

# ANGRY ORCHARD MARKETING CAMPAIGN

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**HOW MANY OF YOU ARE  
INTERESTED IN TRYING  
NEW TYPES OF  
ALCOHOLIC DRINKS?**

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# WHAT IS **ANGRY** **ORCHARD?**

- Founded in 2012
- Brand of hard cider that uses real apples from a 60 acre orchard in Hudson Valley, New York
- Aims to be a refreshing alcoholic beverage, while also differentiating themselves from mainstream alcoholic beverages on the market
- GF, Offers various fruit flavors to attract to the various markets
- Leading hard cider brand in the U.S.



**BOSTON | BEER co.**

• MAKERS OF •

**SAMUEL  
ADAMS**

**Dogfish  
Head**

**TWISTED  
TEA**

**TRULY  
HARD SELTZER**

**ANGRY  
ORCHARD  
HARD CIDER**

# OBJECTIVE OF CAMPAIGN



## INCREASE BRAND AWARENESS

Seeking to establish relevance with college aged drinkers by introducing those to the brand who are not familiar and engaging those who already know and love the brand



## GAINING ADDITIONAL DISTRIBUTION OF ANGRY ORCHARD WITHIN TARGETED REGIONS

Attempting this objective by building relationships with managers/bartenders of bars in targeted areas to drive availability and accessibility of Angry Orchard

# CAMPAIGN TARGET MARKET



Being an alcohol brand, targeting advertisements towards college aged alcohol consumers provides an effective way to increase visibility of Angry Orchard. College aged students will be interested in a product being introduced that is different than what they have seen at the bars and liquor stores

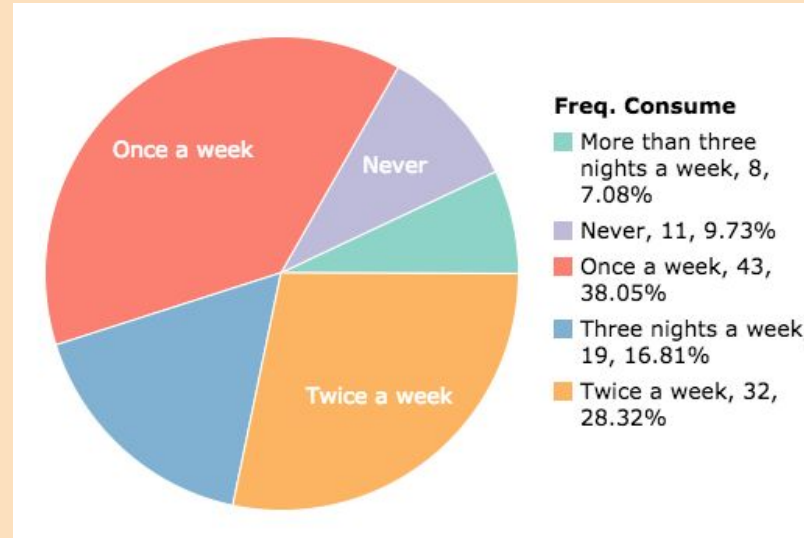
Specific characteristics would include:

- College aged students (21+)
- Beer/cider enthusiasts
- Bar patrons
- Residents of college towns, specifically during semester months





# COLLEGE STUDENTS DRINKING FREQUENCY



This graph represents how frequent college students consume alcohol, supporting our pick of college students as the main target audience. According to this chart, ~90% of college students drink alcohol at least once a week.

# CAMPAIGN DETAILS- SAMPLING EVENTS

To kick start our campaign, we want to launch an 8 week college ambassador program to merchandise, promote, and sell Angry Orchard to increase visibility of the product in top college town bars.

## College Ambassador Program Goals:

1. Establish relevance with 21+ college students at 2-3 sampling events per week—both introducing those to the brand who aren't familiar and engaging those who already know & love the brand to drive further brand loyalty.
2. Build relationships with bartenders/ staff at target bars to drive availability & visibility of our angry orchard within bars
3. Collect feedback from Brand Ambassadors and additional opportunities they see within college space (halloween party, Greek Life, tailgates, special themed nights, etc.)
4. Bring awareness to and acquire new drinkers as well as gaining additional angry orchard distribution within top college schools.





# IMPLEMENTATION DETAILS



## WHEN?

With the campaign being set to take place in the fall, advertisements will be ready to implement by **October**



## HOW LONG?

This campaign will **start in September/October**, which is peak cider season, and **end in mid-December**, right around the time college students head home for break.



## MEDIA TYPE?

Our brand ambassadors will use **social/digital media advertisements** to reach our target audience in a high volume. This would include applications like Instagram, Twitter, and TikTok.



## PROMOS?

Every week there will be **2-3 sampling events** at top bars on college campuses, with advertisements for the events being posted on social media beforehand to increase attendance and visibility. We will also **collab with Fireball**.

# IMPLEMENTATION DETAILS CONT.

TO MEASURE OUR RESULTS, WE WILL LOOK AT A VARIOUS NUMBER OF FACTORS...



## SALES AMOUNTS, IN \$, FROM BARS WHERE EVENTS WERE HELD:

Gives insight to how much Angry Orchard we are selling



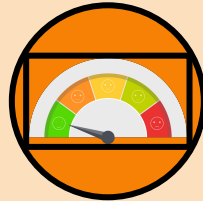
## NUMBER OF SAMPLES PROVIDED TO INTERESTED CUSTOMERS:

Provides a look at how many people in our target market are interested in trying Angry Orchard



## OTHER BRANDS OF ALCOHOL PURCHASED DURING OUR PROMOTION:

Gives an idea of what our current top competitors are



## VERBAL CONSUMER FEEDBACK

Provides us an idea of how consumers feel about angry orchard on the spot - how can we do better?

# SOCIAL MEDIA ADVERTISEMENT EXAMPLES + COLLABS:



## Fireball x Angry Orchard Collab

- Fireball is the #1 shooter brand in US
- People have been mixing fireball and AO for years - this would be a huge opportunity to bring in a larger market share



## ANGRY BALLS

HOW TO MAKE IT (3 WAYS!)

Ingredients:

- 1.5oz Fireball
- 16oz Angry Orchard Crisp Apple

Recipe:

- Option 1: Pour a shot of Fireball into a pint of Crisp Apple with ice
- Option 2: Drop a shot of Fireball into a 1/2 full pint of Crisp Apple
- Option 3: Drink a pint of Crisp Apple and follow it with a shot of Fireball



- Create incentives/swag for people to engage with the brand
- People wearing merch = free marketing



## Brianna ChickenFry x Angry Orchard Collab

- Creates one TikTok per week, for 8 weeks, promoting Angry Orchard
- Brianna chickenfry TikTok

# BUDGET

## Sampling Event Costs:

\$150 tab budget x # of events: (3 bar events per week, for 8 weeks) = \$450/week x 8 weeks = \$3600 budget over 8 weeks for sampling events

## Brand Ambassador Costs:

- 3 ambassadors - get paid \$30/hr
- Each ambassador works 10 hrs/ week for 8 weeks
- Total of \$7,200 in ambassador costs

Promotion budget= **\$10,800** (3600+7200) for **ONE** school

20 top schools in America= \$10,800 x 20 = \$216,000 **total college sampling/ambassador budget**

## Brianna Chickenfry Collaboration

- \$7,000 per post promoting Angry Orchard
- One post per week, for 8 weeks

Brianna Chickenfry Collab Cost= \$56,000

**TOTAL BUDGET= \$216,000 + \$56,000= \$272,000**

# WHY OUR PLAN WILL BE EFFECTIVE

## Needs

### Angry Orchard

- Ambassadors to conduct market research to identify the target audiences needs through surveys, tastings and data analysis to understand why consumers want this product
- Ad campaigns that talk directly to 21+ college students

### Consumers

- Fun activities to attend with friends where Angry Orchard can give free merchandise, drinks and incentives (hats, koozies, etc.) in exchange for promoting angry orchard (ex. follow @angry orchard on instagram for a free AO hat)
- Wanting to fit into society and what other college students around are drinking/doing
- Good drinks

## Values

- Creating positive memories and moments for consumers while enjoying an Angry Orchard Cider
- Brand personality- college students will see the brand personality as excitement, and sincerity with spirited, up to date cheerful intentions towards consumers
  - The acquisition of this brand personality would be indirect through advertising style and distribution choices
- Products surpass consumers expectations and deliver high quality cider

## Goals

### Angry Orchard

- Grow social media presence, reach more consumers, sell product while working with college students

### Consumers

- Attending fun, themed drinking events which then will spread word of mouth and positivity around brand
- free drinks for people who come to event while having fun

# WHY OUR PLAN BE EFFECTIVE CONT.

## Impact on Consumer Attitude

- The affective approach of attitude is forming consumers feelings in shaping their attitudes towards a product
- **The Mere Exposure Effect:** Familiarity → Liking
  - The next time consumers are at the bar or liquor store after a night where there was an event at their favorite bar, their familiarity with angry orchard will cause them to choose it over a product they've never heard of. The repetitiveness of seeing it out will cause a familiarity with consumers.

## Learning Process

- **Classical Conditioning:** Conditioning people at the bar to choose angry orchard because it reminds them of having fun at the bar when there was an angry orchard event

## Decision Making Process

- Within the decision making process, our campaign impacts **information search**
- With ambassadors as advertisements at the bars, consumers will think about what other drink options there are out there. After the **problem recognition** stage of consumers realizing they are looking for a different drink, ambassadors at the bar are there offer samples and be first in line as the next choice. There are many options of canned drinks you can get at the bar and with college aged ambassadors both offering samples and advertising the drink, this allows for optimal information
- Internal search post night out

# ETHICAL CONSIDERATIONS

## 1. Social Responsibility

- a. Donate empty bottles and caps to local organizations for them to exchange for money to help support non-profits or people in need

## 2. Sustainability

- a. Reuse glass bottles to create candles, planters, and other creative ideas to limit waste

## 3. Commitment to our consumers and accountability

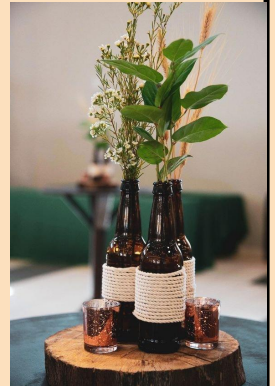
- a. Being transparent about our products
- b. Respectful towards consumers and offer quality customer service

### How?

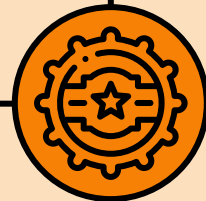
- Strategically designate areas around the bar/event to have recycling bins and buckets for empty bottles and bottle caps to later clean and separate and put to good use.
- Proper training for employees and having a strong customer service team

### Affects

- Environmentally conscious - might incline more people to buy from us while caring for the environment
- Brand loyalty and customer satisfaction through good customer service



# THANK YOU!







# ANGRY ORCHARD<sup>®</sup> HARD CIDER

Instagram



[@angryorchard](https://www.instagram.com/angryorchard)

Twitter



[@angryorchard](https://twitter.com/angryorchard)

Facebook



[@angryorchard](https://www.facebook.com/angryorchard)

YouTube



[@angryorchardcider](https://www.youtube.com/angryorchardcider)

\*Threads\*



[@angryorchard](https://www.threads.net/@angryorchard)

# RESOURCES

- <https://www.angryorchard.com/>
- <https://www.statcrunch.com/reports/view?reportid=54569&tab=preview>
- Angry Orchard Social Medias