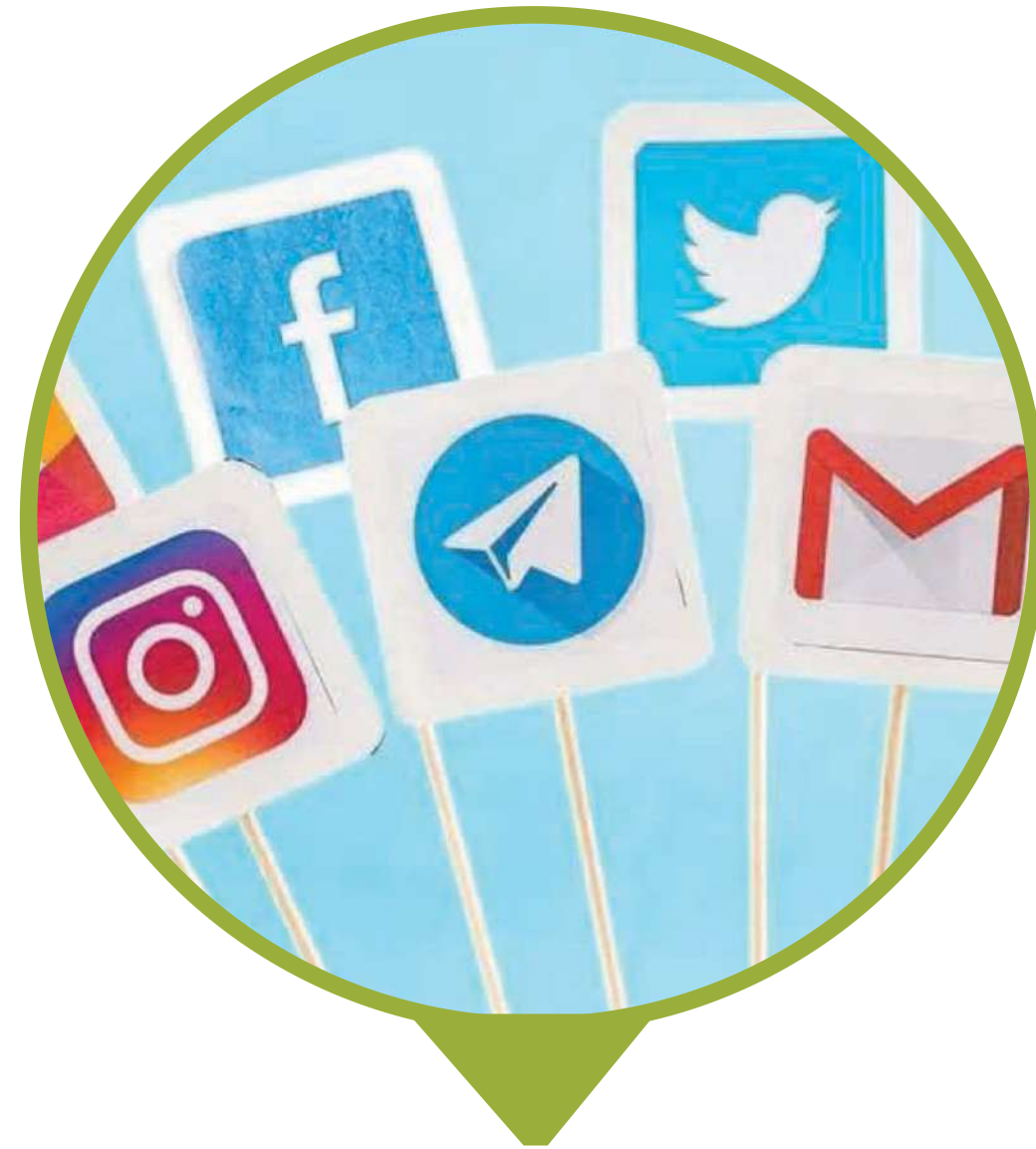


CHALLENGES TO OVERCOME

How does CALIFORNIA?



STAND OUT



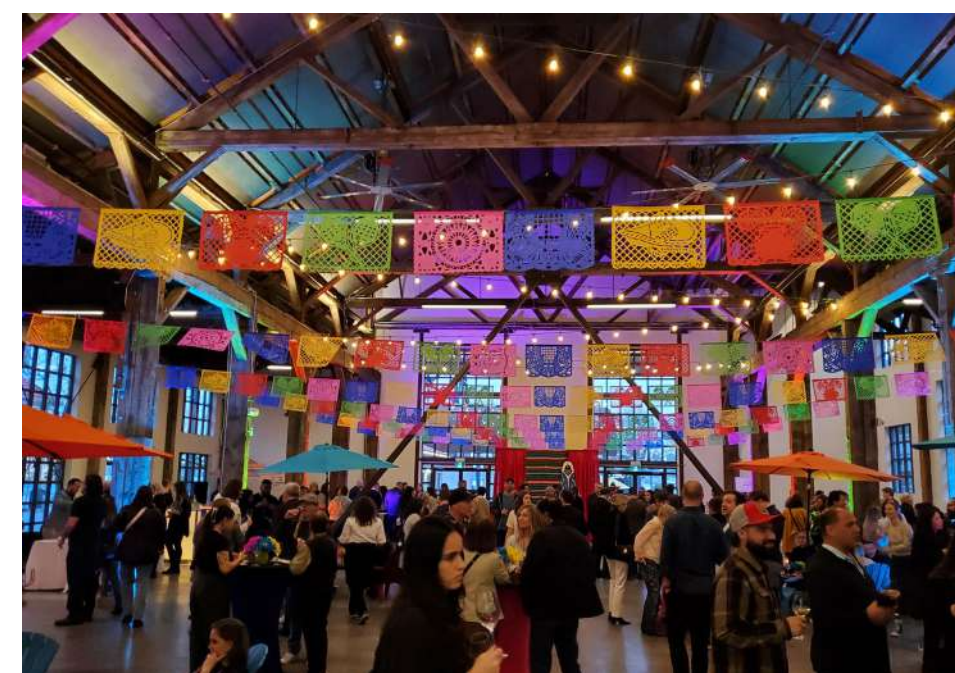
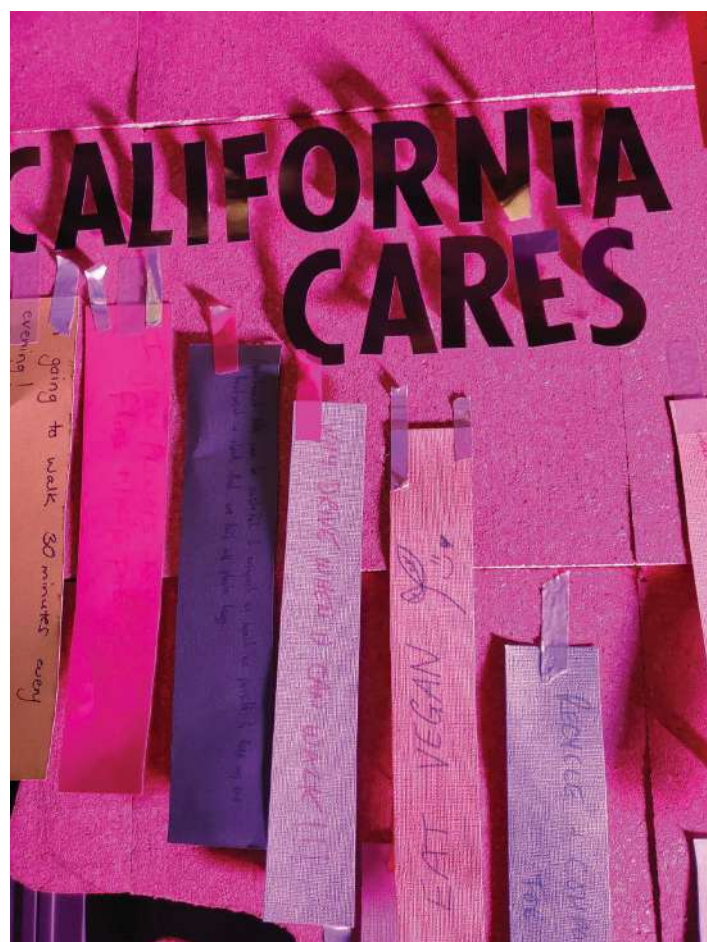
**BUILD BUZZ
& ATTENTION**



**EDUCATE
& INSPIRE**

WINE AND TACO MINGLER

What did we do? California in DA HOUSE!
Younger Audiences Sip up and Take Note!!



CALIFORNIA EDU-TAINMENT!



Blockbuster Consumer and Trade Seminars with Elaine Chukan Brown and DJ Kearney:



CALIFORNIA WINES TAKE OVER THE TASTING ROOM FLOOR

California Wines Connects with Target Audiences



STANDOUT REGION OF THE FESTIVAL!!



4,500 Samples in 3 days



Sold Out events



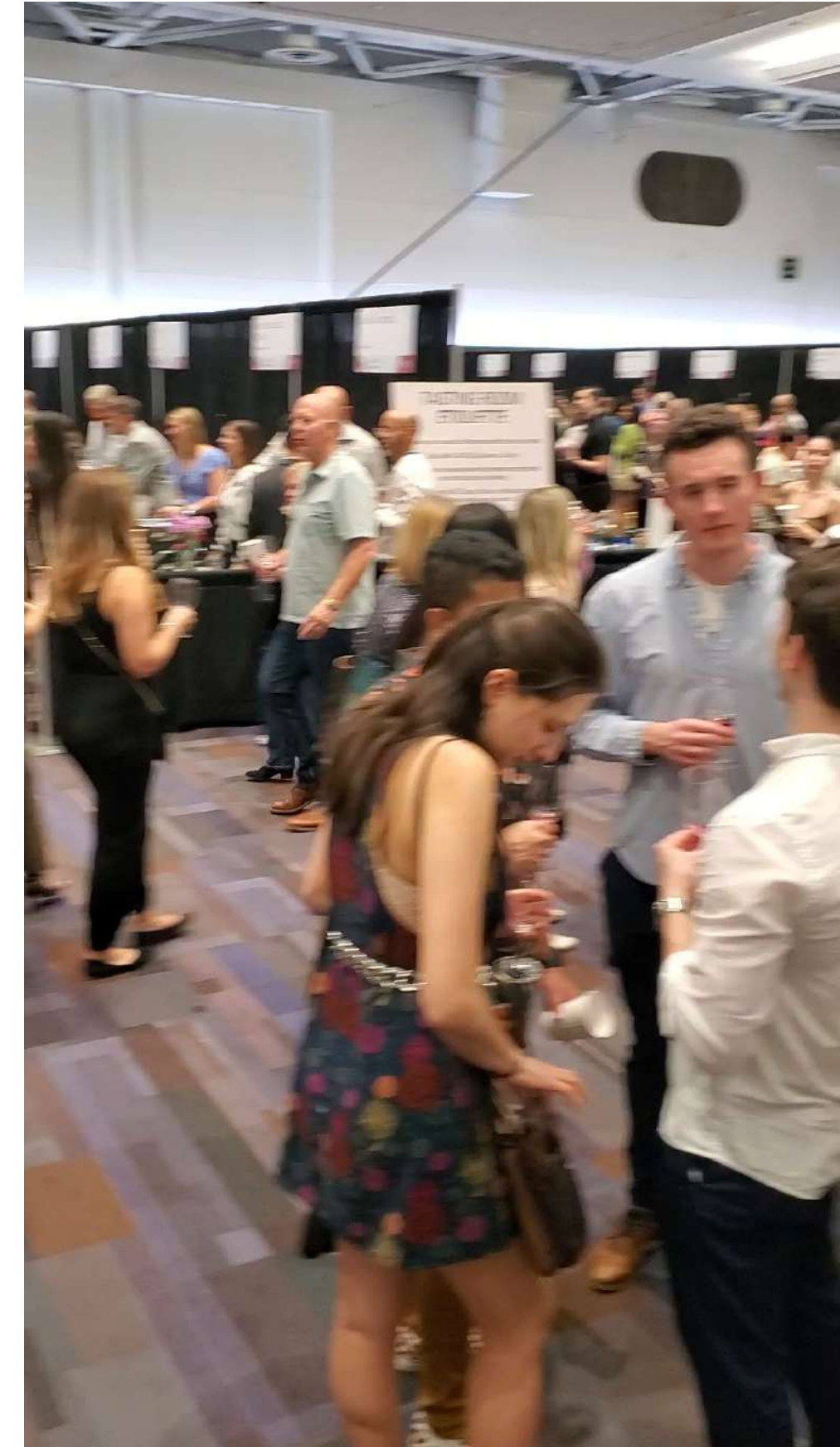
Inspiring Feedback



Maximize Resources



Strong on Site Sales



STANDOUT REGION OF THE FESTIVAL!!



4,500 Samples in 3 days



Sold Out events



Inspiring Feedback



Maximize Resources



Strong on Site Sales

