



**1Vision Media**  
**presents:**  
**Community on Tap**

BUS 465-602 Group 1:  
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# Agenda

## Research and Insights

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- East Bower Core Brand Associations
- “What to post, where, and why?”
- Insight
- Customer Personas

## Creative

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- Instagram Revamp
- Customer Interaction
- Behind the scenes





# Scope

Social Media

Where, why, and at what level?



# Core Brand Associations

## Values

Transparency, Friendly, Inclusivity

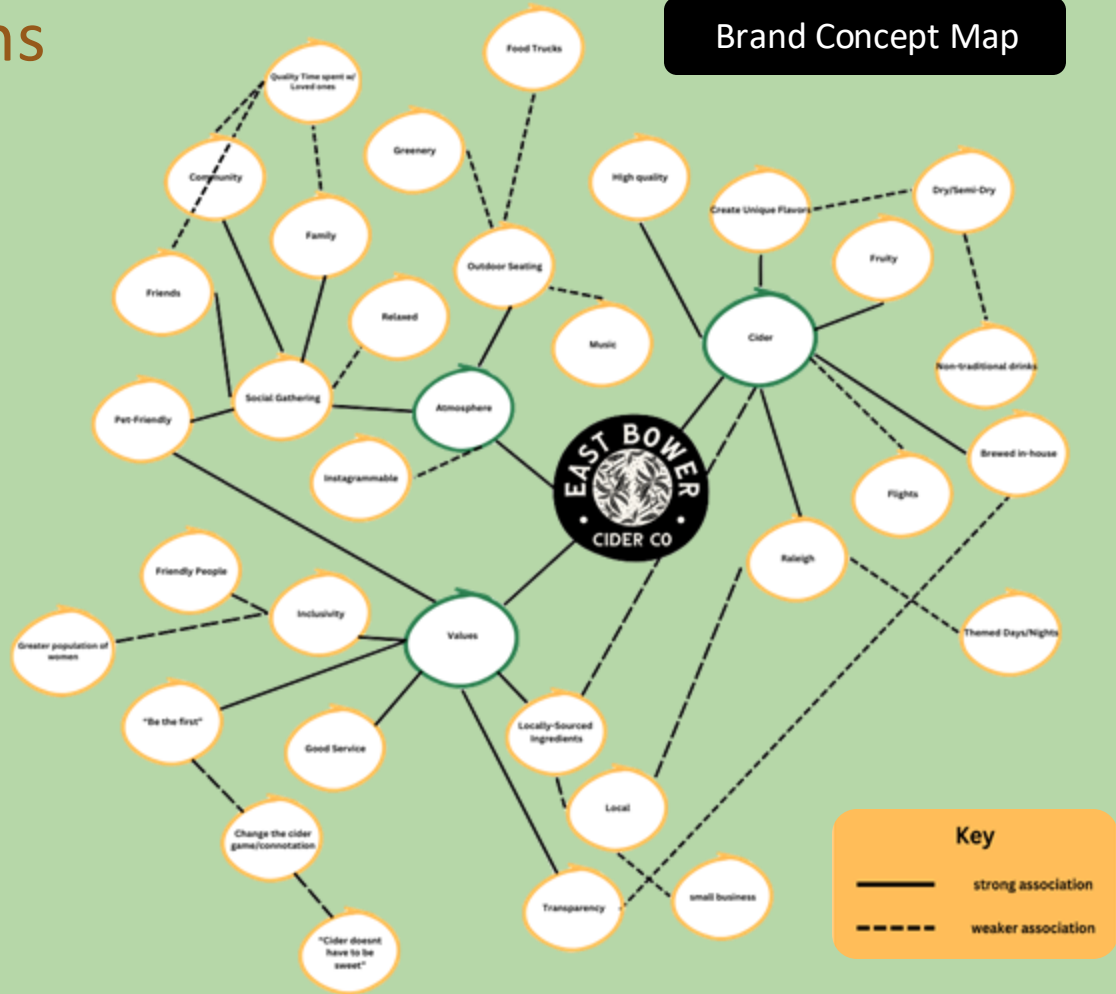
## Atmosphere

Outdoor, Instagrammable, Music

## Cider

Quality, Range of Products, Local

### Brand Concept Map



# “What to post, where, and why”

## Commonly Used Platforms

Instagram, Facebook, LinkedIn,  
and TikTok

Used to keep up with local  
businesses, events and brands

## Popular Posts

Pictures of drinks and people  
enjoying the space

Gets more likes and attention

## Capture Attention

Colorful posts with dogs,  
people, events, and food

More posts of people enjoying  
the space, upcoming  
events/drinks, and food

## Ideal KPI's

Instagram – ~5200 followers

1 - 5% engagement rate

User Generated Content

Instagram Ads vs Facebook

# Quotes from Consumers

“Need more posts that are interacting with customers.”

“Highlighting the venue when it is full of customers. Showcasing pictures of people enjoying their experience at this venue.”

“I think more pops of color would be nice and hearing people's viewpoints”

“Include more details about what the bluegrass sundays normally look and sound like. Include the ABS percentages for the ciders shown.”

“I would recommend putting more pictures and videos of the events that they have.”

“Some more customer feedback/experiences”



## Insight



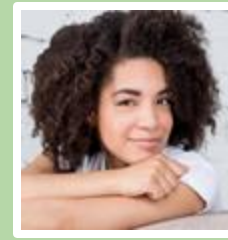
Customers love the vibe and space that EBCC brings. Showcasing this online can drive engagement and inspire/convince people to come visit.

- Instagram is a great place to promote a business.
- Most said that they would love to see more posts about the food and customers interacting with the space/environment.
  - Customers want to feel like they are familiar with the space before visiting the actual storefront.
  - Authentic posts would do well to bring in that community vibe





# Customer Personas



- Name: John Cooper
- Age: 35
- Location: Raleigh, NC
- Occupation: Project Manager

## Psychographics

- Values: Community, authenticity
- Interests: Family time, local social scene
- Social Media: Active on Instagram, TikTok, occasional Facebook

## Connection to East Bower:

- Values align with community engagement and authenticity
- Enjoys local flavors and laid-back atmosphere
- Responsive to email ads for events or deals

- Name: Melissa Davis
- Age: 27
- Location: Raleigh, NC
- Occupation: Communications Specialist

## Psychographics

- Values: Friendships, Consistency, Sustainability
- Interests: Travelling, Photography, Her dog
- Social Media: Active on Instagram and TikTok

## Connection to East Bower:

- Sees EBCC has a place to relax with friends after a long day of work
- Enjoys the nice atmosphere and the music selection (most importantly)
- Looks out for EBCC events on Instagram



# Vehicles for Creative

## Instagram Revamp

- Introduce a weekly calendar
- Family-Oriented Post
- User Generated Content

## Behind the scenes

- Process behind creating cider
- Employee takeover
- After-Event posts

## Customer Interaction

- Customer 'takeover' – #ebcc, #eastbower, #showshowyoucider
- Customer testimonials

# Instagram Revamp

## Weekly Calendar (Idea)

<p><i>EBCC Weekly Calendar (4/22)</i></p>			<p><i>Wednesday</i></p>
<p><i>Thursday Live Music</i></p>	<p><i>Flashback Friday Movie Showing Pizza &amp; Co. Food Truck 7-9</i></p>	<p><i>Saturday Burger AF 6-9</i></p>	

# Instagram Revamp

Weekly calendar (Previously)



Family-Oriented Post



# Customer Interaction

**“Show us how you East Bower”**



## Testimonials



What's your go to drink?

What do you like about the atmosphere?

What keeps you coming back (why would you want to come back)?

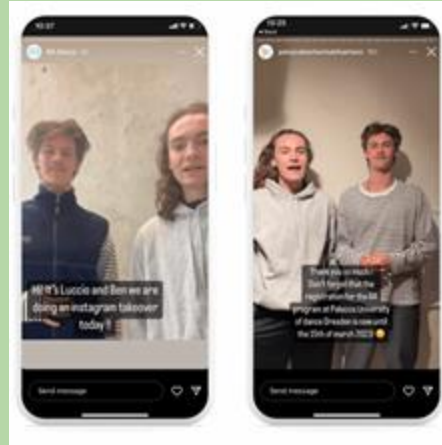
What's your favorite thing about East Cider?





# Behind the Scenes

## Employee Takeover:



## Cider-Making:



## After-Event Posts:





# Impact: The Power of Creativity and Class Concepts

## **Integrating Social Media**

- Matching the right platforms to the right content
- Shows understanding of customer journey
- Use hashtags to create community and drive engagement (likes, follows, UGC)

## **Art & Design**

- Show the core values of the brand and offerings
- Elements used: Unity, Contrast & Dominance, Proportion, Balance
- Use of Color: Orange (associated with drinks, warm, energizing)

## **Creativity in Advertising**

- Elements used: Artistic Value, Originality, and Flexibility
- Originality is rated as most effective
- Increases attention and leads to a positive attitude towards the brand and its offerings



# Impact: Social Media Optimization

We found that:

- Instagram is the place to be
- Ideal # of followers is ~5200 for local businesses
- Paid ads and organic content have to work hand-in-hand
- Boosting in the Triangle
- Ads = create connection | Authentic content = reinforce connection
- Keeping a consistent content calendar reinforces brand perception, while unique and creative content builds brand awareness





***Thank you!***

*We are excited to help  
blossom your  
**Community on Tap***

**1Vision Media**