



FULL COURSE PROJECT

Vancouver Craft Beer Week

Ileana Anciano- A00965288
José Savio Caixete Junior - A00946561
Karis Simms - A00982870
Lidiane Mendes Rodrigues - A00973133
Mariana Salum- A00966956

BCIT
MKTG 2438 - Digital and Direct Marketing
CRN 63968
Michelle O'Neill
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Executive Summary

Vancouver Craft Beer Week is the first and largest craft beer festival in Canada and it has as its main mission: "to grow craft beer and craft-beer culture—without compromise". The first edition happened in 2010 and it had 100 passionate craft beer attendees.

The event has continued to expand year over year, and for the 2016 edition total attendance was estimated to be over 5,000 – remarkable growth in just a few short years. The four founders – also close friends - are still running the event and sharing their craft beer passion with everyone who wants to attend the festival.

Beer is the most popular alcoholic beverage in Canada but has lost market share to spirits and wine in recent years. One of the reasons for the decline in popularity is the aging of the population and the perception of wine as a more sophisticated option. Even these obstacles could not stop the growth of the craft beer market in Canada, which has seen an increase of 70% in licensed breweries in the last five years. (Financial Post Staff, 2015)

Craft breweries have found their niche with both new and experienced beer drinkers thanks to the unique tasting experiences their breweries can offer. The craft beer market has seen a rise in consumption by women, but well educated men in their thirties with good disposable incomes lead the pack in consumption.

When millennials discovered craft beer they perceived it as being somehow healthier than products made by large scale breweries. Millennials are also breaking down the stigma that craft beer drinkers are not loyal to their favourite brands.

In order to maximize the exposure of the event and to engage the target audience, this plan will introduce several different tactics, which include: website updates, social media support, contests, media ads, direct e-mail and mail.

For the direct email and mail initiatives several possible lists were analyzed, with three being chosen. These lists were named as: Past Attendees List, Destination Craft Beer Event List and Craft Beer Aficionado List. Each list has a different goal and will be worked in a different way. It is expected that the Past Attendees List will have the best response rate as this list includes those who have already shown interest in the event.

These activities will start to be implemented in November, providing a space of 6-7 months before the first day of the festival. Throughout this timeframe different tactics will be used and the frequency will increase as the event's date gets closer.

This paper will present creative samples for the event's landing pages and two different direct email offers. The impact of each initiative will be measured and tested in several different ways, including rate of engagement on social media activities, number of tickets sold and new e-newsletter subscriptions.

The success of this campaign will affect not only the 2016 event, but also future festivals, which will receive more media coverage and have a greater impact on potential attendees from the target markets.

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1 SITUATIONAL ANALYSIS & SWOT

Consumption of Beer in Canada- Category Status

Beer keeps being the most popular alcoholic beverage in Canada, in terms of volume and dollar value (Statistics Canada, 2011). However, according to Euromonitor, in 2014 sales of beer in Canada declined 1%. The erosion in the category is not new. Beer has gradually lost market share due to the shift of consumers to wine. Statistic Canada reported in 2011 that beer had dropped -7pp of market share during the past 10 years, representing 45% of the alcoholics drinks market, while wine gained +7pp and owned 30% of the market.

Some of the main reasons that explain this change on consumer's behavior are the ageing of Canada's population and the preference of this group to drink wine because it brings a more sophisticated experience, or the image of it. Another element that goes against beer consumption is the increase of health conscious population that substitute beer by other beverages (Euromonitor, 2015).

In this context, macro and micro brewers have found craft beer as an alternative to face the changes in consumer's behaviour. The companies that control the Canadian beer market, Anheuser-Busch InBev and Molson Canada, have launched to the market different versions of craft beer in order to adapt the business to the new trends (Saltzman A., 2015). Also the number of licensed breweries in Canada increased 70% in the last five years. (Financial Post Staff, 2015)

Particularly in B.C, starting 2010, the craft beer culture expanded very fast and conquered the taste of beer lovers. The experience of tasting different craft beers has turned into a popular activity. The beverage is most often consumed by 35-39 year old men and has increased its presence among young women, in particular the 24-34 year olds (Bart Watson, 2014).

There are multiple craft beer festivals in BC such as Great Canadian Beer Festival, Okanagan Fest-of-Ale and the youngest one The Vancouver Craft Beer Week (VCBW). All of them promoting the consumption of craft beer and encouraging networking among the main players in the industry. The Vancouver Craft Beer Week started as a small scale event, but through over the last six years turned into the biggest Canada's craft beer event. The first edition of VCBW drew around 100 attendants. Last edition registered 6,000 attendants per day. The event has steadily grown and its organizers claim that there is still room to keep expanding the festival (Mike U. 2016). Below is presented the SWOT analysis matrix that shows in detail the strengths, weaknesses, opportunities and threads of the craft market.

1.1 SWOT

Strengths	Weaknesses
<p>Consumers are looking for drinks that bring them a unique experience.</p> <p>Tasting Craft Beer has turned into a popular recreational activity in BC.</p> <p>Craft Beer Festivals are gaining more and more participants.</p> <p>There is a considerable consumer base already assembled and the consumption rate has plateaued.</p> <ul style="list-style-type: none"> The frequency of consumption of craft beer has stayed relatively constant over the last 3 years with BC craft beer drinkers enjoying these beverages 3-5 days per week. <p>BC craft beer drinkers are loyal to particular breweries.</p> <ul style="list-style-type: none"> After the style of the beer (ie. pilsner, IPA, pale ale, etc.) the number one influencer in purchase decision in the brewery who is producing the beer. This helps to build brand loyalty <p>Of the craft beer drinkers in BC who do attend events, the vast majority attend 1-3 events per year. This indicates that there will be overlap in the attendees.</p> <ul style="list-style-type: none"> Ie. if they attend one event they are very likely to attend another <p>The formation of the BC Craft Brewers Guild to serve as a voice for all the craft breweries in the province that can also lobby government and serve as a council.</p> <p>Vancouver Craft Beer festival has gained popularity over the years. The number of breweries in attendance has increased by 66% in 2015. (Sept, D. 2015).</p>	<p>BC craft beer drinkers are loyal to particular breweries</p> <ul style="list-style-type: none"> After the style of the beer (ie. pilsner, IPA, pale ale, etc.) the number one influencer in purchase decision in the brewery who is producing the beer. This can indicate that it may be hard to entice consumers to try beverages from different breweries. However, this can be overcome by offering different styles of beer/unique flavours. <p>The largest place of consumption is at consumer's own homes. This means that a purchase must happen before they taste a product.</p> <ul style="list-style-type: none"> In order to overcome this weakness, tasting events are great opportunities so that new products are be sampled before a purchase decision <p>Of those who self-identify as craft beer drinkers, 30% of them have never attended an event focused on craft beer.</p> <ul style="list-style-type: none"> Regarding this particular weakness of the event, organizers say that the demand is really high. Tickets are usually sold out very fast and sometimes Pacific National Exhibition (PNE) gets very crowded that is difficult for participants to go from one point to another and visit all the exhibits. (Sept, D. 2015).

Opportunities	Threats
<p>Among craft lovers, the attendance to craft beer events increased +10pp from 2013 to 2015 (Beer Me BC. Dec., 2015)</p> <p>Liquor Policy Review allows brewers to sell their products at farmers' markets, festivals or secondary tasting rooms (O'Hara S., 2015)</p> <p>Craft Beer Consumption is increasing among young women (Bart Watson, 2014).</p> <p>Promoting craft beer festivals through advertising to strengthening the positioning of craft beer as a unique experience in order to deal with the increasing consumption of wine.</p> <p>Reinforce the idea that drinking craft beer is a sophisticated experience.</p> <p>Encourage consumers to live the experience of drinking craft beer together with friends and other craft beer lovers by attending to festivals.</p> <p>Communicate that craft beer is brewed by using hand selected ingredients and differs from traditional beer because of its huge variety of flavors.</p> <p>Strengthening the idea that craft beer supports local markets.</p> <p>Direct Response resources to communicate the event with target marketing</p>	<p>Despite the attendance to craft beer events has increased, the number of events visited per year is still low. There are several craft beer events and festivals happening at the same time, but the average attendance is 2.3 events a year.</p> <p>Consumption of wine has turned into a trend. Festivals, tasting sessions are very popular and compete directly with craft beer consumption. (Euromonitor, 2015)</p> <p>Consumers are looking for healthier beverages and are thus turning away from beer (Euromonitor, 2015).</p> <p>Anheuser-Busch InBev and Molson Canada have placed some versions of craft beer at liquor shops such as BC Liquor Stores (Saltzman A., 2015). This could erode the image of craft beer as a sophisticated alcoholic drink.</p> <p>Government barrier to alcohol consumption in BC as they have many convoluted laws and regulations which can hamper sales and growth.</p>

Promoting Vancouver Craft Beer Week is an invaluable opportunity to strengthen the craft beer market in BC by creating opportunities for local brewers to meet their peers, create partnerships and reinforce the perception of craft beer as a drink that brings unique experiences to be able to face wine's rising popularity.

2 TARGET MARKET & CUSTOMER PROFILES

Craft beer drinkers are beer lovers. These folks don't drink beer to get drunk. They appreciate it and they love to share this passion with their friends. It's common to see groups of friends talking about a new beer that has been launched and even inviting each other to try it together.

The craft beer target market is mainly composed of men; however, this market is seeing a rise in female drinkers. According to Bart Watson, Brewers Association's Chief Economist, a typical craft beer lover would be a white male, aged 39, highly educated, and with a high income. While this analysis is very accurate, it does not show the bigger picture of the market.

Millennials have led the growth of the craft beer market as they are switching to microbreweries and away from big labels such as Budweiser and Coors. They are young and have a thirst for new and exciting drinking options. Aged between 25-34 years old, this generation perceives craft beer as being tastier and somehow "healthier" than beer from large breweries.

The craft beer consumer is known for not always being loyal to a single brand. While they do have their favourites, they like to explore new breweries and beer styles. However, a U.S. study pointed out an interesting fact: millennials are actually loyal to their favourite microbrewery. In a situation where they have to order a meal and pair it with a beer, they do prefer to order a beer from their favourite brewery.

This group of people appreciates good cuisine and the fusion of different food cultures. They usually go out for dinner 1-2 times a week, which seems like the perfect excuse to catch up with friends or even to have a date night. Their beer drinking habits range from 3-5 times a week. Most of their consumption is at home, however they do enjoy visiting breweries for tastings. Most of the time this tasting will determine if they will also purchase beer to bring home.

They are sports enthusiasts. They love to watch a game with friends, they have their favourite sports team and every once in a while they go to the stadium. But, they are sometimes not active in sports. They might have a gym pass and go cycling or for a hike sometimes, but that is it.

Highly involved in community news, they know everything that is happening and they support local products. As an example, they would probably share a petition against animal testing on their social media, but they would not join a public demonstration.

They are professionals and have a very busy agenda. As a result, time matters for them. Some of this group are still in school, which makes time even more precious.

This is the generation that is most involved in social media. They own a smartphone and all their life is there. Appointments, contacts, shopping list, everything. They have profiles on the most popular social media platforms, but they do not post as much. They are more watchers. They know what is happening in the world and their friends' lives and they randomly comment on it.

As a consuming behaviour they go online to read reviews about whatever they are interested in. It could be a restaurant, a new gadget, or a trip. They believe in online reviews and these reviews will decide either yes or no for their possible purchases.



In the picture above are Leah Heneghan, Paul Kamon, Chris Bjerrisgaard, and Tyler Olson – friends and founders of VCBW. Picture retrieved from: <http://www.straight.com/food/699911/vancouver-craft-beer-week-grows-stays-true-roots>

3 CAMPAIGN TACTICS

The campaign will utilize the website, social media, direct mail, direct e-mail and media advertising. The following tactics will be used to help market the Vancouver Craft Beer Week.

3.1 Website

- Creation of landing page to promote the event and link e-mails and direct mail to it.
 - Different codes will be added to email and direct mail for tracking purposes.
- Improvement of website by adding social media buttons, e-newsletter subscription and an about us section.

3.2 Social Media

- Promote the event through social media channels using Facebook, Instagram and Twitter.
 - Display social media ads on each channels if budget allows.
- Partnership with influencers in BC – follow influencers on Twitter and Facebook. Retweet and share some of their post and generate conversations with them. That will encourage influencers to talk about the event and give it visibility among their followers.
 - Top craft beer influencers in Vancouver to follow: Rebecca Whyman, Kevin Wood, Mike the Beerrater, Distance Sept.
- Create a Groupon campaign. This is just in case the number of tickets sold were not enough and will only be used if necessary to fill up the event.
 - The campaign will be implemented 2 weeks from the beginning of the event.
- Develop a Facebook giveaway campaign to generate buzz about the event
 - The participants have to follow the Facebook page.
 - When the page achieves a certain number of likes it will run a giveaway
 - In order to be eligible to participate in the campaign the person must share a post about the event that will be hosted in VCBW Facebook.
 - The winner will win free weekend pass.

3.3 Direct Email

- Co-op Email marketing. There will be more details in the List section as to segmentation and where the lists were taken from.
 - The email will have the following content: event description, features/benefits/differential, photos and videos of previous editions. Clear and consistent CTA's (driving public to the "buy tickets" landing page).
 - E-mails will be sent through MailChimp
 - The e-mail delivery will be based on the list segmentation. (Check list segmentation outlined in section four).
 - First email delivery will be sent 5 months before the event starts.
 - Every month before the event start, it will be sent a reminder e-mail for those who have not purchased the ticket.

3.4 Direct Mail

- Deliver the mail to the potential prospects according to a list segmentation; further elaboration on this point in the List section. Some of the elements considered to segment the list are outlined below.

- Postal code and demographic analysis
 - Live 100km² around the event location.
 - Mail will be sent 5 months earlier the event
 - On the landing page for direct mail there will be a “send me a reminder” email sign-up
 - Email reminder will be sent a month earlier the event.
- Addressed and personalized mail, featuring the event benefits, attractions, and with clear and consistent CTA's (driving public to the “buy tickets” landing page).

3.5 Media Ad

- Invite specialized media columnists and blog influencers to a sneaky peek of the event. The purpose of this tactic is to generate free media coverage and buzz about the event.
 - Press Kit with all event's information summarized.
 - Send media Advisory for upcoming event 2 weeks before
 - Free media pass for the first day of event.
 - WestEnder, Vancouver Sun, The Growler, Georgia Straight, Metro Vancouver, 24 hours, The Global, City TV, CBC, Craft Beer Club, What's Brewing, Taste Magazine, Vancity Buzz, Miss 604.

4 LISTS

According to the Direct Marketing Association, direct mail boasts a 4.4% response rate as opposed to the 0.12% response rate for email (Direct Marketing News, 2012). There is a remarkable difference though between the types of direct mail and their respective response rates. The chart in appendix I shows a further breaks down the spread of response rates.

It is clear that response rates for direct mail when using a house list are much higher when one uses a house list versus a prospect list.

In 2015 Vancouver Craft Beer Week sold approximately less than 10,000 tickets for the two-day event. Unfortunately, it is unclear as to how this can be broken down as there are 6 different ticket options (depending on which day(s) you go and if you want early entry) and we don't know where the tickets were purchased (either online or at the event). For 2016 they want to get 10,000 attendees at the event. Ideally, our event would be able to solely use a house list compiled of past attendees or of people who signed up to receive more information.

4.1 Past Attendees

Source: House List

This list will be an email list that was taken when past attendee's bought tickets online. According to Walker of EventBrite (2015), a UK based event production company, less than 20% of tickets for paid events are bought at the door. Therefore, of the 8500 tickets sold last year approximately 6,800 were not bought at the door. As ticket sales are only online, each purchase has an e-mail address. For simplicity's sake we will assume that each ticket was bought separately we have 6800 email addresses for past attendees.

Because these are past attendees who have had past interactions with us we can safely assume that we will have a much higher response rate with this list. With 6,800 prospects and a response rate varying between 8-15% depending on how many times they've been to the event before. This list can be further divided based on how often they have attended. The list will be divided evenly into three different attendee groups. We are aware that this isn't accurate as the attendee group would be much smaller than the rest but for the sake of the exercise and simplicity we have divided it evenly.

A) 1-2 past events attended: 2267 addresses with a response rate of 8% = 181.36

B) 3-4 past events attended: 2267 address with a response rate of 10% = 226.7

C) 5+ past events attended: 2266 addresses with a response rate of 15% = 339.9

Ergo, the total expected number of responses for the entirety of "Past Attendee" list is 748 people.

4.2 Destination Craft Beer Event

Source: Infogroup

This group was chosen with a large geographical base. This is because according to beermebc.com's survey results, 61% of respondents will be travelling more than 100km to go visit a brewery. This indicates that craft beer/breweries are becoming a tourism destination to some. Ergo, this list segments these people to find those who also see this event as a 'weekend away' tourist event that they can go to. The age range will be the same as our target market, ages 26-42 and male gender. The income level was set at over 50,000. This was chosen to reflect the concept of this being a destination event and people traveling to come to it. We further segmented using Environics Analytics Prizm CE2 to target those in U1, S2, U3, U4 and U6; Ideally we would have further segmented under those classifications to choose S2-16 but this site would not allow us. We also chose people who are Caucasian; this was decided as

according to surveys the vast majority of craft beer drinkers identify as 'white'. Finally, we segmented by choosing mailing addressed that had either full names or initials and only one contact per household.

This gave us a possible 10,328 leads. See Appendix II for an infographic by Infogroup.

The response rate that we will be using for this group is 2.5%. This response rate was from the chart in Appendix I with a prospect list response rate for letter-sized direct mail. Thus, we can expect 132 people to respond.

4.3 Craft Beer Aficionado

Source: Partnership with Craft Beer Club

Craft Beer Club is an online paid membership club that mails out craft beer samples once a month to its members. According to their website, there have 3000 members in greater Vancouver. They do not say how many subscribers to their newsletter they have but this is fine as we want a list from them that has both a mailing list and an email list. Due to the factors of this being a prospect list, it is very specific to our target audience and we will be reaching them by direct mail and by email, we are assuming a response rate of 3% is accurate.

With 3000 in a list and a response rates of 3%, we would have 90 people respond.

5 LIFETIME VALUE & OFFERS

5.1 Lifetime Value

The LTV will be calculated for two different LTV's as there are two possible ticket prices; those who come for one day only and those who buy the weekend pass. As it is an annual event, the tickets are only bought once a year.

$$35 (\$) \times 3 (\text{years}) = \$105$$

$$93 (\$) \times 3 (\text{years}) = \$285$$

The "Destination Craft Beer Event" list is using an LTV of \$285. As it is targeting the "Destination Craft Beer Event" list as a tourist event they will have to travel and the vast majority would agree that travelling to an event for only a single day - and not two - would seem silly and time wasting. Also, the offer proposed to them is focused on them purchasing the full weekend pass, it may be safe to assume that these people will have a LTV of \$285.

The LTV of \$105 will be used for the "Craft Beer Aficionado" list. In addition, this LTV of \$105 will also be used for the house list. This was chosen due to the fact that though these are loyal and returning customers, and live in Vancouver so unlike the "Destination Craft Beer Event" people they are not forced to travel to attend. Though it should be noted that those who have attended the event for more than 3 years will probably buy the full passes. Without supporting data from the internal list, this cannot be proven; thus the choice of giving them a LTV of \$105.

5.2 Offers

5.2.1 Past Attendees – Direct Email

The house list it will be sent 3 different offers according to each segment:

- A. 20% off when you buy two or more full weekend passes
- B. 15% discount when they buy two or more full weekend passes
- C. No offer needed. They treat this event as an annual event. They should still receive a 'reminder' email saying that the event is coming up and we'd love to see them.

5.2.2 Destination Craft Beer Event – Direct Mail

For those who purchase before March 1st they will receive 3 extra drink tokens

- Direct mail will be first sent on February
- Due to costs it will be sent only once
- If they sign-up for more information on the landing page it will be send out an email two months before the event with a hotel offer inside
- They also have the option of signing up for a 'remind me' e-mail which will also be sent out 2 months before the event with the hotel offer inside.

Hotel Offer - Accent Inns

- Sent two months before the event
- As Accent Inns is a sponsor of VCBW so this gives them the ability to gain revenue. This email will be sent from us as a reminder to buy tickets; as they have signed up to receive a reminder email when they went to the landing page after receiving the previously sent

direct mail. The majority of the content however will be curated by Accent Inns and they will include their own promotional offer for those who book rooms with them. This offer will be completely up to them. This offer targeted at this list as they are considered the “tourist/destination list” ergo they will need to book a hotel room.

5.2.3 Canada Craft Club – Direct Email

The offer for this list will be that they will receive 10% off tickets when they forward the event’s email to a friend. They will click on a “send to friend” link within the email.

- When directed to the landing page they need to put in their friends’ email
- Email will be generated/sent by VCBW; pop up will appear saying “thanks for forwarding this email to your friend! Your 10% off code will be sent to you shortly”
- Email sent with a code to redeem: FRIEND10 plus an exclusive number

Interactivity Trivia

This too will be send out via e-mail to the Canada Craft Club as a fun e-mail to help boost excitement for the event. In addition, the intention behind this trivia is to gather information that will help out to know better the behaviour/preference of the event’s attendees. It will only be sent out to those who did not previously purchase tickets.

- 15% off weekend ticket offered when answering the questionnaire
- Link redirecting to trivia on the event’s website
- 3 questions about beer flavours, brand, personal preferences about beer consumption -
- When finished answering the questions the respondent will receive a personal code to redeem their discount prize

6 TESTING & MEASUREMENT

Tactics	Measure
Landing Page	Total traffic Traffic generated from e-mail Traffic generated direct mail Number of Users Bounce Rate Average time per session Pageview's Traffic generated from social media Number of tickets sold (Conversions)
Facebook	Number of Followers Number of Likes, Shares and Sentiment of the comments Traffic generated to the Landing Page Popular Post Facebook Ads CTR (Link to the landing page) Conversions (Tickets purchase)
Twitter	Number of Followers Number of Re-tweets Traffic generated to the Landing Page Popular Tweets Tweets Ads CTR (Link to the landing page) Number of tickets sold (Conversions) Number of mention by Influencers
Instagram	Number of Followers Number of likes and shares Traffic generated to the Landing Page Popular Post Instagram CTR (Link to the landing page) Number of tickets sold (Conversions)
E-Newsletter	Number of subscriptions Traffic generated to the Landing Page Number of tickets sold (Conversions)
Groupon	CTR Number of tickets sold (Conversions)

Tactics	Measure
Direct E-mail	Delivery Rate Open Rate CTR to the landing page Number of tickets sold (Response rate) Net Profit ROI
Direct mail	A/B Test Delivery Rate CTR to the landing page Number of tickets sold (Response rate) Net Profit ROI
Media Ad	Visibility (Number of media that published about the event)
Post event	Number of people who attended the event (Comparison vs previous year) Net Profit ROAS

7 TIMELINE

The following is a blocking chart of the timeline for the VCBW.

	VCBW		ACTIONS	FREQUENCY	November-15	Dec-15	January-16	February-16	March-16	April-16	May-16	June-16
		#										
ONLINE	WEBSITE	1	Website Improvement Add social media buttons	1 month earlier the Campaign start								
		2	Create Landing Page	The first two weeks on January								
	Direct Mail and Email	1	Deliver the mail for three lists established	Five months earlier the event								
		2	Send a reminder email for people who signed land page	Start two months before event; for those who signed up/ haven't purchased (1 email per month)								
		3	Addressed and personalized mail	1 month earlier the Campaign start								
		4	Destination Craft Beer Event - list direct mail	Will be send on february								
		5	Hotel Offer- email	Send two months before the event								
		6	Canada Craft Club - Direct E-mail	Send three months before the event								
	SOCIAL MEDIA & ADDS	1	Facebook posts - Diverse content	2 posts per week / Start on January								
		2	Instagram posts - Diverse content	2 posts per week / Start on January								
		3	Twitter posts - Diverse content	3 posts per week/ Start on December								
		4	Follow partnerships in social media	Start 2 months before the campaign								
		4	Re-tweet and share some of the partnership posts	Start 2 months before the campaign								
		5	Develop a Facebook giveaway campaign	Start 3 months before the event								
OFFLINE	Media Ad	6	Create a Groupon Campaign	2 weeks before the event								
		1	Send a press kit with all event summarized	1 month before the event								
		2	Free media pass for the first day of event.	1 month before the event								
		3	Send a media advisory for upcoming event and free media pass	2 weeks before the event								

To see a larger version of this chart, please go to Appendix III.

8 BUDGET



The following figure is the proposed budget for Vancouver Craft beer Week.

Craft Beer Campaign Budget				
	Category	Estimated Cost per Unit	Estimated Quantity	Total
Direct Mail and Email	Past Attendes List 1	\$0,38 per piece	6,800	\$2,584.00
	Destination Craft Beer Event- List 2	\$0,38 per piece	50,000	\$19,000.00
	Craft Beer Aficionado- List 3	\$0,38 per piece	3,000	\$1,140.00
	Total List Cost (direct mail)	\$100 per 10,000 names	53	\$53.00
	Grafic Design (lemail and mail layout)	\$6,000.00	1	\$6,000.00
	Copywriting	\$900,00	1	\$900,00
	Printing mail pieces	\$12,000.00	60,000	\$12,000.00
	Mail shop processing for mailing	\$4,500.00	1	\$4,500.00
	Programing	\$200.00	1	\$200.00
Website	Website look and feel	\$10,000.00	1	\$10,000.00
	Landing Page	\$5,000	1	\$5,000.00
Media Ad	Press Kit	\$5,00 per piece	100	\$500.00
	Free Media Pass	\$ 10,00 per ticket	100	\$1,000.00
TOTAL				\$115,824.00

9 CREATIVE SAMPLES

9.1 Landing Page 1 – Buy Tickets

Link for the Landing page: <https://vcbw.wishpond.com/landing-page-1733120/>

 
VANCOUVER
CRAFT BEER WEEK

Join us for 10 days of the finest ales, tastiest lagers, great food, and the biggest beer festival Western Canada has ever seen, now featuring 12 amazing music acts ready to kick the summer off with a bang. Tickets to all events are extremely limited so get yours now before they're all gone. And don't forget to use your promo code!

WEEKEND PASS	GATE CRASHER	GENERAL ADMISSION
\$95	\$40	\$35
One ticket for all 3 days that gets you Gate Crasher entry times, your express entry on June 4th & 5th, and your taster mug!	One hour early entry into the festival grounds to get your lips on the beers you want before the crowds!	Includes entry to the festival and your taster mug.
GRAB YOUR BEER	GET IT NOW	BUY NOW

All festival ticket includes entry to the festival and your taster mug. All beer and cider samples are additional. All samples are 4oz and cost 1 token, tokens are \$1.50 each.

CHECK OUT THE EVENT

This year's VCBW Festival will showcase 100+ breweries & cideries pouring 350+ craft beers & ciders from across the globe, the U.S Brewers Association section with craft beers never before seen in Canada, and 3 days of music featuring 12+ bands on The CFOX Mainstage, Mark Woodyard & Friends on the Bullfrog Power Stage in the Not So Secret Garden, and djs from Donnelly Taverns on the Lamplighter Stage.



Meet all breweries



Check out the line up



Follow us on Social Media

HANACH

© Your Name. All rights reserved.

9.2 Landing Page 2 – Share with a friend

Link for the Landing page: <https://vcbw-share.wishpond.com/landing-page-1736063/>



contact@vancouvercraftbeerweek.com | 778-887-9988

Share the VCBW event
now to generate your
discount code

Simply fill out the form below.

Your name

Your Email

Your friend's name

Your friend's Email

SHARE NOW!

* We don't share your personal info with anyone.

Share with a friend.
Get a discount!

Share the Vancouver Craft Beer Week event with a friend and get 10% OFF on your purchase. After you fill out the form and send, a code will be generated. The code can be used one time in the purchase of any pass. Tickets to all events are extremely limited so get yours now before they're all gone!

About the Vancouver Craft Beer Week Festival

This year's VCBW Festival will showcase 100+ breweries & cideries pouring 350+ craft beers & ciders from across the globe, the U.S. Brewers Association section with craft beers never before seen in Canada, and 3 days of music featuring 12+ bands on The CFOX Mainstage, Mark Woodyard & Friends on the Bullfrog Power Stage in the (not so) Secret Garden, and live music & djs from Donnelly Taverns on the Lamplighter Stage. The VCBW Festival is back with a vengeance!

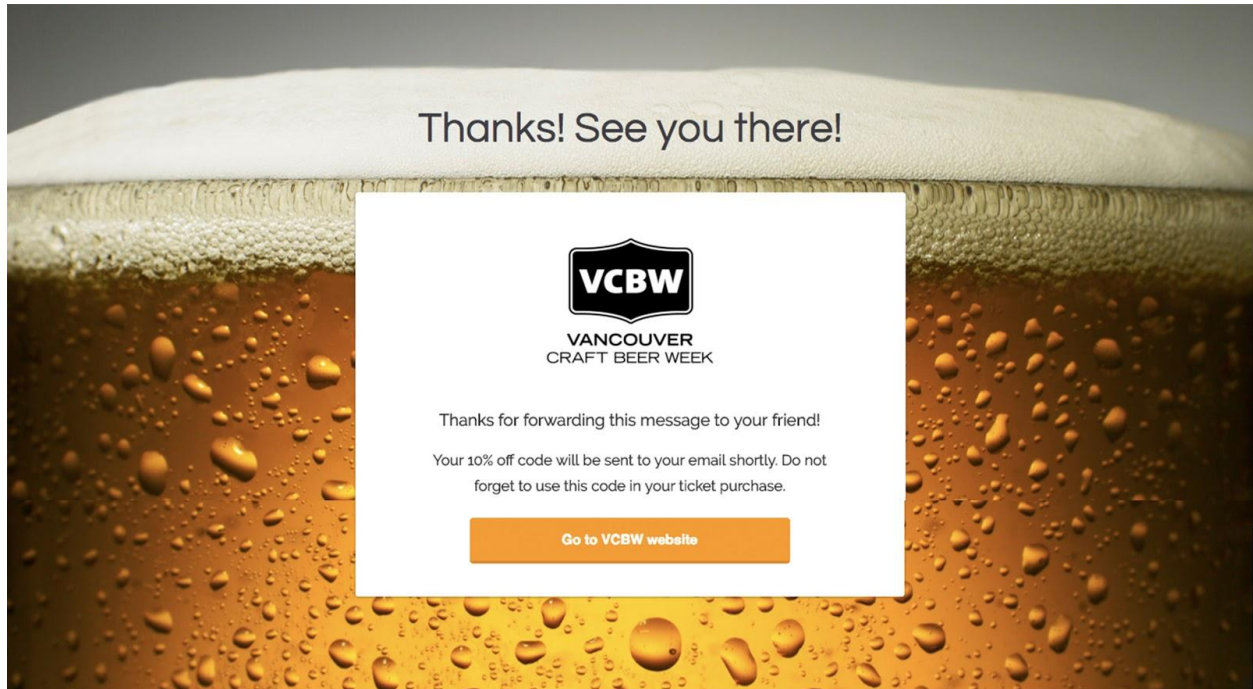


[See more about the VCBW](#)

9.3 POP UP “Thanks” page

This is the page that follows the above page if the user chooses to ‘share with a friend’.

<https://vcbw-share.wishpond.com/landing-page-1736063/participated>



9.4 Email Marketing 1 – 10% off



Invite a friend and get 10% off in your ticket

Want to enjoy the festival with the largest number of craft beers in Vancouver with your friends and a discount on your ticket? It's simple, click on the link below and share the event with a friend. Use the code that was generated for the online purchase of your ticket with 10% off. See you there. Cheers.

Share now and get 10% OFF

Follow us on social networks to stay on top of news and promotions.



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Our mailing address is:

1122 Granville Street, Vancouver, BC. V1F3G4.

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

9.5 Email Marketing 2 – 20% off



Save 20% on VCBW full weekend passes

We were very happy with your presence in the previous edition of the **Vancouver Craft Beer Week** and would like to offer you a special and exclusive promotion. Get a 20% OFF on the purchase of two or more full weekend passes. This is an exclusive promotion for you but with limited time. Click on the link below and buy now with discount. See you there. Cheers.

[BUY NOW WITH 20% OFF](#)



Follow us on Social Media to stay on top of news and promotions

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Our mailing address is:
1122 Granville Street, Vancouver, BC. V1F3G4.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

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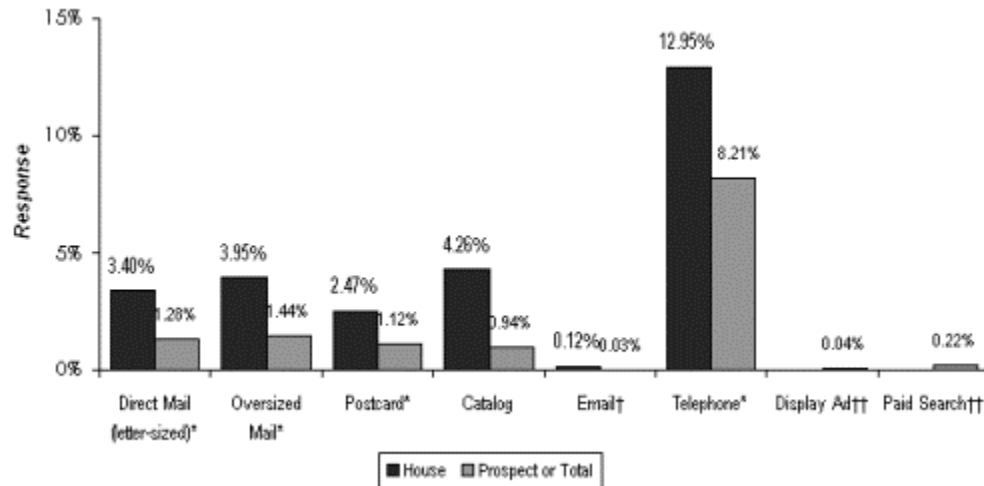
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Appendixes

Appendix I




Direct mail response rates by category and list type (Direct Marketing News, 2012)

Appendix II



Business Lists						Consumer Lists		My Account	
Geography	Demographics	Family & Home	Lifestyle	Exclusive	Review & Checkout				
						Continue to Checkout			
Congratulations! Your list is ready to be built.									
To change or add search criteria, click on the category title links.									
Marketing Campaign Edit									
Marketing Type									
Mailing List									

**You currently have:**
10,328 Leads
[Update Count](#)
[Clear Criteria](#)

Additional Options:
[Save Search](#)

Infogroup final page on number of possible leads after chosen segmentation

Appendix III

Timeline blocking chart

	VCBW		ACTIONS	FREQUENCY		November-15	Dec-15	January-16	February-16	March-16	April-16	May-16	June-16
	#												
ONLINE	WEBSITE	1	Website Improvement Add social media buttons	1 month earlier the Campaign start									
		2	Create Landing Page	The first two weeks on January									
	Direct Mail and Email	1	Deliver the mail for three lists established	Five months earlier the event									
		2	Send a reminder email for people who signed land page	Start two months before event for those who signed up / haven't purchased (1 email per month)									
		3	Addressed and personalized mail	1 month earlier the Campaign start									
	Direct Mail and Email	4	Destination Craft Beer Event - list direct mail	Will be send on february									
		5	Hotel Offer - email	Send two months before the event									
		6	Canada Craft Club - Direct E-mail	Send three months before the event									
		1	Facebook posts - Diverse content	2 posts per week / Start on January									
	SOCIAL MEDIA & ADDS	2	Instagram posts - Diverse content	2 posts per week / Start on January									
		3	Twitter posts - Diverse content	3 posts per week / Start on December									
OFFLINE	Media Ad	4	Follow partnerships in social media	Start 2 months before the campaign									
		4	Re-tweet and share some of the partnership posts	Start 2 months before the campaign									
		5	Develop a Facebook giveaway campaign	Start 3 months before the event									
		6	Create a Group on Campaign	2 weeks before the event									
		1	Send a press kit with all event summarized	1 month before the event									
		2	Free media pass for the first day of event.	1 month before the event									
		3	Send a media advisory for upcoming event and free media pass	2 weeks before the event									