

Taste the Possibilities: Adding Value to Your Ag Business

November 3, 2014
Showcase Café, Sonoma County Fairgrounds
Santa Rosa, California

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Marketing & Promotions

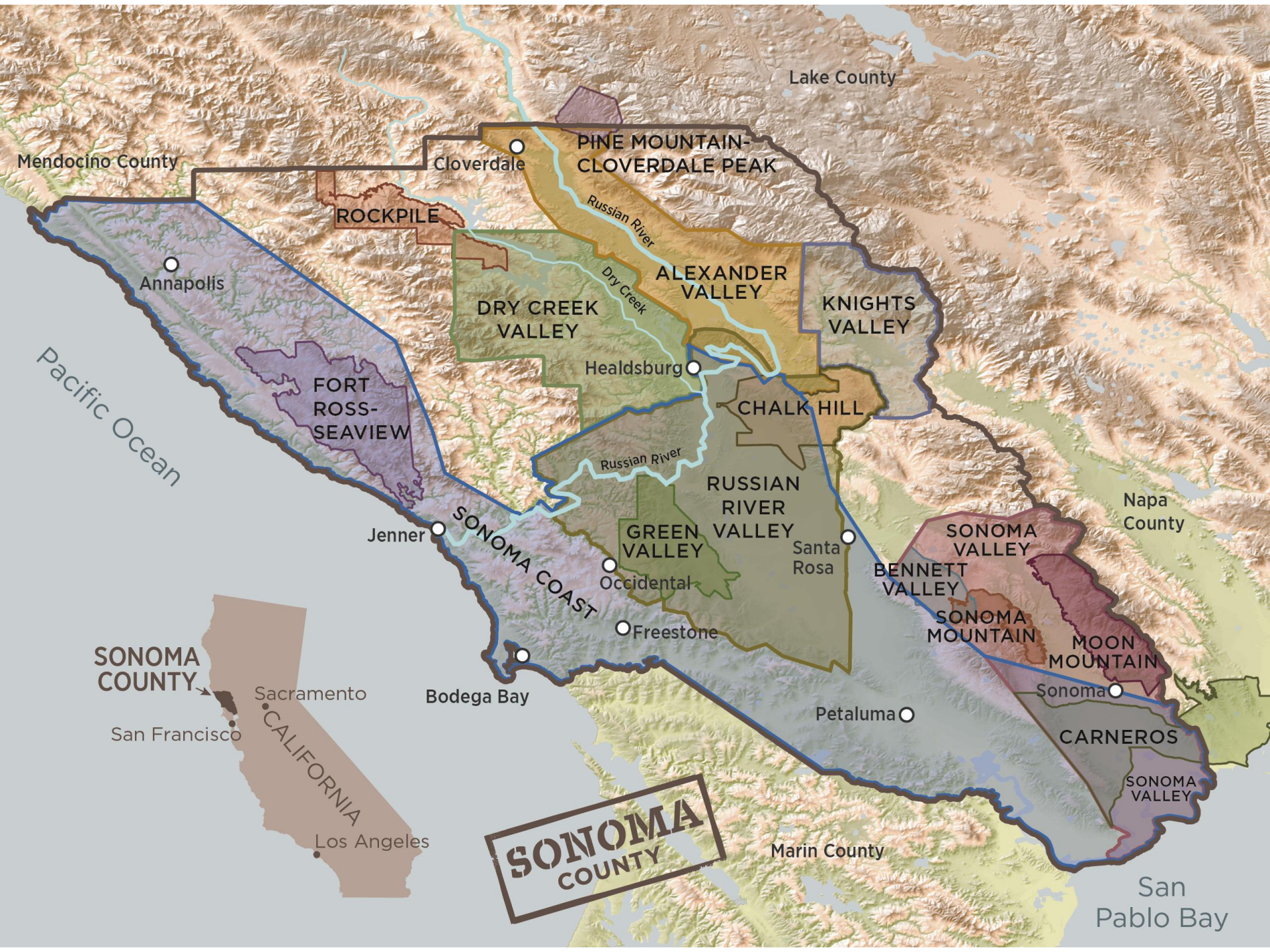
Bryan Carr
Sonoma County Brand

Taste the Possibilities:
Adding Value to Your Ag Business





SONOMA
COUNTY



Mendocino County

Lake County

Cloverdale

PINE MOUNTAIN-CLOVERDALE PEAK

ROCKPILE

Annapolis

Russian River

DRY CREEK VALLEY

ALEXANDER VALLEY

KNIGHTS VALLEY

Healdsburg

Dry Creek

FORT ROSS-SEAVIEW

CHALK HILL

Pacific Ocean

Russian River

RUSSIAN RIVER VALLEY

Napa County

Jenner

SONOMA COAST

GREEN VALLEY

Santa Rosa

SONOMA VALLEY

BENNETT VALLEY

SONOMA COUNTY

Sacramento

Bodega Bay

Occidental

Freestone

San Francisco

Petaluma

SONOMA MOUNTAIN

MOON MOUNTAIN

Sonoma

CARNEROS

SONOMA VALLEY

CALIFORNIA

Los Angeles

SONOMA COUNTY

Marin County

San Pablo Bay

Why Does Sonoma County Need a Brand?



The Sonoma County Brand Defines...

- Who we target
- What we are
- How we communicate

Core Consumer Target



The Experience Seeker

- Active, social people who enjoy travel, outdoor activities, dining out and cooking, and entertaining at home
- Some connection to the land through gardening and seeking local foods
- Good wine is a staple part of the experience, but not dominant
- An experience is to be shared with friends; Happily expend the effort to make it memorable and enjoyable
- Information they can turn into knowledge and brand stories is important

Sonoma County Brand Character

**GENUINE.
INDEPENDENT.
ADVENTUROUS.**

	What It Means	What It Doesn't Mean
Genuine	Convivial, warm, honest, welcoming, hospitable, versatile; Comfortable in jeans and a pick-up or at the opera	Never precious or superficial; Not cosmetic
Independent	Individualistic; Confident in one's own choices; holds a distinctive point of view; comfortable on the path less traveled	Never contrarian or egotistical; never abrasive
Adventurous	A lover of exploration and discovery; Always open to new things; Willing to go further than the average person	Not a risk-seeker or chaser of mere novelty

The Sonoma County Brand Defines...

- Our Promise

Sonoma County is the world class wine region that delivers the best blend of multi-faceted experiences with the thrill of endless discoveries, always worth sharing.

SONOMA
COUNTY

VISIT US IN



GROWN IN



BREWED IN





Sebastopol, California
707-829-4677



Events | Email Offers | E-Map | Reviews | Photos | Contact Us

HOME | LOCATION | ACCOMMODATIONS | AMENITIES | PACKAGES | THINGS TO DO | DINING

Reservations

Check-in:

Check-out:

Rooms: Adults: Children:

NORTHERN CALIFORNIA RESIDENT

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promotion

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- Open year-round
- 30 minutes west of Santa Rosa
- Reservations required

VISIT US IN



Alliance Redwoods

SONOMA CANOPY TOURS

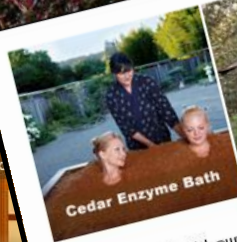
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Vitality Programs



Japanese Gardens

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VISIT US IN



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To use the Sonoma County Brandmark

Apply to use the brandmark, and for more information about the process, please contact:

Tim Zahner,

Chief Marketing Officer

Sonoma County Tourism

tzahner@sonomacounty.com

