

## Marketing Plan For Public Craft Brewing



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## Executive Summary:

Being a locally brewed beer is something that Public Craft Brewery takes much pride in, and so becoming a part of the Kenosha community is something Public Craft strives for. Making appearances, or even sponsoring community events and local festivities will help to introduce Public Craft Brewery to the market. Whether one gets their Public Craft beer from a bar on tap, from a local event, or even straight from the brewery itself, they won't be just getting a beer, their getting an experience, a genuine Kenosha experience that can't be had anywhere else.

Our marketing team conducted both primary researches as well as compiled the results of secondary research to formulate marketing solutions to all the identified challenges and weaknesses that were revealed. Additionally based on our findings, we've identified various opportunities for the company to grow and gain a better brand recognition, one that is connected with the beer lovers of Kenosha.

Our team believes the best way to generate the desired "buzz" about Public Craft Brewery is through a combination of traditional and non-traditional approaches to achieving public exposure for the company.

Our marketing plan capitalizes on the new media dynamics, by optimizing on the unique opportunities presented by various social media platforms to cover wider databases, develop and sustain relationships, and segments and target the market better.

We understand that it is the goal of Public Craft Brewery to become a familiar name across Kenosha. Our team decided to embrace public relations as a cost effective approach to create the greatest name recognition and awareness for Public Craft Brewery.

One of the best ways to generate publicity is through the use of social media platforms. Establishing forms of socialization with the creation of a Facebook, twitter, and YouTube channel for Public Craft Brewery, all synched together would thereby improve the product branding among audiences critical to the future of Public Craft Brewery. Next we would like to distribute number of different press releases and pitch letters to local papers, specifically Kenosha's "The Happenings."

By keeping up with community events and by appearing in local bars, Public Craft Brewing can successfully position itself as the beer of Kenosha, another staple of the Midwest along with cheese and the Packers.

## Situation analysis

The micro brewing industry is a facet of the beer industry that has grown over the past few years and continues to show strong growth. In the Kenosha region this growing demand for micro brewed beer is not being satisfied. The lack of local micro-breweries provides an opportunity to fill this demand by offering a local microbrew. In addition to filling this demand, Public Craft Brewing will be stimulating Kenosha's economy and will add to the local business community as a whole.

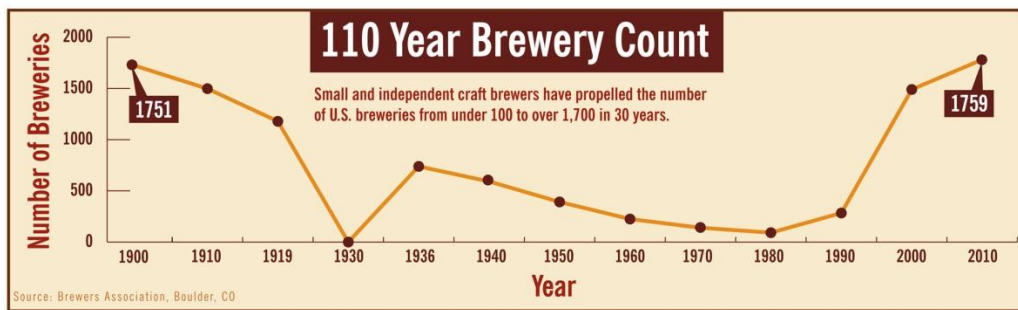
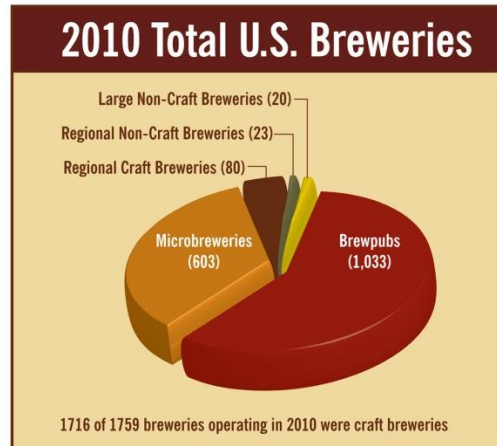
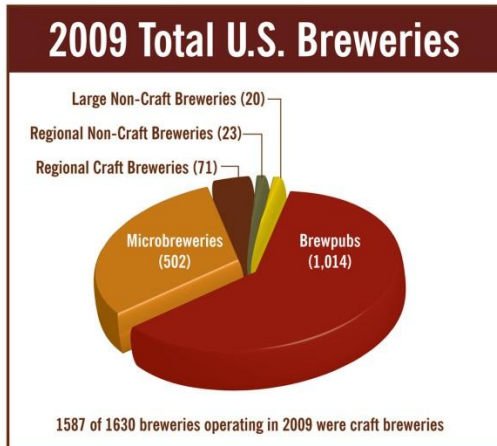
### Key Observations:

- Bars show interest in a locally brewed beer
- The bars with more taps showed the most interest
- Would have broader appeal to bars if bottled
- Bars would have more interest if beer was distributed through local distributors
- Bars expect to pay one hundred and twenty to one hundred forty dollars for a half barrel.
- Bars expect to be able to sell a pint sized glass for three to four dollars
- Bars surveyed said that a locally brewed micro beer would appeal to their clientele



## Growth of U.S. Brewing

### **Craft Brewers Continue to Climb**

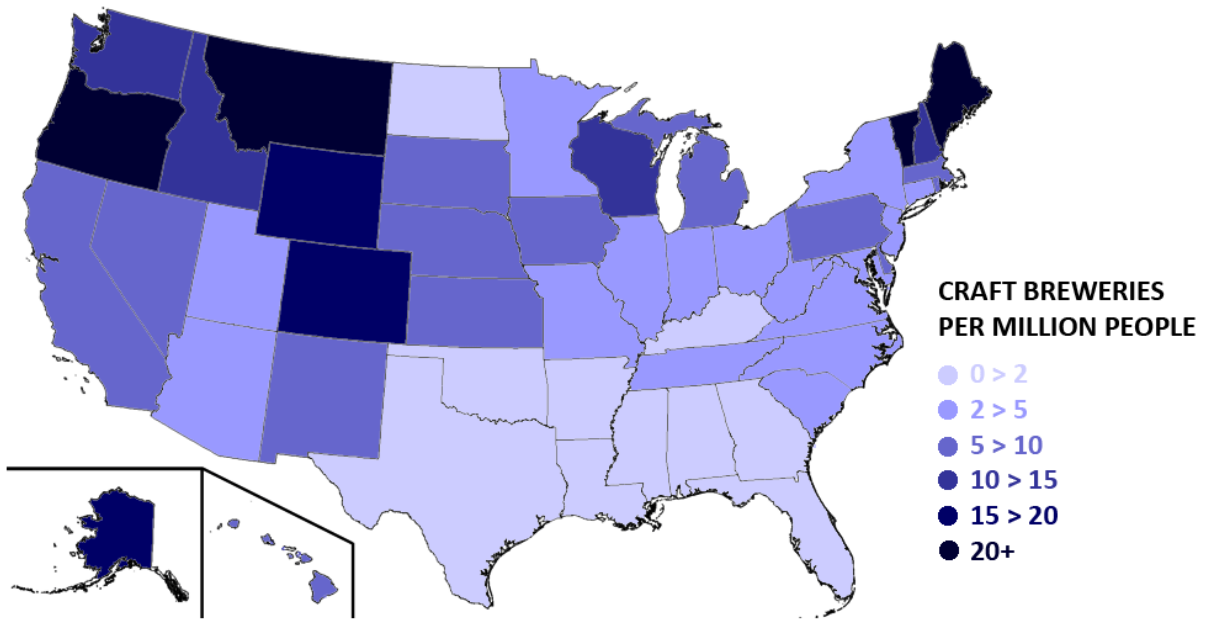


### Key Observations:

- Strong, continuous growth for last thirty years
- Microbreweries have increased by over a hundred from 2009 to 2010
- Growth of the craft brewing industry was eleven percent by volume and 12 percent by retail dollars in 2010
- Domestic craft beer sales grew from 2009 to 2010 by 1,017,510 barrels
- Domestic craft beer sales accounted for 4.8% of the total amount of beer barrels sold in the U.S. in 2010



## Craft Breweries Per Million People for U.S.



### Key Observations:

- Wisconsin ranks among the top in the U.S. for craft breweries per million people, showing that this region has an appreciation for micro-brewed beer.

### Business Objectives

- Get the beer into twenty bars within the first three months
- Sell two hundred kegs in the first year



## Key Issues

Environment	Evaluation	
Internal	<b>Strengths:</b> <ul style="list-style-type: none"><li>● Product that is in a market with high demand</li><li>● Quality product, everything is made by hand and locally produced</li><li>● Only beer produced in Kenosha</li></ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"><li>● Lack of brand recognition</li><li>● Not sold in bottles (harder to break into market)</li><li>● Do not have a local distributor</li><li>● Consistency across batches of beer</li></ul>
External	<b>Opportunities:</b> <ul style="list-style-type: none"><li>● PR opportunities with local Kenosha press</li><li>● Exposure at community events</li><li>● Working with local restaurants to promote each other and establish mutually beneficial relationships</li></ul>	<b>Threats:</b> <ul style="list-style-type: none"><li>● Pressure from local distributors to keep beer from taking their taps</li><li>● Another local brewery opens in Kenosha</li><li>● Unreliable tap accounts in bars</li></ul>



## **Target Market**

- 25-45 years of age
- Male
- Middle class
- Local shoppers
- Independent music
- Those interested in theater, film and cultural events
- Local boating community

## **Marketing Objectives**

- Making Public Craft Brewing another staple of Kenosha, Wisconsin; along with cheese and the Packers
- Appealing to our target market: Local Kenosha residents and the boating community.
- Create brand recognition by building by building hype for the product prior to its entrance into the market.

## **Marketing Tactics**

1. Public Craft Brewery producing a beer flavored cheese
2. Exposure at local sporting events in Kenosha and possibly elsewhere though out the state
3. Special offers pertaining to certain events, such as packers games
4. Be title sponsor for the Buccaneer Nationals Regatta, summer 2011
5. Make appearances/sponsor local events and functions
6. Appear in the local press; ideally "The Happenings"
7. Create loyalty programs for consumers
8. Create "viral" exposure
9. Create merchandise
10. Radio station promotion
11. Throw a launch party
12. Offer incentives to bars
13. Collaborate with bar and restaurant owners

## **Marketing Tactic Details**

### **#1: Public Craft Brewery producing a beer flavored cheese**

- Public Craft would produce a line of cheese that incorporates the flavors from its various styles of beer it produces. Producing cheese would help instill a Wisconsin feel and relate the beer back to Kenosha and the state as a whole. This would also help promote the image that Public Craft is more than a product; it is an experience.

### **#2: Exposure at local sporting events in Kenosha and possibly elsewhere though out the state**

- Sponsoring and being involved in local sporting events is a great way to spread the word about this beer as well as portray the image of being community oriented. By sponsoring softball, volleyball and bowling leagues in the community, it instills a sense of community pride.

### **#3: Special offers pertaining to certain events, such as packers games**

- Offering deals and promoting special offers to consumers surrounding the hype of particular sports games, such as packer games or the Milwaukee Brewers. Deals might include buy a pint get half off of the second or even drawings for Public Craft Brewery merchandise with the purchase of Public Craft Beers.

### **#4: Be title sponsor for the Buccaneer Nationals Regatta, summer 2011**

- This opportunity is good because it allows for a great deal of publicity to the beers target market. It allows for the Public Craft name to be on every sailboat, as well as on banners, cups, T-shirts, towels and the like. For a relatively low price you can achieve a great deal of advertising.

### **#5: Make appearances/sponsor local events and functions**

- Sponsoring local events and functions reaffirms Public Crafts mission of being the beer of Kenosha and being an active participant in the community. Such events may involve the Kenosha county fair, and other hometown festivities.



## **#6: Appear in the local press; ideally “The Happenings”**

- Appearing in local press is a great way to reach out to the community and the beers target market. “The Happenings” is an especially good example of this, as many Kenosha residents read this paper, which makes it a great medium to reach potential customers.

## **#7: Create loyalty programs for consumers**

- Loyalty programs for consumers are a good way to create brand loyalty. One way in which this can be achieved is through growlers. This enables consumers to get beer weekly, as well as experience the brewery first hand. Loyalty programs could also involve dinners at the brewery sponsored by local restaurants in addition to tasting when new beers are released.

## **#8: Create “viral” exposure**

- Creating a viral marketing campaign is a good way to spread the word about Public Craft and may pick up consumers overlooked by local papers. Viral campaigns will include Facebook, Twitter, a YouTube channel and possibly a website dedicated to Public Craft. These socialization tactics synched together would help enhance product branding and reach the desired market critical to the success of Public Craft Brewing. More specifically, a YouTube channel would provide virtual tours of Public Craft Brewing’s attractive location and festive family experience.

## **#9: Create merchandise**

- Creating Merchandise such as beer can sleeves, T-shirts, bottle openers, bumper stickers, beer glasses, and the like are a relatively inexpensive way to spread the word about Public Craft.

## **#10: Radio station promotion**

- Radio station promotion is another way to inform people of Public Craft. Radio station promotion is a good way to generate hype for a launch, as well as a way to inform people of special events such as brewery tours and beer tastings.

### #11: Throwing a launch party

- Throwing a launch party will introduce people to the beer in bars where they will be able to purchase the product from then on out. Doing this will hopefully spark interest in the product and generate sales in the future. More than one party could be thrown to reach more than the patrons of a single bar.

### #12: Offer incentives to bars

- Incentives could include discounts, merchandise such as beer signs, mirrors, glasses and the like. They could also include discounts for repeat business. Offering these incentives will hopefully establish good natured, long term relationships with these bar owners.

### #13: Collaborating with bar and restaurant owners

- Collaborating with bar and restaurant owners, special dinner and beer combinations could be put together and marketed. This will hopefully create friendly relations with other local restaurants in Kenosha, and lead to a mutually beneficial relationship in the future.

### Marketing price and time budget

Advertising method	Price budget	Time budget
Radio campaign	\$ 1,500	July 1 <sup>st</sup>
Regatta	\$ 1,500	August 15 <sup>th</sup>
Happenings / news	\$ 1,000	End of July