



# WILD PROVISIONS

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Prepared for

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IMC Group Project - Written Plan

# Positioning Statement & Creative Brief

For our buyer personas, Corporate Caroline and Sam the Social Media Blog Star, Wild Provisions is a craft brewery that offers artful products and focuses on their tasteful customers, providing a sense of community through their brewing techniques and clean-cut atmosphere.

Business problem being solved	Low traffic in the taproom
Communication purpose	Communicate the highly desirable experimental brewing processes and modern feel that Wild Provisions has to offer
Target Market	28-33 year-old Males, invested in the craft beer community 40-52 year-old Females who work a corporate job in the surrounding area
What we want the audience to do	We want the audience to visit the taproom, taste the beers, and enjoy the atmosphere
Single most compelling idea to recover	Wild Provisions takes immense pride in their brewing process and the experience that customers have in their taproom
Personality and style we want to convey	Specialized, clean-cut, contemporary, inventive, collaborative
Deliverables	Posters, flyers, social promotion posts, beer influencer posts, tasting events, display content, native content, and reviews



# Executive Summary

Wild Provisions brewery needs more people walking in the door. This is a great problem to have, especially with such a desirable product such as the unique lagers and wild sours that they have been perfecting. Our solution to low traffic relies heavily on digital marketing and social media promotion, as well as sales promotion, event marketing, and out-of-home advertising. This coordinated campaign will primarily attract two main consumers that we have analyzed in detail later on in this proposal. Successfully attracting these consumers will build a strong and desirable community that enjoys Wild Provisions' environment and is invested in the technical process that Wild Provisions prides itself on.



# Situation and SWOT Analysis Summary

Wild Provisions is all about offering a premium setting to enjoy their Czech lagers, wild sour beers, as well as a selection of 4 Noses beers on draft. Food trucks are on the property five nights a week so customers can enjoy food as well. Wild Provisions personality is specialized, collaborative, inventive, contemporary, and clean-cut. This leads to their differentiation in product quality, creation of cultural symbols, and focus on their consumer. They opened up during COVID and since then have been battling the factors of COVID regulations and economic factors of market pricing for cans, bottles, and ingredients.



## Competition

Upslope - Close geographic proximity  
Black Project - Like minded brewing processes  
Crooked Stave - Complex artistic beers

## SWOT

**Strengths** - Large and modern taproom, 4 Noses expertise and funding

**Weaknesses** - Limited and variable on tap selection

**Opportunities** - Bottles for sale

**Threat** - Large craft brewing market. The large market could become an opportunity

## Cultural Symbols

Black Bottles - Used to control the beer's exposure to light

Koelships - Large traditional cooling vats used for fermentation

# Marketing & Communications Objectives

## Communication Objective

Our communication objective is to effectively capture and convey the uniquely experimental brewing processes, upscale modern feel, and sense of community that Wild Provisions has to offer. The experience they provide is easily felt when walking through the doors, and needs to be captured in a way that communicates both its simplicity and its complexity.

## Marketing Objective

Our marketing objectives are to increase awareness of Wild Provisions by 70% among our selected target markets in the Boulder area and drive 50% of those made aware into Wild Provisions to experience their offerings firsthand. This is essential to creating a customer base that is driven to Wild Provisions any night of the week whether for happy hour, after work, or for leisure on the weekends.



# Buyer Persona:

## Sam the Social Media Blog Star



### Demographic

- Male
- 28-33 years old
- \$80k/year salary
- Denver, CO

### Background

- Entry-level accounting position at a Denver Business
- Has worked for the same company for 2 years
- Single, no children

### Real Quote

"I love finding new and unique breweries in the greater Denver area that sell a variety of craft beers."



### Identifiers:

- Trendy and In-the-know
- Adventurous and Spontaneous
- Avid, and verified, yelp reviewer
- Frequent user of tinder and hinge

### Goals:

- Grow his beer blog by posting his opinion on unique beers on his Instagram page
- Socialize and meet other people who also have a passion for craft beer and the brewing industry.

### Challenges:

- So many similar breweries in the area
- Many breweries are pursuing similar brewing processes.
- He is looking for something different and interesting.

### How We Help:

- Wild Provisions is a destination brewery and can be easily differentiated from its competitors
- Wild provisions brewing process is unlike any other.

### Common Objections:

- Can only visit breweries on the weekends due to his job
- Researches to make sure each place is worth his time
- Looks for new places versus well known breweries.

### Marketing Messaging:

- Wild Provisions is the perfect destination brewery for a weekend trip. We offer a variety of house made craft beers as well as trendy space to hangout and socialize with friends.

# Buyer Persona: Corporate Caroline



## Demographic

- Female
- 40-52 years old
- \$215k Dual HH Income
- Boulder, CO

## Background

- Sr. Manager, account services
- Has worked at the same company for 7 years, Started as a retail sales consultant
- Married, 3 Children

## Real Quote

"I think the best way to succeed in the office is to create a comfortable community where people can be themselves. I find the best way to do this is to grab a drink and socialize with my team after work hours."



### IDENTIFIERS:

- Family first, considers herself a matriarch
- Values the community wherever she goes whether that's work, the city of boulder, or even local businesses.

### GOALS:

- Create a community within her team at work outside of the office to allow them to become more successful in the office.
- Support more local businesses

### CHALLENGES:

- Hard to balance work-life with family-life
- No good happy hour in the area

### HOW WE HELP:

- Wild Provisions is located in a business park in Boulder, CO allowing people like Caroline to gather with colleagues after work or on breaks and still make it home to spend quality time with their family.
- Wild Provisions is a local business that provides the perfect "lounge" setting to grab a drink with colleagues after work.

### COMMON OBJECTIONS

- Looking for somewhere close to work
- Her family is the main priority when work is over but being able to balance work life is very important to Caroline as well.

### MARKETING MESSAGING:

- Wild Provisions is a unique and trendy brewery conveniently located in the middle of many businesses. We offer a variety of craft beers, catering to many different tastes.

# Allocation of Media Mix Per Channel



## Digital Marketing

We chose SEO to improve native search results when prospective consumers search for local breweries and unique Wild Provisions processes. Yelp was chosen for its honest reviews and trusted user base.

## Sales Promotion

Yelp and Trip Advisor are among the top paid search results when searching for new breweries. To boost reviews, a free taster will be given to any patron who leaves a positive review. Rayback Collective attracts a similar persona to Wild Provisions so we would like to offer a trade discount to Rayback to get the beer in front of more of our target consumer.

## Social Media

Paid and promoted posts on Instagram reach users who use Instagram to tap into the craft brewing community. Influencer marketing will be used to gain credibility with trusted names in the community. @RealAleSharpton

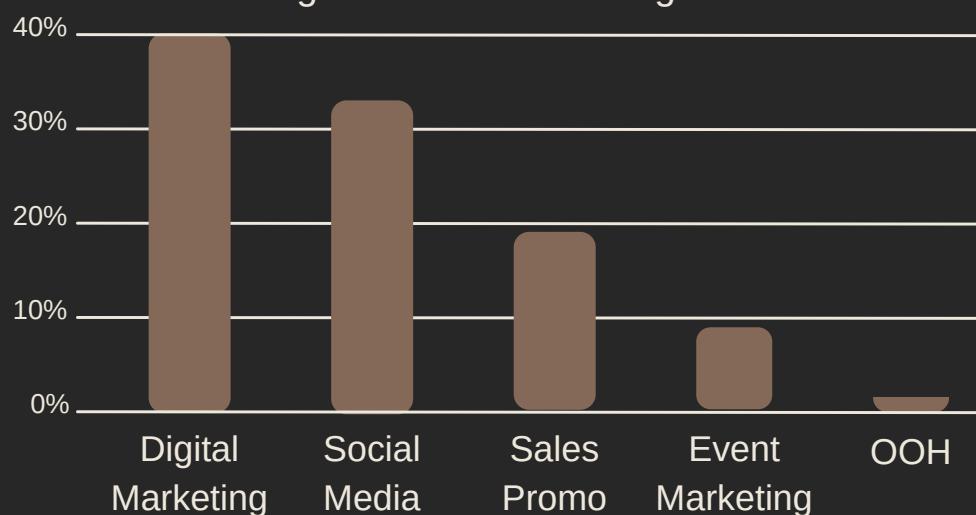
## Event Marketing

To reach more of the Corporate Caroline's, we will run happy hour events for local office spaces. These events are important to show the employees of surrounding businesses that Wild Provisions is the place to go for your after work beer... or two.

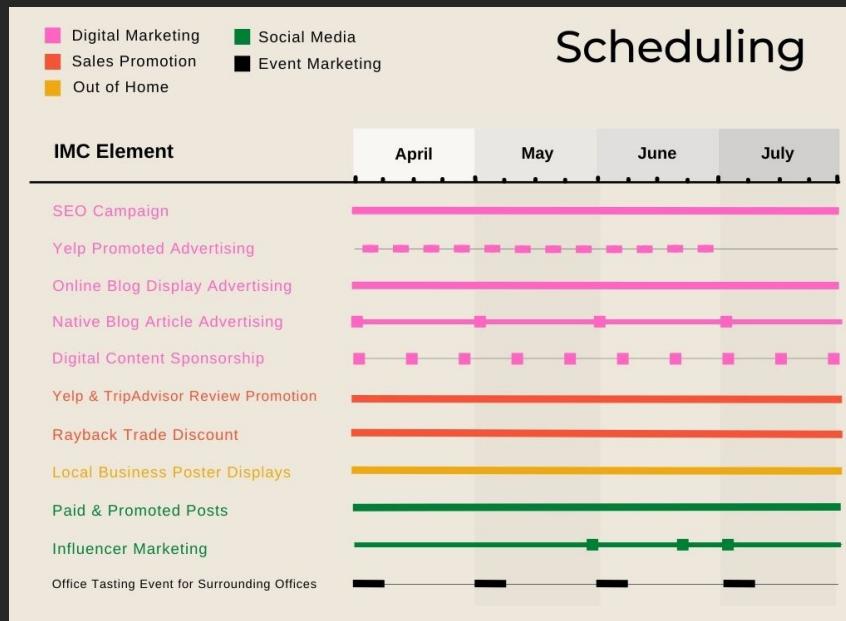
## Out of Home

Posters in surrounding businesses will aid in brand recall and catch Corporate Caroline's eye as she and her coworker are walking out the door.

Marketing Mix Percent of Budget Allocation



# Scheduling



**Campaign to run from April 1st to July 31st**

## Digital Marketing

The SEO campaign will follow continuous scheduling at the discretion of Boulder SEO Marketing to boost site and keyword rankings (for search terms such as “boulder brewery”, “best boulder brewery”, “boulder craft brewery”, and “colorado craft brewery”).

Yelp promoted advertising will follow a flighting schedule, pushing promoted Yelp search rankings for terms such as “brewery” and “craft brewery” in the Boulder area, Wednesday through Saturday each week to reach consumers on the most popular drinking days.

Online blog display advertising will follow a continuous schedule, on [brewersassociation.org](http://brewersassociation.org), [travelboulder.com](http://travelboulder.com), and [boulderweekly.com](http://boulderweekly.com) to maximize clickthrough rates.

Digital content sponsorships with Travel Boulder Calendar Events will follow a flighting schedule. Ten total food trucks will be featured across the span of four months. Featured food trucks will be added to the events calendar on Travel Boulder, which features local concerts, shows, and other happenings. The exact flighting schedule of these sponsorships will be determined closer to the date of the campaign, as they will correspond with the not-yet-announced dates on which Wild Provisions is hosting the food trucks.

Native blog article content will follow a pulsing schedule in alignment with the release schedule for new articles. New article content will be promoted on the Westword website as “most recent” or “latest news” on the first of each month (April 1st, May 1st, June 1st, and July 1st), resulting in increased traffic weighted towards the beginning of each month. After release, each piece of content will run on the host site, Westword, continuously.

# Scheduling Cont.

## **Sales Promotion**

The Yelp & TripAdvisor free sampler review promotion will be available to consumers on a continuous schedule to incentivize credibility-building testimonials. During the continuous three-month promotion period, each consumer can earn one free taster for writing a review on Yelp, and one free taster for writing a review on TripAdvisor.

The Rayback trade discount will follow a continuous schedule to ensure consistency in pricing through the period of the distribution partnership.

## **Social Media**

Paid and promoted posts on Instagram and Facebook will follow a continuous schedule. Notably, the Facebook platform is likely to algorithmically pulse content within a continuous period to maximize engagement with the selected target audience.

Influencer marketing posts will follow a flighting schedule. One piece of content will be posted by influencers (including @beerkulture and @realalesharpton) every two to three days, totaling 48 posts spread evenly during the scheduling period to build and maintain a consistent presence among our target audiences. Two pieces of content will be posted on May 29th and July 1st, just before Memorial Day and the 4th of July, to encourage patronage over the holiday weekend when customers are participating in leisure activities. Two pieces of content will also be posted on May 6th, the Friday before Mother's Day, to incentivize mothers within the target (and potentially their children) to celebrate Mother's Day by enjoying a craft beer and accompanying food at Wild Provisions.

## **Event Marketing**

The office tasting events for surrounding offices will follow a flighting schedule. With 20 total events spread across 20 local office spaces and businesses, the first five days of each month will be dedicated to operating happy hour events. On the first of the month, there will be an event in one business, on the second of there will be an event in the second business will take place, and so forth. Across four months, all 20 businesses will have hosted Wild Provisions staff offering tastings. The first five days of the month were selected for these events to take advantage of the fact that most salaried employees are paid on the first day of the month, and are more likely to internalize opportunities to spend money going out and about.

## **Out of Home**

Local business poster displays will be installed in 20 surrounding local office spaces and businesses to promote happy hour patronage, following a continuous schedule. There will be a design refresh on June 1st, with no lapse in continuous coverage.

# Media Mix Measurement

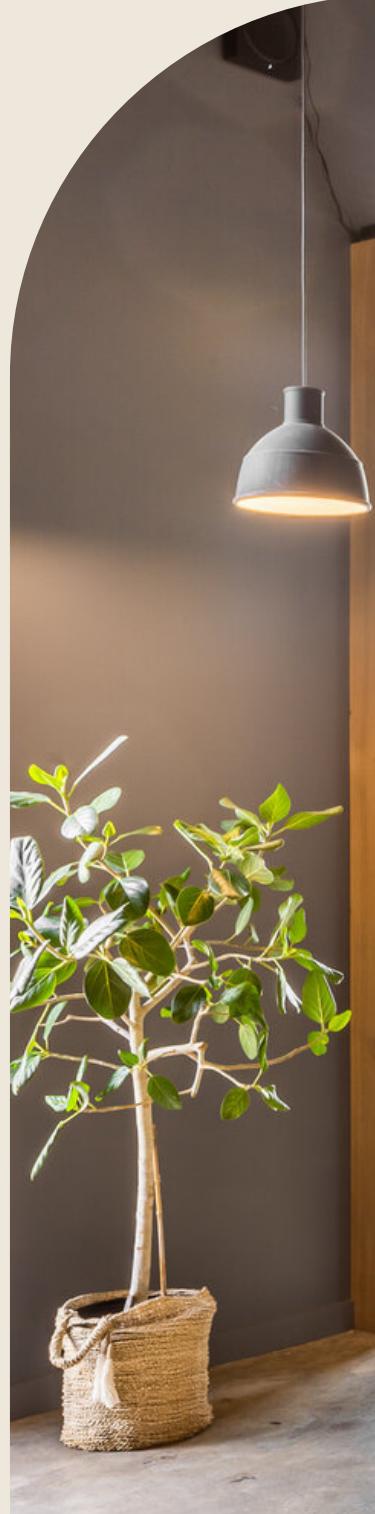
## Digital Marketing

SEO Optimization: The chosen firm, Boulder SEO Marketing, will handle the measurement of our SEO optimization. We will set goals with them for real numbers in the four-month hiring period focusing on organic search and traffic rankings and keyword optimization rankings. We decided to outsource for SEO because in today's evolving world of data we can get much more value through hiring a specialist instead of doing it ourselves.

Yelp Business Advertising: The yelp advertising activity dashboard has multiple advanced analytic metrics that are already built-in, such as clicks, impressions, ads and organic leads, and many more. We will use these to gauge the success of our promoted rankings and will keep an updated spreadsheet with ad spending to stay on budget.

Online Blog Advertising: For this form of advertising we are solely utilizing Google display ads, meaning that all analytics and measurement will be done through Google Analytics. Much like Yelp, they have an analytic dashboard that includes metrics such as clickthrough rates, conversions, and impressions. Throughout the 120 day campaign, we are going to actively track each website that we are advertising through and adjust percentages of the budget going to each website through looking at metrics like (Can Go into further detail)

We are also going to be adding events to the Travel Boulder calendar. We are going to track the adding of events we are hosting by looking at our event numbers before adding them to the calendar and then tracking these numbers throughout the campaign. We are also going to conduct in-person surveys at these events where we have a one-question sticky note asking how they heard about the event.



# Media Mix Measurement Cont.

## Sales Promotion

Yelp or TripAdvisor Review for a Free Sampler: At the beginning of the campaign we will see how many reviews we have and the star rating and track the reviews that come in after. At the end of the campaign see what reviews are at now with star ratings and compare them to what they were at the beginning of the campaign. We also need to keep track of click-through rates and impressions in our Facebook and Instagram advertisements to see if they are effective for promoting sales promotions like this.

Trade Discount with Rayback: For our trade discount with Rayback it is truly a matter of time to see if Wild Provisions beers sell there. We are going to keep track of how Rayback is promoting our line and take it into account for our own promotions. We also are going to keep track of how much demand they order from us based on their monthly purchase quantities.

## Social Media

Social media will also all be tracked through our Google Analytics page. We are going to make sure to really hone in on key analytical elements like; the ratio of new to returning users, bounce rate, organic vs. paid sessions, top landing pages, and setting goals for our campaigns and using the goal conversion rate to actively monitor overall growth.

## Out of Home

Local Business Poster Displays: To keep track of information regarding if these posters draw customers into the store, we are going to put pull tab coupons on the bottom of the posters. We can then use these pull tabs to keep track of the number of customers that were drawn into our store through these posters. With this collection method, it is important that we change the poster out somewhat frequently for more accurate data.

## Event Marketing

To measure the event marketing effectiveness with surrounding businesses when we are not doing events we will have jars that you can put your business card in. We will have the bartenders promote the jars and then we do a drawing after two months for a free event for an office. Through this, we can see how many of the people we have already done paid events for are coming back in and purchasing.

# Budget

Percent of Budget Allocation	% Allocation	Estimated \$ Allocation
Digital Marketing	39.8%	\$39,820
Sales Promotion	18.4%	\$18,407
Social Media	33.7%	\$33,734
Event Marketing	7.4%	\$7,440
Out of Home	0.6%	\$599
Total Allocation	100%	\$100,000
<b>Digital Marketing</b>		
SEO Campaign	25.11%	\$10,000
Yelp Promoted Advertising	9.04%	\$3,600
Online Blog Display Advertising	24.41%	\$9,720
Digital Content Sponsorship	1.26%	\$500
Native Blog & Article Advertising	40.18%	\$16,000
Total Digital Marketing	100.00%	\$39,820
<b>Sales Promotion</b>		
Free Sampler for Yelp & TripAdvisor Review Can	48.39%	\$8,906
Trade Discount with Rayback	51.61%	\$9,500
Total Sales Promotion	100.00%	\$18,407
<b>Social Media</b>		
Paid & Promoted Posts	39.53%	\$13,334
Influencer Marketing	60.47%	\$20,400
Total Social Media	100.00%	\$33,734
<b>Event Marketing</b>		
Office Tasting Event for Surrounding Offices	100.0%	\$7,440
Total Event Marketing	100.0%	\$7,440
<b>Out of Home</b>		
Posters and Flyers in Local Office Spaces	100.00%	\$599
Total Out of Home	100.00%	\$599

See Budget Allocation Sheet for in-depth break down



# Sources

## Digital Marketing:

<https://www.coloradoseopros.com/seo-services-pricing/>

Boulder SEO Marketing Costs (call with Chris Raulf, President)

<https://www.39celsius.com/advertising-on-yelp-what-you-should-consider/>

<https://www.topdraw.com/insights/is-online-advertising-expensive/>

<https://www.brewersassociation.org/advertise/digital-advertising/>

<https://broadstreetads.com/how-to-price-native-advertising-and-sponsored-content-on-your-website/>

<https://tinuiti.com/blog/ecommerce/native-advertising-examples/>

<https://www.westword.com/advertise>

<https://www.westword.com/advertise>

<https://www.boulderweekly.com/about-us/advertise/>

<https://www.travelboulder.com/media-kit/>

## Sales Promotion:

<https://www.wildprovisionsbeer.com/beer>

<https://wholesalesuiteplugin.com/wholesale-price-vs-retail-price/>

<https://content.kegworks.com/blog/guide-to-beer-keg-sizes>

Rayback Customer Traffic & Beer Consumption Estimate (phone conversation with Rayback floor manager)

## Social Media:

<https://medium.com/@boozers/craft-beer-conquers-instagram-180a51e656ef>

<https://www.businessofapps.com/marketplace/influencer-marketing/research/influencer-marketing-costs/>

<https://www.k6agency.com/instagram-ads-cost/>

## Event Marketing:

<https://www.google.com/maps/place/Wild+Provisions+Beer+Project/@40.0217345,-105.2215811,17z/data=!3m1!4b1!4m5!3m4!1s0x876bf3fb265dcabd:0x437eac5638c9bed7!8m2!3d40.0217423!4d-105.2194>

<https://www.wildprovisionsbeer.com/beer>

## Out of Home:

<https://www.freelancer.com/discover/graphic-design>

<https://www.vistaprint.com/signs-posters/bulk-posters?>

<https://www.facebook.com/WildProvisions/>

<https://www.instagram.com/wildprovisionsbeer/>

IMC target market and proposed communication objectives





# Parts

**Luca:** Executive summary, video filming and editing, Written plan editing and design

**Jade:** Positioning statement, creative brief, situation and swot analysis, and written plan editing

**Miley:** Buyer personas and editing

**Lilly:** Scheduling and budget

**Ian:** Measurement and budget

