

ABC Brand Exploratory

Summary

1. Competitive Analysis Recommendation

- **Inspire loyalty from VA residents**
 - Looking to VA Tourism as a case study to brand the ABC as a benefit of the state
- **Build shareable experiences**
 - Drawing inspiration from breweries, coffee houses, and Tasty (Facebook: from Authentic) to elevate retail spaces and the VA ABC brand
- **Optimize for convenience**
 - Utilizing the extensive VA ABC retail network to offer new solutions

2. Internal Engagement Analysis

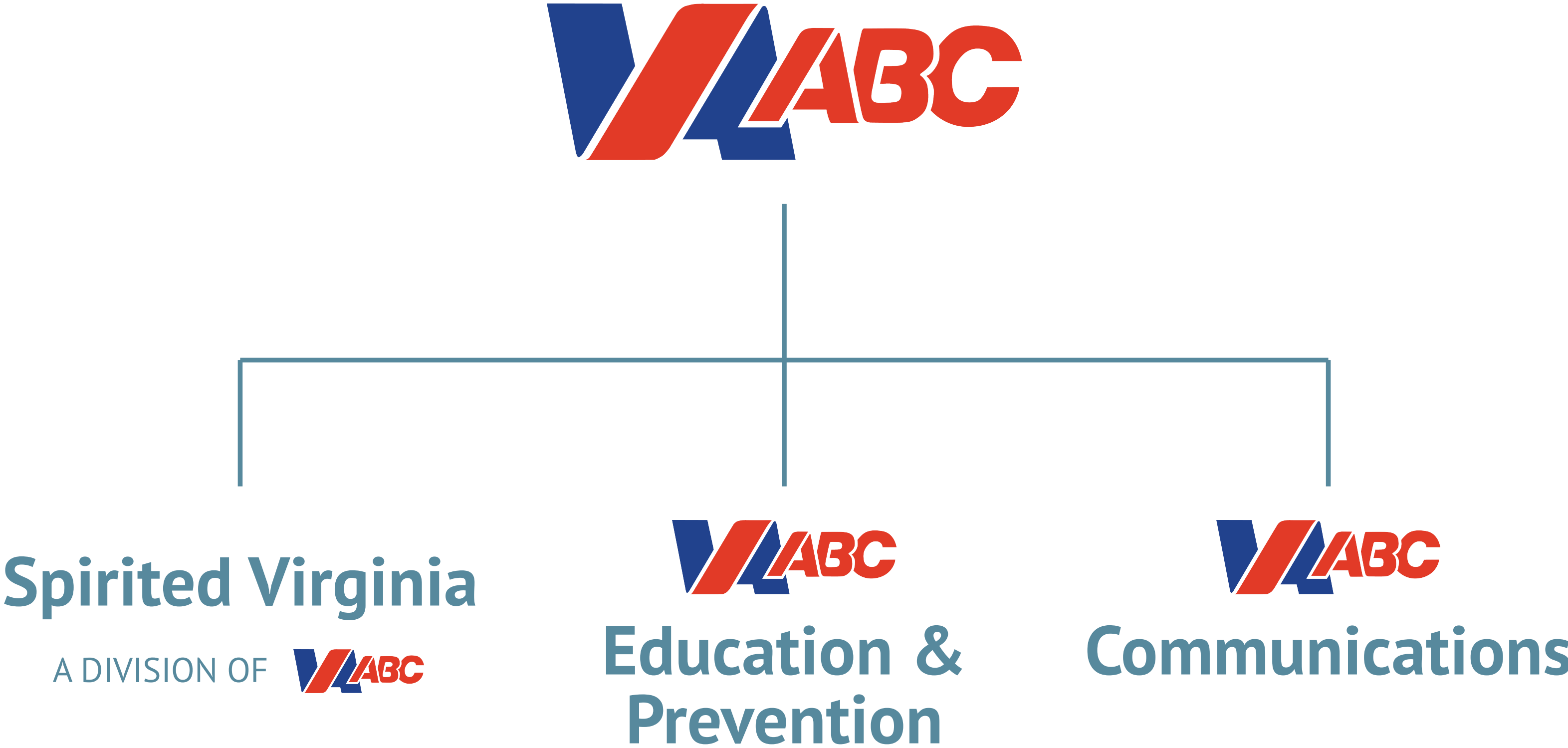
- **Mission**

- Retail: “We make fun happen.”
- Education & Prevention: “We’re here to be a resource. We want to be the helper in the community.”
- Communications: “Defending, but not defensive.”

- **Vision**

- Retail: To be “the store that...you want to go to.”
- Education & Prevention: “The whole agency breeds the responsibility message.”
- Communications: “Portray the bigger picture in a positive way.”

3. Brand Architecture



3. Brand Architecture

- **New logo exploratory for VA ABC and to look at the pros and cons of evolving the graphic mark**
- **New logo exploratory for Spirited Virginia**
- **New logo exploratory of sub-brands for education**
 - Designed to look and feel like they belong together as a family.

4a. Audience Profiles - Primary Audience

- **Demographics**

- Avg. Age 30-39 – H.H.I \$88K – Married 59.3% – Children 39.9%

- **Messaging**

- Adventurous, Loving, Romantic, Smart, Likeable, Family and Career Focused.
 - Enjoys traveling, barbecuing, entertaining at home, beach trips

- **Shopping**

- Virtual shoppers, Store environment is important, Preplans shopping trips online, Special Offers, Very little brand loyalty.

- **Editorial Pillars**

- Product Knowledge, Spirited Reads, Behind the Bar, Hosting Help, Discover VA ABC, In the Community.

4b. Audience Profiles - Persuadeable Audience

- **Demographics**

- Avg. Age 21-29 – H.H.I N/A – Married 23.9% – Children 32.4%

- **Messaging**

- Passionate, Risk Taker, Adventurous, Unconventional
 - Enjoys group activities like games, clubs/dancing, and beach trips. Career focused!

- **Shopping**

- Virtual shoppers, Discounts are huge with this group, Loves in-store samples, Price is more important than brand

- **Editorial Pillars**

- Drink Recipes, Product Knowledge, Announcements and Reminders

4c. Audience Profiles - Set & Secure

- **Demographics**

- Avg. Age 50-64 – H.H.I \$95K – Married 66.6% – Children 16.9%

- **Messaging**

- Trustworthy, Good-hearted, Interested in international events & other cultures, Optimistic, Creative
 - Family is top priority, Staying informed and continuing to learn, Entertaining at home, Spending time with family and friends, Gardening, Reading

- **Shopping**

- Mix of online shoppers and upscale clicks & bricks, Important that a company acts ethically, Store environment matters, Will pay more for quality goods, Very brand loyal, Price is not a factor

- **Editorial Pillars**

- Hosting Help, Spirited Reads, Virginia Pride, Did You Know, Spirit Profile, Discover VA ABC, In the Community

4d. Audience Profiles - Too busy audience

- **Demographics**

- Avg. Age 40-49 – H.H.I \$100K – Married 66% – Children 57%

- **Messaging**

- They are in the high point of their careers and families too busy to focus on too many other things
 - Intelligent, well-informed, loving, romantic
 - They enjoy listening to music, BBQs, going to the beach, cooking for fun

- **Shopping**

- Status strivers and clicks & bricks • Store environment is important, Online comparative shopper, Split between being loyal to brands and buying unknown brands to save money

- **Editorial Pillars**

- Spirit Profile, Virginia Pride, Did You Know

5. Brand Belief

**We believe we should be
the hub of knowledge for all
things spirit related.**

6. Brand Positioning

- **Positioning Statement**

- Virginia's primary hub for the responsible enjoyment of spirits.

- **Personality**

- A partner in safe enjoyment

- Inviting, Knowledgeable, Informative, Accountable, Accessible, Proactive

- **Mission**

- We are the source for ensuring the safe enjoyment of spirits in the state of Virginia.

- **Vision**

- Create a culture of responsible fun in the state of Virginia.