

	Jan.	February	March	April	May	June
INDUSTRY	POS order form, toolkit, editorial calendar, webinar (trade/industry)	February: Deadlines, trade education updates, OWFF guide, toolkit, visual assets (trade/industry)	March: Sweepstakes update, social media playbook, additional resources, masterclass schedule, reminder to add events to OWB site	April: Sweepstakes launch, last minute OWM resources, add events reminder	May 1: OWM kicks off  May 16: Sweepstakes update, masterclass update, how to share OWM photos/videos with OWB	June 1: Thank you and wrap-up with next steps
CONSUMER	Jan. 15: New Year, New Experiences w/ focus on Plan Your Vacation Day, OWM  Trip planning, first mention of OWM, education, events	Feb.: Fall in love with Oregon wine: Valentines Day event, food pairing, OWM  Valentines Day, trip inspiration, Oregon Wine Touring Guide rollout, OWM mentions, food and wine	March: Oregon Wine Touring Guide tied to OWM messaging, OWFF  Begin teasing OWM events and sweepstakes, educational content (each week will be used to highlight Oregon's wine regions)	1. April 1: OWM is 1 month away, masterclass, varieties, plan your trip, events 2. April: Sweepstakes launch, OWM, touring guide 3. Sweepstakes  Launch sweepstakes early-April, begin spotlighting wineries/winemakers/chefs discussing their favorite pairings (Pair it forward)	1. May 1: OWM kicks off! 2. Sweepstakes promotion of each region throughout April and May 3. May 29: Last chance to enter  Heavy promotion of sweepstakes while drawing attention to regions and AVAs, events, pairing videos	June 13: Winner has been notified  OWM thank you and wrap-up, keep momentum with continuous promotion of trip planning and summer tasting
TRADE	Program deck published/communicated, trade webinar Jan. 31	POS order form and deadline, trade outreach, education development, reg. cause marketing development	Distribution engagement/meetings, POS order deadline (March 8), education enrollment, reg. cause marketing finalized  Education trade communications (ongoing)	POS fulfillment, education enrollment/execution, trade execution and assistance  Education trade communications (ongoing)	OWM execution and market visits  Thank you and execution highlights	Marketing recap activities, scheduling July recap meeting
MEDIA	Pitch local writers and journalists from the Bay Area and Seattle, highlighting OWM		Business-focused pitches about how OWM positively impacts both the wine industry and tourism in the state of Oregon	Consumer-focused press release focused on OWM, Oregon Wine Touring guide, Oregon Wine Flies Free, with emphasis on food and wine pairings	Pitch local broadcast media to cover Oregon Wine Month, highlighting Oregon wineries as well as restaurants that serve Oregon wine	



\*includes paid and organic

**Objective:** Oregon Wine Month is intended to drive awareness and excitement (trial and sales) around Oregon wine with consumers and trade during a key time of year while also stimulating tourism and visits to tasting rooms.

1. To encourage a period of increased support from distributors, restaurants, and retailers in the Pacific Northwest
2. To create a platform for tactical winery promotions that stimulate sales in all channels
3. To develop deeper affinity for Oregon wine by forging an emotional connection with consumers
4. Drive traffic to the OWB's consumer and trade websites while also increasing social media reach
5. Increase orders of the Oregon Wine Touring Guide and increase consumer email sign-ups
6. Provide a kit of parts that extends the promotional execution period and supports year-round retail support
7. Supporting the Brand Equity element of the industry's Bus. Plan via the "True Character" campaign