

# Brand Positioning

## BRAND BELIEF

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

## **POSITIONING STATEMENT**

**Virginia's primary hub for the  
mindful enjoyment of spirits.**

## UNDERSTANDING ABC'S ROLE

**Primary** + **Hub**



1. Go to
2. First line of defense
3. Top of mind



1. Centralized expertise
2. Curation of resources

## HOW VA ABC SHOULD BEHAVE

A partner in safe enjoyment

# Inviting

## AS A PARTNER, VA ABC SHOULD BE



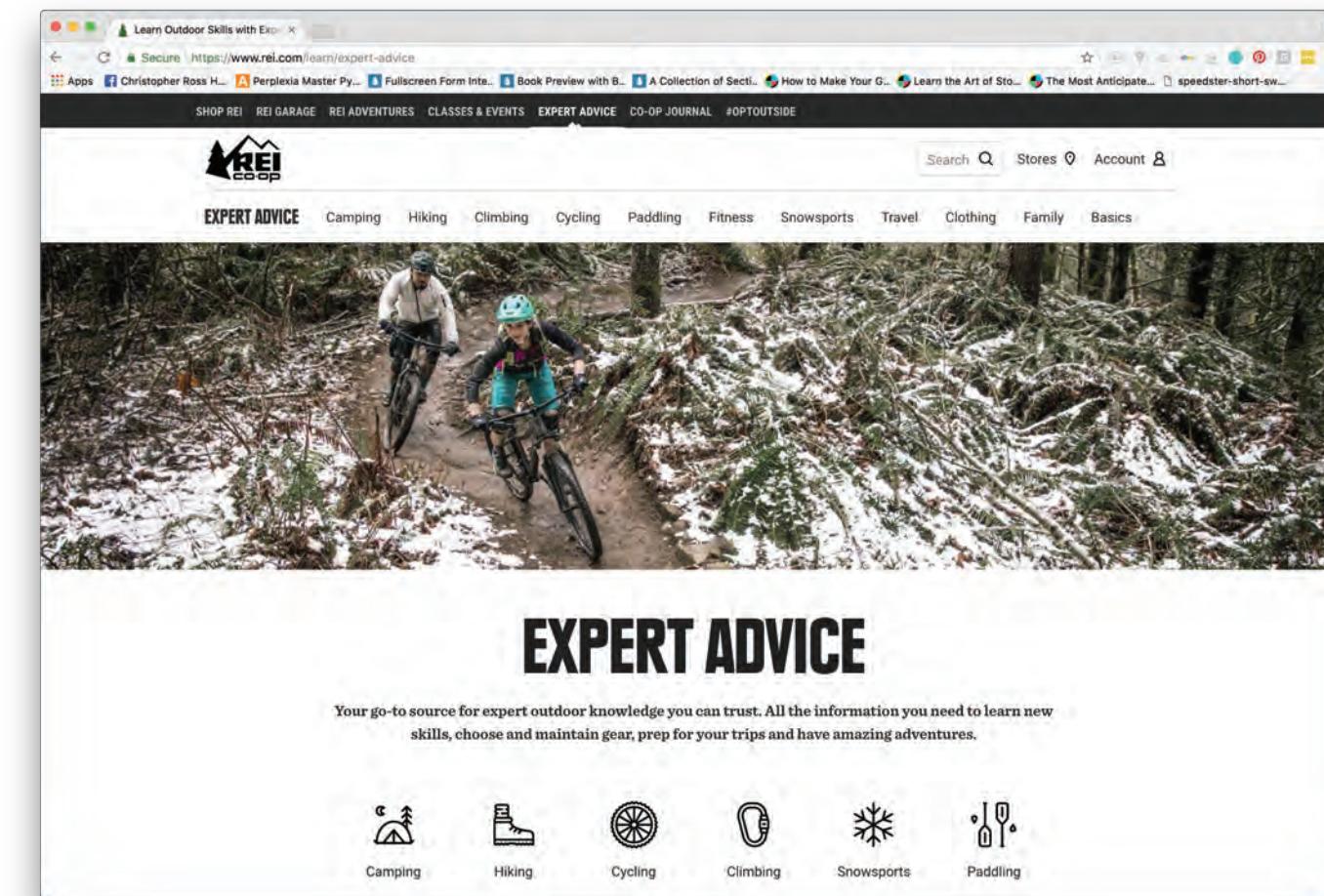
"We are the third place  
in the lives of millions of  
our customers. We are  
the coffee that brings  
people together every  
day around the world to  
foster conversation and  
community."

—Howard Schultz



# Knowledgeable

## AS A PARTNER, VA ABC SHOULD BE



# Informative

AS A PARTNER, VA ABC SHOULD BE



 Apple Store

# Accountable

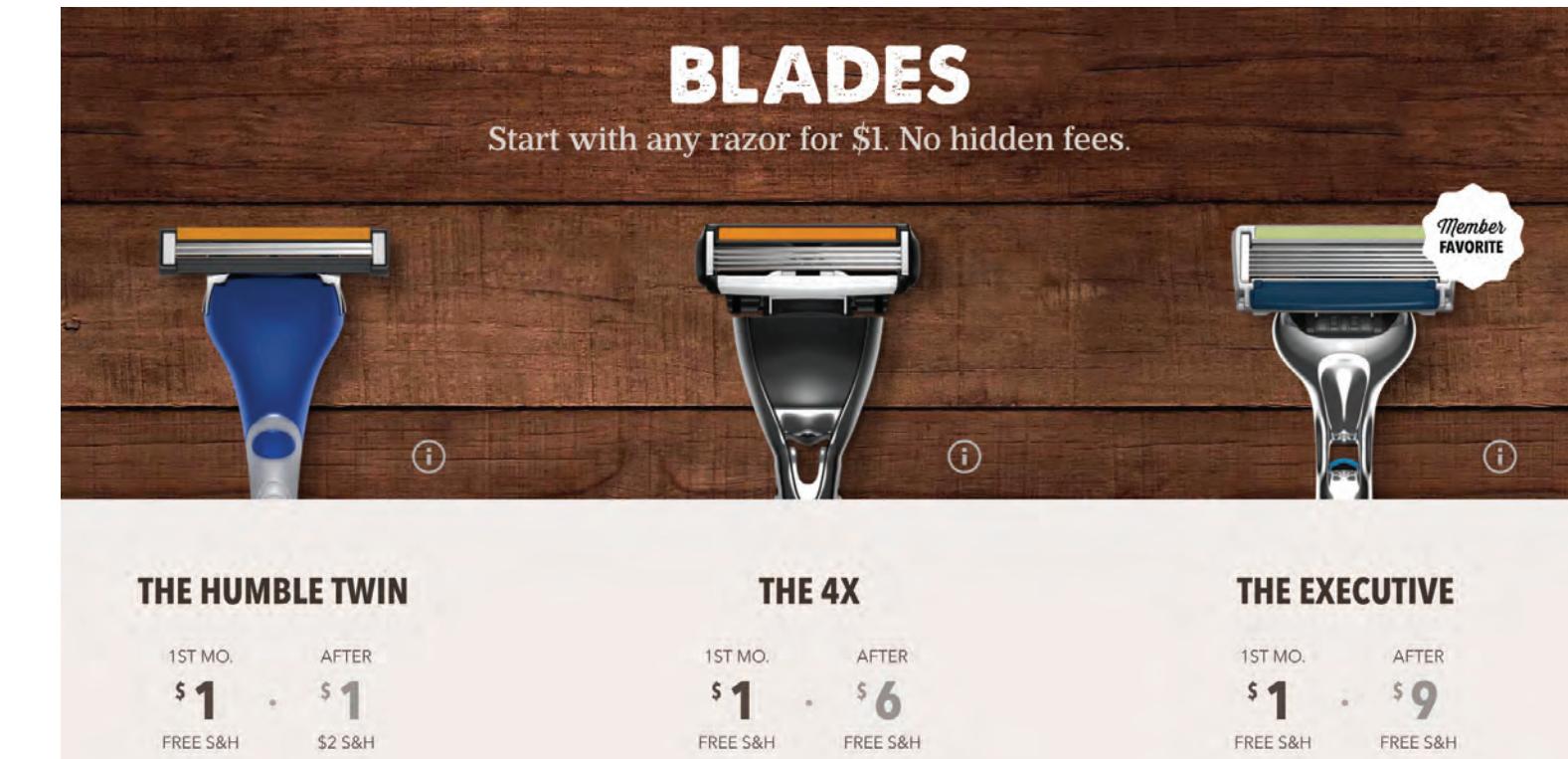
AS A PARTNER, VA ABC SHOULD BE



Transportation  
Security  
Administration

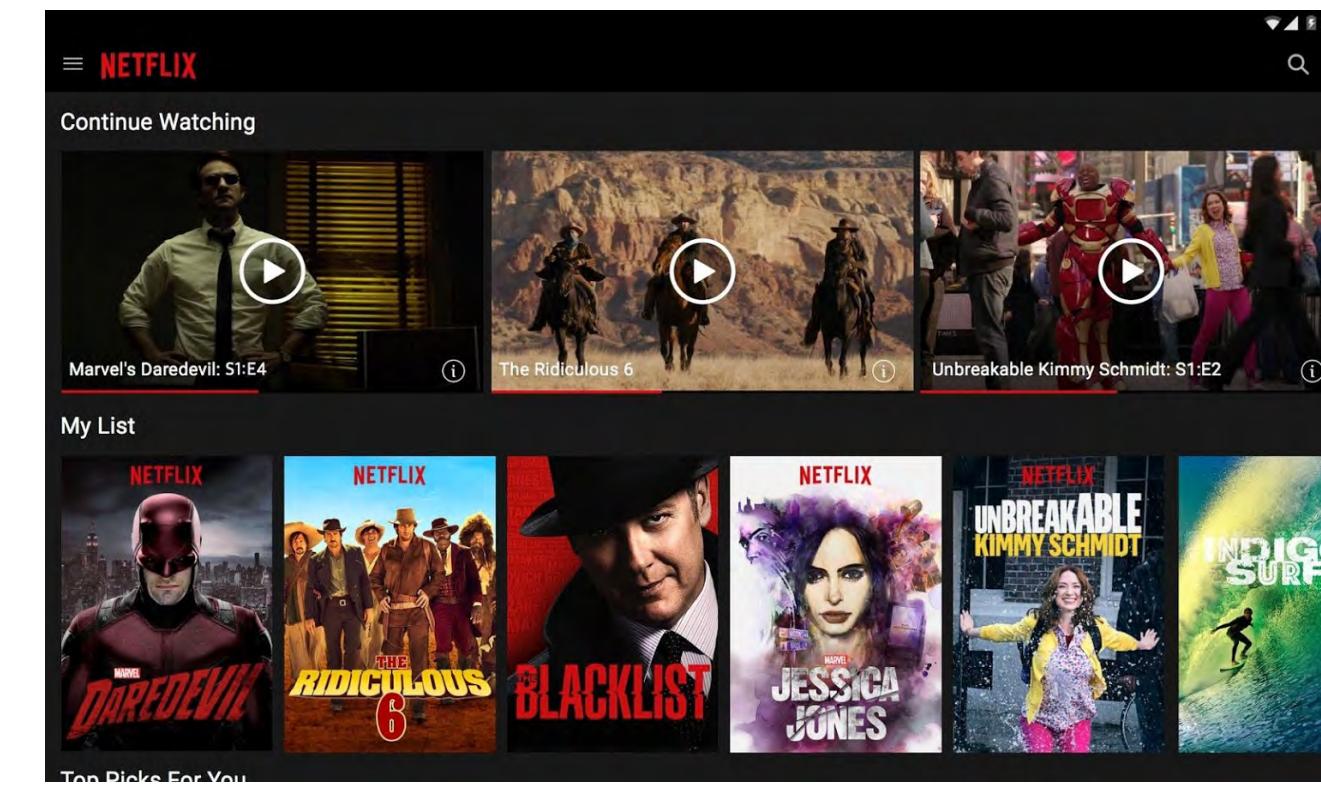
# Accessible

AS A PARTNER, VA ABC SHOULD BE



# Proactive

AS A PARTNER, VA ABC SHOULD BE



NETFLIX

**AS A PARTNER, VA ABC SHOULD BE**

**Inviting**

**Knowledgeable**

**Informative**

**Accountable**

**Accessible**

**Proactive**

## MISSION

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

## VISION

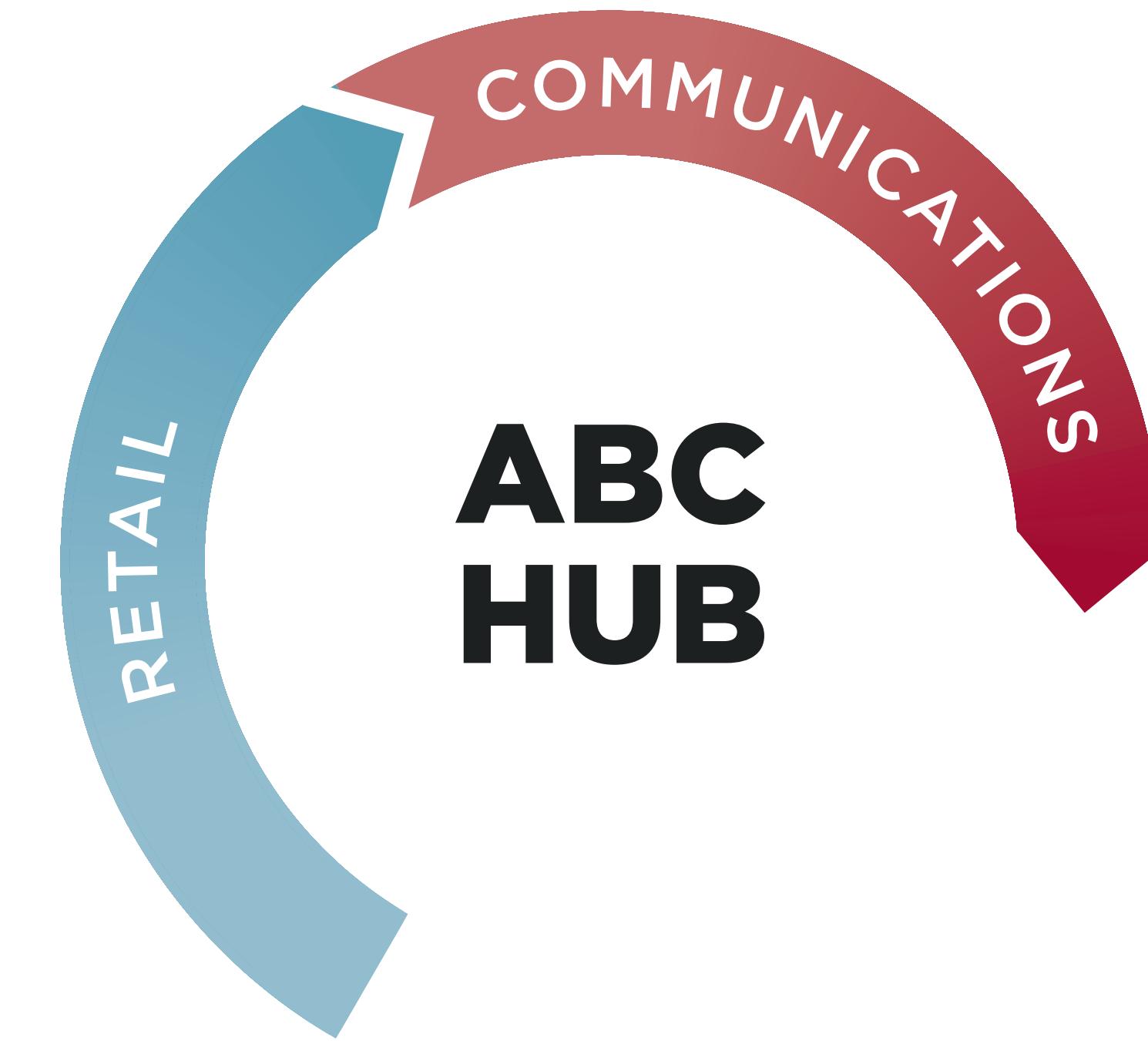
Create a culture of mindful  
fun in the state of Virginia.

## RECAP

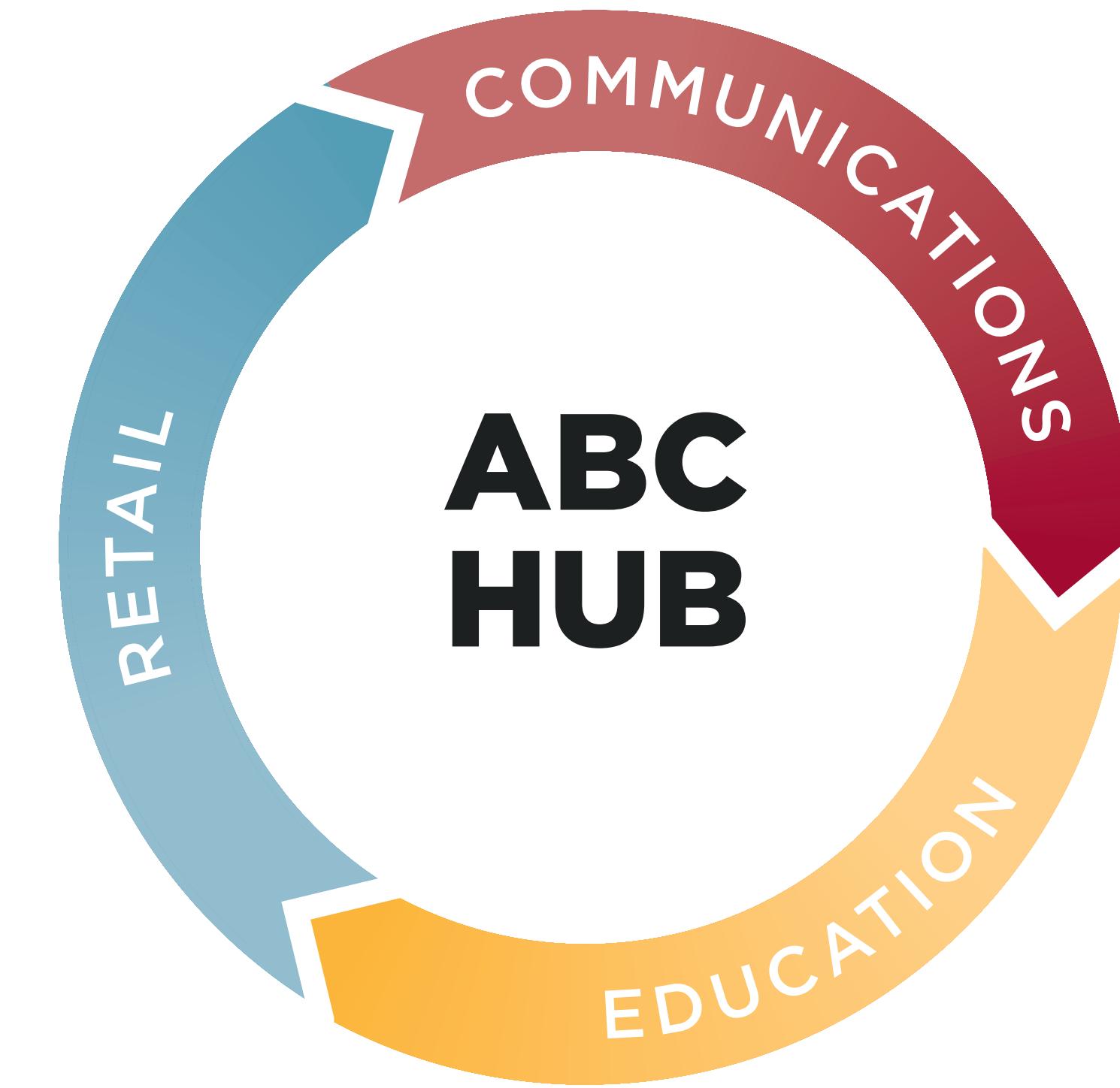
	POSITION	<b>Virginia's primary hub for the mindful enjoyment of spirits.</b>
EXTERNAL	PERSONALITY	<b>A partner in safe enjoyment</b>
INTERNAL	MISSION	<b>We are your source for ensuring the safe enjoyment of spirits in the state of Virginia.</b>
INTERNAL	VISION	<b>Create a culture of mindful fun in the state of Virginia.</b>



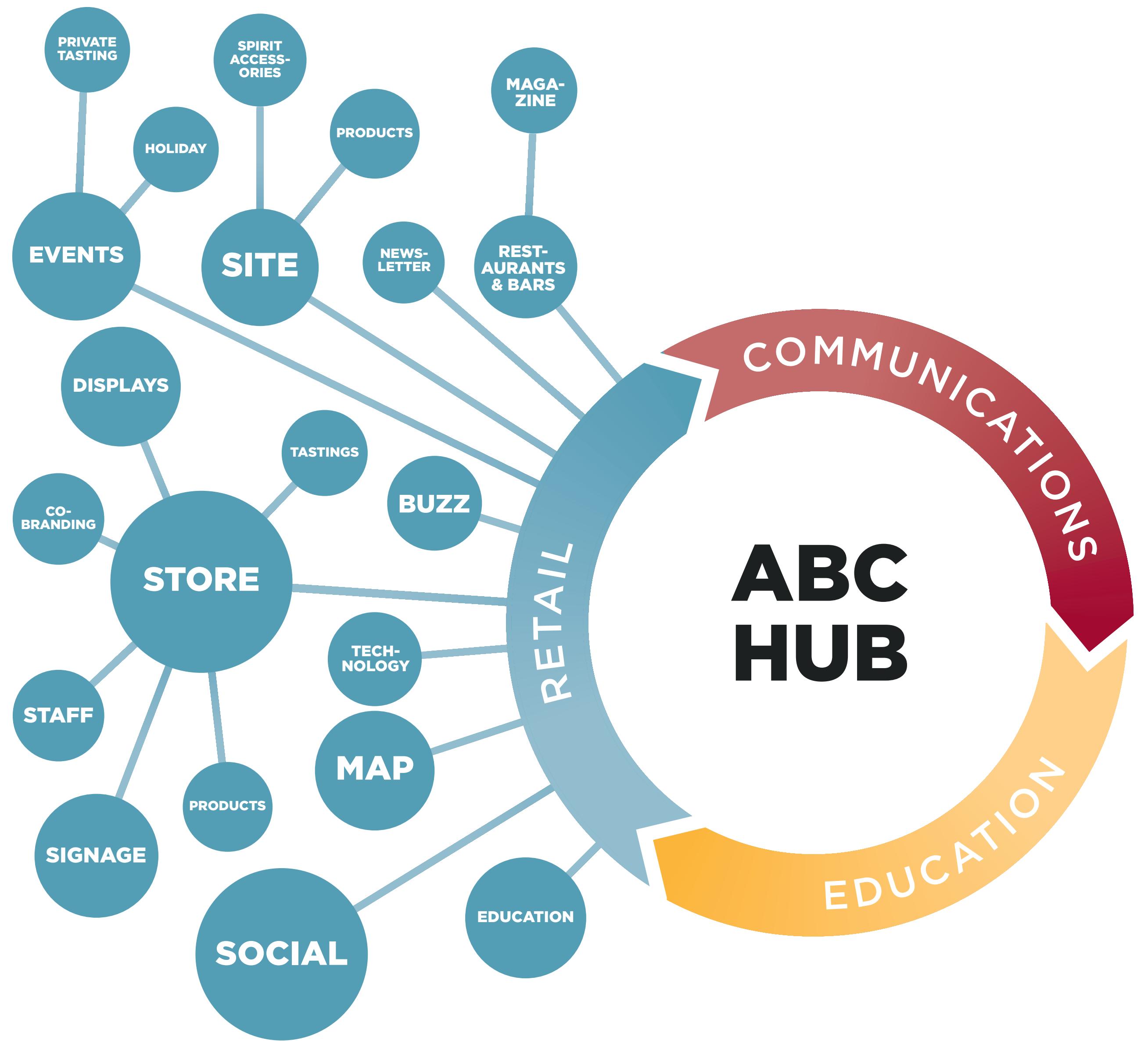
**Virginia's primary hub for the mindful enjoyment of spirits.**



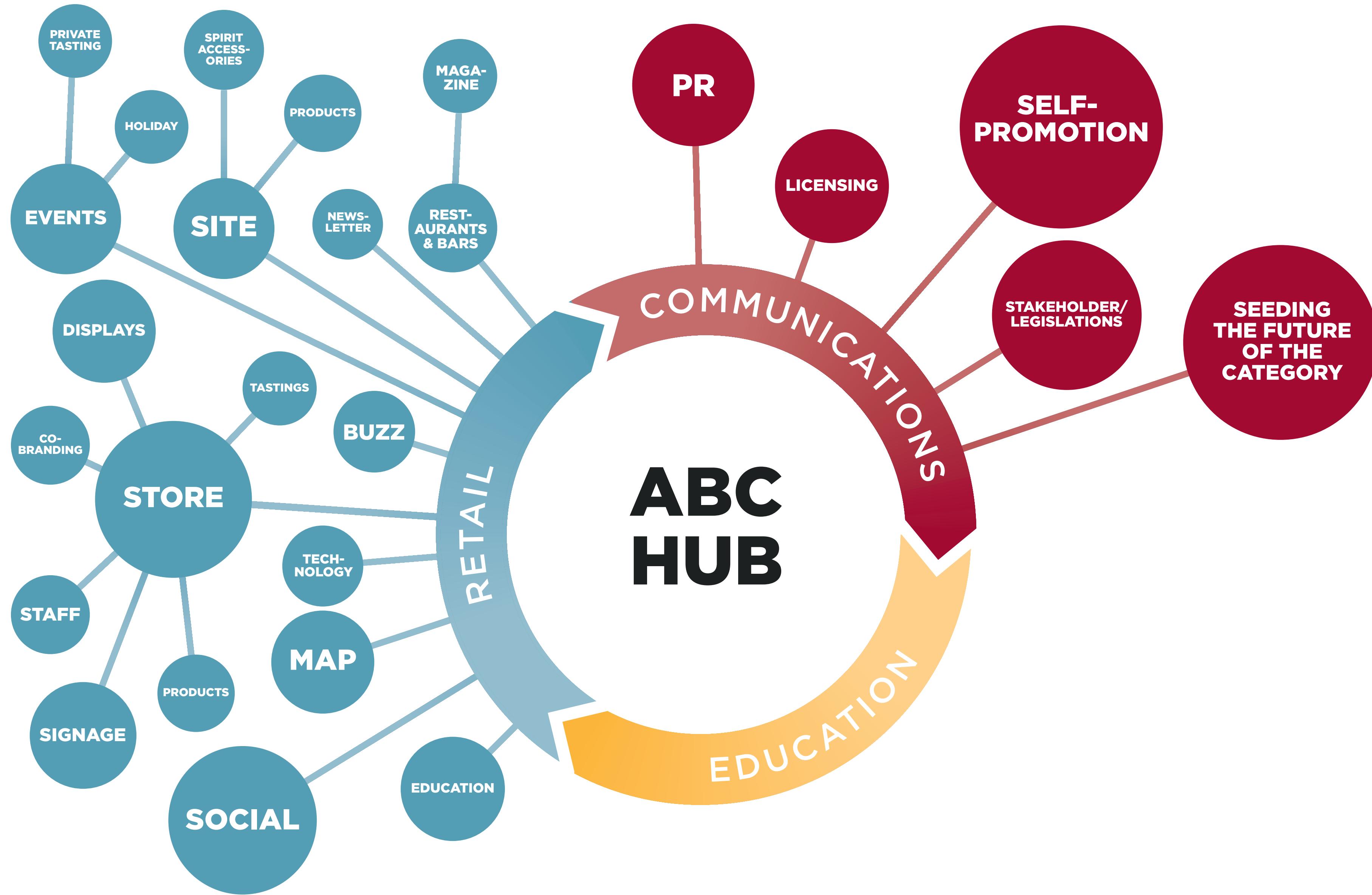
**Virginia's primary hub for the mindful enjoyment of spirits.**



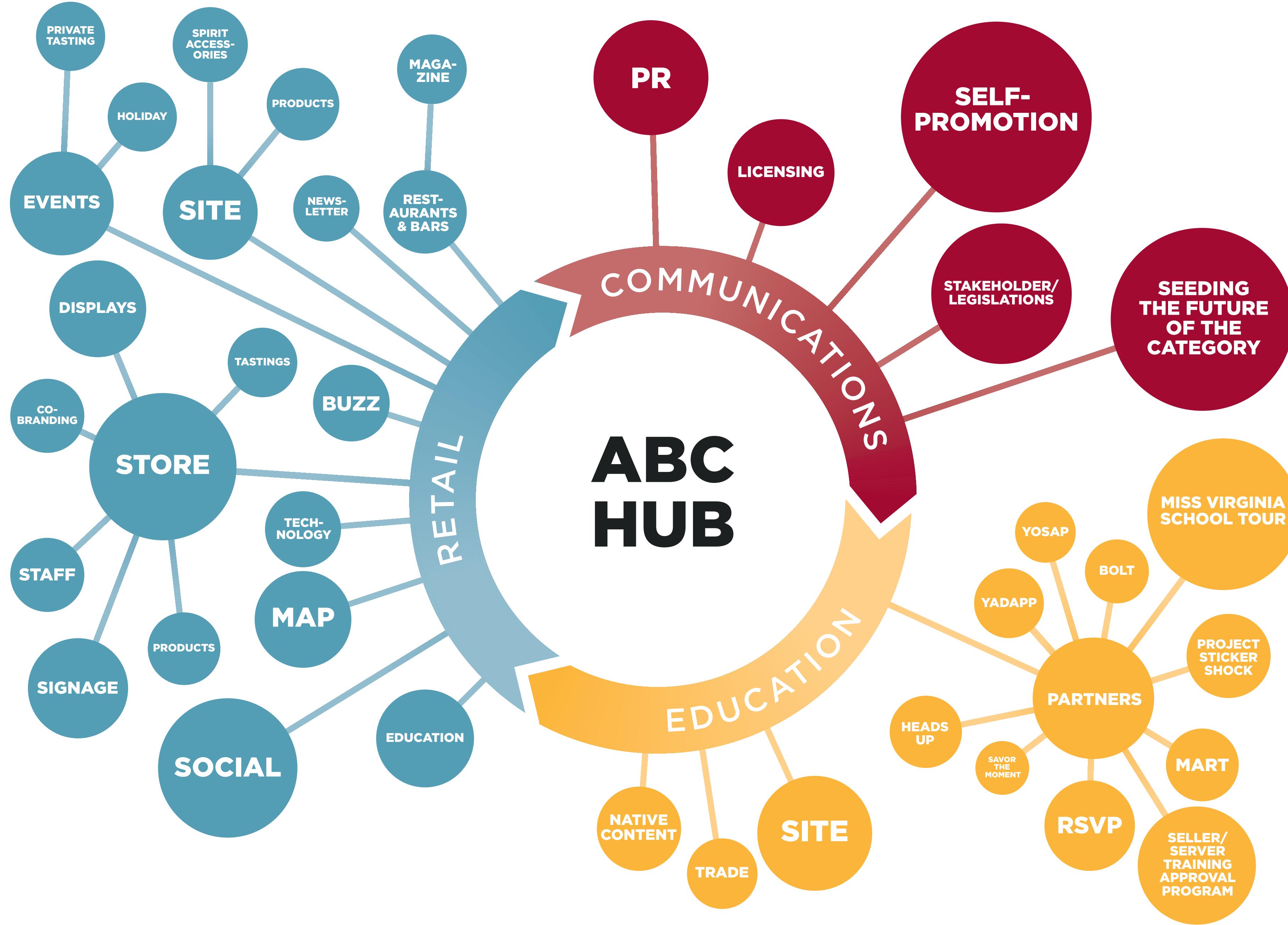
**Virginia's primary hub for the mindful enjoyment of spirits.**



**Virginia's primary hub for the mindful enjoyment of spirits.**



**Virginia's primary hub for the mindful enjoyment of spirits.**



**Virginia's primary hub for the mindful enjoyment of spirits.**

# ABC Brand Exploratory

Summary



# COMPETITIVE ANALYSIS

# 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

# INTERNAL ENGAGEMENT ANALYSIS

?

## 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.”

A photograph of a man with a beard and mustache, wearing a light green t-shirt with 'KRA' printed on it, working on architectural blueprints. He is using a compass to draw circles on the paper, which is laid out on a wooden surface. A ruler and a pencil are also visible on the blueprints.

# BRAND ARCHITECTURE

A large, semi-transparent white question mark icon is centered over the text "BRAND ARCHITECTURE".

Currently



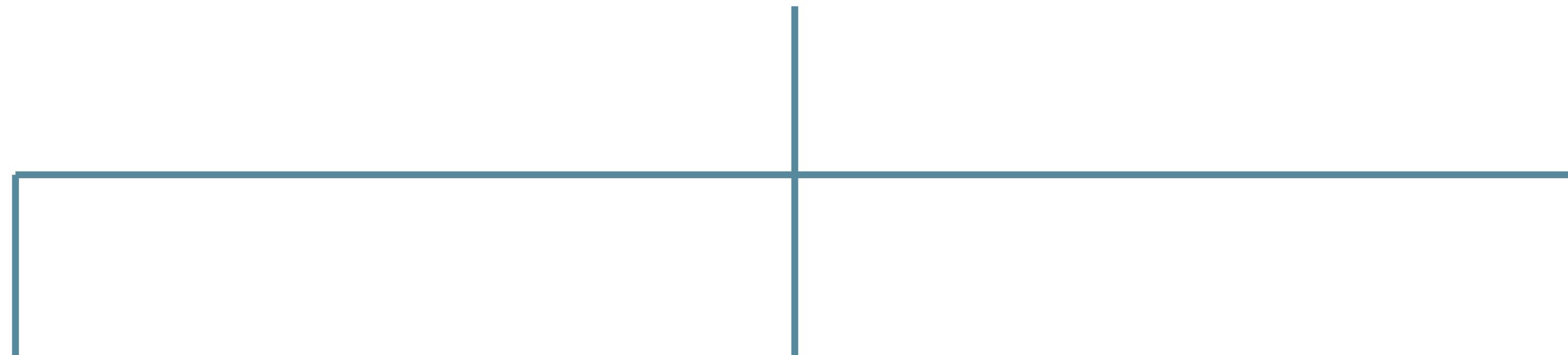


Retail



Retail

Education &  
Prevention

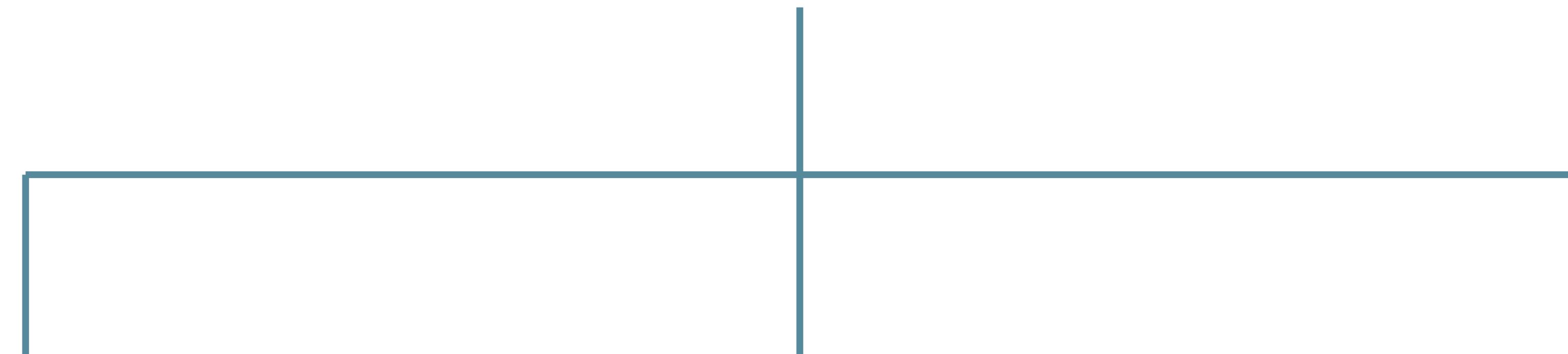


Retail

Education &  
Prevention

Communications

# Consideration 1



Retail

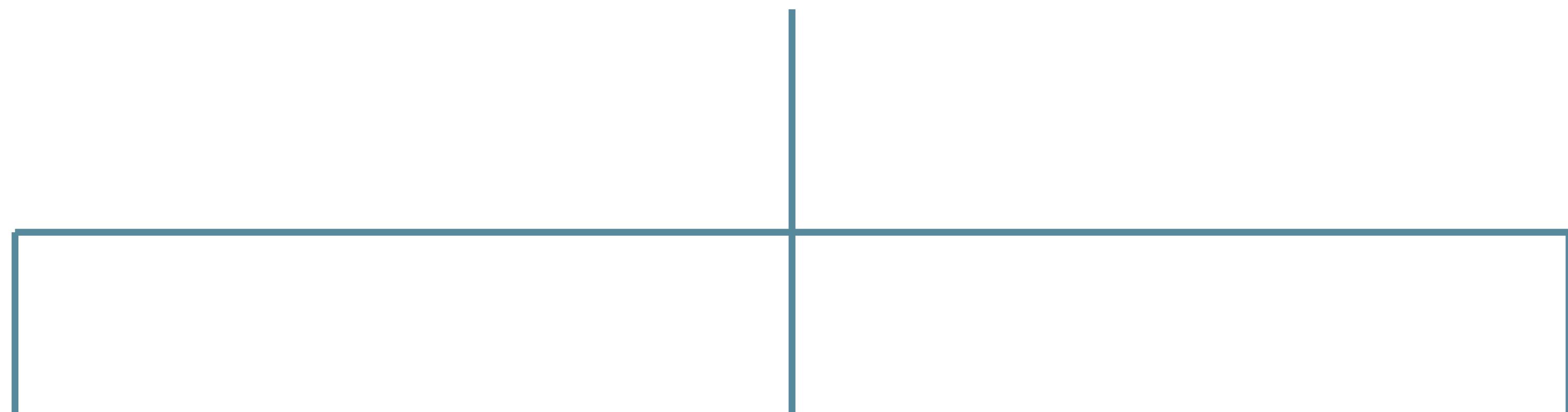


Education &  
Prevention



Communications

# Consideration 2



**Spirited Virginia**

A DIVISION OF



**VAABC**  
**Education &**  
**Prevention**

**VAABC**  
**Communications**



|

# Spirited Virginia

A DIVISION OF VAABC



Retail Locations



Magazine



Online



## Education & Prevention

YOUTH



ADULTS



\* SAVOR  
THE MOMENT



BUSINESSES

\* PARTNERSHIP OF VAABC

\* ASSOCIATION OF VAABC

\* DIVISION OF VAABC

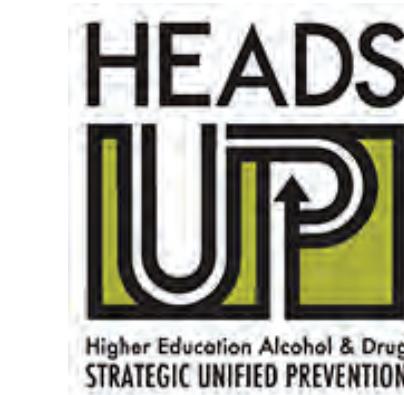
# Recommendations



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



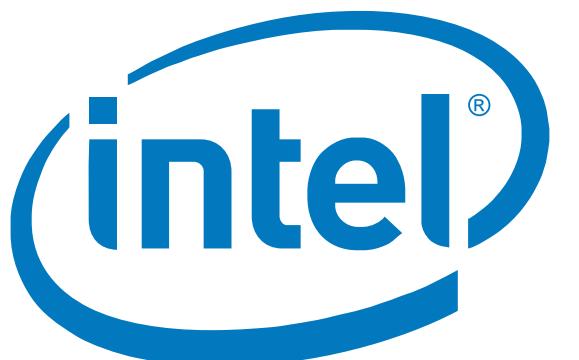
# New logo exploratory of sub-brands for education

Designed to look and feel  
like they belong together as a family.

## ENTITIES EXAMPLES



Unilever



## SUB-BRAND EXAMPLES



A woman with long dark hair, wearing a flowing green dress, sits on a sandy beach. She is looking down at a small object in her hands. The background shows a blurred sunset or sunrise over the ocean.

# AUDIENCE PROFILES

# Media Segmentation Research Objectives



**Evaluate all audience segments by media target definition**

Rank these by priority based on opportunity to support objectives

**Discover insights into media preference, usage and behavior**

Outline segment nuances and way to communicate with relevance

**Provide strategy and creative teams with lifestyle beliefs and attitudes**

Help craft relevant communications based on life stage and self-concepts

**Look for useful insights into shopping habits, behavior and attitudes**

Improve/leverage the retail experience

**Summarize segments**

Bullet point highlights

# Segment 1 – Primary Audience 30-39

## Demographic & Psychographic Summary

Adults 30-39. Slight advantage Male. HHI \$88K. Married 59.3%. Kids 39.9%

### Potential Base

28.8% of Spirit Drinkers.



### Demographics



### Leisure Times

Travel. Barbecuing. Board games. Beach trips. Entertaining at home.



### Priorities

Family. Career advancement. Aspires to own business. Likes to stay informed and continue to learn.

**SOCIAL FAMILY**

ADVENTUROUS  
CAREER  
FAMILY  
PASSIONATE  
INTELLIGENT

KIND  
LEARN  
THINGS  
ENTERTAINING

WELL FRIENDS  
UNCONVENTIONAL

SPENDING  
TIME  
KEEPING  
TOUCH

ACQUAINTANCES  
INTERESTED  
INFORMATION  
TRAVELING  
IDEAS  
DISCUSSION

INFORMED  
PEOPLE  
KNOWLEDGE  
EXPERIENCE  
SKILL



### Self Concepts

Adventurous. Loving. Romantic. Smart. Likeable.

### Brand Loyalty

Buys unknown brands to save money (#1). Will buy spur of the moment. Likes to change brands often for variety. Not brand loyal.



### Shopping Attitudes

Store environment important (#1). Preplans shopping trips online. Looks for special offers. Responds to free standing displays with product.

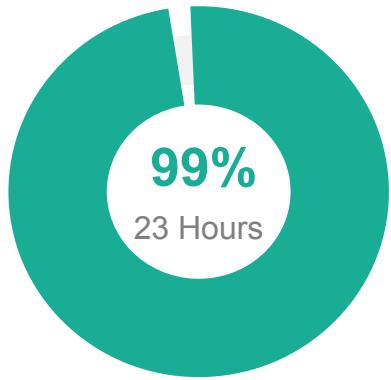


### Shopping Behavior

Largest groups are virtual shoppers (29%) and Upscale clicks & bricks (23%). 21% store/brand loyal

# Segment 1 - Primary Audience

Weekly Reach by Channel and Time Spent with Each



## Television

TV still provides the most reach and time spent by the consumer. Mostly viewed live but are engaging in alternative viewing.



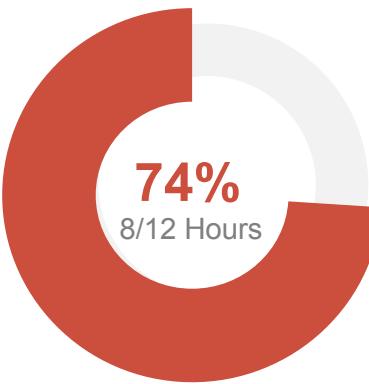
## Mobil Phone

Both mobile and television provide full reach by channel. Television captures more hours, but mobile offers more diversity and real-time metrics.



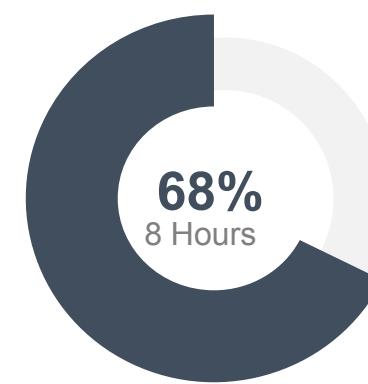
## Radio

Provides great reach but less time per week. The value here is that we know exactly what that 1 hour a day is and it is easy to target.



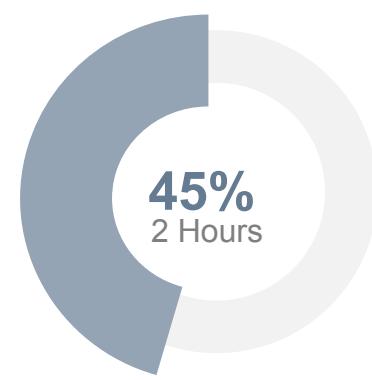
## PC Home/Work

PC options are many; email, display, SEM, native content, and timed media based on device behavior.



## Streaming/Video

This channel continues to grow in use by multiple age groups. There are many opportunities to engage the primary audience with video.



## Newspaper

Newsprint only captures 2 hours per week. Print is still an option but community papers and tabloids do a better job of reaching the Primary audience.

# Segment 1 – Primary Audience

## Smartphone/Device Use

100%    86%    71%    68%    65%



1

Use Smartphone 14+ hours per week  
84% access social media primarily via Smartphone

2

86% Access the Web via Smartphone  
All Web interaction should be responsive

3

High social media frequency and engagement  
71% visit social media sites 3+ times per day

4

Streaming media & music (multiple formats)  
66% of this are accessing via Smartphone

5

60% reach with Tablet.  
They spend over 7 hours a week – often used while watching TV.

# Segment 1 - Primary Audience

## Actionable Insights:



-  Largest group of spirit drinkers
-  Not yet brand loyal
-  Beginning to have disposable income
-  Most ENGAGED in social media – more than 21-29 segment

**Most potential to increase transaction value and share of glass. Not brand loyal so upsell is possible. Base is largest in volume.**

# Segment 2 – Persudables

## Actionable Insights:



2<sup>ND</sup> Largest group of spirit drinkers



Still into club scene – drinking out



Not brand loyal and looking for discounts often due to income status



Video and social media rule!

The persuadable segment is easy to reach because of the amount of time they spend with content that is accessible.

This group isn't the most likely to upgrade or spend more in retail, but they will be soon enough.

# Segment 3 – Set & Secure 50-64

## Actionable Insights:



-  Brand loyal – life long customer
-  Only segment really interested in International events/customs
-  Prefer entertaining at home
-  Not status shoppers but will pay for quality

Represents  $\frac{1}{4}$  of spirit drinkers. Large opportunity to introduce new spirits, higher quality products and gain a long term customer. They are loyal to their brands.

# Segment 4 – Too Busy 40-49

## Actionable Insights:



Primary focus is raising family



Flat responses to attitudes and beliefs



Lifestyle provides clear path to effective media channels



Online shoppers but when in-store the experience matters

There is a reason this group is named Too Busy. In the throws of career building and raising families they don't show any areas of persuasion.

40-49 group does represent 23% of spirit drinkers so they aren't to be ignored.

This group will be exposed to most of the media outreach as a halo group.

# PRIMARY AUDIENCE



## DEMOGRAPHICS



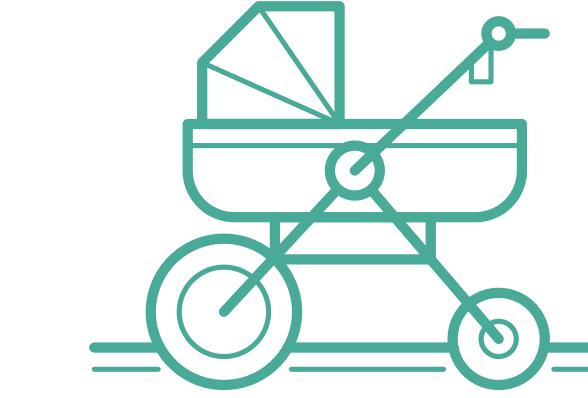
AVG. AGE  
**30-39**



H.H.I  
**\$88K**



MARRIED  
**59.3%**



CHILDREN  
**39.9%**



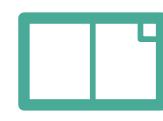
### MESSAGING

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



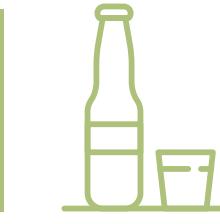
### SHOPPING

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



### EDITORIAL PILLARS

# PERSUADABLE AUDIENCE



## DEMOGRAPHICS

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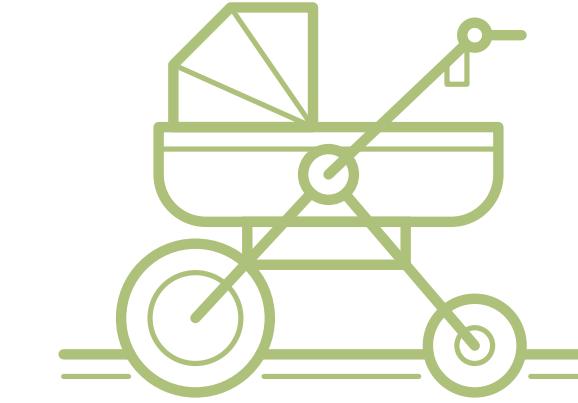
AVG. AGE  
**21-29**



H.H.I  
**N/A**



MARRIED  
**23.9%**



CHILDREN  
**32.4%**



## MESSAGING

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



## SHOPPING

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



## EDITORIAL PILLARS

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# SET & SECURE AUDIENCE



## DEMOGRAPHICS

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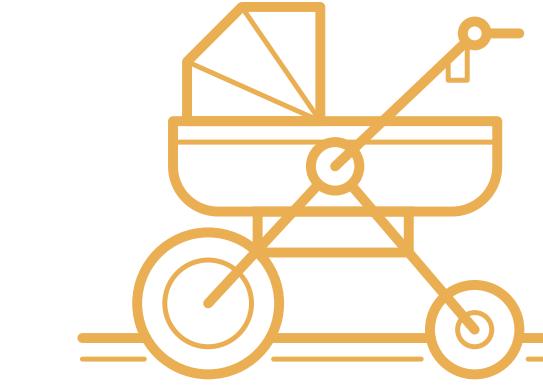
AVG. AGE  
**50-64**



H.H.I  
**\$95K**



MARRIED  
**66.6%**



CHILDREN  
**16.9%**



### MESSAGING

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- 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

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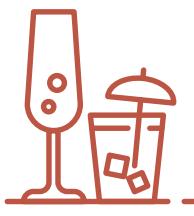
- Mix of online shoppers and upscale clicks & bricks
- Important that a company acts ethically** • Store environment matters • Will pay more for quality goods • Very brand loyal • **Price is not a factor**



### EDITORIAL PILLARS

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# TOO BUSY AUDIENCE



## DEMOGRAPHICS

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AVG. AGE

**40-49**



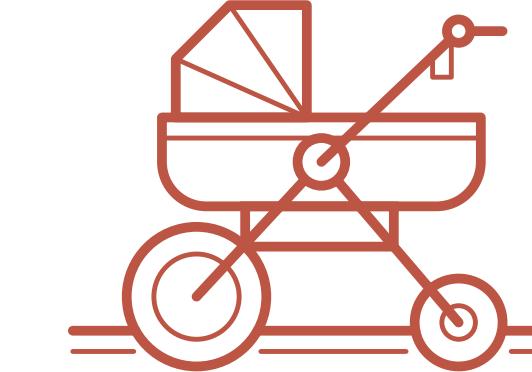
H.H.I

**\$100K**



MARRIED

**66%**



CHILDREN

**57%**



## MESSAGING

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- 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

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- 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

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# 5 BRAND BELIEFS



## 5. Brand Belief

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

# BRAND POSITIONING



# 6. Brand Positioning

- **Positioning Statement**

- Virginia's primary hub for the mindful 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 mindful fun in the state of Virginia.