

**Final IMC Paper**

AS, MK, SW, CS, and Sofia Williner

TPAgency

University of Tampa, College of Arts and Letters

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Professor Sawicki

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**EXECUTIVE SUMMARY**

The Anytime, Anywhere campaign for Jai Alai IPA aims to position Jai Alai as the most sought-after beer choice among several demographics. Founded in 2007, Cigar City Brewing quickly gained recognition for its iconic craft beer that reflects a blend of unique bold flavors. Jai Alai is the fastest-growing IPA in the country. In terms of weaknesses, the IPA has a well-established distribution network, but outside their network, they have limited availability. There are several opportunities for the brand such as partnerships, engagement through social media, and expansion to new markets. As for threats, navigating the landscape of the beer industry is difficult, and along with that comes changes in consumer tastes, regulatory challenges, and the overall competitive industry. Jai Alai aims to exude an effortless, unique, and mainstream feel among the target audiences of millennial females, millennial men, and Gen Z through the launch of refreshed packaging and thematic 360 programming. In terms of objectives/goals, specifically for marketing objectives, TPAgency will increase sales and trial. For the advertising objectives, TPAgency will increase brand education and loyalty. The value proposition of Jai Alai is centered on the idea that great beer is accessible and enjoyable no matter the time or the place. Being a versatile, bold, and balanced beer, sets Jai Alai apart from its competitors in the crowded craft beer market. TPAgency will implement several strategies to interact with the target audiences such as a promotional video, paid advertising, influencers, interactive social media content, and event sponsorship. In terms of the marketing mix, The Anytime Anywhere campaign will connect with set audiences through the power of online and offline tools with clear messaging. Last, TPAgency will measure the effectiveness of the Anytime Anywhere campaign through analytics among millennial men, influencers among Generation Z, and social media listening among millennial females.

## SITUATION ANALYSIS

Cigar City Brewing, based in Tampa, Florida is celebrated for its iconic India Pale Ale. Jai Alai IPA. Inspired by the traditional game of Jai Alai originating in Spain, this beer reflects a blend of unique bold flavors. With a 7.5% ABV and a combination of six hop varieties, Jai Alai promises a bold, citrusy, and well-balanced experience (Cigar City Brewing, 2024).

The history of Jai Alai is rich and complex. In 2023, Jai Alai had 322 employees. (Zippia, 2023) Originating in the Basque region of Spain, Jai Alai was a traditional handball game played against church walls (Mahoney, 2020). The sport found its way to the United States in the late 19th century and quickly became popular in Florida. The connection between the sport and the beer lies in their shared heritage in Tampa, Florida, and the cultural significance they represent for the region. Founded by a Tampa native, Joey Redner in 2007, Cigar City Brewing fully came to life in 2009 where the very first batch was made: a 465-gallon batch of Maduro Brown Ale. When creating the flagship IPA, Brewmaster Wayne Wambles aimed to infuse it with tropical flavors that reflected the vibrant atmosphere of Florida. In 2016, a parent company to Cigar City Brewing called CANarchy was founded (Client Presentation, 2024). This partnership is among 7 breweries and has allowed for Cigar City Brewing to be enjoyed from all over.

As the fastest-growing IPA in the country, Jai Alai has shown a strategic focus on its previous and current marketing efforts (Ad Age, 2023). With a majority of consumers showing an acute interest in sports, Jai Alai has leveraged this passion to create creative content experiences. Collaborations with influencers, contests, and partnerships with sports organizations, such as the Tampa Bay Lightning, have helped Jai Alai strengthen its brand presence. In 2023, Jai Alai launched its media campaign in selected markets such as Miami, Orlando, Tampa, Washington DC, and Atlanta based on strong distribution, volume growth, total

distribution points, and target audience presence. Currently, Jai Alai is undergoing a brand refresh with goals to maintain recognition with current drinkers and engage new ones. They want to establish a more mainstream presence, departing from traditional storytelling and the sport (Client Presentation, 2024).

Florida passed a bill in 2014 with regulations on Craft beers. This bill would include the law that breweries producing over 2,000 kegs of beer per year cannot exceed 20% of their stock sold directly to customers. Law also passes that craft beer must go through a distributor. Monster Beverage buying Cigar City's parent company, CANArchy, will allow local craft beer to be sold nationwide (Munzenrieder, 2014).

Jai Alai IPA is ranked 9th in terms of sales and is ranked 18th in terms of the top craft beer brands in the United States (Client Presentation, 2024) According to the prices on the Total Wine & More website, a 19.2oz can of Jai Alai IPA is \$3.79, a 6-pack of 12oz cans is \$10.99, and a 12-pack of 12oz cans is \$16.99. In the beer industry, IPAs stand out as more expensive. The prices are higher than a normal craft beer because of the hop and malt used in the ingredients (Bartlett, 2022).

A technological concern for Jai Alai is its small appearance on the Cigar City Brewing website. There is a brief description of the origin of the name and following this is the beer's vital stats. Then, there is a minor paragraph about the tasting notes and the beer awards and ratings. If the brand is interested in moving away from the Cigar City brand, it would be advised to create a more personalized and informative website for the Jai Alai brand. This website could include updates such as blog posts, promotional videos, social media links, and merchandise (Cigar City Brewing, 2023).

By implementing certain strategies, Jai Alai can respond to various consumer needs. One way Jai Alai is responding to various consumer needs is through community engagement. By knowing their consumers value sports, sponsorships, and giveaways they can build a strong relationship and show their commitment to understanding what they want (Client Presenation, 2024). Research is another way Jai Alai can respond to consumer needs. Research on consumer preferences, behaviors, and attitudes toward beer consumption in different cultural contexts can help Jai Alai target more specifically. Jai understands their cultural mix and they select priority markets based on their values.

Cigar City Brewing's Jai Alai IPA stands out with unique flavors, often characterized by tropical flavors, such as India Pale Ale with Mango Flavor and India Pale Ale with Pineapple and Tangerine. This makes it a compelling choice for beer enthusiasts who prefer flavorful beer. Originating from Tampa Bay, Jai Alai has a regional identity tied to the popularity of the sport of Jai Alai in the area. This connection of local culture resonates with Tampa citizens and creates a meaningful connection for those familiar with Jai Alai. Cigar City Brewing actively fosters a connection with its customer base through brewery tours, tasting events, and social media interactions. This direct engagement allows consumers to forge a deeper connection with the brand. This includes informing visitors about the brewing process and even providing a platform for them to share their experiences with the community. Both Jai Alai IPA and Cigar City Brewing earned many awards for their products, mostly for their consistency in quality. This recognition in beer competitions has solidified their connection with consumers and has elevated their reputation in the beer community.

With Jai Alai being a part of the beer industry, there are a lot of different trends that have been successful. One of the most successful trends that Jai Alai has done was doing contests for

consumers. They have done multiple giveaways on social media, which resulted in winning paddle boards, skateboards, and more. They even did a holiday contest which resulted in winning a custom Jai Alai ugly Christmas sweater to wear to customers' favorite bars. Other trends that Jai Alai has succeeded in are media campaigns. Since Jai Alai can be confusing when looking at the name, they completed a campaign around "The Best Beer You Probably Can't Pronounce". (Keaton's Presentation) They made billboards, social media posts, guerilla advertising, and video/ streaming to educate consumers on how to pronounce Jai Alai. For example, on a billboard, it would say "Perfect on a Jot Day" to show that the "J" is pronounced "H" in Jai Alai.

One strength that Jai Alai offers is the flavor. It has a citrusy and tropical bitterness and has appealed to craft beer enthusiasts. Another strength that Jai Alai has offered is brand recognition. Jai Alai is known for its green and orange logo and has been consistent with the typeface of its name, making it easy for customers to point out when walking into a store. Jai Alai has also been known for its credibility. They are the 9th largest IPA by \$ sales. (Keaton's Presentation) This has made the brand more prestigious when looking at beer options. Last, Jai Alai has a well-established distribution network. Their top markets geographically are Miami, Orlando, Tampa, Washington DC, and Atlanta (Client Presenation, 2024). These cities are highly populated, making it a great opportunity to reach the target audience.

Although Jai Alai has many strengths, they also have weaknesses. Their distribution network is well established, but outside of the network they have limited availability. This is restricting their access to consumers that might not be in those specific areas. The beer industry is highly competitive and even though Jai Alai is ranked in the top 10 of IPA sales, many competitors are ranked higher because of better marketing strategies.(class presentation) Another weakness that Jai Alai has struggled with is changing consumer preferences. Trends are

constantly changing and Jai Alai has been struggling to keep up. A lot of their advertising has been the same for years and has not had an extreme impact on consumers. Being in such a competitive market as Jai Alai, there is definitely room for improvement regarding the overall creative direction of their content.

Jai Alai presents many opportunities despite challenging market dynamics. First, the brand can deepen its connection with Tampa Bay by taking advantage of engagement in the community. This can be done by sponsoring more local events, sports teams, and even festivals. Taking advantage of more of these opportunities can not only amplify brand presence but also increase consumer loyalty and reinforce Jai Alai with Tampa's vibrant culture. Collaborating with local businesses, restaurants, and events in Tampa and beyond offers the possibility to expand brand visibility and attract new customers.

Jai Alai can also face threats within the craft beer market. New breweries frequently enter the scene in the area. This might sway consumer loyalty to brands like Jai Alai. Navigating the landscape of the beer industry can be challenging, as changes in policies related to the beer industry could disrupt advertising strategies. This can also increase operational costs for Cigar City Brewing. Compliance with strengthening regulations is paramount, and adapting to market dynamics will safeguard Jai Alai's market position and sustain consistent growth.

Jai Alai's principal audience is millennials with 45 being the median age of the consumer. Males outnumber females in terms of gender consumption where 62% are males and 38% are females. With this information, Jai Alai could conclude they had a problem that they needed to address: their target audience. Jai Alai realized their audience was stagnant and needed to focus on two primary tasks. (Client Presentation, 2024)

In the first case, Jai Alai needs to attract a larger female audience. As previously mentioned, the male audience represents more than half of the entire consumers of the brand. Targeting a female audience can help change this and result in overall consumption increase of the brand being that it would bring in a largest overall audience.

Jai Alai needs to target a younger audience. According to the brand manager, millennials are the primary consumers of Jai Alai. Therefore, extending the brand to a younger audience can be a challenge but if done, it could boost consumers. The brand could take advantage of the fact that most of their customers have prime interests in sports. This can be a great way to look for engagement from the younger audience and slowly solve a limited audience.

With this information and addressing these issues/tasks, Jai Alai can look to keep existing customers and gain different audiences while they all enjoy what the brand offers. Also, as Jai Alai has several competitors on the market, addressing these audience problems can make them stand out from them and increase customers and brand loyalty. This brings to other problems addressed in Keaton's presentation; to stand out from the competitors, Jai Alai needs to work on certain points of their advertising. Such as, customers not knowing how to correctly pronounce the name of the brand; or changing their theme of advertising in order to target the new audience mentioned before.

Addressing these issues could help raise awareness and popularity of the brand. This as well would increase the probability of making Jai Alai ascend in the Top IPA's ranking because as Keaton mentioned in the presentation, the brand would like to make all these efforts to make the brand ascend in this ranking.

## COMPETITOR ANALYSIS

### NEW BELGIUM BREWERY

New Belgium Brewery was founded by a husband-and-wife team: Kim Jordan and Jeff Lebesch in 1988 while being on a bike tour through Belgium, wanting to bring the brewing traditions to the U.S. In 1991 their brewery was created in the basement of their own home in Fort Collins, Colorado. After years of building and growing, New Belgium Brewery became a tremendous discovery for their audience as Belgian beer was not well known in the United States. New Belgium added eight additional fermentation vessels to boost capacity, and by the early 2000s the brewery was ranked among the top twenty-five beer-makers in the United States. (Coloradoan, 2019)

New Belgium Brewery is a private company with an estimated total of 1300 employees that distributes its beer to 39 U.S. states and growing. As this is the fourth largest craft brewery and the seventh largest brewery in the nation, the brewery currently produces about 960,000 barrels of beer annually. (Chin, 2021)

The brand produces Fat Tire Ale (\$20.27), Voodoo Ranger IPA (Main Competitor of Jai Alai's IPA), Mural Agua Fresca Cerveza (\$19.99), and La Folie Sour Brown Ale(\$12.99), among other regular and seasonal beer varieties. Regarding their online website, the company also offers apparel (merch) products for outdoor activities (New Belgium Brewing, 2024) These include hats, t-shirts, sweatshirts, hoodies, beanies, jackets, backpacks, socks. They also sell other accessories like water bottles, beer glasses, snowboards, blankets, wallet, cooler, hammock, neon signs, patches, key clips, and totes. Even though New Belgium offers a variety of products,

the direct competition to Jai Alai is the Voodoo Ranger IMPERIAL IPA and Voodoo Ranger Juice Force HAZE IMPERIAL IPA, both from their IPA line. (Andreucci, 2023)

New Belgium Brewery is active in all of their social media platforms; some of them are Instagram, X, TikTok, Facebook, LinkedIn, YouTube and more. Even though they have their platforms open and active, they do not post on any of them daily. For example, with Instagram, the company posts 3 posts per week; on X, only posts 1 or 2 times a week.

Some of their previous marketing efforts include: “Dress for the job you want” Halloween Competition (Instagram): Their audiences were challenged to dress up as their iconic Voodoo Ranger IPA Line character and tag the company. The company would select the best ones and be featured in their Instagram page for their Halloween post. Colorado State Rams (X/Twitter): The company took part in a school basketball game at the Colorado State Rams University. The company took part in the event and randomly picked a 21+ participant to make a basketball shot in order to win beer for a Year. The participant won, and it was an exceptional event to target a younger audience. Great American Beer Festival (Instagram) This company participates in this game annually. Many beer companies get together to celebrate and enjoy many beers. This year's dates are Oct 10-14, 2024 and it takes place in Denver.

Also, some current content marketing tactics include New Product Launches (Instagram): The company launched 4 new products since the beginning of the year. An example can be the Voodoo Ranger Cashmere IPA. This is a new limited edition they added to their Voodoo Ranger line. With this, the Instagram account posts about this new launch every week. Backstage Content (Instagram and TikTok): During the last few weeks the company has posted several backstage videos on their platforms. These videos have different aims but they all include

different points of views of the brewery. A few examples are: a tour of the brewery or microbiologists showing a day in their lives with New Belgium brewery. Merch Collaboration with Dangle Supply (Instagram): The company made an apparel and accessories line in collaboration with Dangle Supply “unbreakable outdoor gear”. This company is dedicated to the production of goods made out with titanium; they focus on outdoor gear for the audience’s recreational activities. With this collaboration, New Belgium launched several items with new designs, non limited edition.

Overall, these two IPA beers from New Belgium are taking place in the top 5 of favorites IPA’s in the United States. The company makes a magnificent effort in their ads by taking into consideration the audience’s behavioristic and psychographics; for example with the events and marketing efforts (previously mentioned) they create and take part in. Even though they have plenty of these efforts, their brand does not associate with any public figure in their social media, losing a great opportunity.

## SIERRA NEVADA BREWING COMPANY

Sierra Nevada Brewing Company was officially founded by Ken Grossman in 1980 in Chico, California. Ken Grossman followed his dream and in 1976 he began working on making his home a brewery. After teaching classes to first-timers, Ken’s own home brewing gets more serious and sought after by locals. Therefore, in 1980 Sierra Nevada Brewing Co. made its first trial batch of beer: 5 barrels of Stout. One year later, the founder starts on developing new flavors and challenges in order to expand his company. As American beer was not taking chances, new beers like the pale ale or IPA were a complete success. After many years of hard

work and dedication, according to a Forbes interview, Sierra Nevada Brewing Company is now today, and it's the only brand that has been a top brand in craft beer for 40 years.

Sierra Nevada Brewery's IPA products include 12 packs priced between \$20 and \$26. Top products include the Summer Break HAZY IPA at \$20, Big Little Thing IMPERIAL IPA at \$24, and Tropical Torpedo TROPICAL IPA at \$25. The Fantastic Haze IMPERIAL IPA is highest on the list of pricing at \$26. Other options include the Hop Bullet DOUBLE IPA, Dankful IPA, and Hazy Little Thing IPA, all priced at \$24. The Hoptimum TRIPLE IPA and Celebration FRESH HOP IPA come in at \$20 and \$24. The classic Sierra Nevada Pale Ale is available for \$22 and the Torpedo EXTRA IPA is priced at \$24.

According to Brew Bound, Sierra Nevada Brewing is a private company with its headquarters in Chico, California. It has an estimated total of 1050 employees and produces a (estimated) total of 1,136,969 barrels of beer annually.

According to their website, the company offers a big variety of products (Sierra Nevada Brewing Company, 2024) With beer, they have 11 beers belonging to their IPA Beer Line, craft ales, coffee stout, old fashion beer, original stout, porter, and barrel aged rum quad. These are the primary products featured in their online website. The company also offers a non-alcoholic beer line that contains 4 different products in order for customers to enjoy the taste without the alcohol. They also sell apparel products such as T-shirts, sweatshirts, beanies, jackets, pullovers, socks, hats, drink ware, glassware, and more accessories. Now regarding the direct competition, Jai Alai's direct competitor from Sierra Nevada Brewery is Sierra Nevada Hazy Little Thing IPA.

As far as the previous and current marketing efforts, the company's most active social media platform is Instagram, with over 60% of their posts dedicated to their most popular line, the IPA beers line. Another social media platform they have is X, but do not post regularly as their latest activity was in November from 2023.

Some of their previous marketing efforts include North Carolina's XJAM: This was an event during Christmas week where the company partnered for the 10th time with Asheville Brewing Company to take part and brew their most popular beers for the attendees. Season of Giving: The company created a giveaway for their Instagram followers during the Christmas season. They partnered with Rebecca Rusch (Bike World Champion Athlete) where the winner received a 24 pack of their favorite beer, a \$50 gift card, and a training session with the athlete. Abby Wren Ruhman Partnership: The company partnered with the famous makeup influencer. As the public figure loves the company's Hazy Little Thing IPA, she dressed up as one for Halloween and created an inspired makeup look. The advertisements showed the influence on the hunt for her favorite beer in different bars.

Some of their current marketing efforts include teaming up with active influencers: The company has several posts dedicated to the collaboration with several influencers or public figures who dedicate their social platforms to outdoor activities. Some of them are Max Djenohan, Ami Engerbreston, Emmeline Wang, and more. In these types of posts, the company and the influencer post themselves doing their activities, such as skiing or climbing, and then rest with a sip of their favorite beer. Product Placement: one of the most seen forms of advertising from the company is the product placement they have in all of their social media platforms. The company does a good job by promoting this beer, mainly on Instagram, as the audience can see

different ways of enjoying their product. Along with this, as previously mentioned, the company does a good job by having public figures who match their brand's personality promote their product as well.

Overall, this IPA is currently in second place in the ranking, having an excellent performance on the audience. Meaning that their customers really enjoy Sierra Nevada Brewery's product; as the brand does a good job with advertisements, the audience feels connected and creates some sort of personal connection. This means that the audience not only enjoys the Hazy Little Thing IPA but also relates with the brand's personality. As previously mentioned, one of the current marketing tactics from the company is that they have weekly content with public figures promoting their products, especially the Hazy Little Thing IPA as their most popular beer. These affiliations are a great opportunity and advantage for the brand as it opens doors to other audiences and allows them to meet the brand.

## LAGUNITAS BREWING COMPANY

The Lagunitas Brewing Company began on a kitchen stove in Northern California in 1993 and has been crafting hop-forward beers ever since. With a workforce ranging from 201 to 500 employees, Lagunitas specializes in crafting a range of products to cater to various consumer preferences. These products include IPA, A Little Sumpin' Sumpin, Maximus, and Daytime, each designed to appeal to different tastes. They have non-alcoholic options, including Hoppy Refresher and Island Beats, providing a refreshing alternative for those seeking a break from traditional beer.

Previous marketing efforts include a hybrid launch event with an IRL tasting experience in Chicago area media and influencers and an engaging virtual sampling event and demo for

national media based elsewhere. Influencer partnerships with Instagram tastemakers to create original DTH content, drive traffic to brand website, and create interesting 3rd party social ad content for brand use in key markets. Targeted media efforts and attention-grabbing sample mailers to encourage trial, review and coverage consideration for seasonal stories around outdoor entertaining, summer holidays and best new drinks (Lagunitas Brewing Success Story).

Lagunitas IPA is currently known as the number four IPA with 117.7 million in sales. The brewing company has gained a solid reputation for producing quality craft beers and for initiating a brand refresh. The decision to undergo a brand refresh was to address consumer perceptions and improve brand visibility. Lagunitas made an emphasis on providing simple information on their packaging about ABV, carbs, and calories (Kendall, 2022). The results were well-received by consumers indicated by positive feedback on surveys. In terms of affiliations or connections to prominent figures, Lagunitas has had some associations to the music industry. Founder, Tony Magee, has had a passion for music and the brand has sponsored many music festivals (Lagunitas, 2024). The campaign launched in Chicago brought various influencers, journalists, and media outlets.

#### ELYSIAN BREWING COMPANY

According to Zach Johnston, author of the Uproxx article, Elysian Brewing holds a significant place in the Pacific beer scene (Johnston, 2021). Founded by Joe Bisacca, David Buhler, and Dick Cantwell in 1995 in Washington, the brewery quickly became one of Seattle's staple brewing companies. Across the decades, Elysian has built a community that revolves around music, beer collaborations, pumpkin festivals, and a shoulder to lean on for upcoming brewers. This type of community has helped them rise to become one of the top breweries for the

Pacific Northwest. Also, during the last few years, the company could open their last location in Seattle, having three different locations in the city for their customers.

Regarding the size of the company, according to the company's LinkedIn profile, Elysian Brewing Company has around 200- 500 employees (Elysian Brewing Co. LinkedIn, 2024). With a median tenure of 4.2 years, the employee % of the company has been decreasing by 3% in the past 2 years.

Unlike the rest of the top IPA ranking companies, Elysian Brewing Company only sells beer. After years of perfecting and trying different recipes, the company decided to only focus on what they do best: beer. They have 19 beers on their personal website, including the seasonal and the regular ones. (Elysian Brewing Company, 2024)

Here is the list of the regular ones: Space Dust IPA, India PALE ALE, Juice Dust JUICY IPA, Hazy '96 HAZY IPA, Contact Haze HAZY IPA, Full Contact IMPERIAL HAZY IPA, Dayglow INDIA PALE ALE, Superfuzz BLOOD ORANGE PALE ALE, Snailbones INDIA PALE ALE, Dragonstooth Stout IMPERIAL OATMEAL STOUT, The Immortal INDIA PALE ALE, Mens Room Original BLONDE, Odd Water Sparkling Hop WATER (Abernathy, 2022).

Here is the list of the seasonal ones: The Great Pumpkin IMPERIAL PUMPKIN ALE, Punkuccino COFFEE PUMPKIN ALE, Dark O' The Moon PUMPKIN STOUT, Night Owl PUMPKIN ALE, Push Mower Pils AMERICAN-STYLE PILSNER, Bifrost WINTER PALE ALE, Dank Dust INDIA PALE ALE. (Abernathy, 2022)

The previous marketing efforts include some social media platforms such as Instagram and X/Twitter. Their last activity on X was during April 2023, while with Instagram activity they post around 4 to 5 times a week.

Some of their previous marketing efforts include: Pick your Player Giveaway: The company did various giveaways in the past, while their most recent one was in January 2024. They commemorated the launch of one of their IPA beers by giving away a Nintendo Switch with a unique design of the beer can on it. Even though the company posted about the giveaway, they did not include the terms and conditions to enter their event. They only provided a website link where the audience could not interact with, making it more difficult to make people join.

Meals on Wheels America: The company promoted the donation to the Meals on Wheels America organization during the Christmas season. With the purchase of any Space Dust IPA beer, they would donate 100% of the revenue to this association. Once again, the company did not include in their Instagram post any detail about how the donation takes place and what the audience can do to help. The company only includes a caption saying to check the link in their bio.

Seasonal Posts: The company does a good job by promoting their products during the different seasons of the year. They have been making this type of content for at least 2 years in their Instagram profile. Including different seasons such as Halloween, Christmas, Fall, and more. In these posts the company promotes fresh beers and even events that will take place during those seasons and how they will take part.

One of their current marketing efforts includes video marketing. Even though the company is not very active on their X social media platform, they have several videos

advertising their beers. In these videos they include a variety of topics, for example, the interview with an employee that worked for 20 years answered 20 questions about his day to day in the company.

Email Marketing also is a unique technique used by the company is how they invite their website customers to join their email list. Individuals can create an account on their website with their emails in order to receive the latest information about the company and different

According to Zippa's evaluation, Elysian BC, had its peak of revenue in 2022 reaching \$55 millions. With a growing interest in their most popular product the Space Dust IPA, Elysian BC owns it because of their successful advertisement as they do not have any affiliations to prominent figures.

## PERCEPTION OF PRODUCTS

New Belgium Voodoo Ranger Imp IPA is currently the number one IPA with sales at \$160 million (Client Presentation 2024). The beer is positioned as a tropical, flavorful craft beer. Voodoo Ranger has garnered significant popularity and a devoted following within the beer market. One way Voodoo Ranger has done this is through their brand's unique identity, characterized by its distinctive mascot, the Voodoo Ranger skeleton (Chin, 2021). Voodoo Ranger grew on Instagram through fact fiction and meme culture. The charismatic character, along with the brand's humor appeal has created a strong emotional connection with consumers (Cohen, 2021). Voodoo has also positioned itself as an interactive brand. As a part of their Vote Voodoo event, consumers can vote on the next IPA (Chin, 2021). Initiatives like this allow consumers to actively participate in the decision-making process and feel valued.

Sierra Nevada Hazy Little Thing IPA is the number two IPA with total sales at \$119.6 million (Client Presentation, 2024). The IPA has been received positively by its audience and market. One key point lies in the success of their branding. Despite extending the Sierra Nevada brand, it seems to have developed its own identity. Initially, the idea of Hazy Little Thing seemed like a departure from Sierra Nevada's traditional offerings. However, the company realized its potential and embraced it. It was highly disruptive, but this gave more of a reason to make it stand out (Infante, 2022). Some consumers do not even associate it directly with Sierra Nevada (Teeter, 2022). The vibrant teal background and yellow bubble give a lively vibe to the product. Hazy Little Thing IPA has also been seen as an entry point to craft beer. The beer is typically received by its consumers as being a softer, more approachable IPA. They have been successful in attracting consumers who may not typically drink craft beer and those transitioning from hard seltzers (Teeter, 2022). Those new to craft beer found Hazy Little Thing to be inviting and friendly (Kuta, 2022). Consumers often praise the consistency of Hazy Little Thing IPA. It is a medium-light flavor that continues to satisfy drinkers (Wolinski, 2022).

New Belgium's Voodoo Ranger Juice Force is the number three IPA with sales at \$117.7 million (Client Presentation, 2024). The Juice Force is a tropical brew with a 9.5% ABV (New Belgium Brewing, 2024). Consumers appreciate the higher alcohol content as it contributes to the robust flavor profile. It is described as being fruit-forward, strong, and smooth (Andreucci, 2022). Voodoo Ranger has strong brand recognition among its audience and market. Consumers who are familiar with Voodoo Ranger offerings are more inclined to try Juice Force. This has contributed significantly to the brand's success in the market. The Juice Force has also been recognized by consumers for its iconic memorable can (Andreucci, 2022). The vibrant orange color along with the skeleton in a pilot costume commands attention.

Lagunitas IPA is the number four IPA with \$117.7 million in sales (Client Presentation, 2024). Lagunitas is a classic West Coast-style IPA (Lagunitas, 2024). Consumers praise the IPA for its lighter body and mild bitterness (Karl, 2020). The brand is well known for its edgy look, dogs, community, and inclusivity (Approach, 2022). The beer's commitment to innovation has helped Lagunitas maintain interest among consumers. Lagunitas IPA has been reducing its environmental impact by using surplus bread in the brewing process and implementing sustainable practices (BrewBound, 2023). The beer has also shown a strong engagement with consumers. In the article, "Lagunitas Brewing Success Story," Approach Marketing shares how the IPA has leveraged the media and influencers to create buzz. The successful campaign in Chicago involved strategic social media and influencer engagement. There was a high number of journalists, influencers, and media outlets that took part in the event which speaks to the brand's positive reputation. Lagunitas also takes into consideration its consumer's preferences. The beer tweaked its dog mascot appearance to convey a happier image (Linderberger, 2022).

The Elysian Space Dust IPA is the number five IPA with 72.7 million in sales (Client Presentation, 2024). Consumers describe the Elysian Space Dust IPA as a mild hop with some malt sweetness (Ontapcontributorsm 2021). Consumers love the IPA for its cannabis aroma (Forbes, 2024). The dank aroma has been the star of the show. The IPA satisfies a robust and flavorful aroma that fans of hop-forward beers enjoy. In terms of Elysian's social media presence, their Instagram has a unique and lively spirit. The page has a blend of imagery, community engagement, and beer culture. Their recent post, launching a giveaway of a custom Nintendo Switch has garnered significant engagement from consumers (ElysianBrewing, 2024). The opportunity to win something exclusive creates excitement around the brand and an incentive to keep following.

## INDIRECT COMPETITORS

As far as the indirect competition goes, first comes Modelo Especial, known for its orange and honey scent, is brewed with barley malt, non-malted cereals, and hops. (modelousa.com) It achieved the highest sales in July 2023, earning almost \$4 million, and dethroned Bud Light, becoming the number-one ranked beer in the United States in the same year.

Another indirect competitor is Corona Extra, which is recognized for its smooth taste. It contains 148 calories, 13.9 grams of carbs, and has an ABV of 4.6%. (coronausa.com) In July 2023, Corona achieved 2.4 million in sales according to Statista. Corona holds a position in the top three in terms of brand awareness, popularity, and consumption.

Tito's Handmade Vodka is America's Craft Vodka. It was created by Ber "Tito" Beveridge in 1955, obtaining the first legal permit to distill in Texas. Tito's Handmade Vodka is made through batch distillation. According to the Virginia Alcohol Beverage Authority, Tito's was the highest-selling spirit in 2023, with sales reaching approximately \$72 million. Additionally, Tito's is the number-one-selling vodka in America, as reported by VinePair.

Guinness, founded in 1759 by Arthur Guinness with the acquisition of a small Dublin brewery, initially offered a variety of beers and ales. In 1799, the brewery shifted its focus exclusively to porter, a dark beer. Today, Guinness boasts global sales of over 10 million glasses daily, totaling around 1.8 billion glasses annually, according to guinness.com. In Q4 of 2023, Guinness secured the position of the second most popular beer in America, as reported by Yourank.

Lastly, High Noon has been named one of the only seltzers on the market to be made with real vodka, real juice, 100 calories, no sugar added, and gluten-free. ([winebusiness.com](http://winebusiness.com)) According to Nicola Carruthers, High Noon led the top spirits sales in the US in 2023, with estimated sales of about 21.4 million. RANK: However, even though High Noon had an increase of sales in 2023, they are still only ranked #9 against other seltzer brands. ([tastingtable.com](http://tastingtable.com))

## **TARGET MARKET**

**Primary Target Audience: Millennials Definition:** Primary target market of Jai Alai are Millennials, ages 28 to 43.

**Estimated Target Market Size:** 21,6% (around 73 million) of the American population is categorized under the group “Millennial”.

**Demographics:**

According to census data from Statista in 2022, the brand's primary target audience are millennials with 21.6% out of the entire U.S. population, being the largest population distribution in the chart. Taking this percentage into consideration, their age range is 28 to 43, where 52% are male and 48% are females (U.S. Census, 2022); and according to Goldman Sachs's article, the median marriage age of millennials is 30 years old where 43% are married and 57% are still single/unmarried.

Moreover, according to the data provided by this census, 66% of the total millennial population works full-time, 11% work part-time, 8 percent are full-time students and 14% are not working. Also, 70% of millennials prioritize two principal factors in their job careers: Salary and Job security. Following the statistics of the U.S. Census in 2022, the average annual salary of millennial workers is \$71,566. Moreover, the employment rates, according to MBS's graphics, Millennials are on track to have the highest college attainment rate. About 38% of millennials have a bachelor's degree or higher, in comparison they also earned their degrees much faster than previous generations.

Regarding, the most chosen geographic locations of millennials to live in the U.S. include the following cities: San Jose, California with 63%, Denver, Colorado with 61%, Boston, Massachusetts with 60.59%, and Seattle, Washington with 60.53%. (Statista, 2022). Moreover, regarding their socioeconomic status, 65% of millennials are middle class, 30% are upper class and 5 percent are lower-middle class. Also, regarding their ethnicity, according to Statitsa's data from 2022, 20% are White, 27% are Asian, 24% are Black/African American, 27% are Native Hawaiian, 24% are American Indian, 25% are Hispanic, 22% are two or more races (Statista, 2018).

**Behavioristics:**

Regarding the everyday behaviors of millennials, Statista conducted a study specifically for this generation. In this study, they found several routine characteristics including; 93% of millennials own a smartphone, 75% prefer texting before phone calls, 31% of millennials are involved in activities related to fashion and beauty, and 31% enjoy watching sports. Other behaviors include that 83% enjoy outdoor activities, going to the gym, socializing and meetings with families (True List, 2024). Moreover, 40% of millennials check for online reviews before making a purchase, 88% of millennials spend an average of \$100 or more on buying a present for their loved ones, and they enjoy traveling as 35% of millennials spend more than 5k in travel. Last but not least, regarding their drinking behaviors, they have decreased in comparison to 2023. They used to have an average of 5 drinks per week, while now in 2024 it has decreased to 3. Nevertheless, millennials still align being Jai Alai's primary target audience as their primary drink of choice is beer; 31% of millennials drink beer regularly, 30% drink wine, 22% spirits and 18% drink seltzers (NCS Solutions, 2024).

Overall, millennials like to live life with their families, value social interactions and get together with friends. They use technology on their daily routines, preferring online shopping, texting, outdoor activities, and traveling. Lastly, in comparison to other generations, millennials are the number 1 to enjoy alcohol, especially beer. (Statista, 2023)

**Psychographics:**

According to an article by Indeed one of the main characteristics of millennials include the passion for learning. Meaning how open they are for change and new ideas but also learn from them. Moreover, a good point to consider is that millennials were born/grew

up during the time of transition from conventional methods to a more modernized world; therefore, millennials tend to be more creative and adaptive to changes. This follows their next skills which is how tech-savvy millennials are, they have adapted to technology and integrated it to their everyday lives including work and social interactions. Last but not least, millennials value social interaction and company. They enjoy new experiences and learning from them. Moreover, according to another source known as “Media Culture”, their article points out how millennials value their career aspirations and their drive to be successful.

### **Geodemographics:**

Moreover, in the geodemographic aspect of this primary target audience, in the metrics used in the Heartland Forward Organization report, Austin, Texas, was the top-ranking Heartland metropolitan area and the fourth-ranking metro area overall. Austin holds the distinction of being 11th in the U.S. for the concentration of high-tech industries, where millennials are attracted to the community for economic and amenity reasons. Also, this report was able to track the population growth of residents, specifically during the years 2013 to 2017. Nevertheless, an article from Smart Asses from the U.S. Census Bureau data from 268 cities showed more information about the primary cities millennials live in or moved in the last 2023 year. Some of the key findings include that other most chosen cities of millennials are: New Jersey with 41,5% of its population is millennial, Seattle, Washington with 41,2%, Denver, Colorado with 40,8% and Santa Clara, California with 39.8%. Overall, these top 5 cities are the most chosen cities by millennials in 2023. According to their typical behaviors and psychographics, these cities fit best to match their values and interests as they allow them to grow with employment and tech

opportunities. Also, another key finding from the report is that millennials have become progressively more urban over the last three decades. Young adults, mainly ages 24 to 34 have been the principal movers in the urban cities.

Moreover, following this point of moving to urban areas, in comparison to previous years, millennials have been changing the way they confront the housing market. According to the latest data from the Census Bureau written in the article by “Apartmentlist”, millennials have become more likely to say they will rent forever, almost doubling from 13 percent in 2010 to 24 percent in 2022. Nevertheless, even though the percentage of renters is increasing, 52% of millennials are homeowners (The Ascent, 2023). Another important characteristic of millennials is that 86% of them in the U.S. already own a car, while the 14% left stated that they intend to purchase a car within a year or more. (Porch Group Media, 2023). Also, 33% of the U.S. millennial population claims to have pets, taking the largest percentage of current pet owners. (Forbes, 2024). This characteristic follows another key point of the living situation of millennials. According to Susan Carpenter, writer for Spectrum News, 20% of millennials still live with their family members, principally parents; with Los Angeles having the largest percentage of Millennials living with family members. Moreover, another important characteristic is that 65% of unmarried millennial couples live together with their significant other.

### **Design Persona:**

Name: Alex Miller

Demographics: Alex is an Asian man, 30 years old, who is not married yet but has a girlfriend. He holds a bachelor's degree and works full-time at a bank as a financial advisor. Alex belongs to the middle-upper class for millennials and makes \$70,000 yearly.

Location: He is a homeowner and lives in Austin, Texas. He lives with his girlfriend.

Behavioral Traits and Interests: Alex values job salary and security. He owns a smartphone, prefers texting over phone calls, and is very tech-savvy. He enjoys spending time with his family and friends, drinks beer regularly, around 3 times a week, enjoys outdoor activities, goes to the gym, shops online, and checks for product reviews. Alex owns a car and has a pet with his girlfriend.

Goals and Motivations: Aspires to grow in the tech industry and take advantage of job opportunities in Austin, Texas. Balances work with social and family life, embraces change, open to new experiences, and enjoys learning about new things. His weeks consist of working from 9 am to 5 pm, after that he shares quality time with his girlfriend. He visits his family during the weekends and hangs out with friends. In the evenings he likes to watch sports and share a beer with friends.

## **Secondary: Generation Z**

### **Demographics:**

Generation Z ranges between 12-27 years old and represents a significantly diverse demographic. According to CNBC.com, this group is primarily concentrated in major cities such as Ann Arbor, Provo, Boulder, Athens, and Tallahassee (McNair, 2023). They predominantly come from middle to upper-class backgrounds, with a race breakdown of 52% white, 25%

Hispanic, 14% African American, 4% Asian, and 4% multiracial (Parker, 2020). Many of them are actively pursuing higher education, working towards Bachelor's or Master's degrees. In terms of employment, they often engage in part-time or full-time jobs, on average dedicating 30 to 40 hours per week to their occupations.

### **Behavioristics:**

Unsurprisingly, Generation Z are the pioneers of the digital age. This makes this group highly comfortable with technology across many different niches, making them active social media users. Generation Z's consumption attitudes are shaped by growing up chronically online. A recent article by *Catalyst* dives deep into how Gen Z's consumption attitudes and patterns online are shaped by valuing authenticity, transparency, and genuine connections in marketing efforts across the internet. (Emilani, 2023). This generation is also prone to attending social gatherings and events, often sharing their experiences on social media. This presents an opportunity for brands to attract them through more aesthetically pleasing events where they can catch great photos for their personal social media channels (Hartz, 2019). Moreover, Gen Z craves experiences and adventure, with research indicating their eagerness to try new things weekly. They prioritize experiences and the appearance of items over product quality alone. Gen Z values convenience and accessibility. This aligns with products that are easily found and accessible in retail settings (Francis, 2018). Last but not least, regarding their drinking behaviors they drink 20% less than millennials. Nevertheless, this can be expected as the legal drinking age in the US is 21. Moreover, their drinking usually takes place on social scenes such as bars, night clubs, parties and home with friends (Hines 2024).

### **Psychographics:**

Generation Z is redefining traditional career paths, with 50% aspiring to become entrepreneurs or start a business of their own, according to a report by *Samsung and Morning Consult* (Smith,2023). This shift reflects a major change in comparison to the traditional workforce in previous generations. This is because now, younger people are striving to make more of a difference in the world. Generation Z is ambitious, with 44% emphasizing the importance of recognition and success in their endeavors. (Forbes,2023). Their upbringing in a digital age has created an open-minded and inclusive outlook on their futures, which is likely related to wanting to constantly try new experiences. This upbringing in an entirely digital age has created an inclusive outlook and primarily embraces a social lifestyle. Gen Z values consciousness in products and places a spotlight of importance on athletic achievements. (MediaCulture, 2023). Their psychographic behavior is shaped by authenticity and purpose. They seek meaning in their actions and tend to gravitate toward brands and products that align with their values and beliefs.

### **Geodemographics:**

When looking at the geodemographics of Generation Z, there has been a noticeable pattern that this age group has gravitated toward urban cities and bigger college campuses. According to Emily Bloch, New York City, Los Angeles, Chicago, Houston, and Philadelphia all experienced increases in the number of Gen Z residents in 2021. This is not surprising because Gen Z has been known for looking for opportunities where there is a constant presence of growth and experiences. For example, particularly in southern schools such as Alabama, the University of Georgia, the University of Florida and many others. These college campuses have enrollments ranging from 27,000 to 38,000 students, making this a hotspot for Generation Z. Surrounding

these colleges there are tons of bars that provide these students with nightlife and entertainment, both during the weekends and weekdays. Furthermore, within these cities, there are a lot of opportunities for career advancement. William Frey said, “Gen Zers are new movers leaving parental homes or college and, like earlier generations at their age, move to cities because of the job and leisure attractions.” To this point, over the past decades, this has been a trend for the young generation to flock to urban living, so it is not surprising that Generation Z has shifted towards big cities and big college campuses.

**Design Persona:**

Name: Robert Lobello

Age:21

Occupation: Full-time student and works as a server at a local restaurant. Location: Robert lives in Tallahassee, FL, and attends Florida State University.

Background: Pursuing a degree in business management and on the lacrosse team. Robert grew up living in New York but soon moved to Florida because of the weather and social life. Robert works part-time to help pay for his expenses such as groceries, gas, and going out. Even though he has a job he still has help from his parents for rent and school tuition. However, Robert is extremely motivated and passionate about his future career in business and plans to move to New York City after graduation.

Interests: Robert values education and athletics, but also values social life. His weekdays consist of attending class, studying in between classes, and showing up for lacrosse practice after school. On the weekends, when he does not have a scheduled lacrosse game, he participates in nightlife

and bar scenes. He also loves spending time with friends at his apartment pool with occasional beer-dye tournaments.

## **Demographics:**

### **Tertiary: Millennial Female**

A primary goal for Jai Alai is to enhance its appeal and engagement among millennial females. The tertiary target market can be defined as millennial females between the ages of 27 to 42 (Gorynski, 2023). According to the United States Census Bureau, the estimated target market size for millennial females in this range is 67, 273, 280 million (U.S. Census, 2022). Breaking down the demographics, the United States Census Bureau's findings revealed that 7 percent fell within the 30 to 34 age bracket, 6.7 percent within 35 to 39, and 6.5 percent within 40 to 44 years old (U.S. Census, 2022).

When considering the geographic distribution of millennial females in the United States, the Southeast region emerges as a promising hub for engagement (U.S. Census, 2023). According to Census Reporter in 2022, about 13% of millennial females live in the Midwest. The median age range for this region is 39 years old. About 13% of millennial females live in the Northeast. The median age range for this region is 40 years old. Lastly, about 15% of millennial females live in the West. The median age range for this region is 38 years old.

In terms of socioeconomic status, according to the U.S. Bureau of Labor Statistics millennial females ages 25 to 34 earn a salary of \$50,44. Millennial females age 35 to 44 earn \$57,824. The average median annual wage of a millennial female is \$54,132 (Forbes Advisor, 2024).

In terms of ethnicity, the United States Census Bureau reported a total of 9.5% White millennial females, 2.7 percent Hispanic, 2 percent Black, 0.17 percent Native American, 1 percent Asian, 0.37 percent Two or more races, and 0.04 percent Native Hawaiians (U.S. Census, 2022).

Lastly, in 2022, the United States Census Bureau reported of millennial females ages 25 to 34 years old, 20,865,671 million are high school graduates, and 9,836,971 million earned a bachelor's degree or higher. Furthermore, of millennial females ages 35 to 44 years old, 19,929,767 million are high school graduates and 9,678,890 million earned a bachelor's degree or higher (U.S. Census, 2022).

### **Behavioristics:**

Many millennial women value social justice, equality, and sustainability. They are very socially conscious, often leading to involvement in social causes, and may seek out brands and companies that align with their values. Many millennial women are interested in entrepreneurship and may be more likely than previous generations to start their own businesses. Millennial women may be more inclined to search for unconventional career paths. Millennial women often prioritize self-care with activities such as yoga, meditation, and mindfulness practices to manage stress and promote mental health. A big behaviorism is these females tend to embrace diversity and inclusivity (Venkat, Fox, and Summers, 2024). They value inclusiveness in media, workplaces, and society in general. They may be more likely to challenge traditional gender roles and stereotypes. Going hand-in-hand with inclusivity, millennial women value authenticity in their relationships, interactions, and experiences. They tend to be drawn to brands and influencers that appear genuine and transparent. As mentioned in the transcript of an

interview between Kate Kennedy and NPR's Juana Summers', compared to previous generations, millennial women often delay marriage, homeownership, and starting a family (Venkat, Fox, and Summers, 2024). These women are looking to pursue higher education, focusing on career advancement, and changing societal norms. Lastly, in terms of their drinking behaviors, millennial males drink a little more alcohol than females with 68%. While in the case of millennial females 64% of their US population regularly consume an alcoholic drink per week. Moreover, according to Megan Blackford, beer is their 3rd drink of choice with red and white being on their top (Blackford, 2020).

### **Psychographics:**

According to a study done by Spotify of millennials, it is advised to look into this market heavily when looking to sell a product. (Profile of Millennials, 2024) Millennial females are deeply concerned about social issues such as equality, diversity, and sustainability. These women value their individuality. They tend to use some of their time for self-expression and personal growth. Technology played a large role in their lives, as millennial females often use technology to connect and create content. These women are very adaptable and open to change. Millennial females embrace new ideas and experiences, often leading trends and shaping societal norms. They are willing to spend on travel, dining, and events that create memories. Most of these millennial females prioritize physical and mental well-being. They are interested in fitness, nutrition, mindfulness practices, and holistic health.

### **Geodemographics:**

Millennial women are often found in urban areas, more specifically 88% (Zuckerman, 2020). They are more likely to reside in neighborhoods with vibrant social scenes, public

transportation, and proximity to workplaces and entertainment venues. Geodemographic analysis highlights neighborhoods with cultural diversity. Many millennial women tend to value exposure to different cultures and perspectives. Based on information from Zuckerman's article on Millennial Statistics, 57% of millennial females aspire to travel, while 49% want a home of their own (Zuckerman, 2020). On top of valuing culture, many millennial women prioritize sustainability. This could mean they look for neighborhoods with walkable streets, bike lanes, public parks and farmers' markets. When looking at the geodemographics of millennial women from a recreational point of view, millennial women are often found in neighborhoods with thriving social scenes. These neighborhoods could include trending cafes, bars, art galleries, and recreational facilities. As mentioned earlier in psychographics, millennial females delay traditional milestones like marriage and starting a family. Nonetheless, those millennial females who do not delay, value family-friendly neighborhoods that have good schools and other amenities for children and families.

**Design Persona:**

Name: Kayla Brennan

Age: 27

Occupation: Full-time Pharmacy Technician

Location: Currently living in Tampa, FL, a few miles from the University of Tampa campus in downtown Tampa.

Background: Kayla is from Baltimore, MD. She graduated from the University of Tampa and she is currently looking to move to Gainesville, Florida for graduate school. Kayla went to the

University of Tampa under a sports scholarship. She majored in Biochemistry and is looking to get her masters in the same subject.

Interests: She is interested in finding a place with an urban feel. She wants the city to have other millennials populating the area. She is looking to stray from college bars and social scenes and find an area with residents that are her age preferably older. Kayla will give up her career in sports post-graduation from UT, however, she is still very interested in fitness and health. She will be participating in nightlife and bar scenes on the weekends and is hoping to find an area with parks and outdoor amenities.

## OBJECTIVES AND GOALS

**Sales:** To increase sales volume by 15% among Gen Z by December 2024

**Trial:** To increase the trial of Jai Alai by 15% among gen z, 20% among millennial men, and 10% among millennial women by December 2024.

### Advertising/Communication Objectives

**Brand Awareness:** To increase brand awareness among millennial females ages between 28 to 43 by 5% by December 2024.

Targeting millennial females aged 28 to 43 with the objective to increase brand awareness by 5% by December 2024 is rational because Jai Alai can leverage millennials' powerful attachments to brands. According to Girl Power Marketing, "Millennials represent a major market force in terms of buying power, spending \$200 billion dollars per year" (Landers, 2018). Jai Alai can use this information to position themselves to align with millennials' lifestyles and beliefs. Showing that Jai Alai is more than a product, but also a lifestyle will connect with millennial women on a deeper level. "59% of millennial women want to see real stories, about families with images that closely match their daily lives. So marketers will be more successful keeping it real" (Landers, 2018). This approach not only creates brand loyalty but also deepens engagement with the brand and grows sustainability. By creating intimate connections with millennial women through tailored market targeting, Jai Alai can produce a front-running position among this competitive demographic.

**Brand Awareness:** To increase brand education among Gen Z consumers by 15% by December 2024.

In today's highly competitive market, capturing the attention of Gen Z has proved to be one of the most challenging groups to market to. Jai Alai needs to increase brand awareness/education among Gen Z users. Increasing brand awareness by 15% by December 2024 is a rationale objective because it provides a clear and tangible metric for evaluating the effectiveness of Jai Alai's efforts. It will enable progress to be tracked over time and to adjust strategies accordingly. Gen Z represents a significant segment of the consumer population with a strong influence over market trends and purchasing power. According to Wordstream, Gen Z accounts for 40% of global consumers (Wordstream 2023). Therefore, to secure future growth, increasing brand awareness among this demographic is important. Another rationale for this advertising objective is the unique advertising preferences associated with Gen Z. Gen Z filters out traditional advertising. They value authenticity and purpose-driven initiatives (Emiliani, 2023). Thus, increasing brand awareness among this demographic requires an innovative and engaging digital approach. Lastly, brand awareness builds trust. Capturing the attention of Gen Z early on will lead to long-term brand loyalty and benefits. Once Gen Z becomes aware of Jai Alai they're more likely to repeat purchases without thinking about it.

**Brand Loyalty:** To increase brand loyalty and trust among millennials by 15% by December 2024

One of the most challenging objectives that Jai Alai faces is to maintain and increase their most loyal audience. When it comes to the analysis of their main audience, millennials take the largest percentage of their consumers; therefore, increasing this client's loyalty is one of Jai

Alai's principal objectives. By having a tangible metric of 15% by December 2024, Jai Alai can look forward and start analyzing the importance of achieving it. In today's dynamic marketplace, cultivating brand loyalty and trust among millennials is essential for Jai Alai's business success.

According to an article written by Qualtrics, brand loyalty drives growth (Qualtrics, 2024).

Considering the importance of this, repeated purchases by loyal customers increase the overall growth of the company, therefore prioritizing these customers can be a great benefit. Moreover, taking into consideration the extended competitor market Jai Alai has, brand loyalty sets Jai Alai apart from their competitors. Last but not least, it is important to point out that according to statistics presented by Porch Group Media, 1 in 5 millennials describe themselves as being loyal to specific brands (Porch Group Media, 2023). To increase these numbers, brand loyalty objectives are essential and have to be targeted to increase overall growth and success for Jai Alai; allowing repeated purchases, market differentiation and advantage, positive word of mouth, and community building.

## POSITIONING

The value proposition of Jai Alai is centered on the idea that great beer is accessible and enjoyable no matter the time or the place. Being a versatile, bold, and balanced beer, sets Jai Alai apart from its competitors in the crowded craft beer market. With the Anytime, Anywhere campaign Jai Alai will become one of the most sought-after beer choices amongst several demographics (Client Presentation, 2024). Whether you're hanging with your friends on a night out, cheering on your favorite sports team, or enjoying the outdoors, Jai Alai is along for the ride.

Jai Alai exudes a unique, effortless, and versatile appeal, making it the ultimate beverage for any occasion, anytime, anywhere. While some competitors may focus on a niche market or specific demographic, Jai Alai caters to a wide range of consumers. Gen Z is a generation defined by their adventurous spirit (Tjoe, 2023). They're not just consumers, they seek authenticity and are always on the lookout for products that align with their values and lifestyles. Jai Alai is a brew that speaks their language. For millennial females, Jai Alai offers a refreshing, sophisticated taste. Its flavor profile can be casual or elevated. The IPA particularly resonates with their busy lifestyles. For Jai Alai's most popular demographic, millennial males, Jai Alai caters to their appreciation for high-quality craft beer. The balanced blend of hops, malt, and citrus notes makes it a unique and adventurous choice. In terms of price, Jai Alai offers great value without compromising on quality. Jai Alai remains accessible to a wide range of consumers, while some competitors may focus on premium pricing strategies. A 6-pack of Jai Alai is around \$12 (Total Wine, 2024). In terms of community, the IPA offers opportunities for customers to connect with each other. Through social media engagement, collaborations with local businesses, and events, Jai Alai will create a sense of belonging. Alongside these offerings,

Jai Alai is soon unveiling its new brand look (Client Presentation, 2024). This updated look will not only reflect the brand's commitment to staying current and relevant but will also enhance the customer experience. For those not familiar with Jai Alai, a brand refresh will be important in increasing awareness and recognition.

When consumers are looking for an IPA, they will look for a beer that is convenient and can be drunk anywhere. Jai Alai wants their consumers to dive in on their refreshing nature which makes it a perfect choice for various occasions. The citrus hoppy flavor satisfies the thirst-quenching experience for a hot summer day or after physical activities, such as sports. Jai Alai is a great option for pairing it with food. Whether someone is out to dinner, enjoying a meal at home, or at a backyard barbecue, Jai Alai is versatile. According to Craft Brewing Business, "Half of Gen Z rated food as a very or extremely important factor motivating a taproom visit" (Varda, 2024). Knowing this information is important because Gen Z consumers have seen a shift in decline with bar scenes, so putting Jai Alai in places where food is an opinion might appeal to this generation and boost Jai Alai sales (Keane, 2023). Jai Alai is known for its dedication to craftsmanship, such as introducing new flavors for a wider target audience. According to J.J. Taylor, "With the introduction of Jai Low India Pale Ale, Jai Alai Mango India Pale Ale, and Jai Alai Peach White Oak India Pale Ale, this mixed pack promises an extraordinary tasting experience that showcases the brewery's commitment to craftsmanship and creativity" (Schauer, 2023). Last, Jai Alai offers community connection. Through the Anytime Anywhere campaign, Jai Alai will show people in different settings enjoying the beer together.

Jai Alai enhances consumers' lives by providing them with not only a premium craft beer, but an experience every time they drink a beer. Jai Alai will show this through social media posts, creative concepts, and promotions such as buy one get one free Jai Alai. With the Anytime

Anywhere campaign, Jai Alai eliminates a burden from consumers' lives with its wide variety of unique flavors. Jai Alai has a large availability in cans, which offers a convenient and portable option. Consumers can be worry-free when transporting Jai Alai in any environment they might be in. Cigar City Brewery ran into a minor issue with can shortage when introducing Jai Low in 2020. However, they resolved this issue by using the production of shrink-sleeve packaging. According to Cigar City Brewing, "These new sleeves are smoother to touch and more appealing to the eye than older sleeves, showcasing bold colors and details that weren't possible" (Stephens, 2020). This allows consumers to savor the Jai Alai flavor wherever life takes them.

The benefits that come with Jai Alai beer mainly come from the feelings that arouse when enjoying it. The feelings that come from a vacation to a tropical destination, the sunshine, and warmth. The satisfaction of engaging with a fun brand that originates from the game native to Spain. The principal competitor, Sierra Nevada Hazy Little Thing, is a family-owned IPA with a modern look and a fruity taste (Mack, 2022). New Belgium's Voodoo Ranger IPA is another strong competitor with the well-known mascot of the Voodoo Ranger, a skeleton that wears a ranger uniform. Using a mascot in the positioning of this IPA allows for social media engagement and a spokesperson for the brand (Chin, 2021). An indirect competitor is High Noon, a hard seltzer. High Noon's positioning involves a "sporty side" without actually being affiliated with an actual sport like Jai Alai is, but having a partnership with Barstool Sports (MacKay, 2023). Last, Lagunitas' positioning involves an iconic dog mascot and pushes the idea of not taking life too seriously (IPA, 2024). Overall, Jai Alai IPA's positioning effectively taps into the emotional and cultural aspects of its brand, offering consumers a refreshing and enjoyable experience that transports them to a tropical paradise, while also appealing to their desire for balance and fun, thus setting it apart from the competitors.

## IMC STRATEGY

### Marketing/Sales Objectives

**Sales Volume:** To increase sales volume by 15% among Gen Z by December 2024.

Increasing sales volume by 15% among Gen Z by December 2024 requires a strategic approach that prioritizes trust through social media. To achieve this marketing objective, TPagency will showcase the advantage of consuming Jai Alai IPA by emphasizing its unique taste, premium quality, and versatility. Jai Alai will leverage platforms such as Instagram, Snapchat, Facebook, and Twitter. Personalized content will play an important role in inspiring this demographic. According to SheerID, 81% of Gen Zers prefer personalized ads (Coray, 2023). The campaign on social media will address to Gen Z interests, showcasing Jai Alai in a way that aligns with their lifestyles and aspirations. All social media mediums will feature a QR code. The copy will read, “Scan for a Free Jai Alai, #AnytimeAnywhere.” QR codes allow for marketers to keep customers (Feger, 2023). Additionally, TPagency will prioritize co-creation initiatives. According to AdAge, Gen Z wants to be co-creators (Litman, 2023). This invites Gen Z consumers to take part in shaping the brand experience. Ownership and community involvement will drive sales growth. Last, hashtags increase sales growth and make it easy for people to find content (Lundin, 2024). TPagency will use the #AnytimeAnywhere as a part of the campaign. Not only will this expand the reach of posts but it will also encourage user engagement.

**Trial:** To increase the trial of Jai Alai IPA by 15% among Ge Z, 20% among Millennial men, and 10% among Millennial women by December 2024

A marketing strategy that would help meet this goal of increasing trial among Gen Z and Millennials would be event sponsorship. In order to stay in touch with #AnytimeAnywhere, TPAgency believes that events such as running festivals or flea markets would add to the adventure and excitement associated with the hashtag. Focusing more specifically on running events, TPAgency could find that Gen Z and Millennials are most likely to attend these events and for different reasons than Gen X and Boomers. As stated by Derrick Feldmann in an article by Running USA News, “Unlike Gen X and Boomers, who were interested in running to remain fit and healthy, Gen Z is different. For them, exercise isn’t about fitness, it’s about fun and purpose ” (Etling, 2023). It would benefit Jai Alai to be associated with “fun and purpose.” Where “trial” is concerned, men and women who take part in the running festival or other events sponsored by Jai Alai will know the product through features on running shirts and promotions on signs. This awareness will lead to trial of the product by most of the attendees, who will try the IPA for the first time. According to an article by The Leadership Institute, event sponsorship form of marketing allows for benefits such as brand interaction, attendee data, and media exposure (Sponsorship, 2020).

### **Advertising/Communication Objectives**

**Brand Awareness:** To increase brand awareness among millennial females ages between 28 to 43 by 5% by December 2024.

Targeting millennial females to increase brand awareness holds significant importance for Jai Alai’s long-term growth and success. According to previous research, Jai Alai’s principal audience are millennials ages from 28 to 43. Nevertheless, in that segment, the male gender’s

percentage outnumbers the female's involvement with the brand. This is why this objective targets females and the importance of increasing their participation in choosing Jai Alai as diversifying the brand's audience demographic can help with relying on a single market segment. Following the SMART characteristics of these objectives, Jai Alai prioritizes their socially responsible policies. Therefore, according to a study conducted by Cone Communications Millennial CSR in 2015, found that 9 in 10 millennials would switch brands to one associated with a cause, especially females buying preferentially from responsible companies (Blomenberg, 2019). This can be a great opportunity to highlight for Jai Alai as they are a socially responsible brand that can take advantage to showcase this prioritizes and increase engagement with this segmentation, female millennials. In order to do this, Jai Alai can create educational content about them being socially responsible, and how they do it. In this educational content, Jai Alai can also partner with socially responsible organizations such as one of their top competitors, New Belgium. As both companies have similar goals, promoting this type of content can increase engagement by showcasing how they practice these responsibilities.

**Brand Education:** To increase brand education among Gen Z consumers by 15% by December 2024.

For Jai Alai to achieve the objective of increasing brand awareness and education among Gen Z consumers by 15% by December 2024, will be the use of social media. According to Sprout Social, “Gen Z’s earliest memories are tightly linked to internet ephemera, like web games and viral social content”(Gomez, 2023). With that being said, it is extremely important for Jai Alai to market on social media platforms such as Instagram and Snapchat. Leveraging social media platforms, influencers, and interactive content will develop engagement and resonate with this demographic. An influence that could be used is Hannah Buck. Hannah has been known for

her content to resonate with generation Z because she is into a healthy lifestyle, but also enjoys hanging out with friends at bar scenes. This would be a perfect person to collaborate with Jai Alai's Anytime Anywhere campaign because she creates engaging content for the Generation Z audience that enjoys fitness, trying out new products, and hanging out with friends around the Tampa Bay Area. Some content that will appeal to Gen Z is creating interactive content, appealing to what matters most to this demographic, and short-form video content (Forbes, 2022). To get Gen Z more aware with Jai Alai creating polls, contests, or questions on their socials will show this generation that Jai Alai cares about what matters most to them. For example, creating quizzes on Instagram that ask questions about Jai Alai will educate Gen Z to better understand the history behind the Jai Alai brand. By implementing these targeted strategies to the needs of Gen Z consumers, Jai Alai will achieve an increase of education and brand awareness to this ever-changing generation.

**Brand Loyalty:** To increase brand loyalty and trust among Gen Z by 15% by December 2024

Increasing brand loyalty and trust among Gen Z via social media is crucial for Jai Alai, leveraging its role in their daily lives for inspiration and entertainment. Emphasizing authenticity and user-generated content, alongside co-creation strategies, can differentiate Jai Alai in the competitive IPA market. Since this age range uses social media routinely in their daily life, it is crucial to use impactful strategies to separate Jai Alai from other IPA brands. Generation Z prefers authenticity aside from content that feels artificial online. This means that consumers are not likely to engage and become loyal to brands that seem perfect. (Alves, 2023). Developing advertisements that address to the values and concerns of Gen Z is crucial, and incorporating brand storytelling in these advertisements. An emotional connection to the audience will more

likely encourage the preference of Jai Alai over other brands. An emotional connection to a brand is an excellent way to increase trust in a brand and top-of-mind awareness dually. An article by Ad Age emphasizes the importance of brands increasing co-creation for increased brand loyalty. Generation Z wants to be involved in participatory moments to build a long-lasting bond (Litman, 2022). Highlighting user-generated content and incorporating their feedback into brand offerings can increase this sense of involvement and ownership, aligning perfectly with Generation Z's desire for a more participatory experience. Overall, remaining authentic and inviting users to join in and become creators of their own with this brand are two crucial avenues to take when considering brand loyalty across this demographic.

## MARKETING MIX

### Introduction

The Anytime Anywhere campaign will promote Jai Alai as the most sought-after and popular beer of choice amongst several targeted consumer demographics. The campaign will communicate Jai Alai as a cool, effortless, consistent, and mainstream beer. By using 360 thematic programming with the ongoing launch of its new refreshed packaging, Jai Alai will keep its existing consumer base while extending its reach to fresh audiences nationwide. Jai Alai has the strongest consumer base in the South, followed by the Midwest, West, and Northeast. The Anytime Anywhere campaign will increase sales, trial, brand awareness, and brand loyalty by December 2024. In terms of price, Jai Alai offers great value without compromising on quality. Jai Alai remains accessible to a wide range of consumers, while competitors may focus on premium pricing strategies. A six-pack of Jai Alai is around \$12 (Client Presentation, 2024). Last, to promote Jai Alai there will be various promotional materials. These materials will include a mix of online and offline tools aimed at conveying the message of bringing Jai Alai with you wherever you go.

### Online Tools

The Anytime, Anywhere campaign for Jai Alai embraces the power of online tools to connect with our audiences effectively, with a concentration on Generation Z, while carefully navigating alcohol advertising regulations. Instagram, Facebook, and Twitter are three key platforms in our digital strategy. These are effective for this demographic being known for their attraction to visual and interactive content with users. It is effective for this demographic, known for its attraction to visual and interactive content. The leverage of Instagram's content formats,

stories, interactive polls, reels, and traditional posts are all useful tools to drive this campaign forward. Facebook's targeting capabilities and Twitter's rapid interactions can easily showcase the vibrant and adventurous lifestyle associated with Jai Alai between factors of engagement and reach. These communication methods resonate specifically with the interests and digital behaviors of Generation Z who are of legal drinking age. Last, a promotional video, which plays a crucial role in the campaign, is distributed across each social media and streaming platform. Styled as a concise and fast-paced video promoting the beer that highlights the accessibility and enjoyment while enjoying a Jai Alai highlights the craft behind this beer and the social settings it enhances, with a focus on the anytime, anywhere concept. Jai Alai aims to increase brand visibility and engagement with Generation Z consumers, ensuring all content is appropriate and meets all regulatory standards to ultimately attract this key audience to affect younger beer consumers the most.

### **Offline Tools**

To complement the Anytime Anywhere campaign, offline tools will reach the target audiences, especially millennial females. Using offline tools contributes to enhancing the perception of Jai Alai as an accessible beer choice for various occasions. Jai Alai will partner with popular magazines that target millennial females. This partnership will effectively showcase that Jai Alai can be considered a trendy choice of beer. In the magazine, Jai Alai can be shown as something to drink for a girls' night out, a social gathering, or even spending a night at home. Another way Jai Alai can target millennial females is through collaborations with influencers. By collaborating with influencers that align with the campaign's message, Jai Alai can reach its target audience who trust and follow these influencers' recommendations. Last, Jai Alai can create mobile sampling events in areas where millennial females are highly populated, such as

shopping plazas. These pop-up events will offer taste tests, social connections, and real-time feedback. At the events, Jai Alai can offer exclusive discounts or merchandise to reward this target audience to take part in the event.

## Messaging

The message that Jai Alai advertisements convey primarily focuses on the main idea of how Jai Alai's beer is for anytime of the day, and anywhere in the world. Following the brand's marketing and advertising objectives and tailoring the approach for each social media platform allows Jai Alai to target each audience correctly. With social media promotions, depending on each of the platforms, some parts of the message conveyed in each promotion change. To address the aim of increasing brand awareness among a female audience, Instagram is the most used by this audience and, therefore, the most adequate to target this goal. Regarding the messaging approach, all the platforms follow the idea of Anytime Anywhere, but there are other slight changes such as including promotions for women through Jai Alai's branding at local bars, where the copy includes "Buy 1 get 1 free". As the message approach changes in the different social media platforms, this allows the promotion to target a specific audience and goal. Here, the tone is more inviting and powerful, speaking to the social and casual hangouts for Gen Z females. It addresses the audience directly, asking them to enjoy a fun night at their favorite local bar. The message is casual but confident, promoting Jai Alai beer as the ideal choice for a night out with friends. It communicates a sense of celebration and inclusivity, encouraging females to take advantage of the beer promotion to relax and have fun with no distractions. The advertisement effectively combines relatability and desire, appealing to the audience's need for memorable experiences.

Another case can be the utilization of Facebook as a social media platform for video promotion. The ad video portrays the spirit of "Anytime Anywhere" fun with six dynamic scenarios, such as outdoor get-togethers, poolside hangouts, sporting events, and busy bars. The tone is upbeat and energetic, creating a sense of excitement and adventure. By showcasing people from diverse backgrounds and lifestyles coming together to enjoy Jai Alai, the ad emphasizes its universal appeal and ability to enhance any moment. With Generation Z's adventurous spirit and millennial experience-driven lifestyles, this message resonates with their characteristics and allows them to feel identified (Henderson, 2023).

Overall, even though the core message of Jai Alai is being a casual, social, and effortless beer for Anytime Anywhere, where enjoyment remains consistent. Slight changes in each promotion allow the brand to showcase its benefits and achieve the desired objectives. This includes audience relevance, platform optimization, and brand consistency. Changing and targeting messaging for each promotion allows Jai Alai Beer to maximize its impact, connect with diverse audiences, and maintain a strong brand presence across multiple platforms. Taking this into consideration, while messaging may be adapted, the core brand values and identity of Jai Alai remain consistent across all promotions. This ensures that regardless of where customers encounter the brand, they receive a cohesive, targeted, and unified experience.

### **End Goal**

The end goal of the Anytime Anywhere campaign for Jai Alai is to achieve a variety of objectives. The first of the goals is a substantial increase in sales and trial, fostering initial consumer engagement and encouraging ongoing loyalty. Along with this, the aim is to prioritize the enhancement of brand awareness, ensuring prevalent recognition of Jai Alai across varied

demographic categories and geographic markets. In addition, part of the purpose includes enhancing brand loyalty and forming a dedicated consumer base committed to the Jai Alai brand. Another goal is committing to expanding audience reach and strategically targeting new demographics and regions. It is equally important to foster positive brand associations with Jai Alai. This is significant because it directly relates to enjoyable social experiences and lifestyle choices. The goal is to drive Jai Alai to extraordinary success in the competitive beer market through targeted messaging, innovative online tools, and impactful offline strategies, where the brand will make a lasting impact on each consumer.

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