



Problem Identification / Strategy Formulation / Concept Stage

A photograph of a Sonoma Valley landscape featuring rolling green hills, a row of trees in the foreground, and a hazy background under a bright sky.

Sonoma Valley Visitors Bureau Online KGO Radio Campaign

Execution and Project Management

Results and Learnings





Problem Identification

Sonoma Valley Visitors Bureau was searching for a way to increase visitors to the Sonoma Valley during their off-season and to promote it as a destination for wine connoisseurs and tourism. The Visitors Bureau was trying to take Sonoma Valley out of the shadow of the Napa Valley.



Strategy Formulation

1. Talked to the Account Executive about the client (Sonoma Valley Visitors Bureau) and their expectations, their budget and scheduled a client meeting.
 - a. Client had \$100K budget.
 - b. This was to be the Sonoma Valley Visitors Bureau's first big campaign.
 - c. The campaign would last 5 months, the length of their off-season, Dec. - May.
 - d. The campaign needed to start in six weeks.





Strategy Formulation

2. Met with Sonoma Valley Visitors Bureau and asked them about past campaigns and success.
 - a. Client had done a little radio, but never a long campaign and the results were hard to measure.
 - b. Client was just getting ready to launch a new website.
 - c. Learned more about the Visitors Bureau and the makeup of those participating in the campaign.
 - i. The makeup of the participants in the campaign included places of lodging and wineries.
 - ii. Each contributed about \$7,500 to the campaign.



Concept Stage



1. Presented the various marketing tools KGO had to offer.

ON AIR

SONOMA VALLEY
REAL WINE COUNTRY

Hello David - Sonoma Valley is Real Wine Country
Sonoma Valley is a wine-growing appellation, a culinary capital, an historic treasure, a natural wonder - and a state of mind. It's an ideal destination for any season, for a weekend or a week, or as your headquarters for an extended stay in the San Francisco Bay Area.

Play the Sonoma Valley [Spin to Win!](#) game for your chance at great prizes including a grand prize of a weekend stay at the [Sonoma Mission Inn](#) and a winery tour by [California Wine Tours](#).

KGO Flips the Solar Switch
Thursday morning October 30, during the Ronn Owens show, KGO Radio became the first major commercial broadcast media outlet in the Bay Area to [harness the sun's power](#) and reduce its load on the power grid. As the solar energy system at our broadcast facility commences operation, we're proud to be making this contribution to a better planet, and invite you to find out more about our green initiatives as they progress.

Win a Ride on the KGO Jetcopter
Here's your chance to be a KGO traffic spotter, cruising the Bay Area skies in the KGO Jetcopter AM 810. Three lucky locals will be chosen to take flight. Stop by a local participating OSH Store to enter for a chance to win, or go to [OSH.com](#) for details.

Forever Sultry, Forever Seductive, Forever Tango.
Luis Bravo's internationally acclaimed dance spectacular ignites the Post Street Theatre for two weeks only, starting November 5. The New York Times calls it a "must-see"; USA Today says, "Forever Tango shows that the style is more than steamy—it's smart, even funny." [Don't miss out!](#)

- a. Client Micro-sites
- b. E-Newsletters
- c. On-Air Promos
- d. Online games
- e. Rotating and fixed position ads within site.
- f. Homepage presence

Find your Sonoma Smile
No matter how far the Sonoma Valley has taken you, we'll make you feel like you're still home.

SONOMA VALLEY
REAL WINE COUNTRY

Spin to Win!
Visit Sonoma Valley... Just 45 minutes North of San Francisco... [Spin to Win!](#) game for your chance at great prizes including a grand prize of a weekend stay at the [Sonoma Mission Inn](#) and a winery tour by [California Wine Tours](#).

Plus You Will Visit Today:
Sonoma Valley is a wine-growing appellation, a culinary capital, an historic treasure, a natural wonder - and a state of mind. It's an ideal destination for any season, for a weekend or a week, or as your headquarters for an extended stay in the San Francisco Bay Area. [Spin to Win!](#) game for your chance at great prizes including a grand prize of a weekend stay at the [Sonoma Mission Inn](#) and a winery tour by [California Wine Tours](#).

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Concept Stage



2. The campaign had to not only raise awareness and increase tourism to the Sonoma Valley but also promote the individual sponsors of the campaign.
3. It was determined that the promotion called for a call of action that offered the potential of winning prizes that would be provided by the client.
4. For best results the entire campaign would be an integrated campaign that included both on-air and online aspects.
5. A micro-site about the Sonoma Valley would be built and promoted at kgoradio.com that included:
 - a. Event Calendar
 - b. Winery Map (The Winery Map was a downloadable PDF that visitors could print up and take with them to the Sonoma Valley.)
 - c. Visitor's guide
 - d. Audio message from "Dining Around" host Gene Burns.
 - e. Sonoma Valley information
 - f. An online game

Find your Sonoma Smile
You may come to the Sonoma Valley for the food and wine, but it's the way we make you feel that will make your stay. Comfortable. Relaxed. Away from it all.

SONOMA VALLEY VISITORS BUREAU
REAL WINE COUNTRY

Visit Sonoma Valley - Just 45 minutes North of San Francisco
Cradled between the Mayacamas and Sonoma mountain ranges, Sonoma Valley is the birthplace of California's famed wine industry and the closest wine region to San Francisco, just 45 minutes north. It beckons with fine dining, a flourishing arts scene, remarkable history, charming shops, tranquil lodging and spas, and more than 40 wineries - all in 17 miles of unparalleled beauty, including 13,000 acres of parkland. Sonoma Valley is a place without pretense, where wine aficionados and novices sip happily side by side. Where you can meet vintners face to face. Where winery roads zig and zag. In fact, you could easily get lost here. And isn't that the point?

Plan Your Visit Today
Sonoma Valley is a wine-growing appellation, a culinary capital, an historic treasure, a natural wonder - and a state of mind. It's an ideal destination for any season, for a weekend or a week, or as your headquarters for an extended stay in the San Francisco Bay Area. And even though we're off the beaten path, we're easy to find. Stop by the Sonoma Valley Visitors Bureau at two locations: on Highway 121 on the historic Sonoma Plaza. When you come, we'll be happy to give you our free 80-page visitors guide and a list of local happenings. And to help you find your Sonoma Smile.

DOWNLOAD WINERIES MAP

GIVE IT A WHIRL WIN GREAT PRIZES

GET LATEST CALENDARS

ORDER FREE VISITOR GUIDE

find your sonoma smile at:

SPONSORS

MacArthur Place • El Pueblo Inn • SONOMA VALLEY VISITORS BUREAU • THE LODGE AT SONOMA • BUREAU OF WINE & SPIRITS



Concept Stage



6. The call of action would be fulfilled with an online daily game, allowing visitors the chance to come back every day for a chance to win prizes.
 - a. Daily prizes would include, Sonoma Valley tote bags, ball caps, aprons and tickets to the Sonoma Valley Olive Festival.
 - b. Bi-monthly grand prizes would include, weekend stays at the various participating Sonoma Valley lodgings along with tours of participating wineries.



9. On-air promos would promote Sonoma Valley Tourism and the daily game and rotating sponsored grand prizes.
10. Bi-monthly E-Newsletter would promote Sonoma Valley Tourism and the daily game and rotating sponsored grand prizes.



Project Management

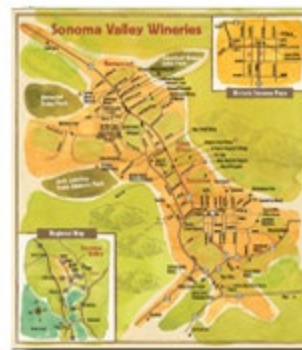
1. Set a date with the Sonoma Valley Visitors Bureau's for the start of the campaign, one that coincided with their upcoming Olive Festival.
2. Set timeline with Sonoma Valley Visitors Bureau's graphic designer for web graphics to be received.
3. Budgeted money for the development of the online Sonoma Game.
4. Set a date for the completion of the online "Sonoma Spin to Win" game with the game developer.
5. Established a date in which prizes from the Visitors Bureau needed to be received.
6. Communicated weekly with all contributing partners on the status of deadlines.



ORDER FREE
GUIDE



GET LATEST
CALENDAR



DOWNLOAD WINERIES MAP



Execution

1. Worked with the Sonoma Valley Visitors Bureau's graphic designer on the basic site design.
2. Took the design elements from the graphic designer and assembled the Sonoma Valley client micro-site.
3. Worked with the station's third party web developer (MediaSpan) to design the "Sonoma Spin to Win" game.
4. Designed and created web banners for the radio site to promote the Sonoma Valley client micro-site.
5. Wrote and had produced on-air promos.
6. Wrote and assembled E-Newsletters that promoted Sonoma Valley.



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Click to hear a message from Gene Burns

Download Wineries Map

Give it a whirl, win great prizes

Get latest calendar

Order free guide

find your sonoma smile at:
SPONSORS

MacArthur Place • El Pueblo Inn • SONOMA VALLEY INN • THE LODGE AT SONOMA A RENAISSANCE RESORT & SPA

[Click for site](#)

Results and Learnings

1. Micro-site received 10,000 views a month.
2. Game had multiple winners a day.
3. Ran out of prizes that had to be replenished.
4. Sonoma Visitors Bureau reported an increase of 15 to 20% in attendance to the Olive Festival.



Results and Learnings

Sonoma Valley Visitors Bureau have continued to renew their campaign with KGO for 5 straight years with only slight variations to the campaign.

The new game, the “Match and Win” game gave more branding visibility to the campaign partners.



[Click for site](#)

