

## Wente Vineyards

### EXECUTIVE SUMMARY:

*“If you look at the season in total, it was significantly more profitable than any of the seasons we’ve had in the last decade. And that is (due to) the work that we do with Bonneville Bay Area.”*

- Justin Noland, Senior Marketing Manager for Direct-to-consumer at Wente Vineyards

With the help of Bonneville Bay Area, Wente Vineyards increased the attendance of their concert series at their luxury venue. Bonneville Bay Area developed a marketing creative strategy that ensured unique messaging on KOIT, KBLX, & KUFY which aligned with the stations' respective audiences. The ads told a unique story that helped listeners visualize the experience of attending a Wente event and differentiated Wente's concerts from other similar experiences.

*“Bonneville Bay Area offered turn-key services and variety with their stations. They were able to meet the different needs that Wente had, especially with reaching a wide audience. They have great attention to detail and customer service. They were quick and produced quality work,”* said Justin Noland, Senior Marketing Manager for Direct-to-consumer at Wente Vineyards.

### The Results:

**POWER OF RADIO  
STORYTELLING  
CREATED THE  
EXPERIENCE OF  
ATTENDING A  
WENTE EVENT**

**CONCERT  
TICKET SALES  
SIGNIFICANTLY  
INCREASED YEAR  
OVER YEAR**

**OVER 285  
NEW LEADS  
GENERATED  
THROUGH  
CONTESTING**

Throughout the partnership with Bonneville Bay Area and Wente Vineyards, Wente was continuously impressed with the attention to detail and the results they saw from all marketing efforts.



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### HOW WE DID IT:

*“Bonneville Bay Area selected the stations, timing, wrote the ad copy and produced the ad spot; they were right on with the kind of language and timing for their audience.”*

- Justin Noland, Senior Marketing Manager for Direct-to-consumer at Wente Vineyards

Wente Vineyards main business challenge was their lack of local brand awareness resulting in low ticket sales to their concert series. Secondly, they were having a difficult time reaching 30-65-year-old locals with information about the close proximity and attractive features of the vineyard. Wente Vineyards three main marketing objectives include:

- Increase local brand awareness with 30-65-year-olds
- Increase foot traffic and overall sales to the Livermore, CA venue
- Increase attendance of activities, events, and memberships offered by Wente Vineyards

A multi-pronged integrated solution was created to meet Wente Vineyards' goals. First, radio ads ran on three radio stations - KBLX, KOIT, and KUFX - with music formats that reflected the artists featured in the 2019 Wente Concert Series. Next, Bonneville Bay Area sent out emails to its loyal opt-in audiences across all three stations. Emails drove potential concert-goers and wine enthusiasts to an “Enter to Win” concert ticket contest, while also offering discounted pricing for concerts and Club memberships. Lastly, through contesting, Bonneville was able to capture leads to help increase Wente's database.

*“We offer several different concert packages, and Bonneville Bay Area did a great job building campaigns that fit their audiences the best. The different stations were talking about different options and packages based on their specific demographics,”* Noland said.

### CONCLUSION:

Bonneville's integrated marketing solution helped Wente Vineyards effectively reach the right people in the right places with the right messaging. Ultimately Wente built a stronger brand and awareness around their luxury amenities and increased year over year attendance to their concert series - seeing their biggest revenue increase in 20 years.