

# The Jingle Bar

PROMOTIONAL EVENT



Prepared For : **Economic Developers  
Association of Canada**  
Marketing Canada Awards



## **WELCOME TO THE JINGLE BAR**

St. Catharines and the Niagara Benchlands are home to international, award-winning VQA wines, Niagara's best craft beer producers and some of the best culinary experiences in Ontario.

To best highlight more than 60 craft and culinary destinations during the busy holiday season, the City of St. Catharines and the Town of Lincoln teamed up to open the Jingle Bar, a food and drink pop-up lounge, for three weekends at the region's busiest mall, the Outlet Collection of Niagara.

The Outlet Collection of Niagara attracts visitors from across Ontario, and the pop-up lounge was the perfect place for weary shoppers to stop and recharge with a drink and a snack. The Jingle Bar featured 20 select wine, beer and cocktails providers, food, a bottle shop, and daily holiday hosting and meet-the-maker seminars.

Over nine days (3 weekends) in December 2022, the Jingle Bar hosted more than 5,800 unique visitors. And, the bottle shop's hassle-free access to terrific, local products all in one place resulted in the purchase of 471 bottles of made-in-Niagara wine and craft beverages.

## OBJECTIVES

The objective of the project was to create a unique experience for shoppers highlighting the destinations and providing them the opportunity to sip, taste and shop numerous award-winning wines, craft beer and culinary treats in one location. For stakeholders, the Jingle Bar was an opportunity for exposure in a high traffic, central, retail space.



## CHALLENGES

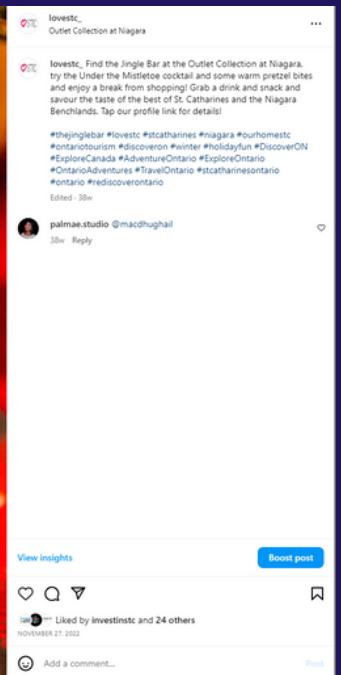
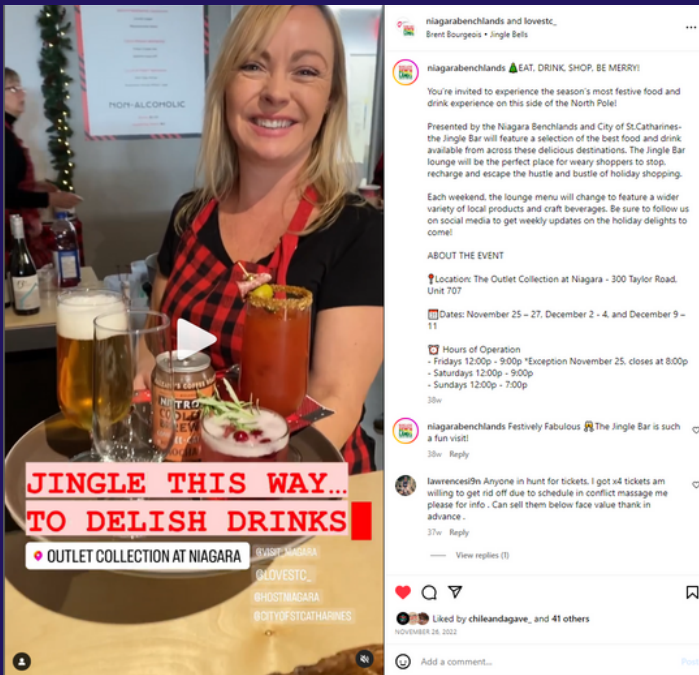
The tourism and hospitality sectors have continued to struggle with staffing issues coming out of the pandemic. The holiday season is already a busy time of year and the ability to staff an off-site location was a challenge. To help with capacity issues, the municipalities worked with a local event team called 'Host' to coordinate and fill in the staff gapping.

The Jingle Bar supported economic recovery by strengthening the relationships between the City of St. Catharines and the Town of Lincoln, industry partners and producers who collaborated to create the unique and immersive experience showcasing the award-winning offerings in St. Catharines and the Niagara Benchlands.

**With a modest budget of \$30,000, both municipal teams used as many internal resources as available while also ensuring no duplication of efforts.**

Staffed with hospitality experts, guests were given information about the participating partners, pushing them back out to partner locations for more intimate experiences.

The Jingle Bar's short run made raising awareness for the pop-up and its operating hours a challenge. Participating partners promoted the Jingle Bar at their establishments, on their websites as well as social media and email newsletters. Digital support online and onsite was also provided by the Outlet Collection at Niagara to drive foot traffic to the pop-up lounge.



A marketing strategy, including interactive and Instagram-worthy experiences within the Jingle Bar with partners, such as a meet-the-maker series, exclusive signature cocktails and products only available at St. Catharines and Niagara Benchlands wineries and craft breweries, leveraged various platforms, including social media, media relations and word of mouth.



## THE DESTINATIONS

### City of St. Catharines

#### URBAN VIBES

The largest city in Niagara, nearly a third of the region's population calls St. Catharines home. The City aims to stimulate economic growth in the community through tourism by increasing visitor volume and visitor expenditures.



loveSTC is the official destination marketing entity for the City of St. Catharines.

### Town of Lincoln

#### RURAL CHARM

Home to about 25,750 people, the Town of Lincoln is located in the Niagara region on the south shore of Lake Ontario. The Town identifies tourism as one of the four key pillars that will drive Lincoln's economic future.



The Town of Lincoln has embraced a new tourism and destination brand identity, the Niagara Benchlands.

Tourism is among the most important sectors in both the St. Catharines and Lincoln. The 2022 holiday season presented an opportunity for the neighbouring communities City of St. Catharines and the Town of Lincoln to collaborate on an innovative activation in a high traffic location to raise the profiles of St. Catharines and the Niagara Benchlands as destinations and generate greater exposure for local producers.



## TARGET AUDIENCE

- Greater Toronto Area, Hamilton-Oakville corridor and Niagara
- Wine and craft beer enthusiasts
- Outlet Collection of Niagara consumers
- Industry partners



## OUTCOMES

The in-market activation, the "Jingle Bar" promoting local craft and culinary partners in St. Catharines and the Niagara Benchlands during holiday retail season at the Region's busiest outlet was a great success. Drawing in partners from both municipalities allowed for more cross promotion and collaboration opportunities featuring premium food and beverages from St. Catharines and the Niagara Benchlands.

### SOCIAL MEDIA ENGAGEMENT

32,070 Impressions  
1,125 Engagements

### JINGLE BAR ACTIVATION

5,800+ Visitors  
471 Bottles Sold  
\$59,600\* in Single Glass Sales  
\$30,600\* in Food Sales

\*Approximate

### WEBPAGE TRAFFIC

36,895 Views  
26,070 Users

Speaking to a predominately out of market audience, the Jingle Bar introduced visitors to Niagara products through on-site menu items and take home bottle shop while pushing them out to the destinations to further explore and enjoy experiences in St. Catharines and the Niagara Benchlands.

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