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Objectives

1. Increase awareness of St. Louis Breweries and their rich brewing history by 3%.
2. Increase Heritage and Harvest Festival out-of-town attendance by 10%.
3. Increase overall awareness and appeal of St. Louis as a beer town.



SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • A large following of multiple craft beers in St. Louis, which provides a wide potential target audience • Website is visually appealing and clean • Facebook matches the brand personality and tone • Several postings on Twitter within each week • Heritage and Harvest Festivals get large news media coverage 	<ul style="list-style-type: none"> • Not many followers on social media • Does not have an Instagram • Awareness issue • Low attendance numbers for the Heritage and Harvest Festivals
Opportunities	Threats
<ul style="list-style-type: none"> • Branding and tone are relevant to what appeals to Millennials today • A large following of craft beers in St. Louis • Lots of events in St. Louis each year that can attract out-of-town visitors • Target is people who love to explore breweries and are loyal to microbreweries and craft beer 	<ul style="list-style-type: none"> • Multiple other beer destinations that are more well-known than St. Louis • Not much appeal for St. Louis as a beer town • Reaching other regions with the message will be costly

Research Insights

1. Millennials like ***supporting businesses they believe in*** — ones they know can be sustained with their loyalty.
2. Millennials like to ***try new things and experience new destinations*** that might not be well-known to the general population. They want to be the discoverer, and lead the way on trends.
3. When people think of St. Louis, they think of the typical, American town. Most people are indifferent to it as a city and beer destination. They are ***unaware that it's a hidden gem.***



Target

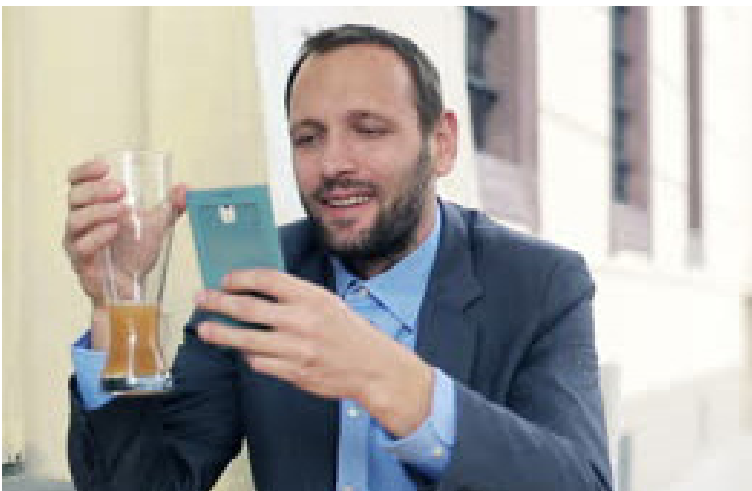


Desmond, the Discoverer

Desmond is a 32-year-old bartender at a popular, local bar. He loves to find new breweries and new craft beers to try. He spends his weekends with friends, working and finding new hangouts. Desmond not only wants to be the first to start trends and find interesting places, he actively seeks them out.

Layla, the Loyalist

Layla is a 25-year-old writer for a local magazine. She has a busy schedule and her weekends are usually spent playing catch-up. But when she does have a moment to breathe, she loves to go to her favorite brewery and order her favorite craft beer. She doesn't mind trying new things, but she also knows what she likes. Her friends play a big role in influencing her new experiences.



Edward, the Enthusiast

Edward is a 28-year-old consultant and spends his weekends traveling most of the time. He isn't well versed in craft beers, and just recently took up an interest in trying them. Edward also isn't a loyal beer drinker; you won't find him drinking the same thing twice. But he is always up for trying them out. Quality and taste are huge to him.

Challenge

St. Louis Brewers' Guild is seeking to establish St. Louis as the premier destination for beer tourism in the American Midwest. The target, craft beer drinkers aged 21-34, strongly value locally owned businesses with tangible history. They are fascinated by the origins of the products they consume. While continuing to reward St. Louis' dedicated locals, St. Louis Brewers Guild will assert its role in St. Louis tourism and the city's reputation. Print and web ads will target locals, as well as out of town craft beer enthusiasts from the surrounding states.



Guild Members



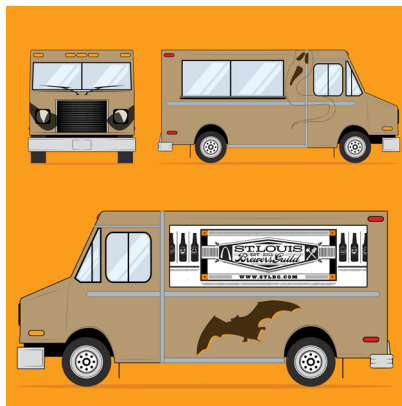
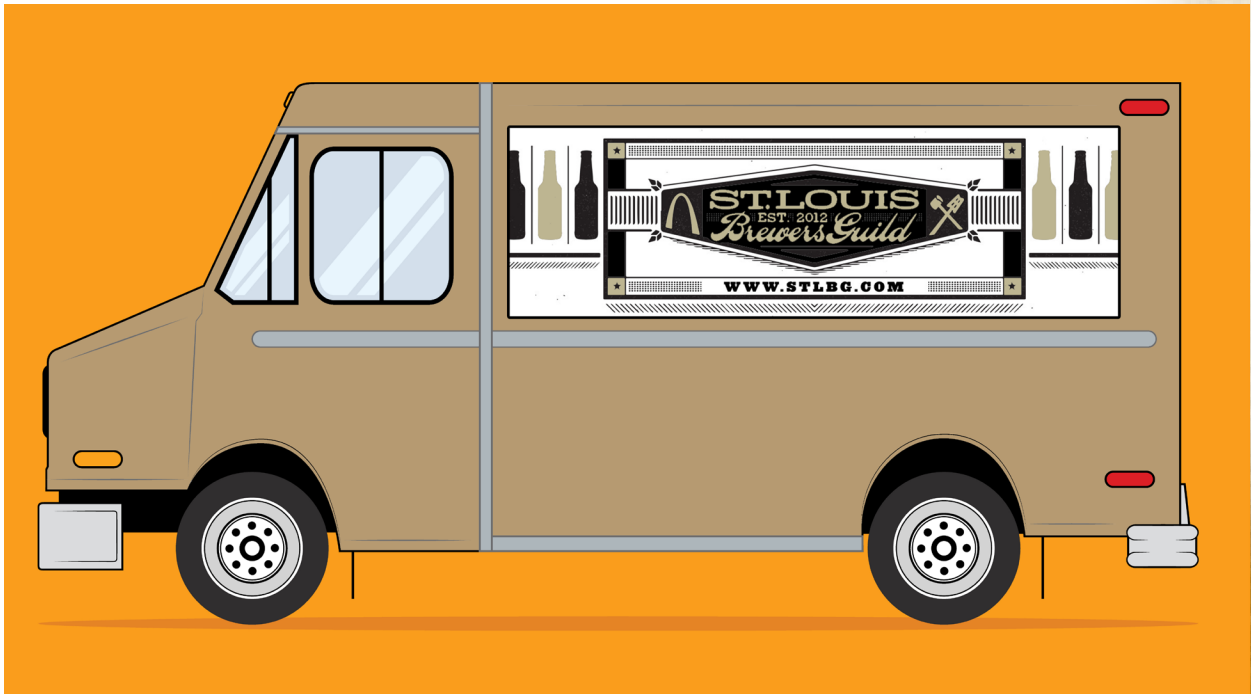
Big Idea

We'll surprise you.

St. Louis Brewers Guild doesn't just know craft beer -- they know St. Louis. We're not just big arches, or baseball teams; we are all those things and all the different neighborhoods that make up our great city; we're your next-door neighbor. Explore and discover the taste of St. Louis captured in a bottle by our master craftsmen. We'll surprise you.



Traveling Beer Truck

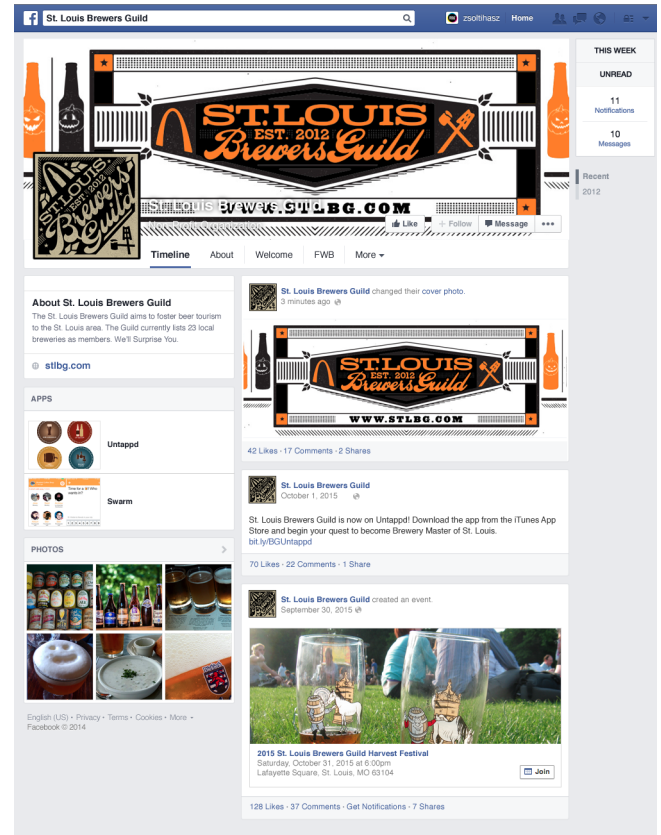


St. Louis Brewers Guild will bring their brews to you! Food trucks are an up and coming trend in the Saint Louis area that have already caught on in other major cities. Our truck will have ice-cold beer for all to enjoy at varying events around the area. Depending on the time of year and the event, The Beer Truck will also have interchangeable decals to connect the brand and the consumer even more. We will create buzz for The Beer Truck on social media, which will draw a bigger crowd. People will be prompted to take their own photos with their brews from The Beer Truck, on their own social media, to engage our target and their friends.

Social Media

Facebook

Facebook will be used to interact with the target on a personal level. Photographs, short videos, and editorial content from both the member brewers as well as the target will be featured. Facebook will also be used to document the events that Brewers' Guild attends and sponsors.



Instagram

Instagram will primarily be used to promote the Traveling Truck at its different events. In between events it will show professional photographs of the different beers from the 24 St. Louis Brewers Guild breweries as well as behind the scenes looks at the breweries themselves!

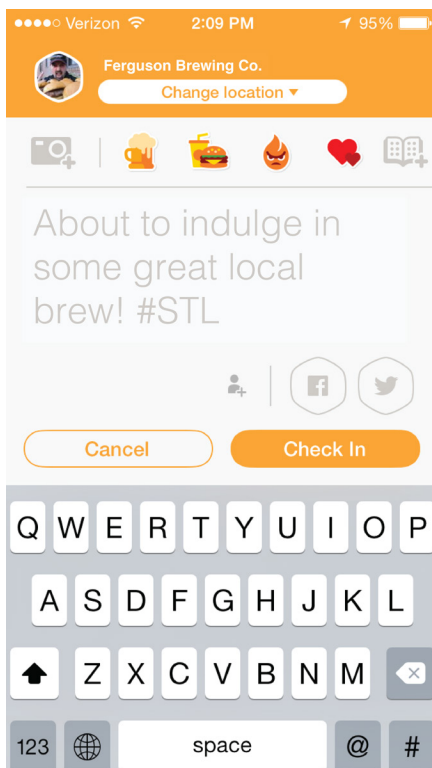
Untappd

Untappd is a mobile app that allows users to “check in” a certain beer they are drinking. After they check in, the app gives them recommendations for other beers they might like and gives the user the ability to share their check-in on their social media platforms.

This app also gives out badges once users meet certain criteria. For this campaign, St. Louis Brewers’ Guild would create their own badges that promote the brand and create a fun engaging experience for the users.



Social Media



Foursquare/Swarm

Foursquare and its companion app Swarm will be used to track geographic check-ins at various member breweries and allow the consumers to share where they have visited.

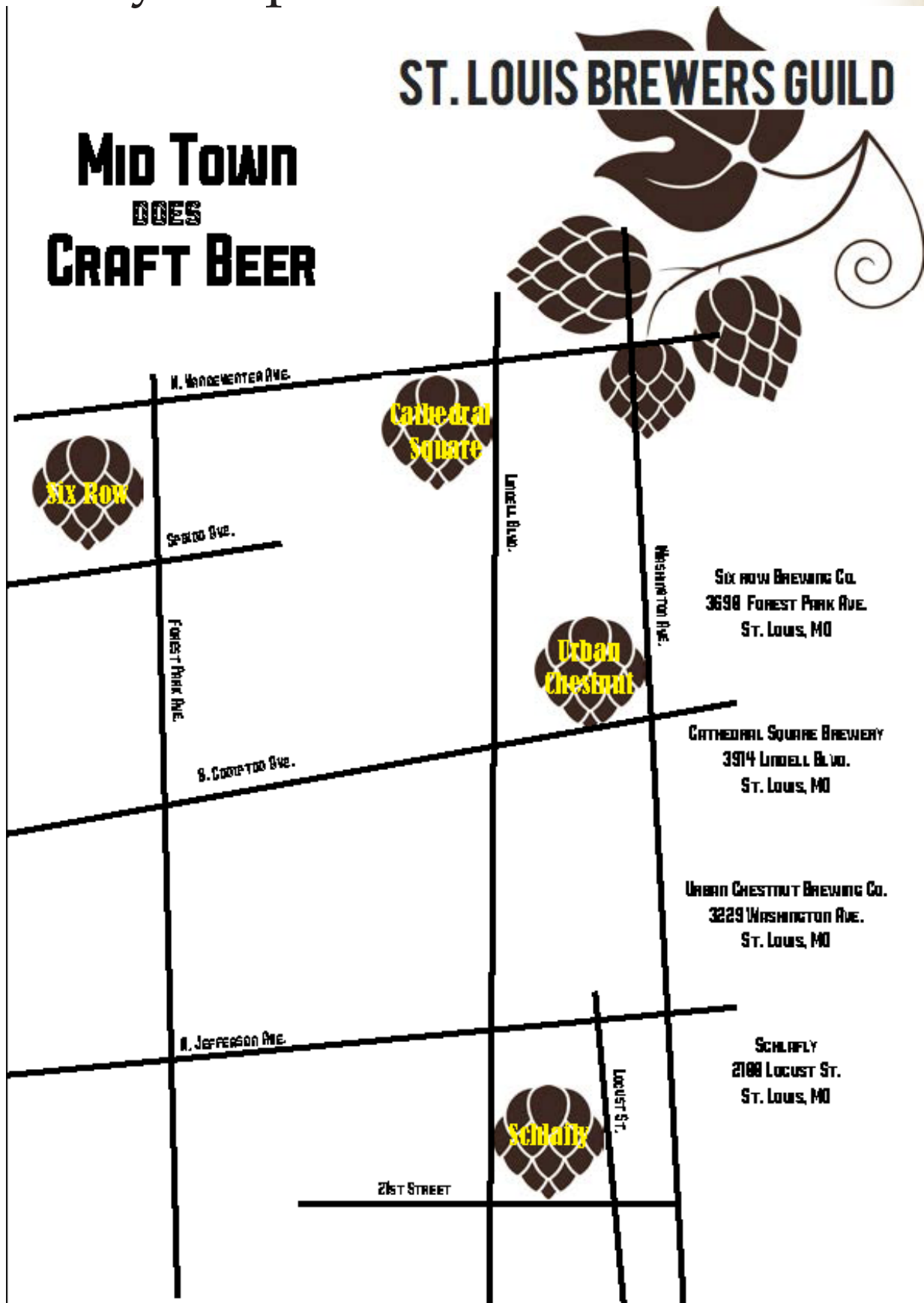


Sponsored Events



St. Louis Brewers' Guild will sponsor or be present for at least one seasonal event every month of the year, selling and promoting unique seasonal brews and member brewery products. Guild members representing the various breweries will be there, with the Beer truck. This will kick off with the Harvest Festival in the fall. Among other holidays, the campaign will include winter holiday events such as "Have a Beer with Santa", a presence during St. Patrick's Day festivities, and conclude with the Heritage Festival. After establishing the brand with out of towners and St. Louisans throughout the year, the campaign will maintain a reduced presence in the summer months. This will be accomplished by sending the Beer Truck to select instances of Forest Park's Food Truck Fridays, as well as a special appearance at St. Louis PrideFest.

Brewery Map



Out-of-town Publications

THE ARCH. BUSH STADIUM. THIN CRUST PIZZA.....



PALE LAGER.
PILSNER.
INDIA PALE ALE.
LIGHT LAGER.
DARK LAGER.
BROWN ALE.
PORTER.
STOUT.
WITBIER.
HEFEWEIZEN.
BOCK.

ALL HANDCRAFTED FOR YOU.

WE'LL SURPRISE YOU.
SAINT LOUIS BREWERS GUILD

SAINT LOUIS BREWERS GUILD


DOES

THANKSGIVING

BREWERS GUILD TRUCK WILL BE ON WASHINGTON AVE.

WEDNESDAY
NOVEMBER 26TH

7PM-11PM



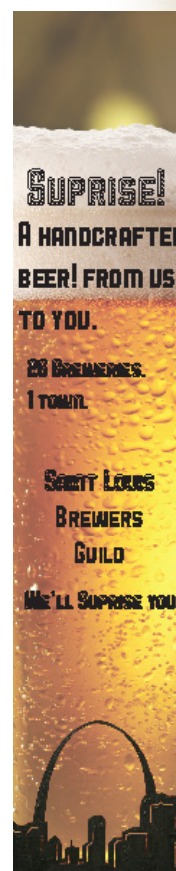
THE DRAFT BREWING CO. (Label 1)
THE DRAFT BREWING CO. (Label 2)
THE DRAFT BREWING CO. (Label 3)
THE DRAFT BREWING CO. (Label 4)
THE DRAFT BREWING CO. (Label 5)
THE DRAFT BREWING CO. (Label 6)
THE DRAFT BREWING CO. (Label 7)

Print ads for the Harvest Festival and Heritage Festival will be featured in publications in St. Louis such as Sauce Magazine and the Riverfront Times. They will also be featured in some out-of-town publications such as Tastebud Magazine in Kansas City, MO and Memphis Magazine to attract out of town visitors to St. Louis Brewers Guild events.

Web Ads

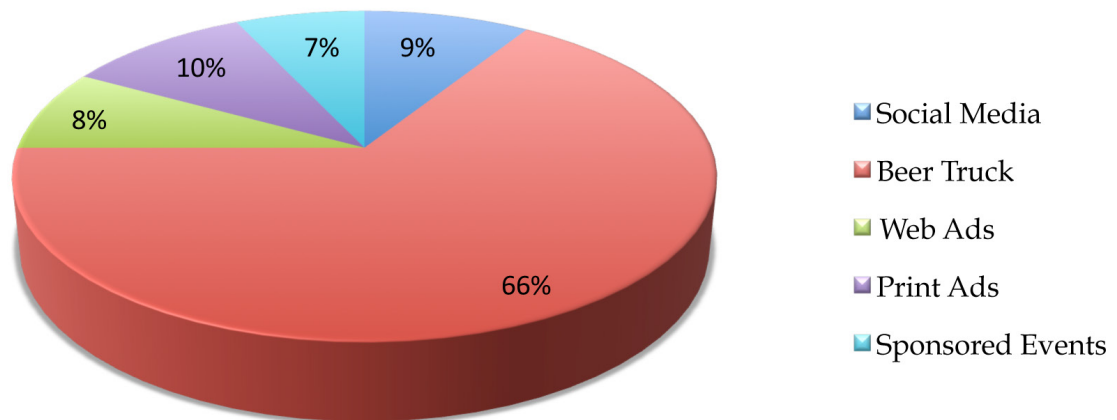


Web Ads will be used to reach consumers in and around St. Louis, as well as out of towners, to reinforce the St. Louis Brewers Guild.



Budget Breakdown Measurements

Total Budget: \$238,200



Measurements

We will evaluate the success of this campaign by measuring the following:

- *Number of new likes, follows and interactions on social media platforms*
- *Amount of registration names at the Heritage and Harvest Festivals*
- *Amount of sales through the St. Louis Brewers Guild Beer Truck*
- *Amount of reach of all print ads*
- *Amount of clicks of online ads*

Conclusion

St. Louis Brewers Guild invites you to try something new, to break out of your shell and give St. Louis a taste with this engaging campaign. This campaign speaks to people who have yet to discover the hidden craft of St. Louis beer by interacting with them in an entirely new way. With sponsored events, brand new tour maps, specialized social media tactics and even a traveling beer truck our target will put St. Louis on top of their craft beer cities list.

Team List

Team Lead

Sean Prindiville

Accounts

Julie Turek

Copywriting

Sean Prindiville

Emily Weaver

Art Direction

Matt Braxmeier

Melanie Canning

Plans Book

Emily Weaver

