

Swirl, Sip, Snark

Discover Your Local Crush

Posted by vawinediva October 11, 2010 @ 11:00 am
[Miscellaneous](#) | [Virginia Wine Month](#)

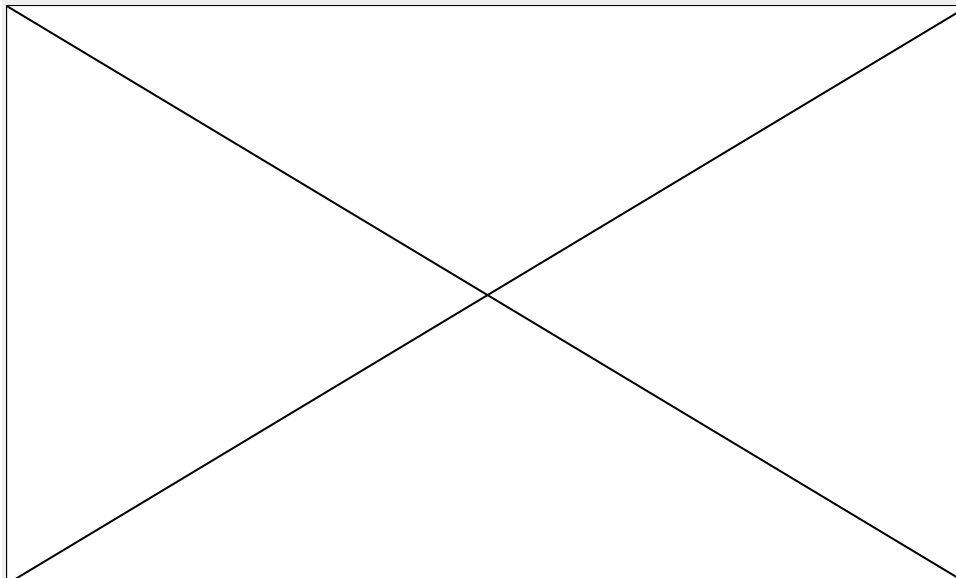


While we don't talk about it much, the Virginia Wine Board folks do a great job of publicizing the VA wine industry with limited resources. We would never have learned about the depth and vibrancy of the VA wine industry had it not been for their wine maps and marketing campaigns, and I doubt we're alone in that. October is Virginia Wine Month, and this week is Drink Local Wine Week

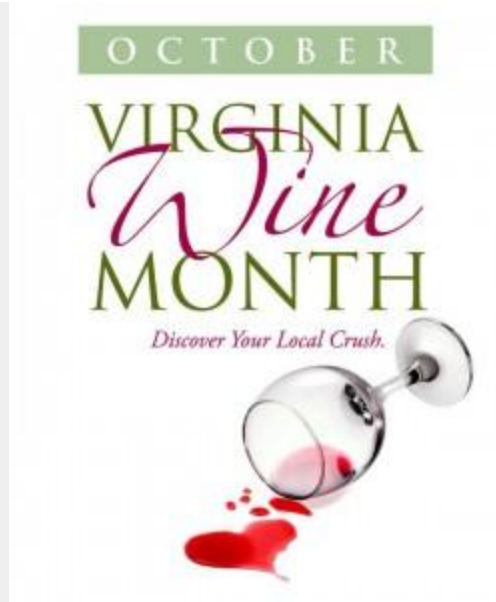
(thanks to the folks at drinklocalwine.com), so we wanted to take this opportunity to point out what a great campaign VA has undertaken.

Virginia Wine Month has become a harvest tradition, despite the fact that many wineries in VA had finished harvesting before the end of September this year due to the crazy summer heat/drought. The VA wine folks always do a good job spreading the word through marketing materials, internet buzz, and special offers/experiences from wineries and local retailers that choose to participate. For example, [The Wine Cellar](#) in Midlothian is offering 10% off all VA wines for the month of October, [The Leesburg Vintner](#) is offering \$2 off all VA wines for the month, [The Virginia Wine Experience](#) in Fredericksburg is offering VA wine tastings throughout the month, and [Lovingston Winery](#) is pulling out some library wines for sampling and sales for this month only. This year, however, I think it's a particularly good campaign because they've come up with a great tag line: *Discover Your Local Crush.*

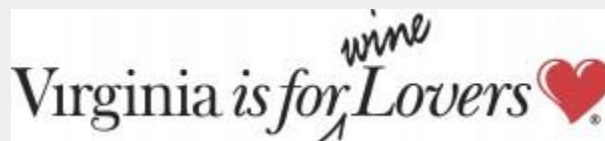
The video used to introduce this campaign is great.



The advertising images being used are great. (This is my favorite.)



I just hope they keep this one going for a long time. After all, the "Virginia is for Lovers" campaign has been used for 40 years (more than the span of my life), so I'm guessing it's a success. It's even been adapted for the VA wine industry.



This campaign about local crushes seems like a natural offshoot, and I hope to see it become a staple of VA wine tourism marketing. I can already see a natural tie in with another "Love by the Glass Week" in the spring if that initiative is undertaken again.



I also think they could play with this campaign in relation to the [Wine Bloggers Conference](#) that will be held in Charlottesville in July. Most of the visiting bloggers won't be particularly familiar with VA wine, but I sure hope they discover a local crush (or 10) before they leave.

WINE BLOGGERS' CONFERENCE

Charlottesville, VA
July 22-24th, 2011



So, who's in the know? Is this campaign intended to be used just for October 2010? Is it going to continue? Should it continue? Are other states jealous that they didn't think of this first? What do you think about the *Discover Your Local Crush* campaign? Who is *YOUR* local crush?