Account planning


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# Project Goal

Overview Description

- Increase brewery name awareness among Lincoln Craft Beer Drinkers

- Increase foot traffic into brewery taproom

- Increase distribution of beer across craft beer bars in Lincoln

# Research Overview

Sat down with Code's owner, brewmaster and management

Surveyed people 21+ using survey monkey from around the country

Our Primary research plan for Code Beer Company is to gather information from local craft beer drinkers and determine how they determine which beer they drink, which bars they attend. Our plan to gather this research is to create a relatively simple questionnaire that could be filled out in a short period of time (less than 5 minutes). To disperse our questionnaire, we created an online form which could be sent out and shared amongst craft beer drinkers in Lincoln, and other similar markets (Omaha).

# Audience

## Audiences

Craft beer drinkers in Lincoln, Nebraska, and young adults (college aged) who are beginning to drink craft beer; young professionals

# Audience

Audience Segmentation

## Audience A
- Regular guy/gal
- Innocent

Description: Someone who belongs and fits in and wants to be happy.
Can fit in with many crowds and comfortable in most environments.

# Audience

Audience Segmentation

## Audience B
- The Explorer
- The Outlaw
- Description: The beer drinker who dares to break the norm of drinking domestic light beer. This beer drinker lives for new and exciting experiences and finding a beer to match his lifestyle.

# Audience

Target Rationale

## Audience A

- An average joe
- Willing to try new things
- Set in their ways

## Audience B

- Foodie
- Well traveled
- Trendy/ Ahead of the curve

# Audience

Recommended Target(s)

Primary audience
- Audience B- The Explorer, The Outlaw

Secondary audiences
- Audience A- The Regular Guy/Gal, The Innocent

# Audience
Demographic Profile

- Young Professionals
- Ages 21-35
- Metropolitan/ Suburban areas
- All races and ethnicities
- Males

## Audience
Psychographic Profile

Independent

Young Professional

Successful

Knowledgeable

Social

# Audience

Psychographic Profile

Willing to pay more for quality. Interested in not only the product but the company itself.

When in stores eye catching design and logos play a large role in purchase choice.

Believe product reflects their individuality.

# Marketplace

## Marketplace

Craft beer drinkers aged 21-35 make up most of the consumers. Big and small cities with microbreweries across the nation.

## Marketplace
### Major Competitors

1-Other Craft Breweries: Zipline is the established "Lincoln" Brewery, stealing from their market will be challenging. Same with Boiler, White Elm, Blue Blood.

2-Domestics: Much of the Lincoln beer drinkers demographic are fans of domestics (Budweiser, Miller, Keystone, etc.), getting them into craft beer is a challenge.

3-Craft Beer Blanket Statements: Some fans of Craft Beer order based on a blanket statement such as "I'll take your IPA", instead of looking at the menu. Getting them to try new/different types of beer is another challenge.

Key Findings

**Question 1:**  49% of craft beer drinkers surveyed are more likely to seek out a craft brewery than a bar

**Question 2:** 44% of craft beer drinkers surveyed are more less likely to purchase craft beer if it is more expensive

**Question 3:** 60.8% of craft beer drinkers surveyed place high value in the bar's interior design

**Question 4:** 70.6% of craft beer drinkers surveyed think it is important that their bartenders have knowledge of beer they are serving.

**Question 5:** 89.2% of craft beer drinkers surveyed are more likely to take new beer recommendations from friends.

**Question 6:** 53.9% of craft beer drinkers surveyed usually attend bars in groups of 4 or 5.

**Question 7:** 71.6% of craft beer drinkers surveyed attend a craft brewery/craft beer bar 3 or less times a month.

**Question 8:** 96.1% of craft beer drinkers surveyed have 4 or less unique (different) types of beer a week.

**Question 9:** The most popular style of consuming craft beer is by bottle (47.1%), followed by draft (38.2%)

# Brand Development

# Brand Opportunity

What can marketing do to help this brand achieve its business goals.

Desired
Brand Attributes

No TV's to encourage social interaction

Quiet coffee shop music week days

Regular Bar scene Thursday thru Friday

Knowledgeable brewmaster and staff

Food trucks to bring in different consumers

**Brand Personality**

Unique

Relaxed

Inviting

Engaging

# Brand Promise

**To Lincoln Craft Beer Drinkers, Code Beer Company is the craft brewery that helps bring the community together by connecting Foodie's and Craft Beer Enthusiasts**

# Creative

**Creative Headlines:**
**Code Beer Brewing Co.**

A: Get a draft that's always craft.

B: Craft Beer, brewed in your own area Code

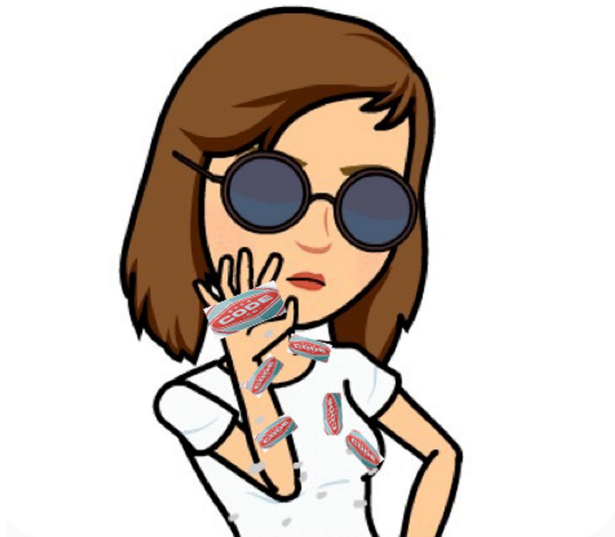C: Learn about your beer here.

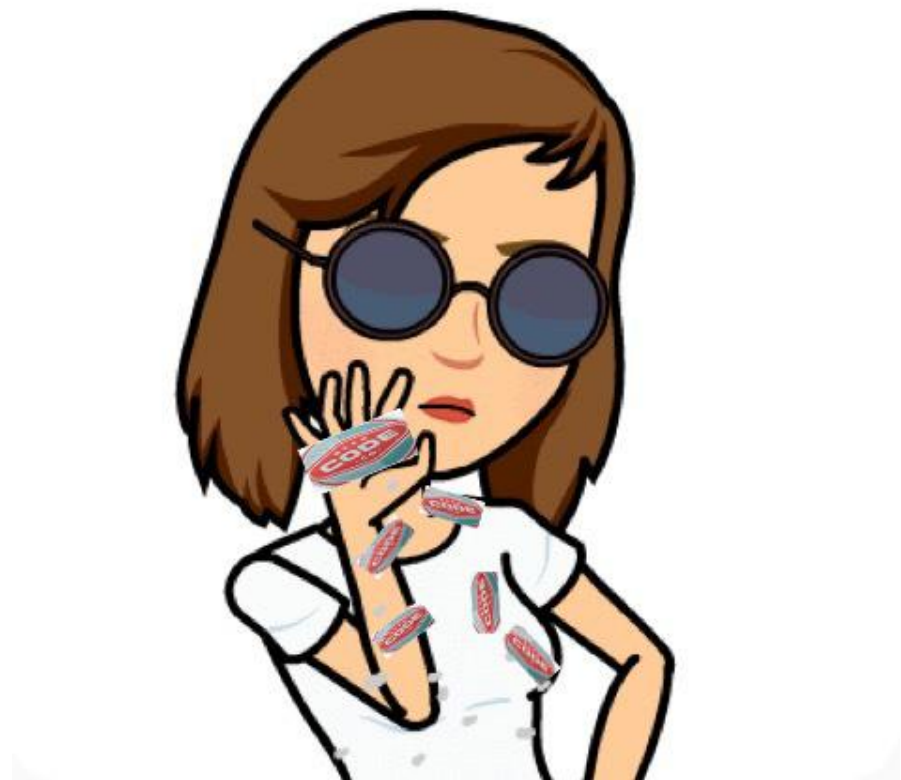D: Code Beer is the Need of the Year.

E: Carefully crafted to your needs.

# Instagram

**CodeBeer** 🕐 3min



♡ **24 Likes**

💬 **CodeBeer** Loved this Bitmoji

♡ Like    💬 Comme... 💬 2 ♥ 13 👤 15

🏠    🔍    ⬜    🤍    👤

# IMC (Media Strategy)

- **Snapchat 'geo' filter-** fits with the young professional target audience and is a great way to raise awareness of the code beer logo by making it prominent in filters.

- **Food trucks-** continue using food trucks to bring people into the door, increases awareness because of people who follow the food trucks

- **Hosting events-** Yoga + beer, hosting trivia nights, hosting office parties are all great ways to get that first exposure opportunity

# IMC (Media Strategy)

- Signage downtown (dependent on price?) because of the location in the vicinity of the business district

- Office engagement- getting the foot in the door with offices downtown or around Lincoln by bringing coasters with coupons/punch cards on one side, and advertising upcoming events on the other.

- Friend discount- Bring a friend, get a beer half off. Our research shows that many people base where they drink on friend recommendations; this would get ppl to bring their friends in.

# Measurement

- **Online**-Measure engagement online through interactions on social media, mentions, follower increases, likes, etc.

- **Sales-**Measure success through sales before the campaign vs. after the campaign

- **Survey-** Distribute surveys (register/facebook) and receive a discount on beer next visit. Have questions like "How did you hear about us, would you recommend us to a friend, which events are your favorite

# Discussion

Thank you.