

## Lavender Acres Winery



Harrisburg Lebanon Lancaster York  
(HLLY), Pennsylvania

### Background

Lavender Acres Winery was established in 2021 and is currently building its winery and event rental space business. Wine sales began in January 2024, with 2024 serving as a soft opening year. The brand primarily advertised through Facebook, Instagram, and its website, and participated in local wine shows and community events.

### Objective

#### Increase Social Media Engagement

In addition to increased social media engagement, the Lavender Acres Winery also wanted to increase web activity and walk-in sales traffic. With an established web and social media presence, they chose to OOH to their marketing mix to further increase awareness. The strategic plan was to measure awareness gains using their existing social media and web analytics, along with evaluating increased awareness with sales growth.



### Strategy

In March 2025, OOH was added to the marketing mix in the York and Lancaster markets, while all existing social media efforts were maintained. The campaign ran for three consecutive months, beginning in mid-March and continuing for 12 weeks. It consisted of 10 static posters per cycle, with messaging rotated every four weeks. The creative was designed to be clever, catchy, and attention-grabbing. The goal was to deliver between 3.1 million and 3.5 million impressions per four-week cycle. The target audience was adults 21+, with a focus on women ages 25 to 64. The 10 static posters were all within the winery's geographic footprint and the units were rotated to new locations during each of the three four-week cycles to build reach.

### Plan Details

**Target Demographic:** Adults 21+ and women 25-64

**Campaign Posting Dates:** 3/15/25, 4/14/25 and 5/12/25

**OOH Formats Used:** Static Posters

**Campaign Impressions:** 11,692,760

**Campaign Reach:** 65.28%

**Campaign Frequency:** 14

**Budget:** \$15,000 or larger

### Results

- **Social Media:** 737 new followers, which was a 209% increase. Social media engagement grew 38% over the same time period.
- **Website engagement** grew 40% over the same time period.
- **Customer in-person visitation** to the winery grew by more than double (107%) between 2024 and 2025.
- **Click through rates** increased 271%.
- **Average customer spend** was \$47.71 and the customer base doubled after OOH was added as part of the campaign mix.