

Communications Plan: Peller Estates, Niagara's Best

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Situational Analysis

The follow is an analyzation of information related to the release of Peller Estates' new wine, Niagara's Best, coming June 2021. This is an overview of the strengths, weaknesses, opportunities, and threats that Peller Estates faces as they prepare to compete in the wine market.

Strengths:

Peller Estates is an award-winning winery and estate, winning the 2018 winery of the year award. The company has a 50-year history and has provided wine tours and hosts guests at their restaurant.

Peller Estates has hosted a wine release event in 2019, which proved to be successful. They are experienced with wine launches.

The winery has a variety of signature and premium wines in their lineup, of which many can be found at the LCBO and the Wine Shop. They also part of the wine club with the wine shop, which include other wines like Gretzky's.

Weakness:

Peller Estates wines tend to be at a higher price point than the average wine brand, like XOXO, Barefoot, which could potentially deter those who are looking for wine. Peller also brands themselves as a premium and higher end wine, which in and of itself creates its own niche of wine drinkers (those looking for a premium wine) versus those who are looking for cheaper yet still tasty wine.

Opportunities:

Peller Estates has established social media platforms, though their media presence is not as large as some other wineries. Perhaps their media presence can be increased through different tactics, such as utilizing a prominent Niagara influencer.

Communications Plan: Peller Estates, Niagara's Best

Peller Estates is part of the Wine Shop's wine club. This offers wine club members early access to new wines from various members. Peller can utilize the wine club with their new wine release.

Canadians love seeing Canadian celebrities support local businesses. Perhaps Peller can work with Canadian celebrities for future outreach.

Threats:

There are 180 wineries in the province, 50 of them in the Niagara region. This can pose an issue to Peller Estates, as the wine industry is populated. It can be easy for even the highest quality wineries to get lost in the buzz, especially if there are a number of new wines being released around the same time frame as Peller's.

Secondary Research

Peller Estates competes within the Canadian wine industry, and with numerous Niagara region wineries. In setting up Peller Estates for a successful wine launch, previous event and company history needs to be analyzed.

Peller Estates is part of two different wine clubs: myWineLife and Niagara Winemaker's Collection. Both clubs offer different perks, including customizability of wine orders, Wine Country Insider perks, premium, early access to new wine products and products from other wineries (such as Gretzky's). The release of Niagara's Best will seek to utilize the existing partnerships with both wine clubs, with the opportunity to offer early access of Niagara's Best within the wine club lineup.

A unique aspect of Peller Estates are their dining experiences. On property are two restaurants, a lounge, and an event space. This allows for wine connoisseurs to enjoy all features of their Peller Estates visit and be able to have a high-quality dining experience to top it all off. It will be

Communications Plan: Peller Estates, Niagara's Best

key to utilize the dining spaces and experiences available at Peller Estates to launch Niagara's Best.

With so many premium wines in their lineup, it goes without saying that Peller Estates is experienced in releasing new wines. In launching their 2019 collection of wines, "Peller Family Vineyards", they launched a massive media campaign focused on celebrating life's "perfectly imperfect" moments. This campaign included social media, TV, and in-store programs. A big focus with the release of this wine was the taste profiles and visibility within retail stores. With the release of Niagara's Best, the winery should take a similar approach and expand on it with bigger and more bold ideas.

Regularly, Peller Estates will hold events on site throughout the year. For example, "Party in the Vineyard" food truck and wine country editions. Both are ticketed events with different themes and the opportunity to enjoy Peller Estates wine. Andrew Peller Limited, the company that owns Peller Estates, also hosts a "Movie Night in the Vineyard" event at Trius Winery, a unique event where attendees sip on wine while enjoying a Hollywood themed movie night. Creating a launch event for Niagara's Best such as a themed event would give an edge to the release of Niagara's Best.

Finally, Canadian celebrities enjoy drinking wine and supporting local wineries. For example, Wayne Gretzky works closely with Andrew Peller Limited, and sold his wine brand to the umbrella company. Celebrities have significant influence when it comes to the general public purchasing products. Perhaps Peller Estates can build a relationship with a popular Canadian celebrity and have them represent Niagara's Best.

Target Audiences

1. Casual wine drinkers (over the legal drinking age)

It is vital that Peller Estates targets the casual wine drinker. Within this audience, people generally tend to purchase the same go-to wine while visiting the LCBO and the Wine Shop.

Communications Plan: Peller Estates, Niagara's Best

Peller Estates offers a large lineup, from premium to casual wines. Perhaps Niagara's Best can become their new "go-to".

2. Wine connoisseurs

A second audience would be wine connoisseurs. Wine connoisseurs are always looking to expand their knowledge and tasting skills by testing new wines. As Peller Estates is an award-winning winery, this audience is important to the winery.

3. The hospitality industry within Niagara

The Niagara region is known as a hot spot for vineyards. It is obvious as to why the third target audience is the hospitality industry in Niagara. Tourists and connoisseurs will travel to Niagara to visit the vineyard capital in Ontario. A key audience to target is the hospitality industry, as visitors may want to order wine at their hotel accommodations, restaurant, or bar. If they want wine, Peller Estates could have an opportunity to spread awareness of Niagara's Best, and Peller Estates.

4. Licensed liqueur retailers

While Peller Estates has a strong relationship with the Wine Shop and LCBO, it is important that the company continues to maintain these relationships. For the purpose of the campaign, these wine retailers should be able to help recommend Niagara's Best to those looking for a delicious, all around wine, that is perfect for any occasion.

5. Event planners

What is an event without wine? From big corporate events to life milestones, drinking wine is a symbolic way to celebrate and bring people together. Event planners should be targeted, as

Communications Plan: Peller Estates, Niagara's Best

they will have to find wine suppliers and help their clients sample wine. This would be a great audience to introduce Peller Estate's Niagara's Best.

Goals

- To create awareness of the release of Peller Estate's new wine across all brand and company partnerships by January 2021.
- To engage with the general public and wine enthusiasts about the release of Niagara's Best before the launch in June of 2021.
- To build a stronger brand awareness of Peller Estates and Andrew Peller Limited through the use of already established social media (Instagram, Youtube), and through their website.

Objectives

1. Secure contracts with LCBO and the Wine Shop by February 2021, stating that each company will feature Niagara's Best as the headlining wine during the month of its release, and advertise its release in May 2021.
2. To secure media coverage from 12 (5 targeted) media outlets of Peller Estate's new wine, Niagara's Best by March 2021.
3. Build off of previous Peller Estates' 2019 campaign and come up with two tactics (listed below) that are bold and ambitious.

Strategies and Tactics

Strategy 1

Connect with members of the media to secure coverage of Niagara's Best wine, targeting two high-profile food and wine media outlet, two being from hospitality media outlets, and one from an event planning outlet, with the remaining.

Tactic 1

Communications Plan: Peller Estates, Niagara's Best

With this tactic, the first step is to create a media list of 20 members of the media, which must include food and wine, hospitality and event planning reporters and bloggers. In this e-pitch, important point conveyed will be the release date of Niagara's Best, June 2021, the announcement of a release event which will be on Peller Estate's property, themed all around the celebration of the Niagara region. The pitch would include a short list of different campaigning methods, such as securing TV ads and utilizing Instagram and YouTube channel. When answering the "why" of this media story, Peller Estates wants 2021 to be the celebration of Niagara, and Peller's Estates new wine will be the best in Niagara. This is the second large scale release by Peller Estates in 25 years. Media coverage must be secured by March 20, 2021 and must be published by April 2, 2021.

Strategy 2:

Creating contracts with LCBO and the Wine Shop to spread consumer awareness of upcoming wine release, and to feature the wine in their stores.

Tactic 2

The LCBO and the Wine Shop both have a maintained relationship with Peller Estates. As the release comes near, Peller Estates should have advertising and feature agreements with these two companies. The advertising agreement will have the liquor stores hang signs featuring the Niagara's best bottle, a wine glass, with the backdrop of Niagara-On-The-Lake, and in big letters "Bringing the best of Niagara to you summer 2021". The same sign will be featured within the store in smaller wall frames. These will be rolled out May 1, 2021. At midnight on June 1, 2021, in the middle of each company's store, a pyramid of Niagara's Best bottles should be stacked as a feature, with a sign behind it with the caption "Enjoy the best of what Niagara has to offer". The feature display of bottles should remain up until July 1st, 2021, of which the display will then be scaled down and placed on the end cap of the VQA isle with the same scaled down sign. Each pyramid (both large and small) should be re-stocked/built as customers pick their bottle from the pyramid. After August 15, 2021, the display may be removed, but the scaled down sign will remain on the end cap of the VQA isle until September 1, 2020 at midnight.

Communications Plan: Peller Estates, Niagara's Best

Strategy 3

Increase brand awareness of Peller Estates through Instagram. An influencer will spread awareness of the release of Niagara's Best.

Tactic 3

Through this tactic, Peller Estates will scout an Instagram influencer from the Niagara area. The ideal influencer should have a passion for wine and vineyards, the beauty of Niagara-On-The-Lake and attend social events. They must be secured by April 11, 2021 and must roll out their first post on April 20, 2021. The posts they share about Peller Estates should convey the deep family roots of Peller Estates, the high quality and the varieties in their portfolio. The influencer will be given a small supply (five bottles) of Niagara's Best to write a review Instagram post, to express their positive feelings for the new wine, and to convey the message that "this is the best of what Niagara has to offer". A month before the release, the influencer IS PERMITTED to do a giveaway of one bottle of Niagara's Best as a way of engaging their audience and getting them amped to buy the new wine. The influencer must express their excitement that Niagara's Best is arriving in the summer and can do a count down on their posts. They have free reign when it comes to the creativity of the post, however, the pictures shared must contain the Niagara's Best bottle and must be taken within the Niagara region. The influencer must also share where the new wine will be available. They should continue sharing until August 1, 2021. Minimum of two posts per week.

Strategy 4

Create two new bold and ambitious ideas that are bigger than the previous Peller Estates campaign: a commercial with a high-profile Canadian celebrity, and a special Niagara's Best release event at Peller Estates.

Tactic 4

Communications Plan: Peller Estates, Niagara's Best

People love seeing their favourite celebrity in TV commercials. It's always a big surprise when a celebrity shows up on their screen, wondering "how did they get them to do that?" Peller Estates would like to have Canadian Emmy and Oscar winning actress Catherine O'Hara to represent Peller Estate's in a commercial for Niagara's Best. This will be a humorous commercial paying homage to O'Hara's most recent TV role on Schitt's Creek as Moira Rose. On an episode of the show, O'Hara's character is asked to film a commercial for a winery and gets intoxicated off fruit wine right before filming the commercial. Of course, Peller Estates would like to keep their own commercial as PG as possible but would love to play off the commercial O'Hara's character had filmed on Schitt's Creek. This TV commercial will run from April 2021 to August 2021 on a regular schedule on popular channels, and then will be reduced to once a week until September 2021, to when it will be discontinued.

Strategy 5

Host a unique launch event for the Niagara's Best wine which combines Peller Estate's past wine events.

Tactic 5

Peller Estates will host a grand release event on June 1, 2021 at 6:00PM, where each of their property's restaurants will be open and serving Niagara's Best. The theme of the party is a celebration of Niagara. In celebration of Niagara, local Niagara food vendors will be present (serving light food), there will be an official "bottle opening" ceremony, followed by a Hollywood themed "Night at the Movies". This combines all of the events Peller Estates has hosted. There will be takeaway bags, including miniature bottles of Niagara's Best, and Niagara's Best engraved wine glasses.

Key Messages

1. The best of Niagara, sealed in a little bottle, is coming this summer.
2. "Niagara's Best" is a celebration of Peller Estate's history in the Niagara region.
3. Niagara's Best is the best wine for the biggest celebrations to a relaxing day on the water.

Communications Plan: Peller Estates, Niagara's Best

Evaluation

Evaluation of this project will take place at two points of the campaign: midway through, and the day after the completion of the campaign. The two-period evaluation system will provide the opportunity to better understand if something were to have gone off along the way.

The first evaluation will take place in May 2021. At this time, the media pitches should have been secured and the media stories rolled out. The influencer will be sharing posts about Niagara's Best, the LCBO and Wine Shop have been teasing the release and Catherine O'Hara's commercial will be on a regular schedule. At this point, what will be evaluated is how much attention the upcoming release has gained in the media, on different social media platforms, on YouTube, and through TV commercial analytics prior to the release date. It is also worth looking at sales of Peller Estates wines to see if brand awareness is increasing.

The final evaluation will begin Oct. 1, 2021 and will look at all aspects of the campaign. From how much buzz was generated, to engagement analytics from the influencer's Instagram posts, attendance at the release party, how many bottles of Niagara's Best have been sold, and if the profit made from the wine outweighed the costs of the campaign. A survey will be conducted to those who attended the "Niagara's Best" launch party, as well as to those who purchased it in stores. The survey will ask questions regarding how they heard about the wine, are they familiar with Peller Estates, if they enjoyed the launch event, and if they would continue drinking this wine and recommend it to others.

Overall, success will be measured by seeing if each of the objectives and goals have been met, and by outweighing the profits made versus the costs.