



In Collaboration With



THE MIDWEST'S OG
FUNCTIONAL BOTTLE SHOP
& NON-ALC TAPROOM

504 MAIN STREET
LAFAYETTE, IN 47901

Sip Happens: *The Rise of Alcohol-Free Cool on Campus*

Meet The Brand AND What They Do?



Midwest's first non-alcoholic
bottle shop, based in
downtown Lafayette.

They offer **150+ zero-proof
beverages**—from craft beers to
CBD-infused drinks—
designed for **sober-curious
students and health-
conscious consumers.**



Cracking the Campus Code: What's Holding GenNA Back?



Midwest Pioneer

While being first gives a market edge, **lack of category awareness** in the region creates a need for **continuous education** and **brand legitimacy**. Many consumers still associate "drinks" with alcohol by default.



Proximity Drop-Off

GenNA's food trucks on campus get great student response, but the downtown Lafayette store sees less footfall. It's likely due to **distance from campus**, making in-store visits inconvenient despite high interest during pop-up events.



Unclear Market Size

With GenNA being a niche concept, a **structured market survey is needed** to understand how many residents in **West Lafayette and Lafayette** are genuinely interested in **CBD-infused, alcohol-free, and wellness-oriented drinks**—a prerequisite for growth planning.

Turning Clicks into Customers: How our Campaign Drives Real Impact

01

Addressing Awareness Gaps

Targeted Purdue students directly on Instagram — where they spend time — helping bridge the brand recognition gap for this niche, emerging category.

Tested different ad narratives (Hedonic vs. Utilitarian) to determine which **resonates most** with Gen Z students and **motivates real action**.

02

Reframing the Message

03

Driving Store Visits

Encouraged conversions via a **“Free Sampler” CTA**, designed to overcome friction caused by the store’s **physical distance from campus**.

04

Matching Student Psychology

Aligned messaging with **academic identity and self-improvement**, responding to student values like **wellness, focus, and performance**.

05

Informing Strategic Planning

Generated early signals and behavior insights to help **validate the potential market** and guide GenNA’s **future outreach and scaling**

Solo Focus or Social Spark? The Hypothesis Behind the Creatives

Ad A (Functional, Utilitarian)



Solo student enjoying functional benefits.
Focus on productivity and wellness.

H_0 : The social appeal (Ad B) would have Same CTR as focus (Ad A).

H_a : The social appeal (Ad B) would have a different CTR as focus (Ad A).

Ad B (Social, Hedonic)



Group setting highlighting fun and shared experiences. Emphasizes social benefits.

The **Right** Audience, The **Right** Spend



Target Audience



Primary Segment: Gen Z students located in West Lafayette, Indiana



Psychographics:

- Sober-curious and Wellness Focused
- Value Functional benefits like focus, energy and relaxation
- Seek alternatives to alcohol for health, academic, or lifestyle reasons



Proximity: Campaign targeted users within 25 miles of campus



Key Insight: Students were more responsive to individual benefit appeals (e.g., academic focus, functional ingredients).



Campaign Setup



Duration: 10 Days (April 2025)



Total Budget: \$100

- Ad A (Functional Focus): \$50
- Ad B (Social Focus): \$50



Platform: Instagram (Feeds, Reels, Stories, Explore)



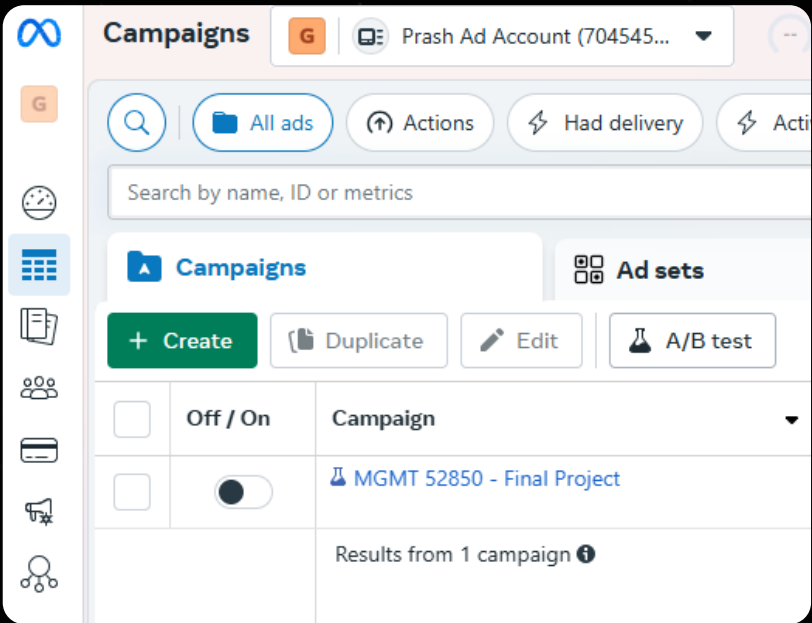
\$100 total (\$5/day per ad variant), CPC-optimized



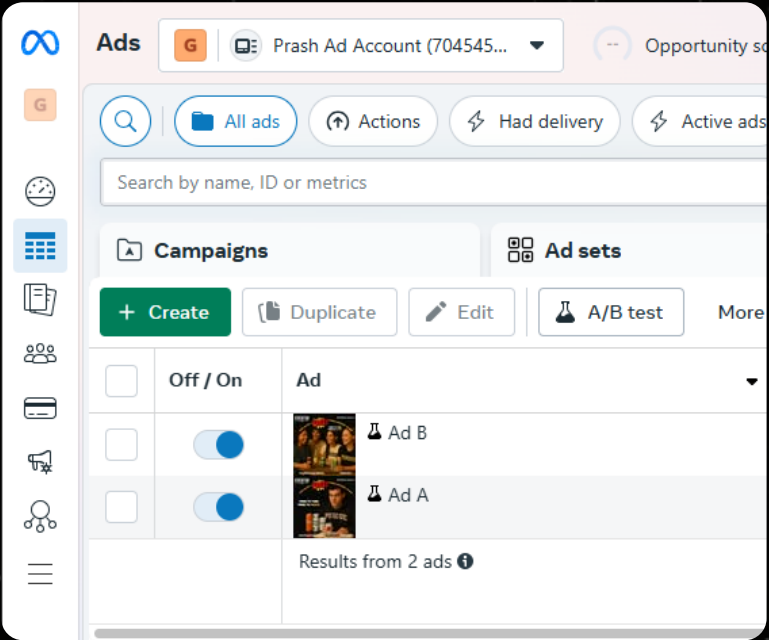
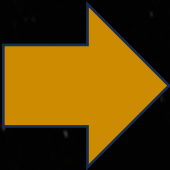
Target Filters:

- Age: 18-50
- Interests: Non-Alcoholic drinks, health & wellness, student life, Purdue University
- Devices: Mobile Users Only

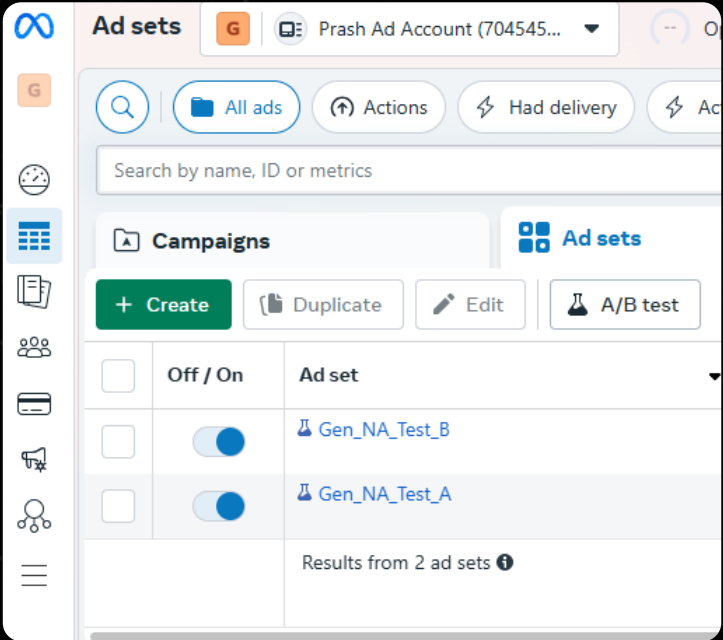
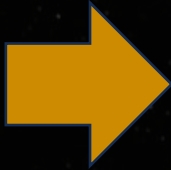
Campaign Structure



1 Campaign



2 Ad Versions



2 Ad Sets

The Response Window: How Users Engaged with Our CTA

Claim Your Free Sampler Pass!

B *I* U ↗ ✕

Available **EVERY** Friday till 1 May 2025
Event Address: 504 Main Street, Lafayette, IN 47901
Contact us at 7652332366

Try the best zero-alcohol and functional (CBD, Kava & Shrooms...) drinks in town – functional, flavorful, and totally FREE. Join us this Friday at Generation NA for a tasting session you won't want to miss.

Description (optional)

Full Name *

Short answer text

Are You 18 or Above? *

☐ Yes

☐ No

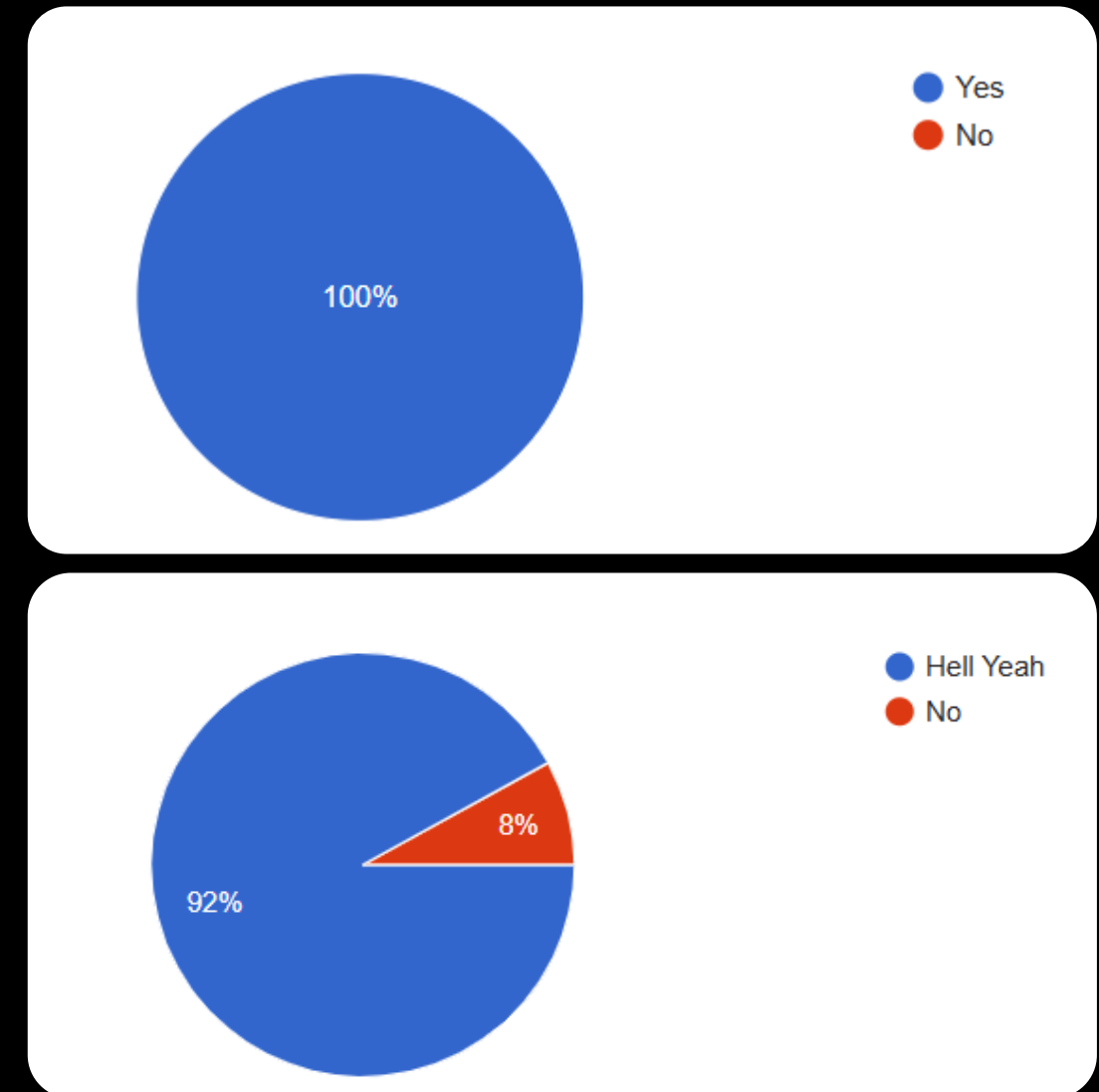
Are you a Boilermaker?

☐ Hell Yeah

☐ No

Form Purpose

📅 This quick form served as our primary **call-to-action**, collecting essential details to confirm event eligibility and student status for the **Free Friday Sampler**.

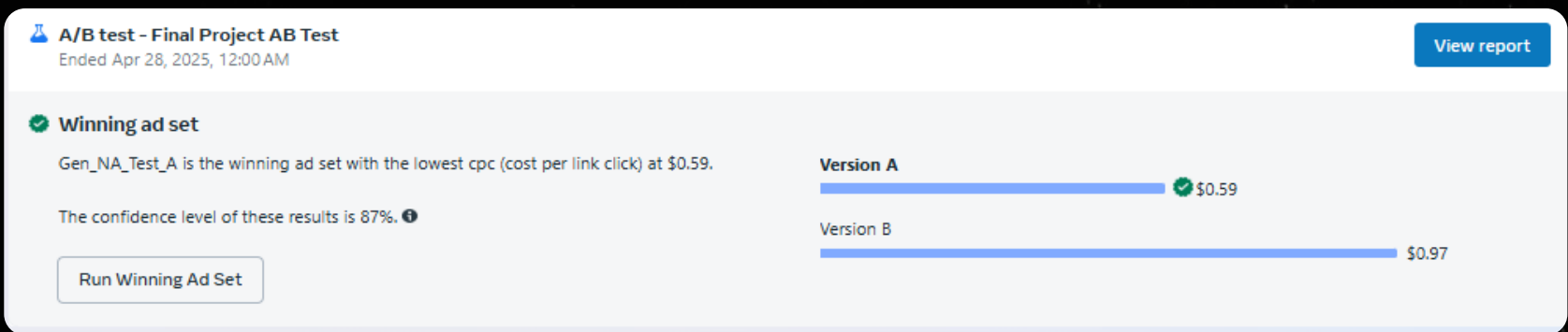


What We Learned

✅ **100% of respondents were 18+**, confirming age

🧠 **92% Purdue Students** showed strong alignment with our **target psychographic: wellness-curious Gen Z**

Results and Interpretation



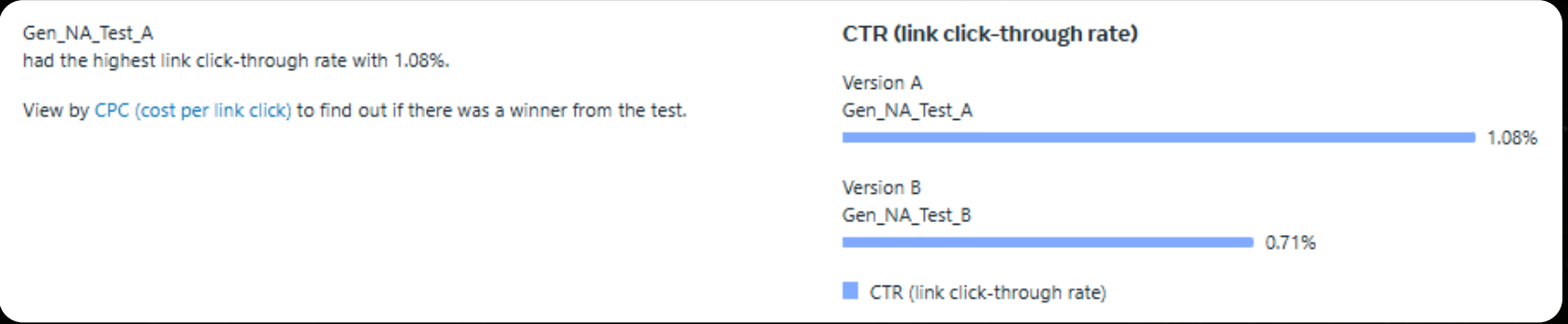
Engagement and Interest

Ad A saw higher engagement (2.3% vs. 1.5%) and CTR (1.07% vs. 0.74%), showing that functional, individual benefits resonated better with audience



Conversion Effectiveness

Ad A not only drove more traffic (88 clicks vs. 57 clicks) but also converted at a higher rate, suggesting that the functional benefits created stronger motivation to attend the event.

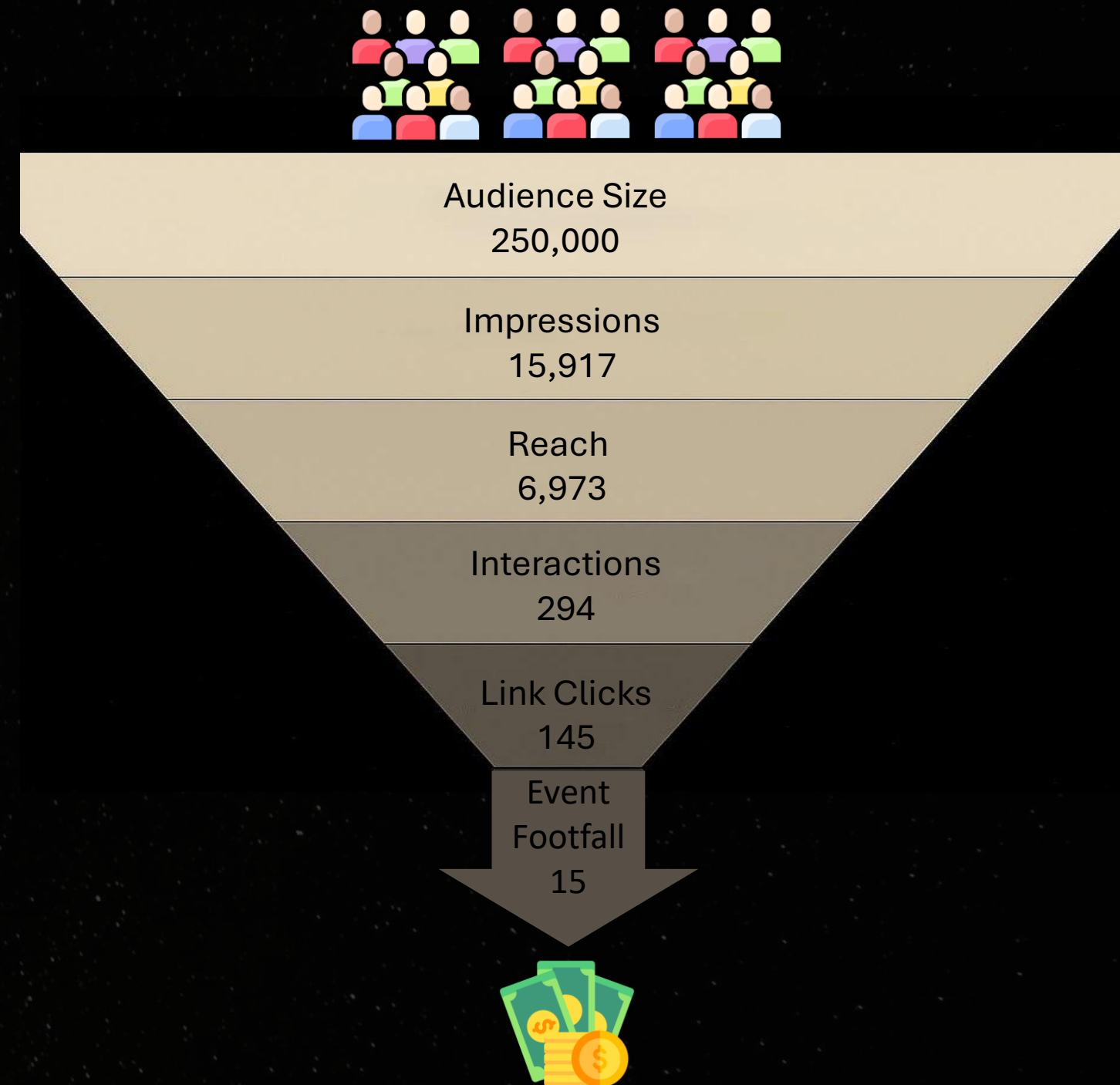


Efficiency

Ad A was more cost-effective with a CPC of \$0.60 compared to Ad B's \$0.92, resulting in a much lower CPA.

Conversion Funnel

- We targeted **250,000 people** were through Meta's ad platform
- Generated **15,917 impressions** at a low cost of **\$0.006 per impression**
- Reached **6,973 unique users**, with a cost per reach of **\$0.014**
- Secured **294 engagements** across both ads (**\$0.34 per engagement**)
- Achieved **145 link clicks** to the landing page (**\$0.72 per click**)
- Collected **25 form submissions** from interested users (**\$4 per submission**)
- Drove **15 verified in-store visits**, with a cost of **\$6.70 per attendee**



Key Findings and Insights

Untitled report

generation_naxpurdue

1 Ad account

Had delivery Search by name, ID or metrics

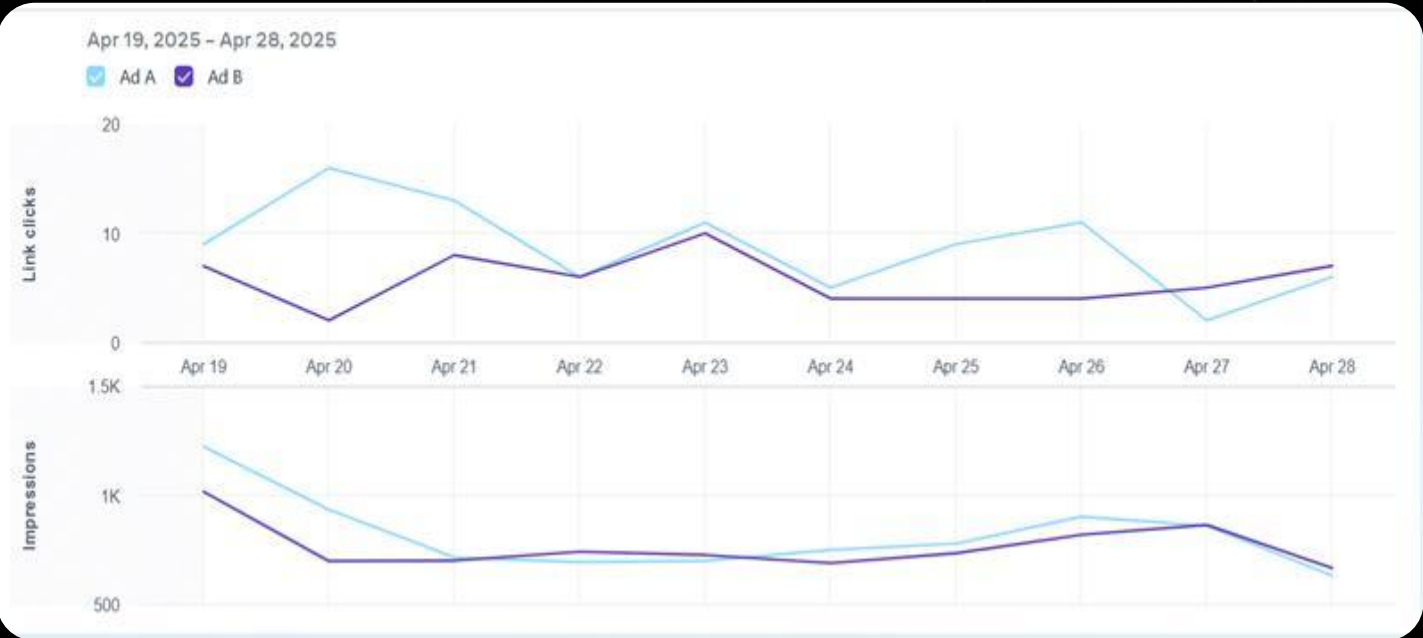
Pivot table Ungroup breakdowns

Account name	Placement	Reach	Impressions	Frequency	Amount spent	Attribution setting
Prash Ad Account	All	6,973	15,917	2.28	\$105.00	7-day click or 1-day view
	Instagram Reels	3,578	6,607	1.85	\$42.34	7-day click or 1-day view
	Feed	2,516	4,618	1.84	\$32.75	7-day click or 1-day view
	Instagram Stories	2,478	4,494	1.81	\$28.66	7-day click or 1-day view
	Explore	172	194	1.13	\$1.23	7-day click or 1-day view
	Explore home	—	4	—	\$0.02	7-day click or 1-day view
Total results		6,973	15,917	2.28	\$105.00	7-day click or 1-day vi...
6 / 6 rows displayed		Accounts Center accounts		Per Accounts Center account		Total spent

Ad A Insights

Early Spike & Volatility: Peaked at ~15 link-clicks on Apr 20 from ~800 impressions (CTR \approx 1.9%), then fluctuated between 6–13 clicks thereafter.

Mid-Campaign Lull: Dipped to 6 clicks on Apr 24 and just 4 clicks on Apr 27 despite ~600 impressions- sign of ad fatigue.



Ad B Insights

Steady Engagement: Hovered in a tighter band (5–11 clicks) with a peak of ~11 on Apr 23 (700 impressions; CTR \approx 1.6%).

Late-Campaign Uptick Modest rise in clicks toward Apr 28 as impressions ticked back up.

Key Findings and Insights



Ad A - Demographic Insights

Age: Over 80% of its 81 link-clicks came from 18–24 year-olds (≈65 clicks), with negligible traction beyond 25, suggesting its messaging strongly resonates with the youngest cohort but fails to engage older segments.

Gender: Clicks skew heavily towards male (≈65 vs 15 female), signaling a need to tweak creative or targeting to boost female engagement.

Ad B- Demographic Insights

Age: Roughly 60% of its 47 link-clicks also came from 18–24 year-olds (≈35 clicks), with a healthier tail in 25–34 (≈12 clicks) indicating broader age appeal than Ad A.

Gender: Clicks leans towards female (≈32 vs 15 male), showing this variant resonates more with women; consider shifting budget toward female-heavy audiences and testing tweaks for male viewers.

A vertical photograph on the left side of the slide shows a person in silhouette climbing a steep, orange-brown rock face. The climber is positioned about halfway up the frame, with their body angled towards the left. The rock face is textured and has a warm, golden-orange glow, possibly from low-angle sunlight. The background is dark, making the illuminated rock face stand out.

Challenges and Limitations

Ad Rejection Due to Content Guidelines

Meta flagged ads mentioning “alcohol” or “non-alcoholic,” causing delays, multiple revisions limiting how clearly, we could describe the product category.

Narrow and Specific Target Audience

Targeting only Purdue students limited reach, reduced data for analysis, and made findings harder to generalize beyond campus.

Form Drop-Offs and Tracking Limitations

Some forms were incomplete, and store visits couldn’t be fully tracked without user confirmation.

Brand Awareness Baseline Was Very Low

Low brand awareness led to confusion or skepticism; stronger pre-campaign buzz was needed.

Recommendations & Next Steps

Emphasize Functional Benefits

- Highlight ingredients, focus, and wellness advantages. Connect products to academic success.
- Use academic or study-related visuals to reinforce the connection between product use and improved student life outcomes.



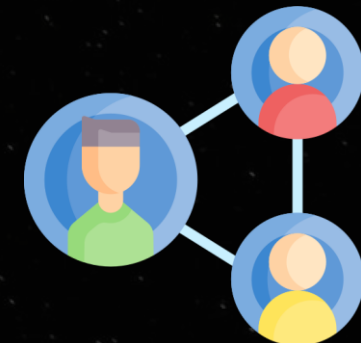
Test Multiple Platforms

- Expand future testing to TikTok and Snapchat, which are widely used by college students.
- Run retargeted ads to re-engage users post-click and encourage them to complete the desired action.



Introduce Referral Incentives

- Leverage peer influence by allowing users to invite friends for perks (e.g., “Bring a friend, get a free sampler pack”).
- Coupons for attendees to bring a friend for an additional discount on the next visit.





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