CRAM SESSION PR

Client: IBU Brewery

April 2020

Account Executive

Meilin Feng

Nick O'Connor

Account Associates

Alyssa Feldman

Alyssa Mahaffey

Mackenzie Mertikas

Table of Contents

Problem & Opportunity Statement

IBU Brewery is a craft beer brewery located in Syracuse, New York. The organization's main purpose is to teach its customers all about craft beer and provide an educational and nostalgic environment. As a teaching brewery IBU gives its customers the opportunity to participate in the brewing process, allowing them to create their own signature craft beer. Unfortunately for the Brewery, not many people are aware of these opportunities, due to its brand awareness problem. The Brewery lacks prominent signage, as their only sign is hidden from the road and does not have lights. The Brewery itself is located directly behind other buildings, making it difficult to see while driving or find when visiting. IBU lacks a strong social media presence which restricts its reach outside of the Syracuse area. The lack of brand awareness may have caused the attraction of new customers to dwindle and has prevented the brewery from expanding further. An integrated communications campaign will help IBU Brewery gain more customers throughout Onondaga County and will make the brewery an important staple in the craft beer community.

Situation Analysis

Internal Factors

Social Media Engagement:
IBU Brewery's most utilized social platforms are Instagram and Facebook, while the Brewery's Twitter has been inactive since 2016 (IBU Brewing, 2016). On Instagram only .03% of IBU Brewery's following is engaging with its content. The posts on IBU Brewery's Instagram that receive the most engagement are posts that feature staff members and create a personal relationship with followers (ibusyracuse, 2020). IBU Brewery's lack of engagement on Facebook is similar to that of its Instagram page. In its last twenty posts, IBU Brewery averages 1.5 shares per post. An increased number of shares on its Facebook posts will allow IBU Brewery to reach a broader online audience.

Staff:
The IBU Brewery staff consists of two full time, and four part time employees (M. Mintier, personal communication, January 27, 2020). Mintier, the owner of IBU Brewery, and his staff build personal relationships and share their expertise in the craft brewing industry with customers and in turn customers praise bartenders who are "great and so friendly and funny," (IBU Brewing, 2019) as well as "knowledgeable servers,"(IBU Brewing, 2019) through online reviews.

Internal Decor:
The IBU Brewery taproom features a bar with seating, entertainment such as televisions and board games, and a large space for brewing. The taproom room is wrapped in light-yellow panels with a ceiling made-up of silver metal panels creating "hospital vibes" (M. Mintier, personal communication, January 27, 2020). While the taproom is consistently utilized, it has bare walls other than televisions and is very simplistic (M. Mintier, personal communication, January 27, 2020).

External Factors

Location:
IBU Brewery is located behind Mr. Tire in a non-visible location. This location, along with the lack of noticeable and lit signage on the main road, prevents potential customers from finding the Brewery. A significant amount of the reviews of IBU Brewery make note of the hard-to-find location, such as IBU Brewery being "Not easy to find, but worth the effort," (IBU Brewing, 2019).

Online Reviews:
IBU Brewery currently has less than 300 online reviews by customers. The reviews are typically vague and are not consistently answered by the IBU Brewery administrator. There are 91 reviews on Google with a rating of 4.8 out of 5 stars (IBU Brewing, 2019). These reviews are more specific and mention different events that the brewery has hosted.

Competitors:
Currently, IBU Brewery is one of 22 breweries operating in Onondaga County (Cazentre, 2019). Not only does this show the vast number of breweries within Syracuse, but that IBU Brewery has strong competition among breweries to be customers brewery of choice (IBU Brewery, 2020a).

SWOT Analysis

SWOT ANALYSIS

S

- IBU Brewery entered a long-term contract with KROCK and received a monthly spot on the weekly show "Beer Friday" to promote the brand (M. Mintier, personal communication, January 27, 2020).

- IBU Brewery is owned by a Syracuse local, Michael Mintier, who is committed to providing affordable but quality craft beer using local ingredients (M. Mintier, personal communication, January 27, 2020).

- IBU Brewery has an on-site facility to brew each of its craft beers as well as a designated area to teach customers how to brew their own beer.

W

- The Brewery is difficult to find because it is located behind Mr. Tire, which inhibits its signage from being visible from the road particularly since it is not luminated (IBU Brewery, 2020b).

- IBU Brewery does not have an active and well-managed Twitter account as its most recent tweet was published on August 1, 2016 (IBU Brewing, 2016)

- The company's website is not consistently updated to include the most recent information on different events happening at the brewery.

O

- The Brewery's industry is expecting a high revenue growth between 2019 to 2024 with anticipated industry revenue of $35.5 billion in 2024 (Lombardo, 2019).

- The Brewery can increase its sales volume by applying for a New York State Farm Brewery License to offer customers the means to order canned beer from an internet site (The New York State Senate, 2020).

- There are opportunities for IBU Brewery to enrich its event offerings such as cooperating with local businesses like "Painting with a Twist" to hold a "Painting and Canvas Night".

T

- IBU Brewery is directly competing with other breweries nearby, such as Full Boar Craft Brewery, that offer a variety of beers and NY Ciders (M. Mintier, personal communication, January 27, 2020).

- Customers generally have low loyalty to a particular craft beer brand, which challenges breweries to attract customers through better prices and more innovative marketing (Bernot, 2019).

- Craft beer also indirectly competes with all kinds of beverages including wines and non-alcoholic drinks such as juice and sodas (Newhart, 2019).

Key Publics

Target Public #1: Local Beer Fanatics

IStock

👤	**DEMOGRAPHICS**	• 21-41 years old • Live in Syracuse area and surrounding suburbs
💲	**INCOME**	• Lower-middle to upper-middle class • Average income of $50,000 per year
🧠	**INTERESTS**	• Seek out new breweries and craft beer • Share drinks with friends and significant others
💡	**MEDIA HABITS**	• Seek out new breweries, beer, and events through their social platforms • Twitter and Facebook provide communities to share their thoughts and knowledge on breweries and drafts in the area.

Target Public #2: Young Families

https://www.visitmilwaukee.org/plan-a-visit/guides/family-friendly/

👤	**DEMOGRAPHICS**	• 35-50 years old • At least one child in elementary or middle school • Live in Syracuse suburbs
💲	**INCOME**	• Middle to upper-middle class • Average income of $100,000 per year
🧠	**INTERESTS**	• Family oriented and loves to find things to do in the local community • Want to unwind and drink with friends during the weekend who also have children
💡	**MEDIA HABITS**	• Use Instagram and Facebook to help them find family friendly events in the area

Campaign Theme, Goal & Objective

Campaign Theme: Get A Degree in Beer.

Goal: Increase awareness of IBU Brewery as a teaching brewery in the Syracuse Area

Objective: Increase social media posts promoting IBU's events by 25% by August 30, 2020

Strategy & Tactics

Strategy: Create social media posts in order to increase engagement between the Brewery and its target publics.

Tactic I: Create a content calendar to provide a time schedule for implementation of Tactics II-IV

2020 MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 II. Prevaluate Tactic II III. Prevaluate Tactic III IV. Prevaluate Tactic IV	2	3	4
5 IV. Go live on Instagram	6 II. Promote Twitter Posts	7	8 II. Promote Twitter Posts	9	10 IV. Go live on Instagram	11
12 IV. Go live on Instagram	13 II. Promote Twitter Posts	14	15 II. Promote Twitter Posts	16	17	18
19 IV. Go live on Instagram	20 II. Promote Twitter Posts	21	22 II. Promote Twitter Posts	23	24	25
26 IV. Go live on Instagram	27 II. Promote Twitter Posts	28	29 II. Promote Twitter Posts	30	31	

2020 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
			1 II. Promote Twitter Posts III.Launch the naming contest	2	3 II. Promote Twitter Posts	4
5 IV. Go live on Instagram	6 II. Promote Twitter Posts	7	8	9 II. Promote Twitter Posts	10	11
12 IV. Go live on Instagram	13 II. Promote Twitter Posts	14 III.Announce the winner	15	16 II. Promote Twitter Posts	17	18
19 IV. Go live on Instagram	20 II. Promote Twitter Posts	21 III.Invite the winner to IBU	22	23 II. Promote Twitter Posts	24	25
26 IV. Go live on Instagram	27 II. Promote Twitter Posts	28	29	30 II. Promote Twitter Posts	31	

2020 JULY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 II. Promote Twitter Posts	**2**	**3** II. Promote Twitter Posts	**4** III.Host July 4 event
5 III. Evaluate Tatic III IV. Go live on Instagram	**6** II. Promote Twitter Posts	**7**	**8**	**9** II. Promote Twitter Posts	**10**	**11**
12 IV. Go live on Instagram	**13** II. Promote Twitter Posts	**14**	**15**	**16** II. Promote Twitter Posts	**17**	**18**
19 IV. Go live on Instagram	**20** II. Promote Twitter Posts	**21**	**22**	**23** II. Promote Twitter Posts	**24**	**25**
26 IV. Go live on Instagram	**27** II. Promote Twitter Posts	**28**	**29**	**30** II. Promote Twitter Posts	**31**	

2020 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
			1 II. Promote Twitter Posts	**2**	**3** II. Promote Twitter Posts	**4**
5 IV. Go live on Instagram	**6** II. Promote Twitter Posts	**7**	**8**	**9** II. Promote Twitter Posts	**10**	**11**
12 IV. Go live on Instagram	**13** II. Promote Twitter Posts	**14**	**15**	**16** II. Promote Twitter Posts	**17**	**18**
19 IV. Go live on Instagram	**20** II. Promote Twitter Posts	**21**	**22**	**23** II. Promote Twitter Posts	**24**	**25**
26 IV. Go live on Instagram	**27** II. Promote Twitter Posts	**28**	**29**	**30** II. Promote Twitter Posts	**31** I. Evaluate Tactic I. II. Evaluate Tactic II. IV. Evaluate Tactic IV.	

Tactic II: Promote one IBU Brewery tweet every week through Twitter Ads

IBU Brewing ✓
IBUBrewingSyr

Friday is finally here. Start your weekend with a cup of "Parent's Weekend" and enjoy your time with your family at IBU Brewery! #ibusyracuse

12:17 PM · June 8, 2020 Twitter for Adroid

203 **Retweets** 56 **Likes**

Tactic III: Create a naming contest on Twitter that asks followers to come up with their own beer name. The winner is the person who receives the most likes, and she or he will have the opportunity to create the beer at IBU Brewery with the beer officially being released at its own release party on July 4.

IBU Brewing
IBUBrewingSyr

If you could name your own beer, what would you name it? Reply with the name, and the person with the most creative entry will have the chance to create your own beer! #IBUNamingContest
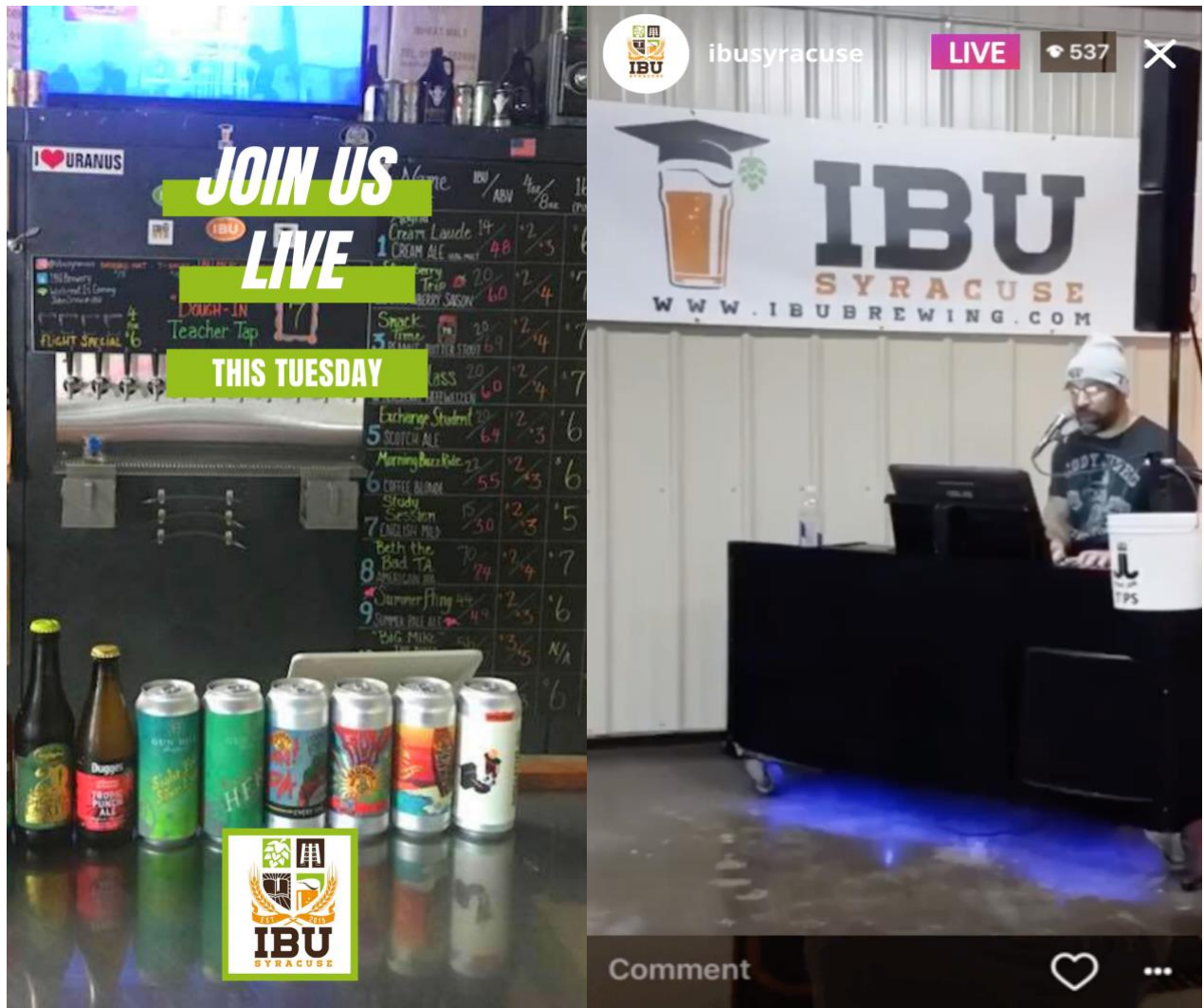

4:17 PM · June 1, 2020 · Twitter for Adroid

589 Retweets   **160** Likes

Tactic IV: Launch a live Instagram video once a week during a different event at the Brewery.

Timeline

Tactic I: Create a content calendar to provide a time schedule for implementation of Tactics II-IV

Create a content calendar to provide a time schedule for implementation of all following tactics

APRIL 20

MAY 1-AUG 31

AUG 31

Create content calendar with all planned social media posts, activities, or events from May 1 to August 31

Execute posts planned in content calendar

Evaluate the campaign by comparing planned posts to implemented posts

Tactic II: Promote one IBU Brewery tweet every week through Twitter Ads

Promote one IBU Brewery tweet every week
through Twitter Ads

MAY 1

Evaluate number of followers, and average number of likes, retweets, and replies on each of IBU Brewery's tweets

MAY 1

Begin tweeting about IBU Brewery five times a week via the @IBUBrewingSyr Twitter account

MAY 6-AUG 30

Promote @IBUBrewingSyr's tweets to local Syracuse Twitter users through Twitter Ads, and cross-promote the Twitter account on Facebook and Instagram.

AUG 31

Evaluate number of new followers and number of likes, retweets, and comments on each of IBU Brewery's tweet
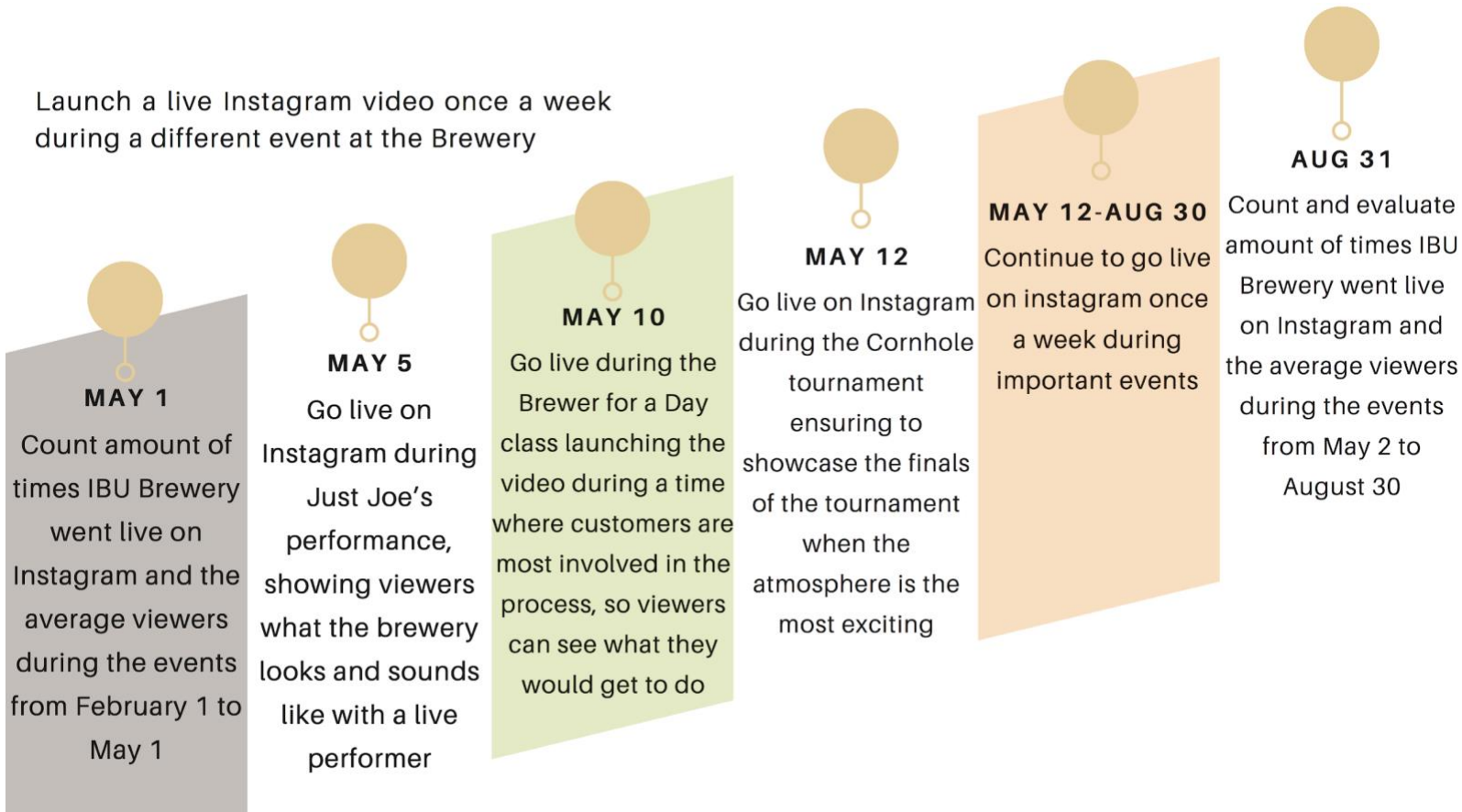
Tactic III: Create a naming contest on Twitter that asks followers to come up with their own beer name. The winner is the person who receives the most likes, and she or he will have the opportunity to create the beer at IBU Brewery with the beer officially being released at its own release party on July 4

Create a naming contest on Twitter giving followers the opportunity to name their own beer. Award the winner with the opportunity to brew the beer at IBU Brewery and release it at a Fourth of July party

Tweet a daily countdown promoting the upcoming "announcement" on IBU's Twitter

Announce the winner of the naming contest on all social platforms

Promote across all platforms a 4th of July/launch party where the new beer will be unveiled for the first time

Count number of contest entrants and new followers, likes, retweets and replies on IBU's Twitter

| MAY 1 | MAY 2-31 | JUNE 1 | JUNE 14 | JUNE 21 | JUNE 22-JULY 3 | JULY 4 | JULY 5 |

Count current number of followers, likes, retweets and replies on IBU Brewery's Twitter

Launch the naming contest via Twitter with one paid posts a week

Invite the contest winner into the brewery to brew their own beer, post photos and videos across social platforms emphasizing IBU's educational opportunities

Host a 4th of July event on the lawn with food, music, and first time access to the new beer

Tactic IV: Launch a live Instagram video once a week during a different event at the Brewery

Launch a live Instagram video once a week during a different event at the Brewery

MAY 1

Count amount of times IBU Brewery went live on Instagram and the average viewers during the events from February 1 to May 1

MAY 5

Go live on Instagram during Just Joe's performance, showing viewers what the brewery looks and sounds like with a live performer

MAY 10

Go live during the Brewer for a Day class launching the video during a time where customers are most involved in the process, so viewers can see what they would get to do

MAY 12

Go live on Instagram during the Cornhole tournament ensuring to showcase the finals of the tournament when the atmosphere is the most exciting

MAY 12-AUG 30

Continue to go live on instagram once a week during important events

AUG 31

Count and evaluate amount of times IBU Brewery went live on Instagram and the average viewers during the events from May 2 to August 30

Budget

Tactic II: Promote one IBU Brewery tweet every week through Twitter Ads

Twitter Advertising per day	$100.00
	* 18 days
Total	**$1,800.00**

Tactic III: Create a naming contest on Twitter that asks followers to come up with their own beer name. The winner is the person who receives the most likes, and she or he will have the opportunity to create the beer at IBU Brewery with the beer officially being released at its own release party on July 4

Cost of Brewing Class	$100.00
Beer Release Party Food per person	$8.00 * 60 people = $480.00
Cost of Creating winning beer	$1,132.16
Beer Release Party Merchandise	$250.00
July 4th Decorations	$42.00
Total	**$2,004.16**

Total Campaign Cost

Tactic II	$1,800.00
Tactic III	$2,004.16
Total Campaign Cost	**$3,804.16**

Evaluation

Objective: Increase social media posts promoting IBU's events by 25% by August 30, 2020

- To evaluate this objective, we will first count the number of posts IBU Brewery has across all social media accounts on May 1, and we will then count the number of posts IBU Brewery has across all social media accounts from May 1 to August 30. On August 31, we will compare the difference between the two numbers.

Tactic I: Create a content calendar to provide a time schedule for implementation of Tactics II-IV

- To evaluate this tactic, we will count how many posts IBU Brewery has per week and compare those numbers to what the content calendar laid out.
- To ensure this tactic is achieved, after the campaign is over, if the number of total posts actually made is the same or more than the number planned by the content calendar, we will know it was achieved.

Tactic II: Promote one IBU Brewery tweet every week through Twitter Ads

- To evaluate this objective, we will use Google Analytics to measure the number of new followers, likes, retweets, and comments on August 31. We will compare this to the number of new followers, likes, retweets, and comments that IBU Brewery is currently achieving on each of its tweets without Twitter Ads on May 1.
- To ensure this tactic is achieved, after the campaign is over, we will go back and count the number of promoted tweets purchased by IBU's Twitter account per week.

Tactic III: Create a naming contest on Twitter that asks followers to come up with their own beer name. The winner is the person who receives the most likes, and she or he will have the opportunity to create the beer at IBU Brewery with the beer officially being released at its own release party on July 4

- To evaluate this tactic, we will use Google Analytics to count the number of contest entrants (people who reply to the contest post with a beer name), as well as new followers, likes, retweets, and replies throughout the contest. We will compare this to the followers, likes, retweets, and replies that IBU Brewery currently has and determine whether or not the numbers have increased on July 4.

Tactic IV: Launch a live Instagram video once a week during a different event at the Brewery

- To evaluate this tactic, we will count the amount of times IBU Brewery went live on Instagram every week from May 1 to August 31. Through using Instagram analytics IBU Brewery will be able to determine the amount of viewers each live event receives and how these viewers interact with IBU Brewery throughout the duration of the livestream. Over a period of time IBU Brewery will be able to determine which events receive the highest viewership on Instagram live and feature them more in the future.

Appendices

Appendix A: Survey to Measure Awareness Before the Campaign

SYRACUSE UNIVERSITY

Thank you for taking the time to complete this survey. We are a group of Syracuse University students conducting research to engage public sentiment towards breweries and craft beer in the Syracuse area. All answers will be kept confidential and the survey will take approximately five minutes to complete.

→

What category best describes your age?

- ○ Under 21
- ○ 21-30
- ○ 31-40
- ○ 41-50
- ○ 51-60
- ○ 61 and over

What category best describes your gender?

- ○ Male
- ○ Female
- ○ Other

How many people currently live in your household?

- ○ 1
- ○ 2
- ○ 3
- ○ More than 3

How would you best describe your annual household income?

◯ Less than $24,999

◯ $25,000-$49,999

◯ $50,000-$74,999

◯ $75,000-$99,999

◯ $100,000 or more

How many times a week do you drink at a bar or brewery?

◯ None

◯ 1 to 2 times a week

◯ 3 to 4 times a week

◯ 5 to 6 times a week

◯ 7 or more times a week

What social media platforms do you use? Check ALL that apply

☐ Facebook

☐ Twitter

☐ Instagram

☐ Snapchat

☐ YouTube

☐ Pinterest

☐ Other (please specify)

How do you find a new bar or brewery to go to? Check ALL that apply

- ☐ Facebook
- ☐ Yelp
- ☐ Untappd
- ☐ Radio
- ☐ Word of mouth
- ☐ Other (please specify)

How would you like to receive information about a bar or brewery?

- ☐ E-mail
- ☐ Local Advertisements (newspaper ads, flyers, etc.)
- ☐ Social Media
- ☐ Word of mouth
- ☐ Physically visiting and checking out the brewery
- ☐ Other (please specify)

What kind of amenities do you look for when going to a new bar or brewery? Check ALL that apply

- ☐ Variety of food options
- ☐ Wide beer selection
- ☐ Entertainment (TV, live music, etc.)
- ☐ Games (darts, corn hole, board games, etc.)
- ☐ Friendly Staff
- ☐ Educated Staff
- ☐ Merchandise (t-shirts, glasses, cans, etc.)
- ☐ Other (please specify)

Which of these events are you most inclined to attend a new bar or brewery? Check ALL that apply

☐ Bar games

☐ Live music

☐ Exercise classes

☐ Trivia Night

☐ Sports watch parties

☐ Special beer release parties

☐ None of these events interest me

☐ Other (please specify)

[   ]

Are you interested in learning about the beer making process?

○ Yes

○ Maybe, not sure yet

○ No

Have you ever heard of IBU Brewery?
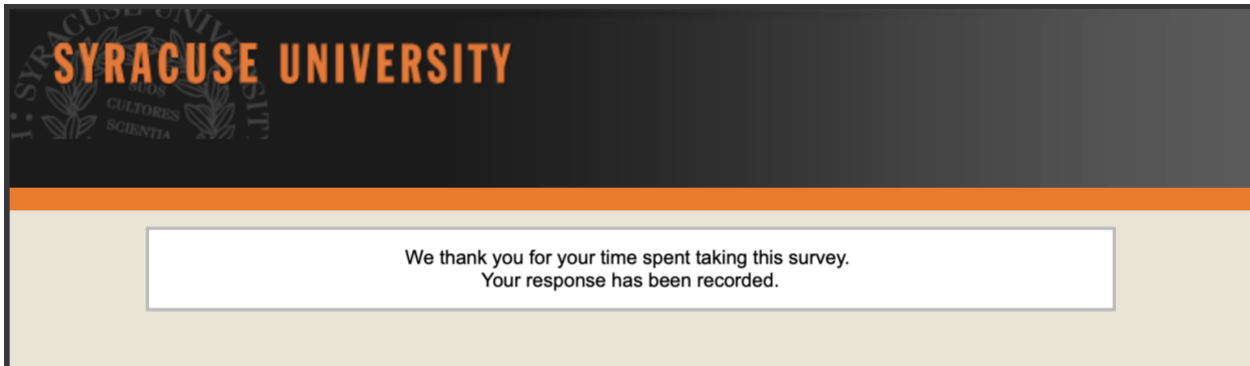
○ Yes

○ No

Have you ever visited IBU Brewery?

○ Yes

○ No

How often do you visit the brewery?

◯ Less than 2 times a month

◯ 3-5 times a month

◯ 6-8 times a month

◯ 8 or more times a month

What's your favorite thing about the brewery?

What's one thing the brewery can improve on?

SYRACUSE UNIVERSITY

We thank you for your time spent taking this survey.
Your response has been recorded.

References

Bernot, K. (2019). Is beer loyalty dead? Retrieved from https://thetakeout.com/is-beer-loyalty-dead-1831749819

Cazentre, D. (2019, April 8). Where to Find Onondaga Country's 20-plus Breweries (map). Syracuse.com. Retrieved from https://www.syracuse.com/entertainment/2019/04/where-to-find-onondaga-countys-20-plus-breweries-map.html

Cornhole. [ibubrewing]. (2020, February 18). Come toss some bags @ IBU. Every Tuesday night, indoor regulation cornhole. $5 buy in/person. [Facebook event]. Retrieved from https://www.facebook.com/events/178752316815168/

IBU Brewery. (2020a). [Yelp Review]. Retrieved from https://www.yelp.com/biz/ibu-brewery-north-syracuse

IBU Brewery. (2020b). Our brewery. Retrieved from https://ibubrewing.com/our-brewery/

IBU Brewing.[IBUBrewingSyr]. (2016, August 1). Urine beer, upcycling? Or disgusting? [Tweet]. Retrieved from https://twitter.com/ IBUBrewingSyr/status/76022 8899540402177

IBU Brewing. (2019, September). [Google Reviews]. Retrieved from www.google.com/maps/contrib/104648493807937241005/place/ChIJscAiCpft2YkRxA pnuXGmR3k/@43.1847254,-76.5444026,10z/data=!4m6!1m5!8m4!1e1!2s104648493807937241005!3m1!1e1?hl=en-US.

ibusyracuse (2020). [Instagram page]. Retrieved February, 2020, from https://www.instagram.com/ibusyracuse/

Lombardo,C. (2019, July). Breweries in the US. IBISWorld Specialized Industry Report 31212. Retrieved from IBISWorld database.

Newhart,B. (2019). Craft beer navigated a 'competitive and maturing' beverage market in 2019. Retrieved from https://beveragedynamics.com/2019/10/02/the-state-of-craft-beer-in-2019/

The New York State Senate. (2020). Section 51-A. Farm brewery license. Retrieved from https://www.nysenate.gov/legislation/laws/ABC/51-A

United States Census Bureau. (2018). Income. Retrieved from https://www.census.gov/topics/income-poverty/income.html