

# Take Fin City With You IMC Defense Plan

Dominique Martino



# AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR:

FIN CITY BREWING COMPANY:

BY:

DOMINIQUE MARTINO

IMC DEFENSE FOR SPRING 2020

IMC 830: IMC CAMPAIGN PROJECT

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

The local craft beer community has been on the rise for the last five years. Fin City Brewing Co. needs to grow awareness of their 'to-go' beer options with craft beer drinkers focusing on their packaged 'to-go' beer. Starting in 2012, as Ocean City's oldest brewery, Fin City started brewing their beer. Although there have been many changes in Fin City Brewing Company's outlook since the beginning, Fin City is more focused on growing awareness of their 'to-go' beer target audience's mind. Fin City's target market is: individuals who vacation to Ocean City, Maryland or live there that are between the ages of 21-45 who enjoy drinking craft beer, and has a discriminating pallet for craft beer, which is why they are looking for craft packaged beer that they can take with them.

The primary and secondary research showed that Fin City has a lot of opportunities in the local craft beer market.

Research showed:

- recently, the craft beer market has grown substantially;
- the younger craft beer audience is more likely to buy from an interactive brand;
- Ideal mediums target consumers are using



This campaign will help:

- Create awareness of their 'to-go' beer options with the target market
- Engage consumers with the brand
- Increase packaged 'to-go' beer sales by 10%

By creating instore promotions, local events, and becoming more present on craft beer apps, Fin City will reach its target market and these goals.

Fin City Brewing Company will achieve the goals through the following marketing campaign using these tactics:

- Point of Sale Promotion
- Google Ad words
- Review Campaign
- Email Campaign
- Event Marketing
- TapHunter Mobile App
- Community Sponsorships
- Social Media Spending

# Table of Contents:



- Introduction: ----- 1
- Product and Service Analysis:----- 3
- Distribution ----- 5
- Current Financial Situation ----- 5
- Historical Results ----- 5
- Communications Problem ----- 6
- Secondary Research ----- 7
- Industry Outlook ----- 9
- Macroenvironment ----- 13
- Competitive Analysis ----- 15
- Primary Research ----- 21

# Table of Contents:

• SWOT Analysis -----	25	• IMC Budget -----	60
• Target Audience -----	29	• ROI -----	62
• Campaign Goals -----	33	• Measure of Success -----	63
• Market Communications Plan --	34	• Conclusion -----	65
• Creative Brief -----	37	• Appendix -----	66
• Strategies and Tactics -----	40		
• Advertising -----	41		
• Timeline -----	56		
• Timeline Justification -----	57		

# Intro Fin City Brewing Co.



Fin City Brewing Company opened for business in 2012 as the first local brewing company in Ocean City, Maryland. The head managers of Hooper's Crab House, which is located in Ocean City, Maryland, founded the Fin City Brewing Company. Patrick, Ryan, Mike, and Justin are all founders of Fin City and are the managers at Hooper's Crab House. After being in the restaurant business for a large amount of time, they came together and thought it would be interesting to open a brewery inside of Hooper's Crab House. The crew decided the best way to spread the Fin City name would be to connect this new brewing business with Hooper's Crab House. Currently, the brewing of Fin City

Brewing Company's draft beer is located inside of Hooper's Crab House on their loft (Brady, 2018). People who dine at Hooper's Crab House are able to see the four large barrels of brewing beer. Fin City brews 23 different types of beer, which include: IPAs; stouts; ales; porters; and wheat beers (Dunn, 2018). All of these have been made in-house at one point; however, all of their bottled and canned beer is produced and packaged in Baltimore, Maryland (Brady, 2018). Not all of their beer has been canned, yet. Since the beginning of April 2017, Fin City has released a total of four canned beers (Brady, 2018). Fin City Brewing company can be found on many different websites, such as: their personal website; Twitter, Instagram, and Facebook. On those social media platforms, they use promotional marketing strategies as a way to interact with their fan base.

# Continued:

Right now, Fin City Brewing Company does minimal advertising. Creating promotions through all of the mediums that Fin City uses, seems to allow followers to feel connected with Fin City. Since Hooper's Crab House is only open seasonally through the summer months, Fin City Brewing Company posts a plethora of pictures and information on Facebook, Instagram, and Twitter about where everyone can pair a fine meal with a Fin City beer while Hooper's Crab House is closed for the winter months (fincitybrews, 2018). Their online SEO presence seems to be pretty good since they are number three on Google search (not including ads) when typing in "breweries in Ocean City, Maryland" (Brady, 2018). Along with that, their website is very neat and easy to maneuver. They have five tabs on their website that people can click on: Crew, Fin Finder, Beer, Distribution, and Gear (Dunn, 2018).

## Product Analysis

Fin City currently brews 23 different types of craft beer on tap (some are rotating beers)

- 8 IPAs
- 2 Stouts
- 4 Wheat beers
- 2 Porters
- 7 Ales



They also offer 5 different canned beers and 4 kinds of bottled beers, which is not offered by the other local craft brewing companies. Compared to their competition, their beer is priced cheaper or the same. With that being said, Fin City made \$750,000 in sales in 2018.



Fin City Brewing Company offers different merchandise, too.

This includes:

- Hats
- T-shirts/hoodies/ tank tops
- Stickers
- Socks/koozies/keychains



# Fin City Analysis:

## Distribution:

Fin City brewing company distributes to many areas in Maryland and surrounding states. They use distributors, such as: Lohr Distributor; Lesky Distributor; Chesapeake Distributor; Bozick Distributor; G&G Distributor; and Cary Distributor (Dunn, 2018).

Most of the beer sales are at Hooper's Crab House during vacationing season in Ocean City, Maryland (Brady, 2018).



## Current Financial Situation:

Overall, Fin City Brewing Company financially performs well. Annually, Fin City brought in \$750,000 in 2018. This mostly comes from parts of Maryland, Virginia, New Jersey, and Delaware.

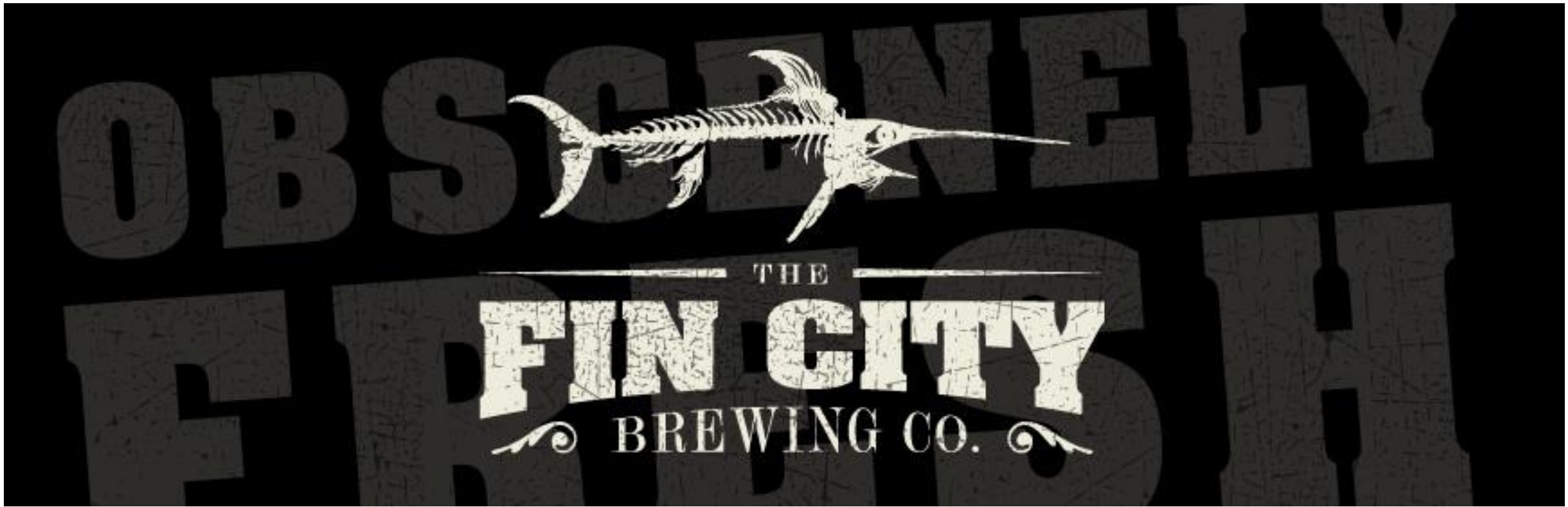
## Historical Results:

Fin City has come a long way in bettering themselves as a business by:

- finding more optimal distributors
- keeping up with consumer's wants (canned/bottled beer)
- supporting their craft beer demands



- They don't know you can get Fin City Beer 'to-go'.
- Don't know where to find it.



## **Secondary Research**

# Market Analysis

## Social Media Feedback

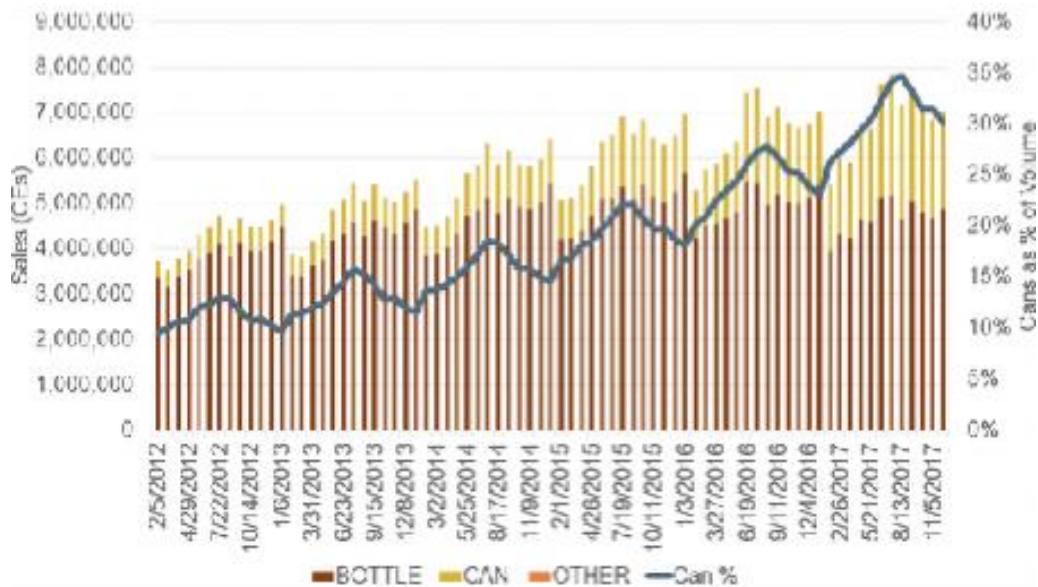
According to [craftbrewingbusiness.com](http://craftbrewingbusiness.com), 34% of millennial consumers responded positively to this question in a survey: 'When a brand uses social media, I like that brand more'. This also includes the fact that 60.2 % use their mobile phone to search more information about a beer while looking at the case on the shelf (Understand, 2018). Fin City has a reputable website as it has more information about the type of beer, what it pairs with, and the IBU/ABV of the beers (Dunn , 2018).



# Industry Outlook:

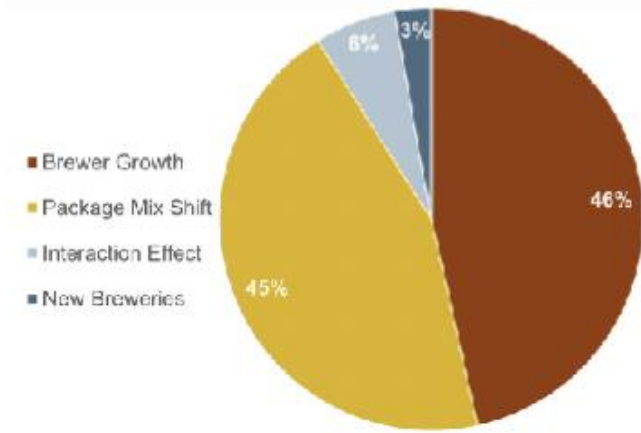
The Brewers Association and L2 have done great research in backing up the positive past, present, and future of craft beer sales and trends.

- The Brewers Association online had helpful feedback from research and surveys that they took from the years 2012 to 2017. Looking at each quarter from these years, canning craft beer sales have raised from 10% of sales to about 30% can sales in volume. This means it has rose 20% over the past 5 years at a pretty steady rate. As you can see from the picture above, the highest peak of can sales in volume, meaning the number of cans sold, not the amount of money made, was during the summer months, in 2017. At this point in the year, sales almost hit 35%, which is expected since it is summer time and most people are traveling, vacationing, and trying different local beers from places that they go (Rosen, 2016).
- Production in 2017 consisted of the following numbers:
  - 41.4 % of beer was put in a Keg or put in a Brite Tank
  - 58.6 % was packaged.



# Industry Outlook Continued:

- Of the packaged beers, 16.7% of the 58.6 % were caned and bottles were 41.9% of the packaged production (Watson, 2018). In 2017, cans helped to add 6.2 million case equivalents as bottles, which was split between brewery growth and shift packaging mix. This number did not increase because of the number of new breweries that opened, but by the growth of the ones were already getting business. See Chart for more details (Watson, 2018).



- This chart shows the growth in brewery sizes from 2016 to 2017 in share of market and can share in points. The chart indicates that the smaller the brewery size in the market, the more the canned beer share increases. This means the smaller breweries are getting more sales and feedback from the change in packaging than the largest craft beer breweries overall in the market (Watson, 2018), which is a good sign because Fin City is moving towards that trend.

Brewery Size (2016 scan volume, CEs)	Share of Craft Scan Volume (2016)	Segment Growth (2017)	Can Share(2016)	Change in Can Share Points, '16 to '17
>1M	61.2%	-1.7%	20.0%	3.4%
Between 100,000 and 1M	24.5%	6.0%	24.2%	8.4%
Between 10,000 and 100,000	12.1%	17.1%	45.0%	8.1%
10,000 or less (and new 2017)	2.2%	58.5%	42.4%	12.3%

# Industry Outlook Continued:

- An info-graph on the Brewers Association site shows the U.S. beer sales volume growth in general. In 2016, craft beer sales rose 6.2%, which held 12.3% of the overall share of beer sales that year. The craft beer market held \$23.5 Billion of sales and was a 10% increase from the year 2015 (Rosen, 2018).
- While using the strategy research link, given to us in the prompt, I was able to find an article on L2inc Daily Insights called “Small Brands Lead U.S. Brewery Surge”. This 2016 Article talks about the increases in small manufactured breweries in the U.S. In 2015, there was 15% growth in the number of breweries in America with 99% of the independent brands accounting for the grand total; however, digitally, craft beers are rocking the social media interactions with their drinkers and customers. This article focuses on the digital aspect of marketing. On Instagram, there are plenty of “local” craft breweries that trump the “big guys”, like Budweiser, Miller, Coors, and more. According to the L2’s Digital IQ Index: Beer, craft brands are way above average in keeping up with the big name brands of beer in this social media and digital aspect of marketing. L2’s article states that craft beers tend to have higher interactions with their fan base in many instances (Rosen, 2018). Customers and viewers on Facebook enjoy interacting with the breweries through comments, likes, and messenger. This is also true for Fin City Brewing Company. If you check out their Facebook page, there are plenty of individuals who comment on their posts, tag them in pictures, and like their pictures. In all of these cases, the followers are getting some kind of response back from the brewery and business. This L2 article also claims that craft breweries have much more interactions and “community size” on Instagram and, in some cases, Pinterest (Rosen, 2018).





- Fin City Brewing is a part of the large industry of craft beers that held 12.3% of the \$107.6 Billion beer share, in 2016 (Rosen, 2018). Fin City itself is a small industry since their beer is mostly available in Maryland but reaches to small parts of Delaware, Virginia, and West Virginia. In general, beer consumption is down, but craft beer sales are up. On an economic level, workers in the craft brewing sector have more than doubled by creating jobs and employment at the new and growing craft breweries. Craft breweries help stop monopolies from forming in the brewing and distribution aspect. Unlike larger domestic beer companies, craft brewery tap rooms are legally allowed to sell their beer directly. The federal government makes it harder for larger beer companies, such as Miller, Budweiser, and Coors to sell directly. The year 2016 was the best year in American history for employment in breweries, as well (Ryssdal,2018).
- The Brewers Association stated that cans hold 28.5% of the packaged production and bottles hold 71% (Watson,2018). Cans are becoming more popular and more relevant by beer consumers.



# Macroenvironment:

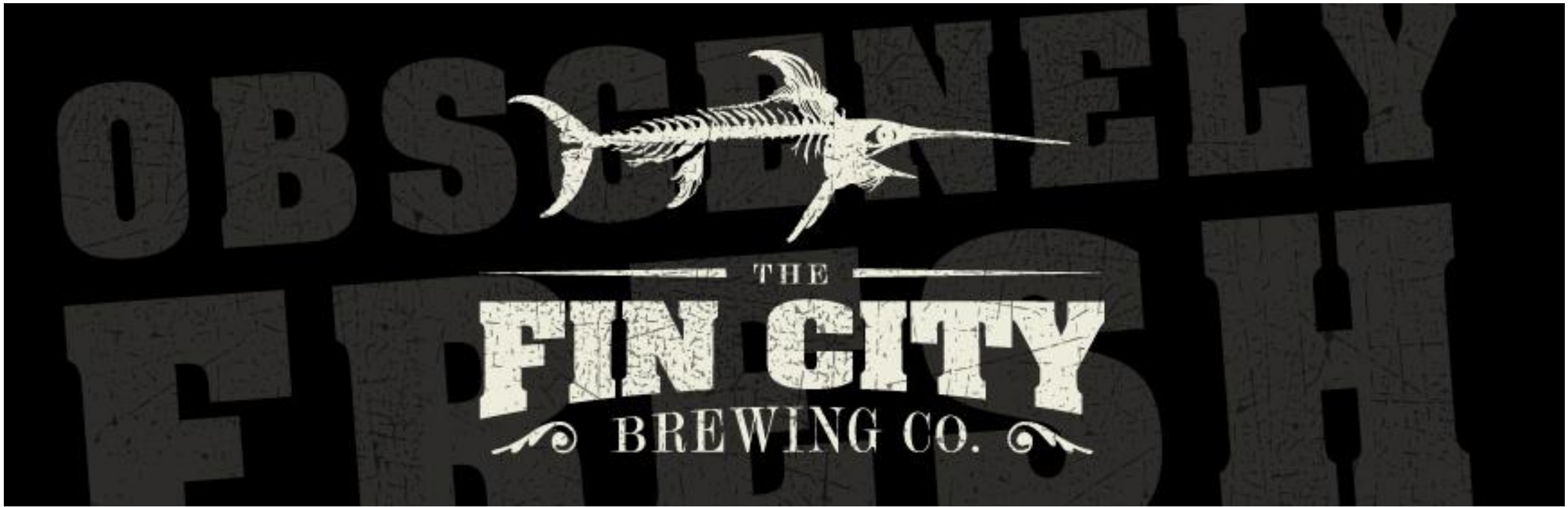
Although there are many options for craft beer in Ocean City, Fin City has a rise in sales every year.

The impact of Fin City's economy fluctuates because of:

- low prices of domestic beer and high prices of craft beer;
- a fast growing market for craft beers, which means people are not brand loyal;
- different levels of income;
- limited supplies compared to domestic beer. This includes hops and grains.

Overall, beer drinkers would prefer craft beer since it is more locally owned compared to Mega breweries.





# Competitive Analysis

# Competitive Analysis

## Competitors

The craft beer competition in the Ocean City, Maryland area is tough. Although there are other breweries in this vacationing area, Ocean City Brewery, Burley Oak Brewing Company, and Backshore Brewing Co. are the top competitors to Fin City Brewing because of their location, pricing, and selling their brewery gear. Three of these breweries are located on the main island of Ocean City, where Hooper's is located in West Ocean City across a bridge. Burley Oak Brewing Company is located in Berlin, Maryland; however, they

distribute to most of the bars in Ocean City, Maryland. Compared to all of the other competitors, Fin City is the only brewery that does not have its own building or tap house where people can enjoy the drinks year-round.



# Competitive Analysis

## Product Analysis:

	Fin City Brewing Co.	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
# of IPAs	8	10	2	6
# of Stouts	2	3	1	3
# of Wheat Beer	4	0	0	0
# of Porter	2	1	0	1
# of Ales	7	5	3	14
T-Shirts	Yes	Yes	Yes	Yes
Hoodies	Yes	Yes	Yes	Yes
Hats	Yes	Yes	Yes	Yes
Long Sleeved Shirts	Yes	Yes	Yes	Yes
Mens Wear	Yes	Yes	Yes	Yes
Ladies Wear	Yes	Yes	Yes	Yes
Stickers	Yes	Yes	Yes	Yes
Growlers	Yes	Yes	Yes	Yes
Tumblers/Cups	Yes	Yes	Yes	Yes
Cooler/Totes	Yes	No	Yes	No
At Home Brewing Kits	Yes	No	No	No
Tap Handles	Yes	No	No	No
Flags/Signs	Yes	Yes	No	Yes
Koozies	Yes	Yes	Yes	Yes

## Analysis of packaged/'to-go' beer:

	Fin City Brewing Co.	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
# of Canned Beers Total	4	8	0	0
# of IPAs Canned	2	5	0	0
# of Stouts Canned	0	0	0	0
# of Wheat Canned	0	0	0	0
# of Porter Canned	1	0	0	0
# of Ales Canned	1	3	0	0
	Fin City Brewing Co.	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
# of Bottled Beers Total	4	4	0	0
# of IPAs Bottled	2	2	0	0
# of Stouts Bottled	0	0	0	0
# of Wheat Bottled	0	0	0	0
# of Porter Bottled	0	0	0	0
# of Ales Bottled	2	2	0	0

# Competitive Analysis

## Website Analysis:

	Fin City Brewing Co.	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
<b>Tabs</b>	Yes	Yes	Yes	Yes
<b>About Us</b>	Yes	Yes	Yes	Yes
<b>Contact Information</b>	No	Yes	Yes	Yes
<b>Address</b>	Yes	Yes	Yes	Yes
<b>Phone Number</b>	No	Yes	Yes	Yes
<b>User Friendly</b>	Yes	Yes	Yes	Slightly
<b>Beer Pricing</b>	No	No	No	No
<b>Hours of Operation</b>	No	Yes	Yes	Yes
<b>Promotions</b>	Yes	Yes	No	No
<b>Gear Tab/Swag</b>	Yes	Yes	Yes	No
<b>Link to Social Media Sites</b>	Yes	Yes	Yes	Yes
<b>Find the Beer Outside the Brewery</b>	Yes	Yes	No	No
<b>Distribution information</b>	Yes	No	No	No
<b>Email Sign-Up</b>	Yes	Yes	No	No

## Facebook Analysis:

	Fin City Brewing Co	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
<b>Facebook</b>	Yes	Yes	Yes	Yes
<b>Followers</b>	4,307	20,618	11,927	3,463
<b>Activity Level</b>	Moderately Active	Moderately Active	Moderately Active	Very Active
<b>Posts Per Day</b>	0.7	0.7	0.3	0.9
<b>Response Rate</b>	67%	87%	N/A	N/A
<b>Response Time</b>	2-Days	1-Day	N/A	1-Day
<b>Content</b>	Variety	Variety	Some Variety	Variety

## Instagram Analysis:

	Fin City Brewing Co	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
<b>Instagram</b>	Yes	Yes	Yes	Yes
<b>Followers</b>	990	24.4k	3,855	1,613
<b>Activity Level</b>	Moderately Active	Very Active	Low Active	Very Low Active
<b>Posts Per Day</b>	0.4	1	0.1	0.08
<b>Content</b>	Some Variety	Much Variety	Some Variety	Low Variety

# Competitive Analysis

## Digital SWOT Analysis:

	Fin City Brewing Co.	Burley Oak Brewing Co.	Backshore Brewing Co.	OC Brewing Company
Digital Strength	Easy to use website. Strong followers on Facebook and Instagram.	Has the most followers on all social media outlets. Pretty active on Instagram and Facebook	Have over 3,000 Followers but does not post often, which means their fan base is loyal no matter what they hear from the brewing company	Quick Response rate when messaging customers back
Digital Weakness	Least amount of followers on Instagram.	No activity on Twitter	Does not have an email sign up on website. Little to no promotions being advertised.	Little Followers, Little Activity
Digital Opportunities	Competitors are not using an integrated social media presence	Competitors Do not have as much followers on social media sites	Competitors Do not have a variety of color in their labels/ads which catches people's attention.	Some Competitors do not have an as optimal Swag/Gear
Digital Threats	The less people that follow the account the less people see your posts/information	In active accounts lead to less trust with the followers	Less information on websites, social media, and other digital presence, creates too many questions for people checking out the site. They might pick somewhere else to go. Users Look for a site where they can get all of the information they need, but their sites don't have that.	Having Low interactions with media consumers lessens the trust and loyalty of the buyers. Users Look for a site where they can get all of the information they need, but their sites don't have that.

The craft beer market is continuously growing, which means there are more and more consumers every year. Knowing where Fin City stands compared to their competition digitally, product wise, and socially is necessary. This gives Fin City the opportunity to gain awareness of the 'to-go' beer with the growing population of craft beer drinkers.







## Primary Research

## Research Methodology:

An internet-based, quantitative and qualitative questionnaire has been distributed to locals and vacationers of Ocean City, Maryland via the internet.

This survey was posted to Ocean City related social media pages, direct messages, and personal social media pages. The message also encouraged others to share the link which allowed for a necessary number of participants to be met.



## Sampling Method:

The sampling method that was used for Fin City Brewing Company was a One-Step Area Sample. This means that Fin City used this cluster, which included individuals who vacation at Ocean City, Maryland or live there. Although Cluster Area Sampling has a disadvantage of cluster specification errors that occur, this seems like the easiest way to hit the target. Using social media is convenient since Fin City pretty much bases their advertising dollars mostly on social media and digital. Using a digital survey structure may be appealing to the target audience that Fin City is trying to reach.

# Findings:

## Percentages of people who have heard of these brewing companies

#	Field	Choice Count
1	Burley Oak Brewing Co	14.71% 20
2	Fin City Brewing Co.	16.18% 22
3	Ocean City Brewing Co.	25.00% 34
4	Back Shore Brewing Co.	9.56% 13
5	Other	5.15% 7
6	I have never heard of any breweries in Ocean City, Maryland	29.41% 40

About  
**65%**

of survey respondents said that they Somewhat Agree, Agree, or Strongly Agree that they prefer drinking craft beer

## Primary Research:

In the survey, the question that asked what was the favorite social media to use:

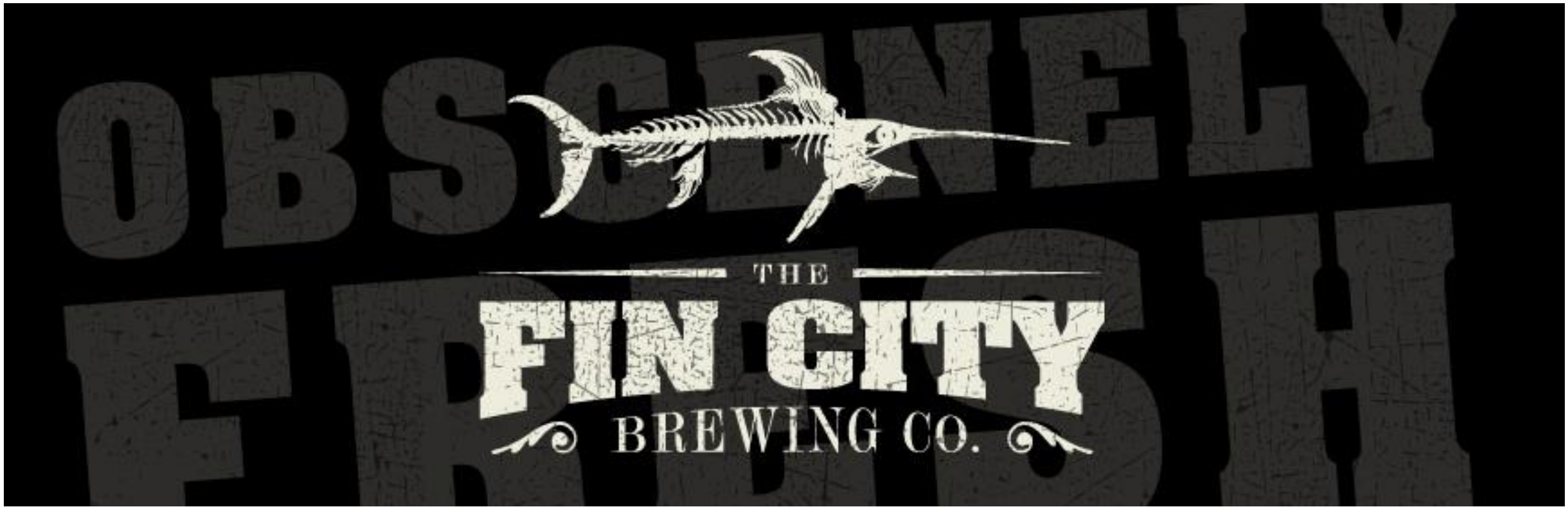
**45%** said Facebook

**27.5%** said Instagram



### ❖ How many consumers know of Fin City Brewing Company?

Fin City Brewing Company does not have much brand awareness. Only around 16% of respondents have heard of Fin City before.



## SWOT Analysis

# SWOT Analysis:

Looking at Fin City Brewing Company's strengths, weaknesses, opportunities, and threats will show clear points that will help evaluate their own position in the marketplace.

## Strengths:

Fin City Brewing Company has been able to keep internal strengths within the company itself.

These strengths are:

- Fin City is Ocean City's Oldest Brewery, which means they have the most experience with brewing craft beer;
- Strong relationships with Facebook Followers;
- Fin City has kept up with the need/want for packaged 'to-go' beers, including canned and bottled beer.

## Weakness:

Fin City has some disadvantages with their location and community presence:

- Brand does not have a presence in the Ocean City community;
- Location, geographically, compared to competitors as the Fin City location is in West Ocean City. Competitors are in the tourist area and Fin City is not;
- Consumers do not understand that Fin City is inside of Hooper's Crab House, which leads to bad reviews online and less individuals wanting to interact with the brand;
- Potential customers do not understand that Fin City's building is only open seasonally, this leads to bad reviews online.

# SWOT Analysis:



## Opportunities:

Fin City has some opportunities in their market because of their target audience and the popularity of craft beer in general across the U.S. The opportunities are:

- The target market is experiential they would choose to spend money on an experience;
- There is a growing market for packaged, 'to-go' craft beer.

## Threats:

There are some concerns that Fin City needs to address. This means that they will have to adopt targeted efforts to clear up the misconceptions about Fin City, such as:

- Competitors have a social media fan base like Fin City, where those consumers are more likely to be loyal to the craft beer;
- The Coronavirus is a threat to the economy, which is a threat to our business;
- Craft beer competition.

# SWOT Analysis Continued:

## Swot Action Plan:

The following are areas that Fin City will focus the IMC plan on:

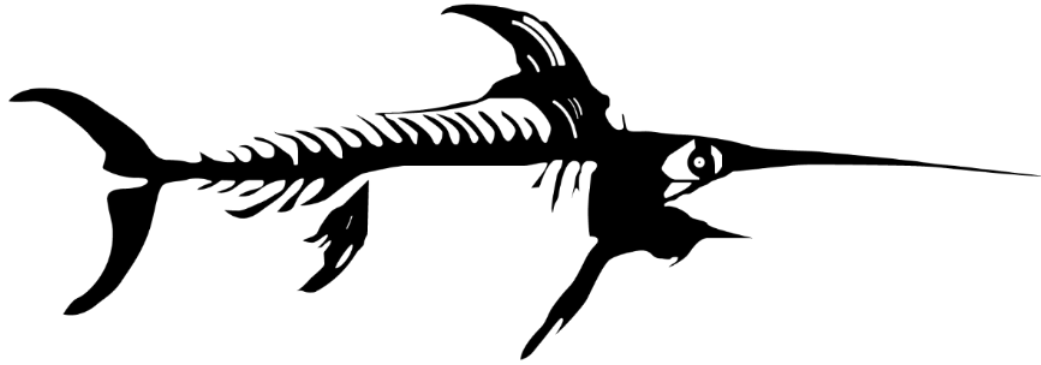
- Educate consumers on Fin City's 'to-go' beer
- Provide knowledge on where they can find Fin City year round







## **SWOT Analysis**



THE  
**FIN CITY**  
BREWING CO.

Brewbound, has defined the primary audience in the local craft beer market is:

- Individuals between the ages of 25-45;
- Is a craft beer drinker;
- Vacation to Ocean City Maryland or Live there during the summer months to work;
- Has a discriminating palate for craft beer.

Fin City's target audience lines up with this overall market audience. These are buying these products during their leisure time with friends/family.

# CUSTOMER AVATAR

## Grace Hepler

### GOALS AND VALUES

Goals:

Grace Wants to:

- Find a Local Craft Beer
- Find a Local Craft Beer that she can get "To-Go"
- Find a Local Craft Beer she can trust

Values:

Grace is committed to:

- Enjoying time with friends while enjoying beer
- Supporting Local Businesses (Craft Breweries)

Age: 24

Gender: F

Marital Status: In A Relationship

#/Age of Children: 0

Location: Ocean City, Maryland



### CHALLENGES & PAIN POINTS

Challenges:

Grace is Challenged With

- Stress from work
- Finding new ways to enjoy water activities
- Finding local brewed beer "To-Go" So she can enjoy it with her friends

Pain points:

Grace's Pain Points are:

- Fear of continuing stress from work to her personal life and activities
- Fear of letting work get in the way of enjoying "To-Go" beer during activities with friends

### SOURCES OF INFORMATION

Books: -----

Magazines: Sunny Days Vacationers Book/ Ocean City Tourist Books

Blogs/Websites: Airhead Blog, Wind and Water Sports Blog, LiP Water sports Sunglasses Blog,

Conferences: -----

Gurus: Bethany Hamilton, Kelly Slater, Sage Erickson

Other: When not working, she enjoys activities near the water with friends as a way to

Quote: " I enjoy doing activities that relate to water with friends"

Occupation: Accounting

Job Title: Accounts Payable, Payroll, Billing, Etc.

Annual Income: \$72,000

Level of Education: MBA

Other: When not working, she enjoys activities near the water with friends as a way to relax.

### OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

- Does the beer compliment the water activities being done?
- Does the beer appear interesting (Packaging)

Role in the Purchase Process:

Grace is the decision maker/ buyer. She buys canned and bottled beer to enjoy activities with friends. She does not worry about the price point too much because of her income and she knows that the beer she will buy will complete her activities.



# CUSTOMER AVATAR

Jack Lothendale



## GOALS AND VALUES

### Goals:

#### Jack Wants To:

- Find Connections through social events with other business owners
- enjoy outside activities with those people
- Find a local craft beer that gives back to the Ocean City Community or surrounding areas.

### Values:

#### Jack is committed to:

- Shopping at local Businesses
- Networking with other "fun hearted" Business Owners/Managers.

Age: 37

Gender: M

Marital Status: Married

#/Age of Children: 0

Location: Berlin, Maryland



## CHALLENGES & PAIN POINTS

### Challenges:

#### Jack is Challenged With:

- Worry about Networking with other business owners
- Finding ways to destress from his (decently new) business
- Finding a Local Craft Brewery that also gives back to the community

### Pain points:

#### Jack's Pain Points Are:

- Fear of not Fitting in to the "Business Owner Scene"
- Fear of not making time for activities with other business owners since his business takes up most of their time.

## SOURCES OF INFORMATION

Books: The Orvis Fly-Fishing Guide, The Boating Basics Etc.

Magazines: Sunny Days Vacationers Book/ Ocean City Tourist Books

Blogs/Websites: Barstool Sports, The Flow -- Fly Fishing Blog, Etc.

Conferences: .....

Gurus: Austin Ensor, Will Ferrell

Other: As a Business Owner, He likes to enjoy time fishing, boating, drinking and more

Quote: "I enjoy doing drinking locally craft brewed beer with my friends, especially when we can enjoy the

Occupation: Decently New, Small Business Owner (Surf Shop)

Job Title: Owner

Annual Income: \$350,000

Level of Education: B.S.

Other: As a Business Owner, He likes to enjoy time fishing, boating, drinking and more with other owners of

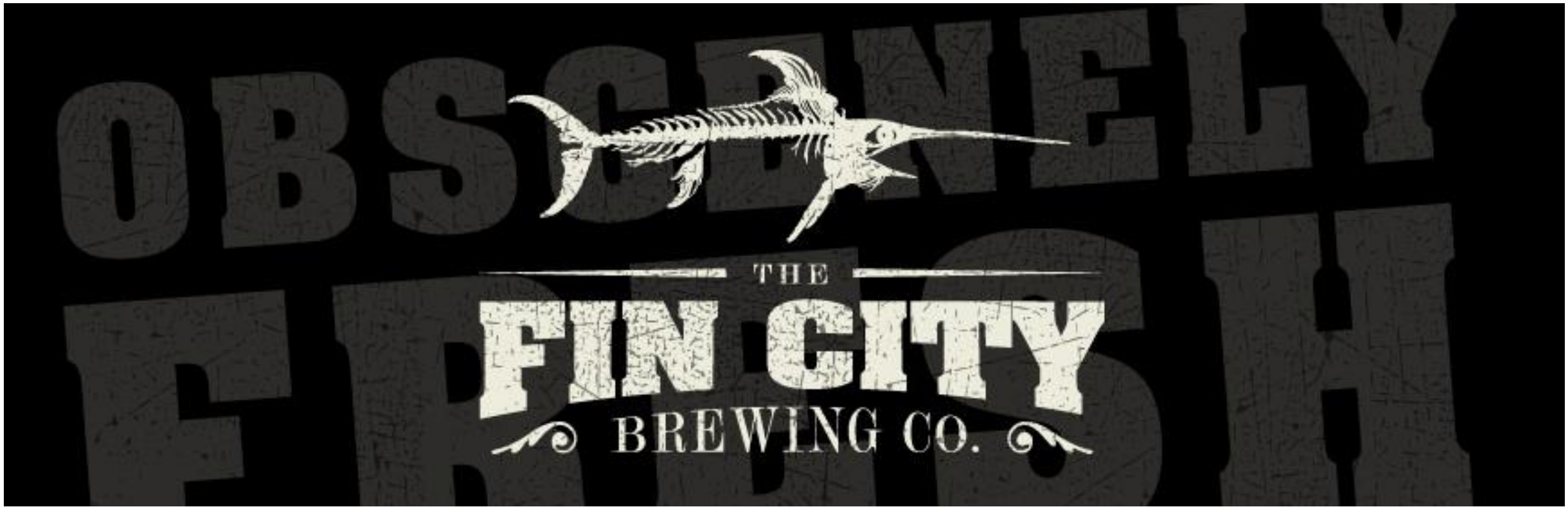
## OBJECTIONS & ROLE IN PURCHASE PROCESS

### Objections to the sale:

- Is the beer "high enough class" for the people I am around
- Does the beer give back locally?

### Role in the Purchase Process:

Jack is the decision maker/ buyer. He buys canned and bottled beer to enjoy activities with other business owners/managers in Ocean City, Maryland. He does not worry about the price point; however, does care about buying locally and giving back locally.



## **Campaign Goals**

# Goals

## Campaign Objectives:

### Overall Campaign Goal:

Create a campaign that reaches locals and vacationers in Ocean City, Maryland.

The campaign will focus on:

- building an awareness for Fin City's packaged 'to-go' beer;
- Engage consumers
- Grow 'to-go' beer sales by 10%



# Marketing Communication Strategies:



The ways Fin City will accomplish its goals through:

Creating Awareness of 'to-go' beer through strategic use of:

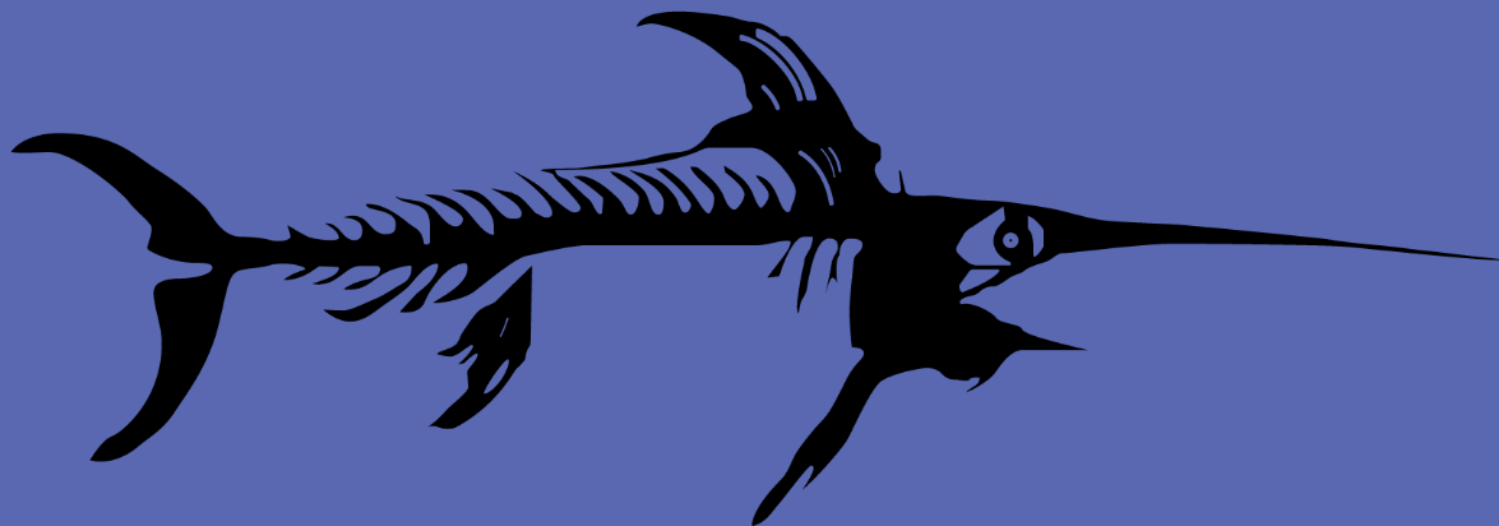
- Utilizing TapHunter App
- Drive consumers to the Fin City Facebook and website through SEM and Digital marketing
- Boosted Social Media that creates awareness about events/promotions happening.

Create Acceptance/Engagement:

- Compelling social media posts that give consumers a reason to engage with brand (call to action)
- Event Promotions

Create Adoption/ Sales:

- Review Campaign
- Point of Sale Promotion
- Lead Magnet Email with promotional deals



THE  
**FIN CITY**  
BREWING CO.





## Creative Strategy

# Creative Brief:



## 1. What is our goal?

- To spread awareness about what Fin City has to offer with packaged 'to-go' beer.

## 2. To whom are we talking?

- Fin City Company's target market consists of men and women who enjoy drinking beer on-the-go. These individuals have a discriminating palette for craft beer. They live in the Mid-Atlantic states and are between the ages of 21 years and 45 years. This target also enjoys activities related to being in or near the water.

## 3. What do they currently think? — about us ? — about our type of product/service?

- Currently, the individuals don't know if they can find the beer 'to-go' or where to find the product.

## 4. What would we like them to think?

- We want people to see Fin City as an interactive beer that can be taken 'to-go' in cans and bottles.

# Creative Brief:

## 5. What is the single most persuasive idea we can convey?

- In the creative, the single most persuasive statement is: 'Take Fin City With You'.

## 6. Why should they believe it?

- Fin City is the oldest Local brewery in the Ocean City, Maryland area and is an interactive brand that wants consumers to enjoy their beer on a whole different level.

## 7. Do they have any mandates?

- Take Fin City With You

## 8. Tone of voice:

- Fin City beer is more convenient to buy than previously thought, enthusiastic.



# Strategies and Creative Tactics:



## Strategy 1:

Grow Awareness of the 'to-go' beers

### Tactic 1:

- SEM/Google Ads
- Boosted Social Media Posts
- TapHunter App

## Strategy 2:

Gain More Engagement

### Tactic 2:

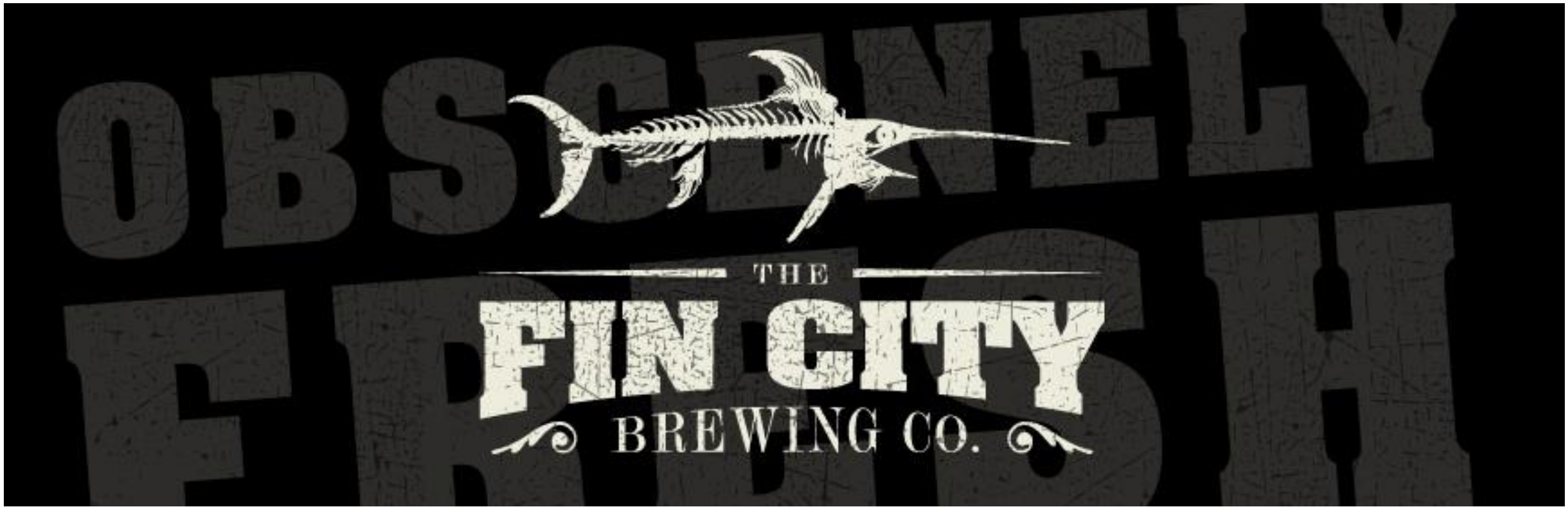
- Bar Crawl Event
- Start of Summer Bash.
- Community Sponsorships

## Strategy 3:

Drive 'to-go' Sales

### Tactic 3:

- POS Promotion
- Offer Incentives through Emails
- Grow online Reviews.



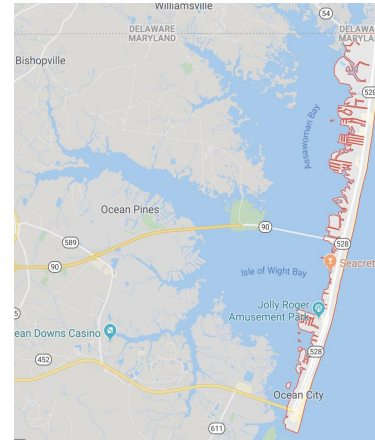
**Advertising/Tactics**

# SEM/Key Words

Through Google Ads, Fin City will spend money on Key search words. By using direct specific terms (like competitors brand names) and less competitive terms, Fin City will reach their target audience:

- Craft brewing companies near me
- Ocean City's local craft beers
- Canned Craft beer near me.
- Local craft breweries in Ocean City, Maryland

One of the major reasons for using Google AdWords in this campaign is from the vast use of the internet to find information and businesses.

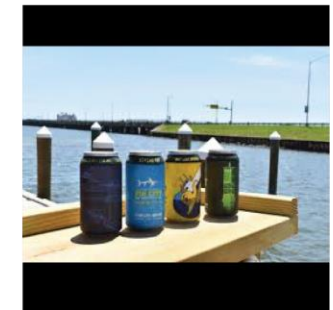
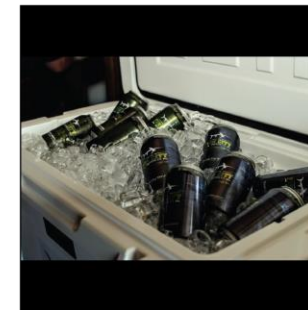
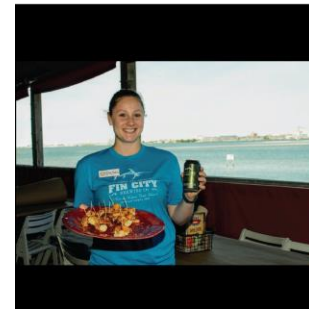


Google Ads

# Social Media Event & Promotion Support Posts:



Instagram:



Grow Awareness

# Mobile Marketing

# TAPHUNTER



The one platform that seems to meet all of these requirements is TapHunter. With TapHunter, you are able to search bars or restaurants near you and see what is on their tap list and menu. On the Site, TapHunter states that their team includes individuals who are innovative and “hard-core” local business supporters, which allows their clients to believe that they know what they are doing marketing wise through TapHunter. TapHunter’s clients that are bar, brewery, and restaurant owners are showing a 98% retention rate, which is a great, supportive statistic (TapHunter 2017). TapHunter is meant to be a place to find all sorts of local beer and spirits for individuals who want to explore and find new beer to try. This means that TapHunter is perfect for Fin City to be involved in so they can reach their goals.



# TAPHUNTER



According to Time online, TapHunter is a great app to help consumers find the following: bottled craft beer; tours; and favorite craft beer on tap (Time 2012). Another online platform that supports the fact that local businesses should use TapHunter is The Street. The article says that TapHunter contains a 30,000 or more craft beer database, which helps “beer drinkers” find their favorite local beers in bars or restaurants near them. Businesses who use the app easily get the data back by updating their beer/spirits through TapHunter. After doing that, it updates all of the TapHunter features, including: in-house digital menus, which are offered on TapHunter; app listings; and even social media feeds that the TapHunter is connected to. By checking the stats on the “manager” page, business owners are able to see the most popular beers that are trending in their area. This is important to have since admins of the app are able to see how the competitors of Fin City are ranked by consumers compared to what Fin City is ranked on the list (Notte 2014). TapHunter will also show what beer or spirit is on tap, bottled, canned, and more. On the app, you are able to see any event that is going on with any of the restaurants that are on TapHunter. This means that under the events tab, Fin City can put any promotions that are happening on there so individuals will have more knowledge on how to be apart of the promotion, when it is happening, what they could win, and how they can participate. This means Fin City has much higher potential to gain impressions about the promotion while drawing more participants. All of these hit the goals that pertain to Fin City’s campaign: (1) increasing awareness of Fin City’s ‘to-go’ beer; (2) engage consumers; and (3) increase sales

**Grow Awareness**

# Event Marketing

According to Adobe Marketo Engage, Event marketing is important because it helps build relationships with and gain trust from consumers. Not only that, but event marketing helps grow awareness for brands and products, grow consumer education of products offered, and collect leads for consumers.

Event marketing and social media work strongly together, too (Adobe Marketo Engage).



Start of Summer Bash:

Fin City Start of Summer Bash will be a way for Fin City to spread awareness of their 'to-go' beer in a fun way. This all day event will have food vendors, Fin City beer, activities, and popular cover bands. Being able to interact socially with individuals who are interested in Fin City beer, or even the bands that will be playing, will allow people to feel like Fin City beer is a welcoming, fun, and enjoyable beer with all activities.

The message that will be most portrayed at the event is that Fin City Brewing Company now carries not only a line of bottled beer, but also a line of canned beer, too. They should walk away with the knowledge that Fin City offers 4 types of canned beers and that it is a fun brand.

The event should accomplish gaining more awareness about Fin City 'to-go' beers.

Compliments IMC Plan:

This event will complement the overall IMC plan by helping to reach two of the goals. The two ways are:

- Spreading awareness about 'to-go' beers;

The event will allow new individuals to try Fin City beer while enjoying live bands. At the same time, people who already like and know Fin City beer can further gain a

relationship with the brand.

Type of PR Event:

**"Fin City Start of Summer Bash"**

- A Community Event for 21+
- Location: Hooper's Crab House Parking Lot (outdoor)
- Date: June 15, 2020

Key Messages:

- Fin City has 'to-go' beer
- Fin City is an engaging brand



**Bands at the Event:**

- 12:00 PM: Local Ocean City Band (Acoustic)
- 3:30 PM: [Rebel](#) - Tom Petty Tribute Band
- 6:30 PM: [My Hero Zero](#)
- 9:00 PM: [BonJourney](#) Cover Band

\*Each band will have a sponsor\*

**Sponsors Receive:**

Each Band Major Sponsor will get:

- Banners on stage throughout the whole day
- Business Credit Mentions from host between bands
- Optional prime vendor space at the event to personally connect with consumers
- Name and Logo on flyers, social media posts/event page, and all advertising that includes the bands that will be at the event
- 5 free tickets to the event to use as a promotion internally in the sponsoring company or externally

Every food and activity vendor will be a participating sponsor:

- Vendor Space
- Name/logo on all flyers and social media posts/event page

- Business Credit Mentions from host between bands encouraging everyone to check out the vendors
- 2 tickets to the event

Mini Sponsorships will be available:

- Name/logo on all flyers and social media event page
- 2 tickets to the event

**Is News Media Involved?**

News Directors from local News Papers, TV stations, and Radio Stations will be invited via mail or in person to join Fin City During this event; however, it is not necessary for the News Outlets to be there since there will be many ways, social media wise, that Fin City will get the name out to the public.

**Social Media:**

Event Page on Facebook will be creating 3 months before the event with invites to individuals who already “like” or “follow” Fin City on Facebook. This event page will be shared Via Instagram and Twitter, too. Facebook ‘take-overs’ for 4 weeks prior to event:

- 3 Boosted/Targeted Facebook Posts Per week
- 5 Facebook posts throughout the day of the event
- Facebook Live the Day of event

\*Marketing Director for Fin City Brewing Company will take charge of this\*

# Bar Crawl: Can You Catch Us?

Fin City will partner up with the bars and restaurants that carry Fin City beer and create this promotion during August of the year. Fin City will give swag, coasters, glass ware, and more to businesses who want to join in on the promotion. Consumers would be encouraged via social media, posters, and the coasters that will be in the participating bars to join them in the “Can you catch us?” scavenger hunt. The list of participating sponsors will be listed on all forms of advertising. Consumers will be encouraged to these restaurants and visit the Fin City table that will be promoting their ‘to-go’ beer bottles and cans. Now, even though a bar is participating in the scavenger hunt does not mean that Fin City will be set up at that bar. Each week Fin City will be set up at different bars and restaurants participating. Only 3 bars per week will have Fin City set up in them. Through social media, individuals will be able to receive clues on where we are setup throughout the month. Consumers can be entered to win three times per week, which is one time for each place that the special bottles and cans are. This means people could possibly enter 12 times total. At the end of the month, Fin City Brewing Co. will choose at random the winner of a huge grand prize.



JOIN FIN CITY BREWING CO. IN

# "CAN YOU CATCH US?"

JOIN PARTICIPATING  
LOCATIONS IN FINDING FIN  
CITY'S BOTTLE AND CAN FOR  
YOUR CHANCE TO WIN A  
GETAWAY PACKAGE!

SEE CLUES ON FIN CITY BREWING CO.'S FACEBOOK

\*FAGER'S ISLAND\* THE FROG BAR\* HOOTERS ON THE BOARDWALK  
\*HOOPER'S CRAB HOUSE\* SEAGRETS\* THE SALTY DOG\*  
\*COCONUTS ON THE BEACH\* THE BEARDED CLAM\*  
\*GUIDO'S BURRITOS\* THE PURPLE MOOSE\*

49

## Gain More Engagement

# Sponsored Community Support/Sponsorships



Fin City Plans to spend money on community events. This will include:

- Bike Week
- Jeep Week
- Beer Fest

# POS -Promotion

According to Marketing Tech News, 75 % of purchasing decisions are made in-store. Point of Sale promotions help educate consumers about the brand and the products offered. Not only are they educational for the consumer, it is educational for the business that uses POS as a tactic since ROI is easy to measure.

In July, Fin City will be promoting their beer through a Point of Sale Promotion. Fin City will be offering a free foam cooler and a free bag of ice with a purchase of a 12-pack of Fin City packaged beers.

This will be promoted through social media platforms (Facebook and Instagram) to help drive traffic to local beer shops. The post will link to Fin City's Fin Finder where consumers can find the closest shop that offers Fin City 'to-go', packaged beers. Posts will be boosted to reach out audience.

All posts will use the hashtag: #FinCityFinder #FinCityBrews



## Audience Details:

Location: Ocean City/West Ocean City

Interests: Craft Beer

Age: 21-45

Digital Placement: Newsfeed and right column on desktop/laptop computers and mobile news feed.

# Lead Magnet Email



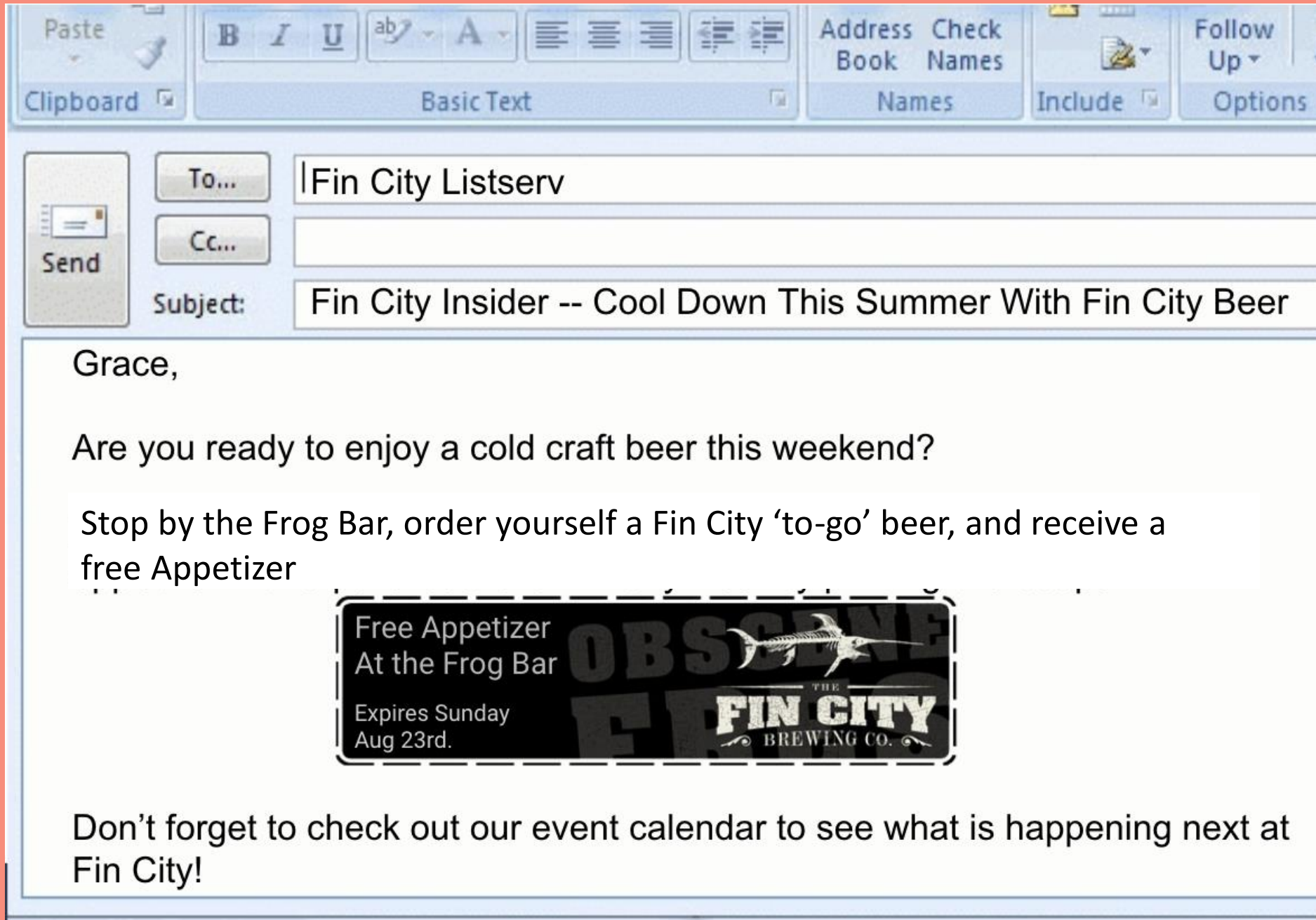
Although Fin City Brewing Company does not currently utilize their email list serve, this is the perfect opportunity to change that. To expand the email base, Fin City will hold an in house promotion where individuals will give their name and email for a chance to win a Fin City Prize package. Once emails are collected and the email list serve expands, Fin City can start sending lead magnet emails

The lead magnet email called “Fin City Insider” will consist of information about newly brewed, canned, or bottled beer.

Fin City will also include what promotion is currently going on in house and online (kind of like an event calendar).

It will also have incentives for individuals to buy Fin City beer by partnering with local restaurants.

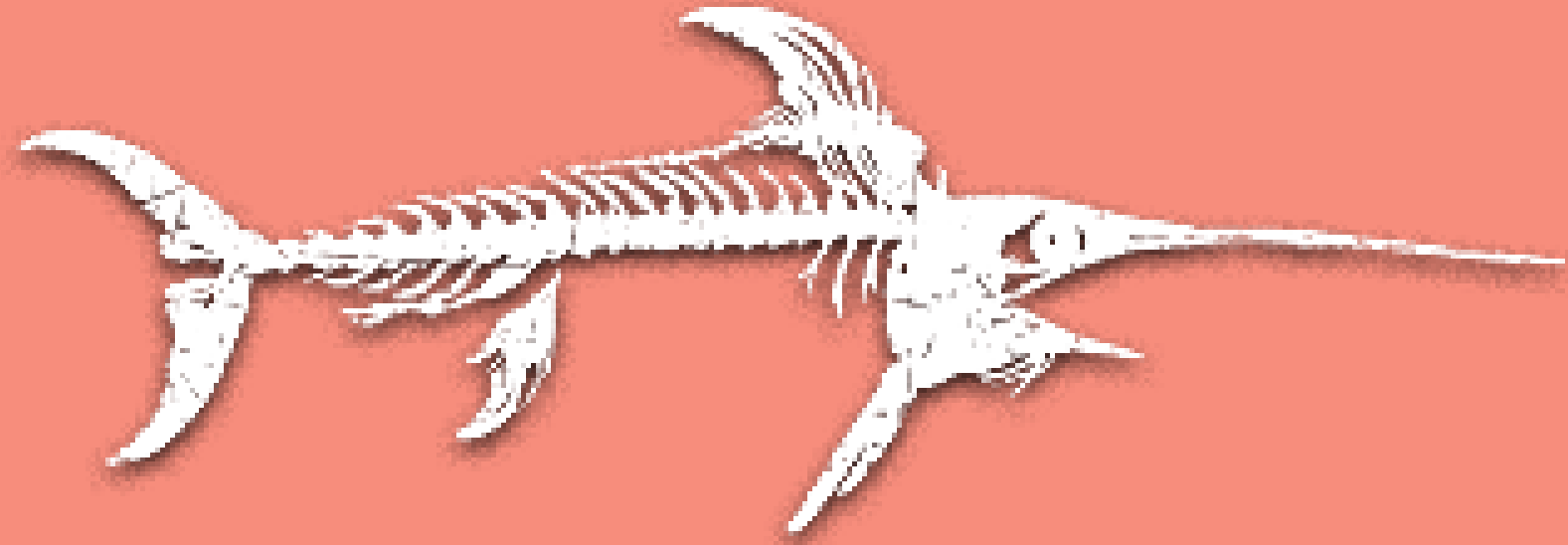




# Review Accelerator

- Fin City will partner with Hooper's Crab House and other local restaurants by creating a review 'mini' campaign.
- When bartenders or servers have individuals who order a Fin City beer, the server/bartender should encourage the consumer to review Fin City on TapHunter.
- We will incentivize the employees with a friendly competition. Whoever sells the most Fin City beers each month will win \$50 visa gift card.





THE  
**FIN CITY**  
BREWING CO.

# Timeline: 2020



	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
POS							X					
Events						Start of Summer		Bar Crawl				
Review Promotion					X	X	X	X				
Tap Hunter	X	X	X	X	X	X	X	X	X	X	X	X
SEM					X	X	X	X	X			
Emails	X	X	X	X						X	X	X
Community Sponsorship							Beer Fest	Jeep Week	Bike Week #2			

# Timeline Justification:

The busiest of months are between the months of May to September for Fin City Brewing Company. Because of that, the most money will be spent in those months. Using digital, email, and mobile methods, money will be spent to reach the locals of Ocean City, Maryland.





THE

---

**FIN CITY**

~ BREWING CO. ~



## IMC Budget

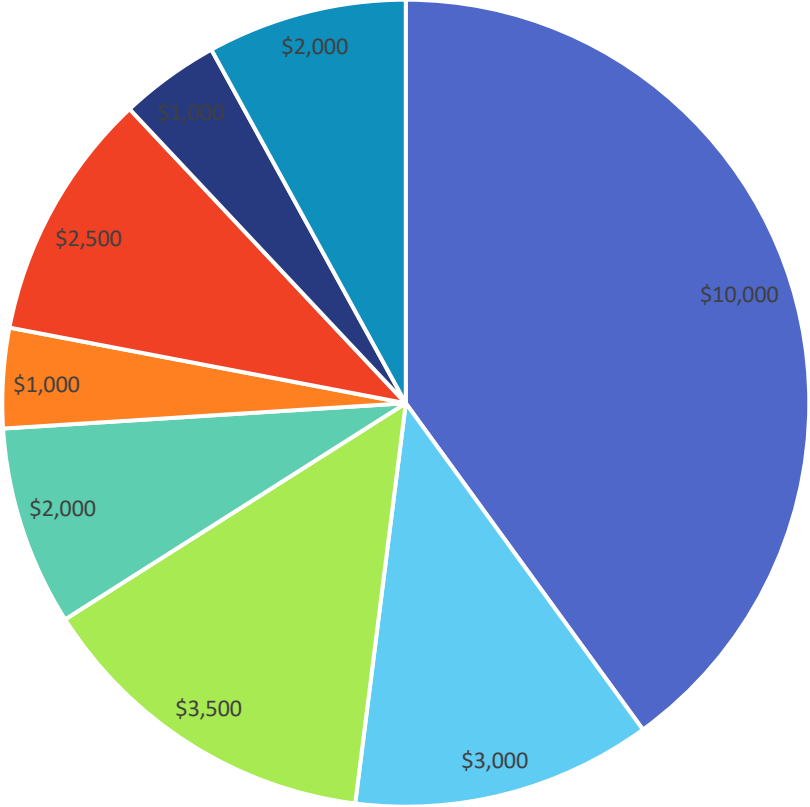


**Budget:**  
**\$25,000**

Marketing Need/Tactic	Investment	Explanation
<b>Events</b>	\$9,000	Start of Summer Bash & Bar Crawl
<b>POS</b>	\$4,500	Point of Sale Promotion
<b>Community Support Sponsorship (local)</b>	\$3,000	Community events/sponsorships
<b>Tap Hunter</b>	\$2,000	Mobile app sponsored
<b>Email Campaign</b>	\$1,000	Program
<b>SEM -Digital Display Campaign</b>	\$2,500	Search Engine Marketing (Google Ad Words)
<b>Review Campaign</b>	\$1,000	Review Campaign with Local Bars/Restaurants
<b>Social Media targeting advertising</b>	\$2,000	



# Budget



- Events
- Tap Hunter
- Review Campaign
- POS
- Email Campaign
- Social Media targeting advertising
- Community Support Sponsorship (local)
- SEM -Digital Display Campaign

# Return on Investment:



Gross annual income: \$750,000

Average Beer Sales: \$562,500

Average COGS-Beer: \$280,000

Average Merch Sales: \$187,500

Average COGS-Merch: \$90,750

Profit: \$379,250

Sale objective increase of 10%

Anticipated Beer Sales: \$618,750

Anticipated COGS-Beer: \$308,000

Anticipated Merch Sales: \$206,250

Anticipated COGS-Merch: \$99,825

Ant. Profit:  $\$310,750 + \$106,425 =$   
\$417,175

Incremental Gross Profit: \$37,925

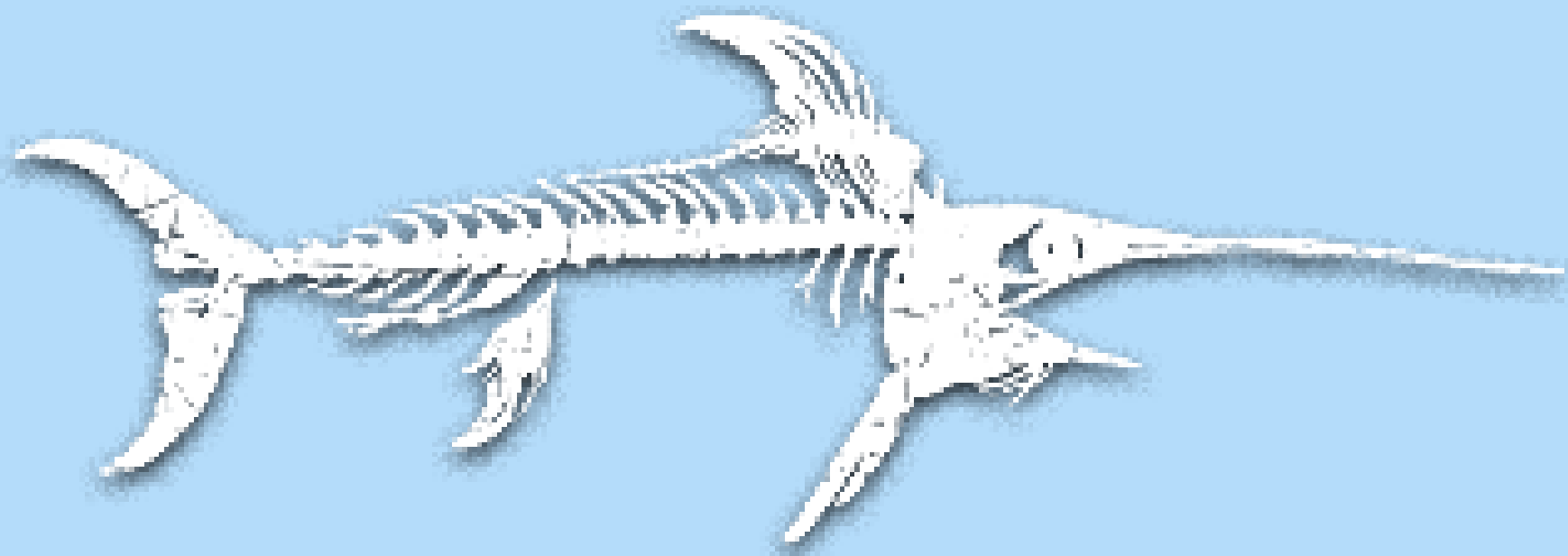
Advertising: \$25,000

ROI: 65%

# Measures of Success:



- Reach the increase 'to-go' sales by 10%
- Success for this campaign will be monitored through:
  - Post campaign survey with the same questions as the previous survey – this is to measure awareness within the target audience by 30%.
  - Engagement of consumers during events throughout the year
- This means increase in 20% social media engagement & 10% more follows,
- 30% website traffic using Google analytics.



THE  
**FIN CITY**  
BREWING CO.

# Conclusion:

Fin City Brewing Company has potential to rise in their 'to-go' packaged beer awareness and in sales at least 10% within this first year.

The understanding that Fin City Brewing Co.'s 'to-go' beer is the go-to packaged craft beer will be shown through this plan. The craft beer consumption in the market is going up and so is the packaged 'to-go' beer market (cans and bottles).

Fin City Brewing Co. has a lack of 'to-go' product awareness within the target market. These specific consumers really want a craft beer that they can enjoy on their own time and take with them.

Since the craft brewing market is becoming larger and larger each year, it is important to keep pushing

for new supporters and repeat customers through marketing and advertising. We want the consumer to be aware of the Fin City 'to-go' beer. Then, engage with the brand. Finally, we want the consumer to buy the product.

The Fin City Brewing Company has \$750,000 in sales normally. With this campaign, Fin City projects a 10% growth in sales, 30% growth in awareness, and growth in digital/social engagement.

In the end, Fin City's campaign will grow their 'to-go' beer awareness in the Ocean City, Maryland area for locals and visitors. This IMC campaign investment will be worth exposing the brand and its products to the target audience.

# Appendix

# Appendix

Q1 ----- i

Q2 ----- iv

Q3 ----- vii

Q4 ----- x

Q5 ----- xiii

Q6 ----- xvi

Q7 ----- xx

Q8 ----- xxii

Q9 ----- xxiv

Q10 ----- xxix

Q12 ----- xxxii

Q13 ----- xxxv

Q14 ----- xxxxi

Q15 ----- xxxxvii

Q16 ----- L

Q17 ----- Lii

Q18 ----- Lv

Q19 ----- Lviii

Q20 ----- Lxi

Q21 ----- Lxiv

Q22 ----- Lxvii

Q23 ----- Lxx

Q24 ----- Lxxiii

Q25 ----- Lxxvi

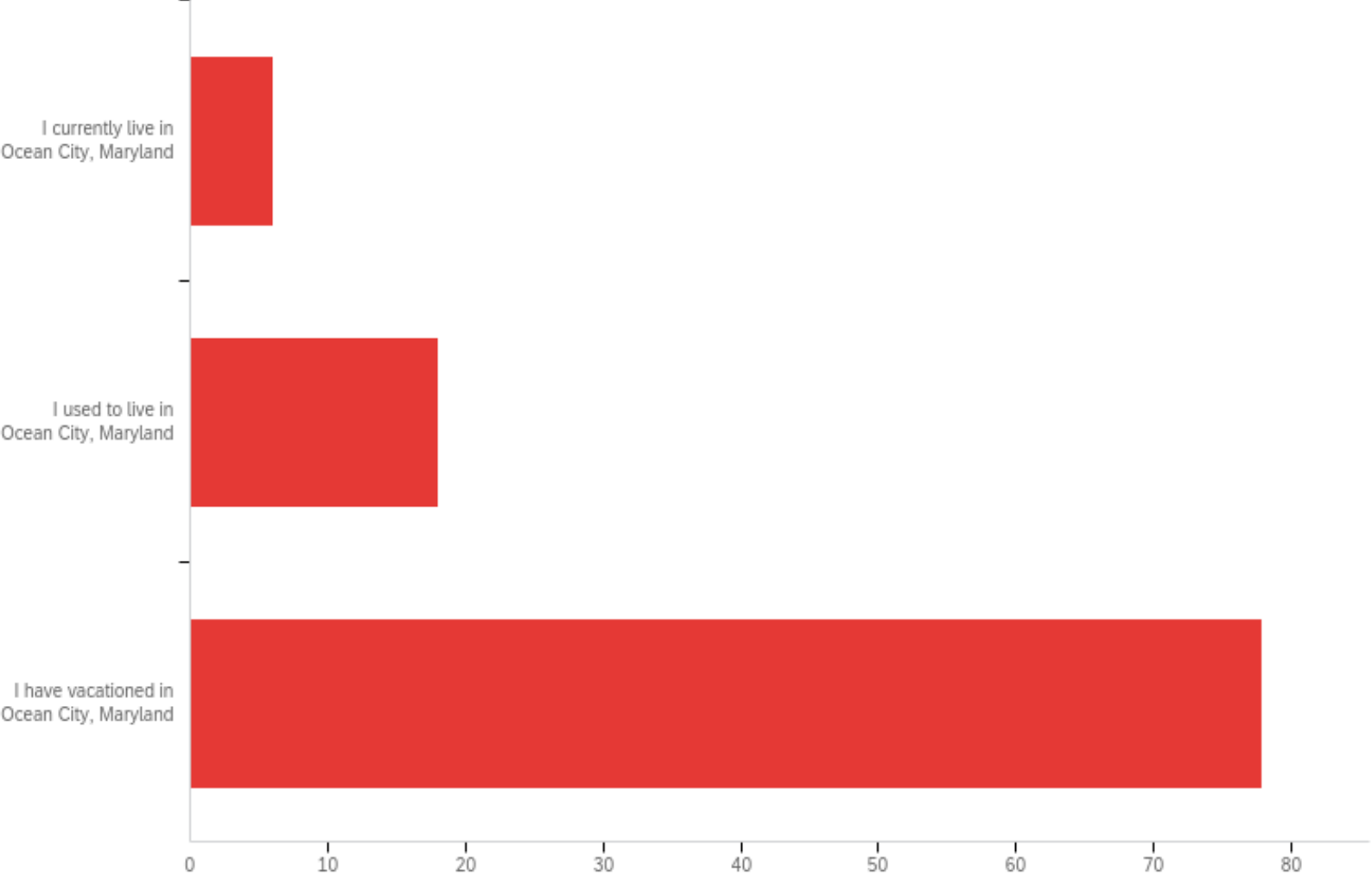
Q26 ----- Lxxxviii

Q27 ----- xci

Q28 ----- xciv

SEM ----- c

Q1 - Please mark the statement that is true to yourself.





Q1 - Please mark the statement that is true to yourself.

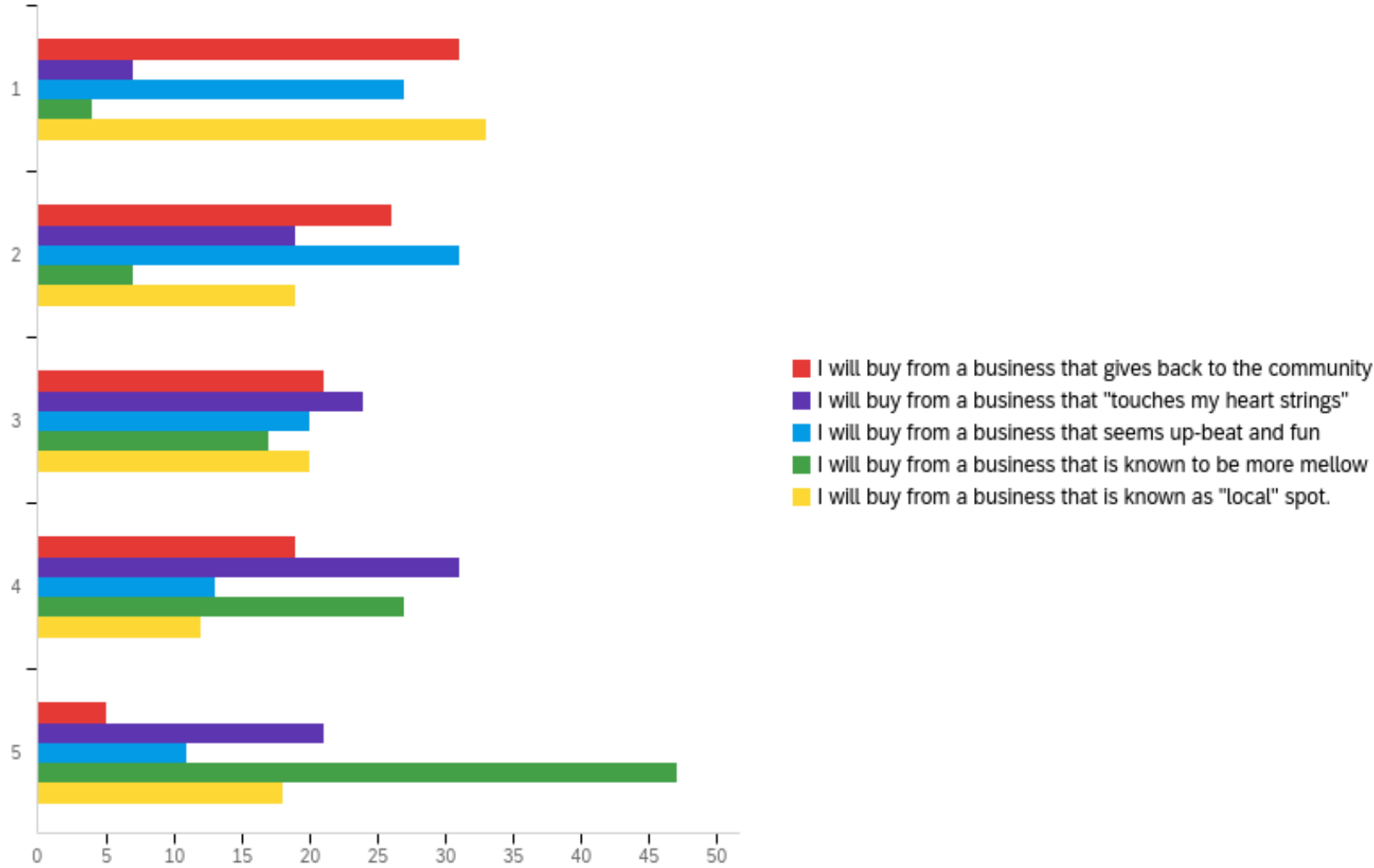
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please mark the statement that is true to yourself.	1.00	3.00	2.71	0.57	0.33	102

Q1 - Please mark the statement that is true to yourself.

#	Answer	%	Count
1	I currently live in Ocean City, Maryland	5.88%	6
2	I used to live in Ocean City, Maryland	17.65%	18
3	I have vacationed in Ocean City, Maryland	76.47%	78
	Total	100%	102



Q2 - Please, rank the following from 1 - 4. "1" being first thing you think of and "4" being the last thing you think of when it comes to beer.



Q2 - Please, rank the following from 1 - 4. "1" being first thing you think of and "4" being the last thing you think of when it comes to beer.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I will buy from a business that gives back to the community	1.00	5.00	2.42	1.23	1.52	102
2	I will buy from a business that "touches my heart strings"	1.00	5.00	3.39	1.20	1.43	102
3	I will buy from a business that seems up-beat and fun	1.00	5.00	2.51	1.30	1.68	102
4	I will buy from a business that is known to be more mellow	1.00	5.00	4.04	1.12	1.25	102
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	I will buy from a business that is known as "local" spot.	1.00	5.00	2.64	1.47	2.17	102

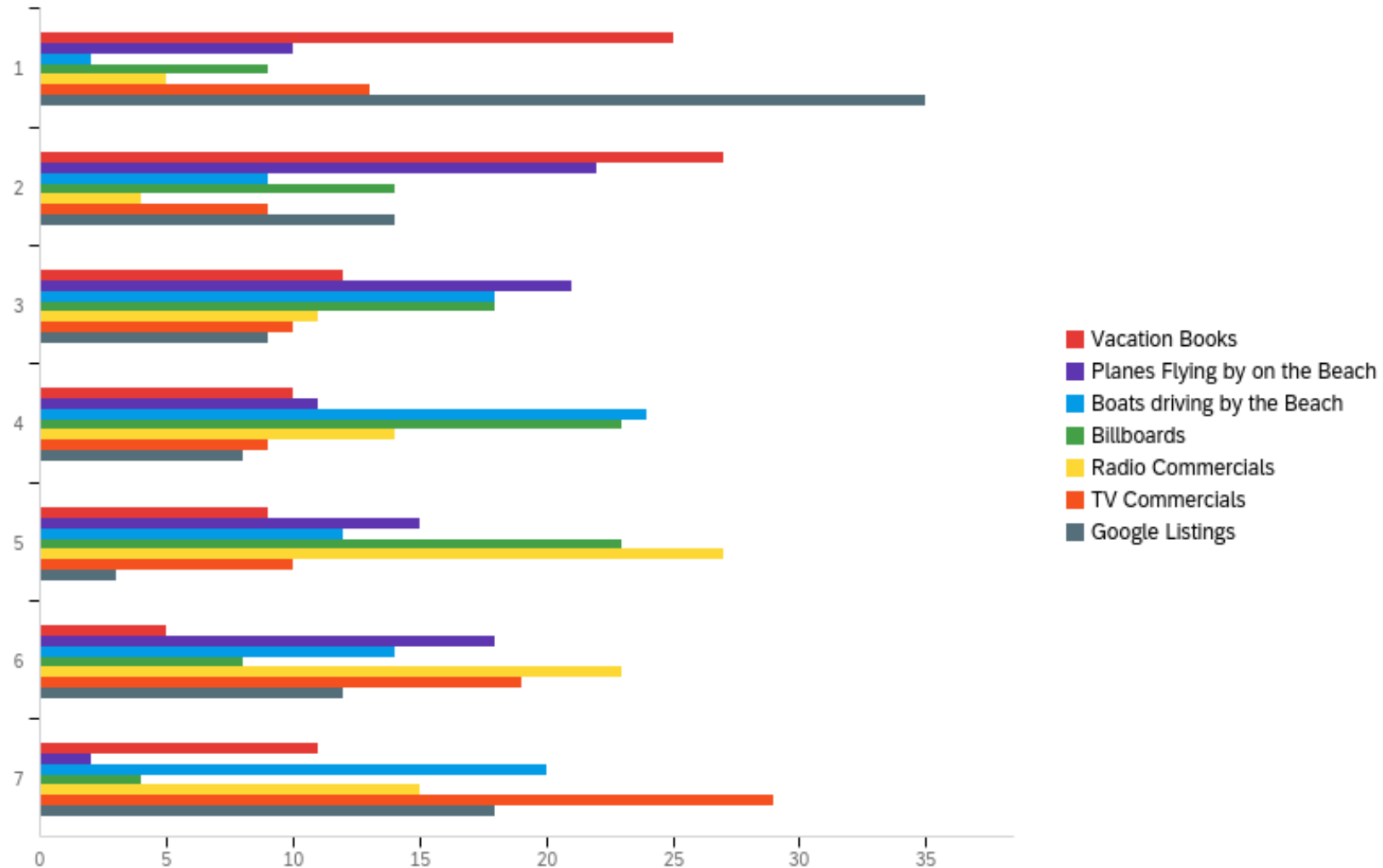


Q2 - Please, rank the following from 1 - 4. "1" being first thing you think of and "4" being the last thing you think of when it comes to beer.

#	Question	1	2	3	4	5	Total
1	I will buy from a business that gives back to the community	30.39% 31	25.49% 26	20.59% 21	18.63% 19	4.90% 5	102
2	I will buy from a business that "touches my heart strings"	6.86% 7	18.63% 19	23.53% 24	30.39% 31	20.59% 21	102
3	I will buy from a business that seems up-beat and fun	26.47% 27	30.39% 31	19.61% 20	12.75% 13	10.78% 11	102
4	I will buy from a business that is known to be more mellow	3.92% 4	6.86% 7	16.67% 17	26.47% 27	46.08% 47	102
#	Question	1	2	3	4	5	Total
5	I will buy from a business that is known as "local" spot.	32.35% 33	18.63% 19	19.61% 20	11.76% 12	17.65% 18	102



Q3 - Please, rank the advertising options following from 1 - 7. "1" being first thing you think of and "7" being the last thing you think of.



Q3 - Please, rank the advertising options following from 1 - 7. "1" being first thing you think of and "7" being the last thing you think of.

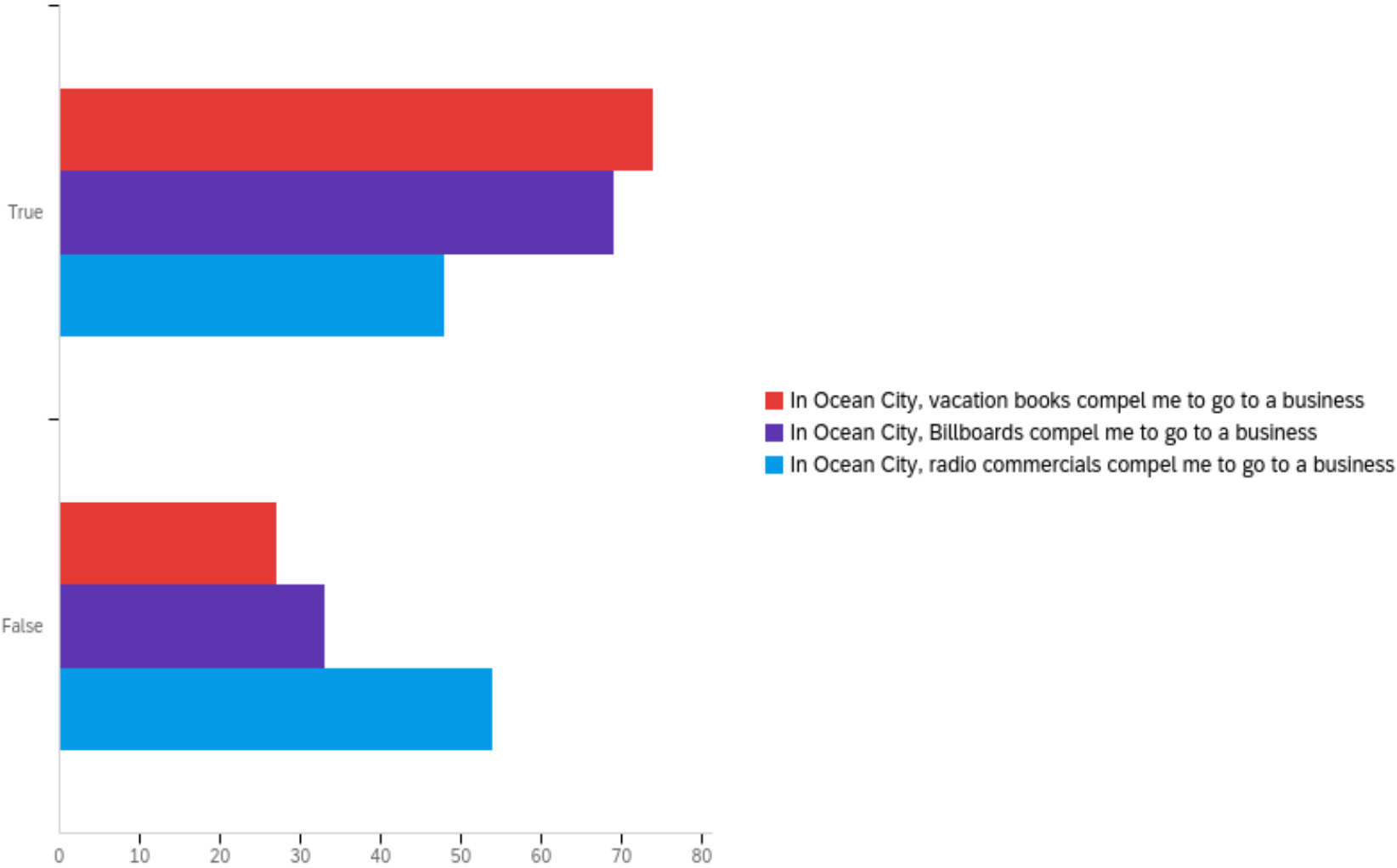
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Vacation Books	1.00	7.00	3.10	1.99	3.97	99
2	Planes Flying by on the Beach	1.00	7.00	3.62	1.71	2.92	99
3	Boats driving by the Beach	1.00	7.00	4.59	1.70	2.89	99
4	Billboards	1.00	7.00	3.78	1.56	2.44	99
5	Radio Commercials	1.00	7.00	4.85	1.60	2.57	99
6	TV Commercials	1.00	7.00	4.69	2.16	4.68	99
7	Google Listings	1.00	7.00	3.38	2.37	5.61	99

Q3 - Please, rank the advertising options following from 1 - 7. "1" being first thing you think of and "7" being the last thing you think of.

#	Question	1	2	3	4	5	6	7	Total
1	Vacation Books	25.25% 25	27.27% 27	12.12% 12	10.10% 10	9.09% 9	5.05% 5	11.11% 11	99
2	Planes Flying by on the Beach	10.10% 10	22.22% 22	21.21% 21	11.11% 11	15.15% 15	18.18% 18	2.02% 2	99
3	Boats driving by the Beach	2.02% 2	9.09% 9	18.18% 18	24.24% 24	12.12% 12	14.14% 14	20.20% 20	99
4	Billboards	9.09% 9	14.14% 14	18.18% 18	23.23% 23	23.23% 23	8.08% 8	4.04% 4	99
5	Radio Commercials	5.05% 5	4.04% 4	11.11% 11	14.14% 14	27.27% 27	23.23% 23	15.15% 15	99
6	TV Commercials	13.13% 13	9.09% 9	10.10% 10	9.09% 9	10.10% 10	19.19% 19	29.29% 29	99
7	Google Listings	35.35% 35	14.14% 14	9.09% 9	8.08% 8	3.03% 3	12.12% 12	18.18% 18	99



Q4 - Please choose the ones that relate to how you feel.



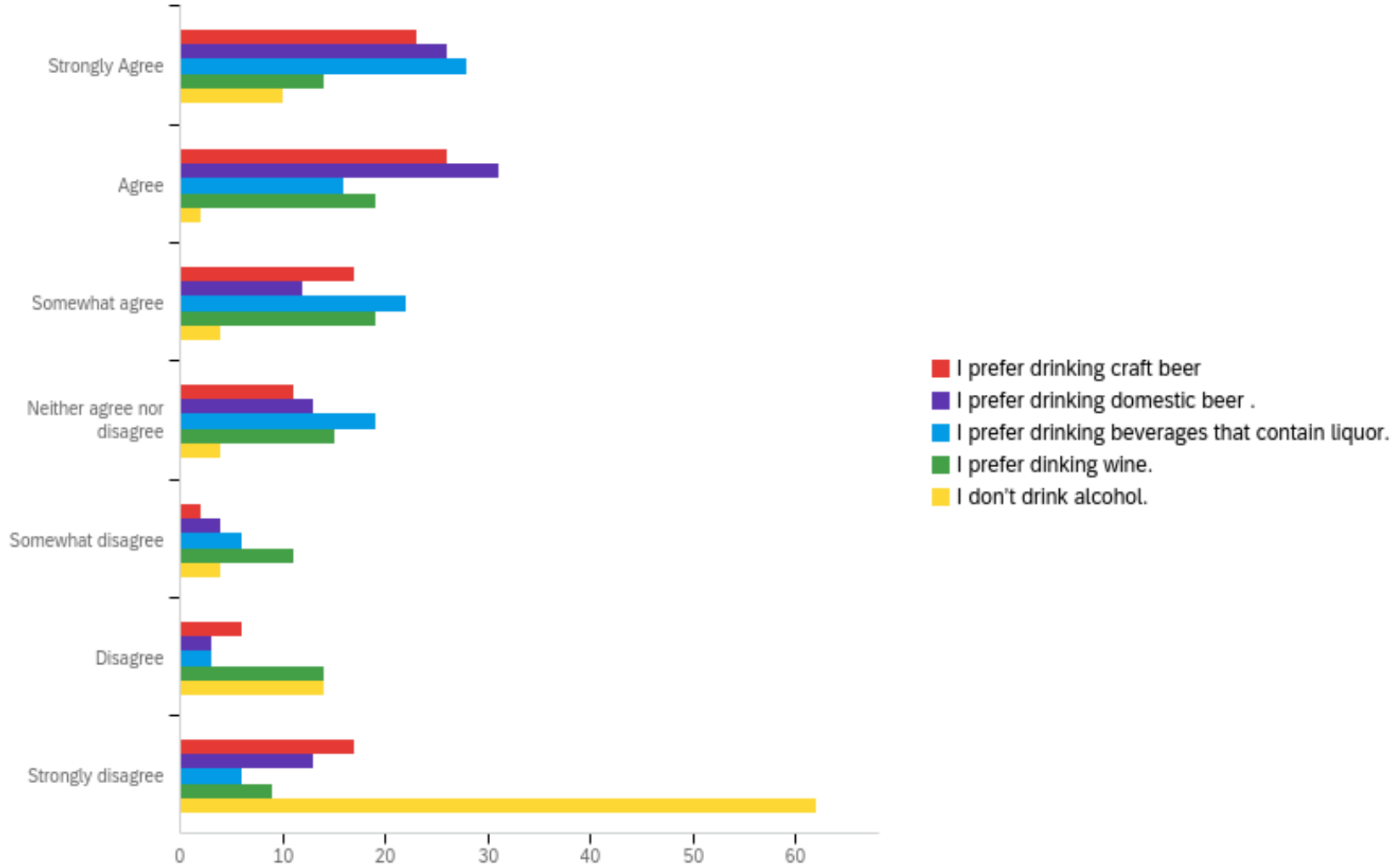
Q4 - Please choose the ones that relate to how you feel.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	In Ocean City, vacation books compel me to go to a business	1.00	2.00	1.27	0.44	0.20	101
2	In Ocean City, Billboards compel me to go to a business	1.00	2.00	1.32	0.47	0.22	102
3	In Ocean City, radio commercials compel me to go to a business	1.00	2.00	1.53	0.50	0.25	102

Q4 - Please choose the ones that relate to how you feel.

#	Question	True		False		Total
1	In Ocean City, vacation books compel me to go to a business	73.27%	74	26.73%	27	101
2	In Ocean City, Billboards compel me to go to a business	67.65%	69	32.35%	33	102
	In Ocean City, radio commercials compel me to go to a business	47.06%	48	52.94%	54	102

Q5 - Please choose the ones that relate to how you feel.



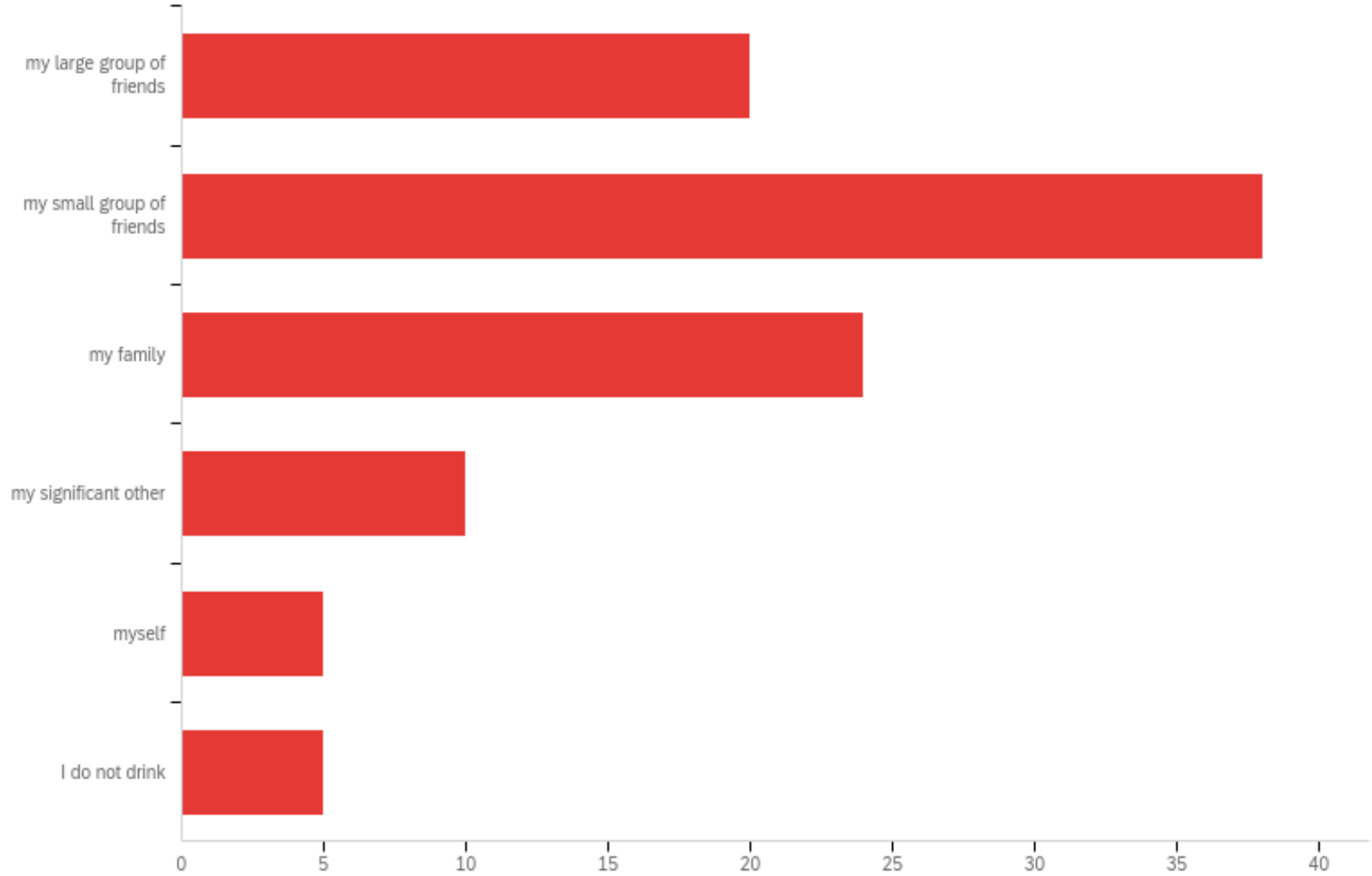
Q5 - Please choose the ones that relate to how you feel.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I prefer drinking craft beer	1.00	8.00	3.51	2.49	6.19	102
2	I prefer drinking domestic beer .	1.00	8.00	3.15	2.29	5.24	102
3	I prefer drinking beverages that contain liquor.	1.00	8.00	3.01	1.92	3.69	100
4	I prefer dinking wine.	1.00	8.00	3.90	2.23	4.96	101
5	I don't drink alcohol.	1.00	8.00	6.56	2.38	5.69	100

## Q5 - Please choose the ones that relate to how you feel.

#	Question	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Total
1	I prefer drinking craft beer	22.55% 23	25.49% 26	16.67% 17	10.78% 11	1.96% 2	5.88% 6	16.67% 17	102
2	I prefer drinking domestic beer.	25.49% 26	30.39% 31	11.76% 12	12.75% 13	3.92% 4	2.94% 3	12.75% 13	102
3	I prefer drinking beverages that contain liquor.	28.00% 28	16.00% 16	22.00% 22	19.00% 19	6.00% 6	3.00% 3	6.00% 6	100
4	I prefer drinking wine.	13.86% 14	18.81% 19	18.81% 19	14.85% 15	10.89% 11	13.86% 14	8.91% 9	101
5	I don't drink alcohol.	10.00% 10	2.00% 2	4.00% 4	4.00% 4	4.00% 4	14.00% 14	62.00% 62	100

# Q6 - I mostly prefer drinking with...



# Q6 - I mostly prefer drinking with...

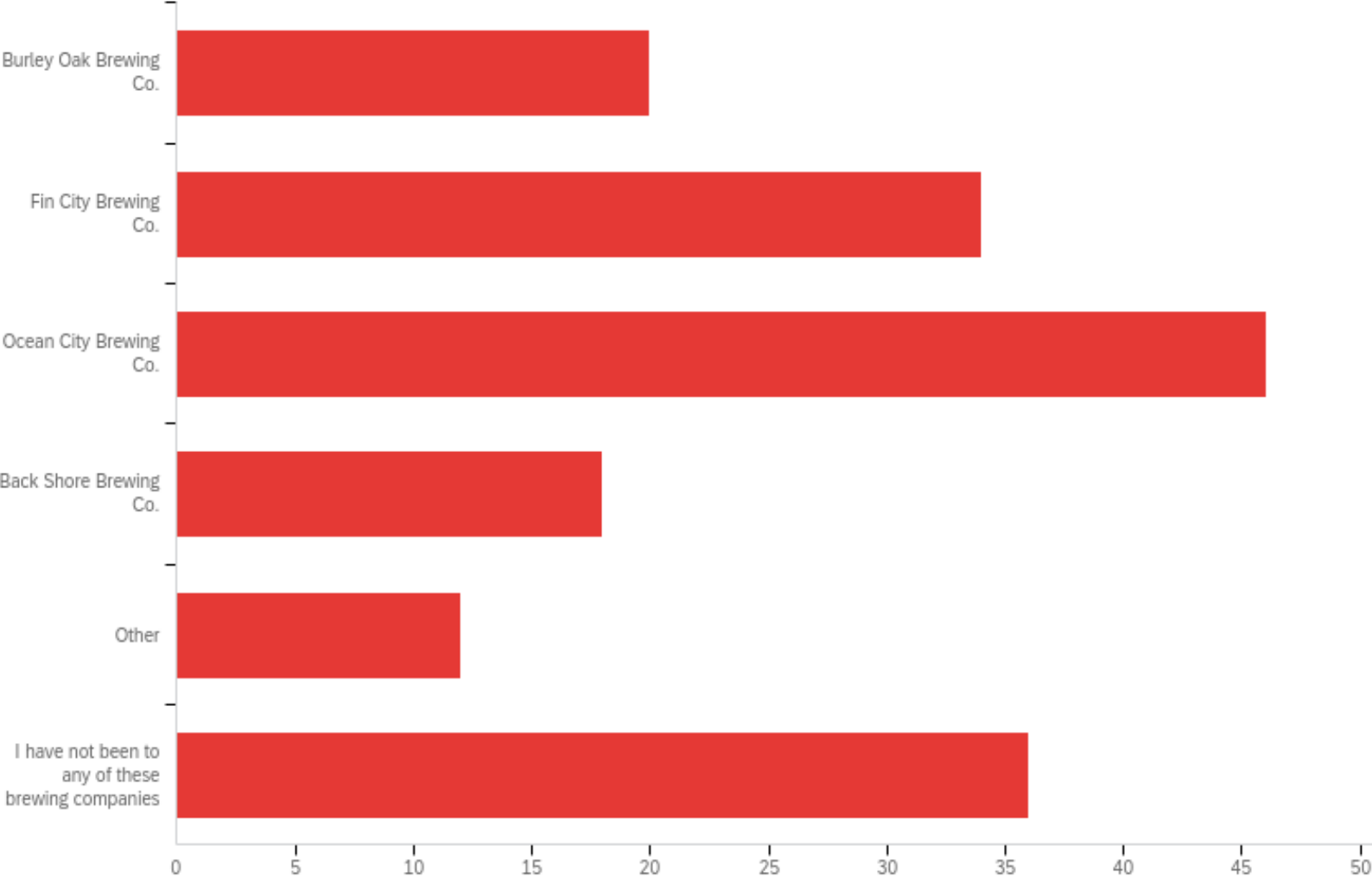
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I mostly prefer drinking with...	1.00	6.00	2.58	1.31	1.71	102



## Q6 - I mostly prefer drinking with...

#	Answer	%	Count
1	my large group of friends	19.61%	20
2	my small group of friends	37.25%	38
3	my family	23.53%	24
4	my significant other	9.80%	10
5	myself	4.90%	5
6	I do not drink	4.90%	5
	Total	100%	102

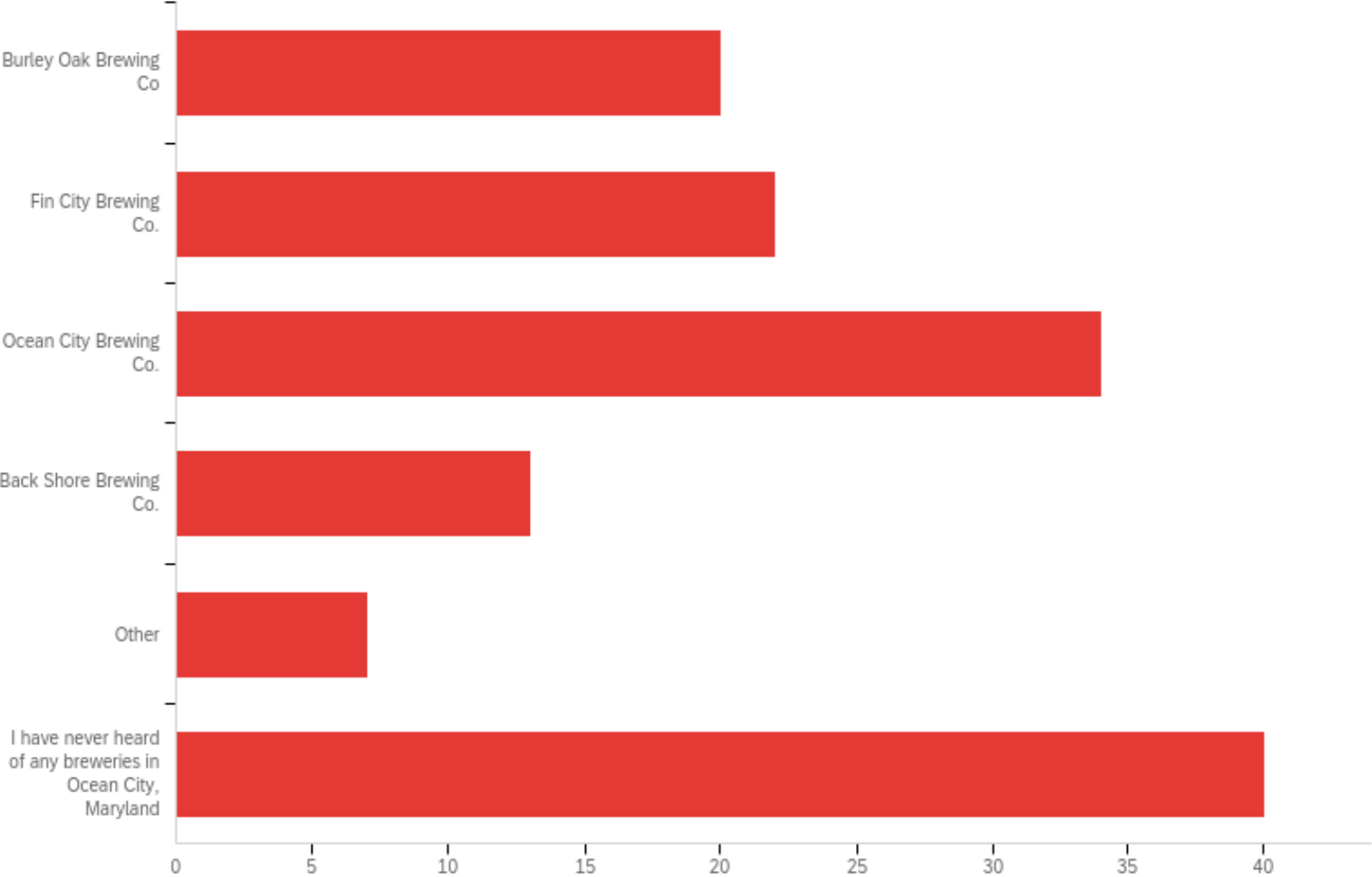
Q7 - If yes, please choose all of the local breweries that you have HEARD of before.



Q7 - If yes, please choose all of the local breweries that you have HEARD of before.

#	Answer	%	Count
1	Burley Oak Brewing Co.	12.05%	20
2	Fin City Brewing Co.	20.48%	34
3	Ocean City Brewing Co.	27.71%	46
4	Back Shore Brewing Co.	10.84%	18
5	Other	7.23%	12
6	I have not been to any of these brewing companies	21.69%	36
	Total	100%	166

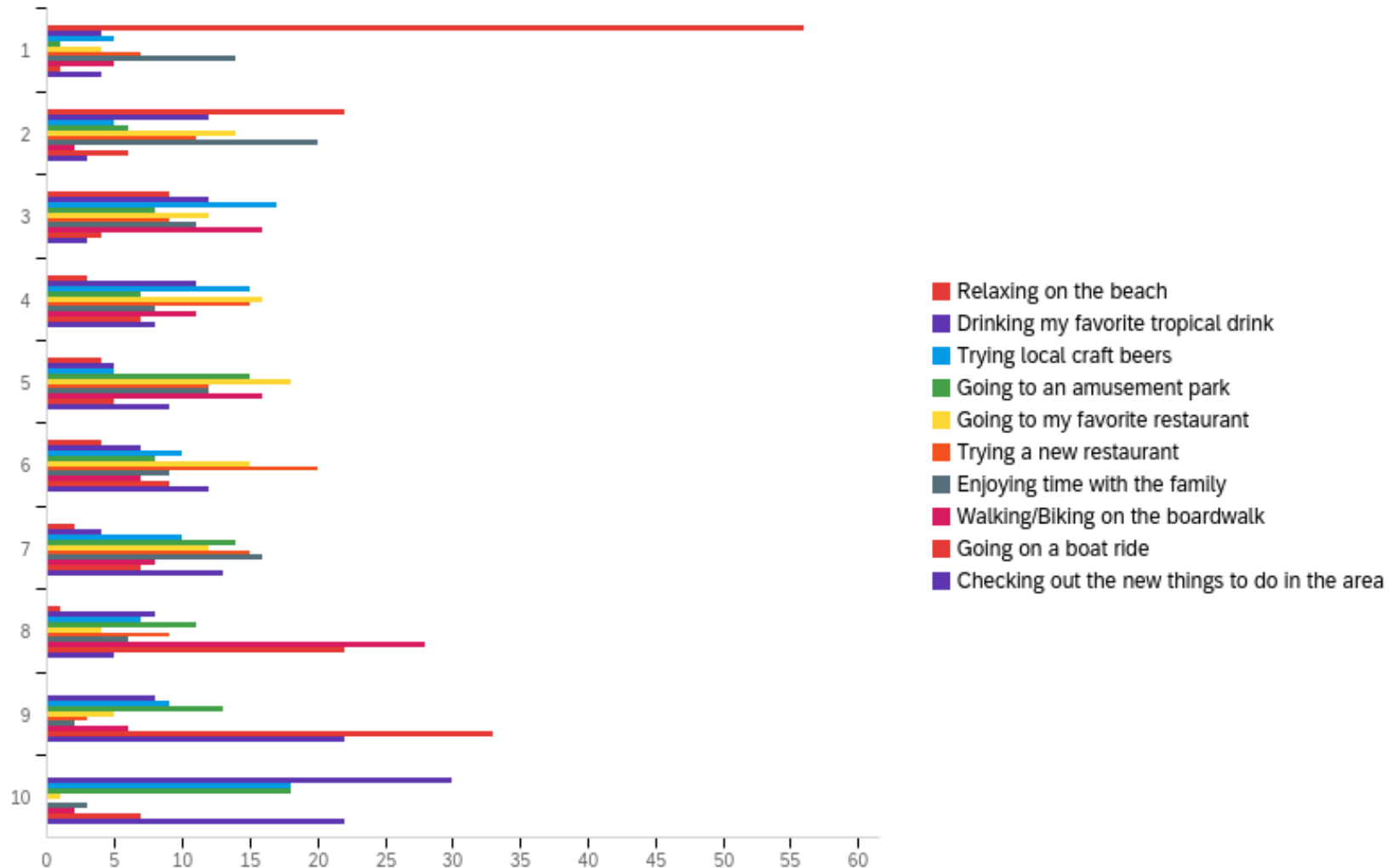
Q8 - Below is a list of local craft breweries in the Ocean City area. Mark the breweries that you have TRIED their beer.



Q8 - Below is a list of local craft breweries in the Ocean City area. Mark the breweries that you have TRIED their beer.

#	Answer	%	Count
1	Burley Oak Brewing Co	14.71%	20
2	Fin City Brewing Co.	16.18%	22
3	Ocean City Brewing Co.	25.00%	34
4	Back Shore Brewing Co.	9.56%	13
5	Other	5.15%	7
6	I have never heard of any breweries in Ocean City, Maryland	29.41%	40
	Total	100%	136

Q9 - The following are topics that come to mind while enjoying a day in OCMD. Please, rank the following from 1 - 10. "1" being first thing you think of and "10" being the last thing you think of. (Use your mouse or your finger to slide the choices in place)



Q9 - The following are topics that come to mind while enjoying a day in OCMD. Please, rank the following from 1 - 10. "1" being first thing you think of and "10" being the last thing you think of. (Use your mouse or your finger to slide the choices in place)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Relaxing on the beach	1.00	8.00	2.03	1.61	2.60	101
2	Drinking my favorite tropical drink	1.00	10.00	6.33	3.19	10.16	101
3	Trying local craft beers	1.00	10.00	5.92	2.87	8.21	101
4	Going to an amusement park	1.00	10.00	6.64	2.55	6.51	101
5	Going to my favorite restaurant	1.00	10.00	4.78	2.12	4.49	101
6	Trying a new restaurant	1.00	9.00	4.95	2.16	4.66	101

Q9 - The following are topics that come to mind while enjoying a day in OCMD. Please, rank the following from 1 - 10. "1" being first thing you think of and "10" being the last thing you think of. (Use your mouse or your finger to slide the choices in place)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
7	Enjoying time with the family	1.00	10.00	4.37	2.54	6.43	101
8	Walking/Biking on the boardwalk	1.00	10.00	5.71	2.35	5.53	101
9	Going on a boat ride	1.00	10.00	7.17	2.35	5.51	101
10	Checking out the new things to do in the area	1.00	10.00	7.10	2.59	6.70	101



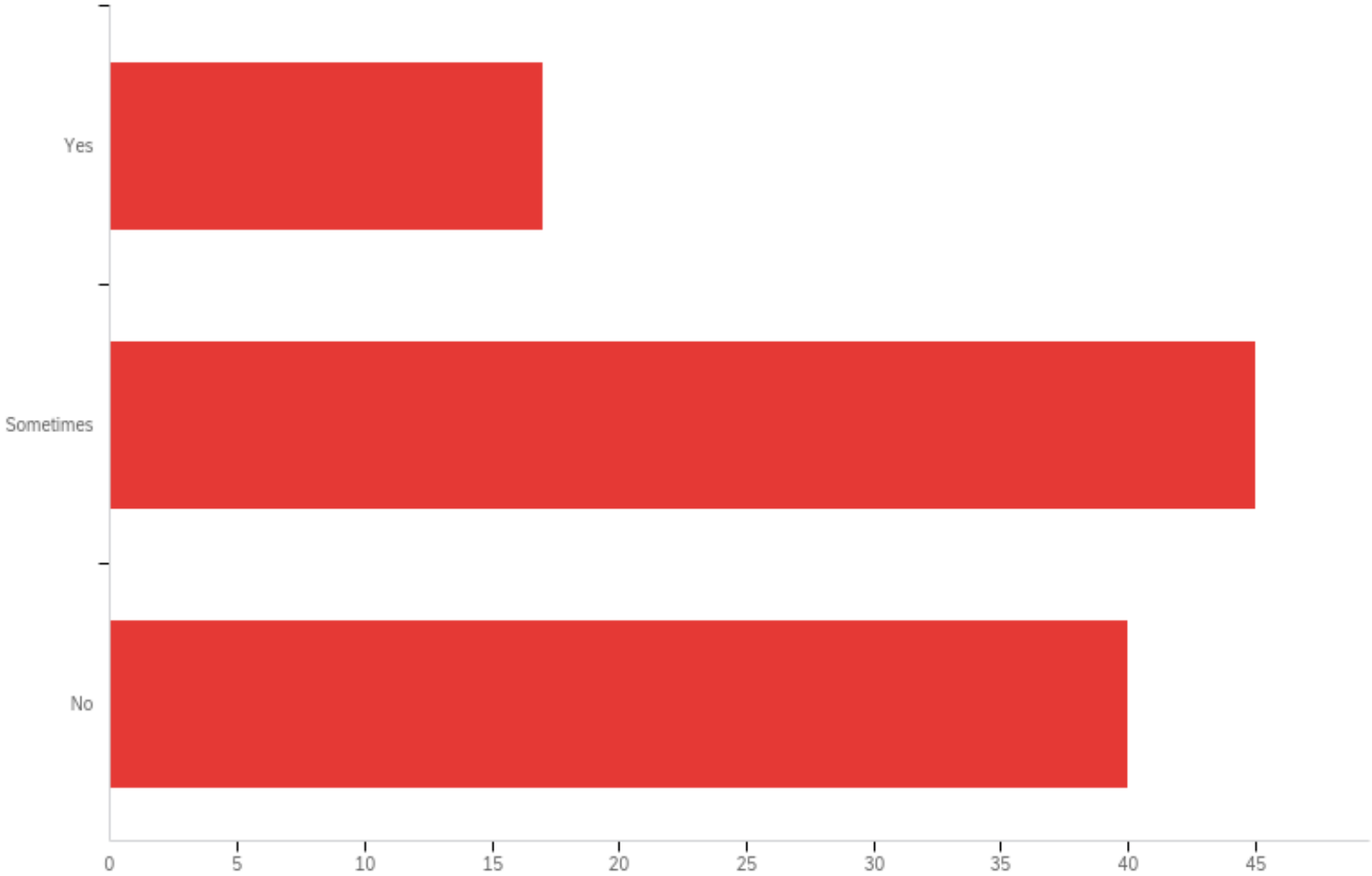
Q9 - The following are topics that come to mind while enjoying a day in OCMD. Please, rank the following from 1 - 10. "1" being first thing you think of and "10" being the last thing you think of. (Use your mouse or your finger to slide the choices in place)

#	Question	1	2	3	4	5	6	7	8	9	10	Total										
1	Relaxing on the beach	55.45 %	56	21.78 %	22	8.91 %	9	2.97 %	3	3.96 %	4	3.96 %	4	1.98 %	2	0.99 %	1	0.00 %	0	0.00 %	0	101
2	Drinking my favorite tropical drink	3.96 %	4	11.88 %	12	11.8 %	12	10.8 %	11	4.95 %	5	6.93 %	7	3.96 %	4	7.92 %	8	7.92 %	8	29.7 %	30	101
3	Trying local craft beers	4.95 %	5	4.95 %	5	16.8 %	17	14.8 %	15	4.95 %	5	9.90 %	10	9.90 %	10	6.93 %	7	8.91 %	9	17.8 %	18	101
4	Going to an amusement park	0.99 %	1	5.94 %	6	7.92 %	8	6.93 %	7	14.8 %	15	7.92 %	8	13.8 %	14	10.8 %	11	12.8 %	13	17.8 %	18	101
5	Going to my favorite restaurant	3.96 %	4	13.86 %	14	11.8 %	12	15.8 %	16	17.8 %	18	14.8 %	15	11.8 %	12	3.96 %	4	4.95 %	5	0.99 %	1	101
6	Trying a new restaurant	6.93 %	7	10.89 %	11	8.91 %	9	14.8 %	15	11.8 %	12	19.8 %	20	14.8 %	15	8.91 %	9	2.97 %	3	0.00 %	0	101

Q9 - The following are topics that come to mind while enjoying a day in OCMD. Please, rank the following from 1 - 10. "1" being first thing you think of and "10" being the last thing you think of. (Use your mouse or your finger to slide the choices in place)

#	Question	1	2	3	4	5	6	7	8	9	10	Total										
7	Enjoying time with the family	13.86%	14	19.80%	20	10.89%	11	7.92%	8	11.88%	12	8.91%	9	15.84%	16	5.94%	6	1.98%	2	2.97%	3	101
8	Walking /Biking on the boardwalk	4.95%	5	1.98%	2	15.84%	16	10.89%	11	15.84%	16	6.93%	7	7.92%	8	27.72%	28	5.94%	6	1.98%	2	101
9	Going on a boat ride	0.99%	1	5.94%	6	3.96%	4	6.93%	7	4.95%	5	8.91%	9	6.93%	7	21.78%	22	32.67%	33	6.93%	7	101
10	Checking out the new things to do in the area	3.96%	4	2.97%	3	2.97%	3	7.92%	8	8.91%	9	11.88%	12	12.87%	13	4.95%	5	21.78%	22	21.78%	22	101

Q10 - When at a restaurant in Ocean City, do you ask for the local craft?



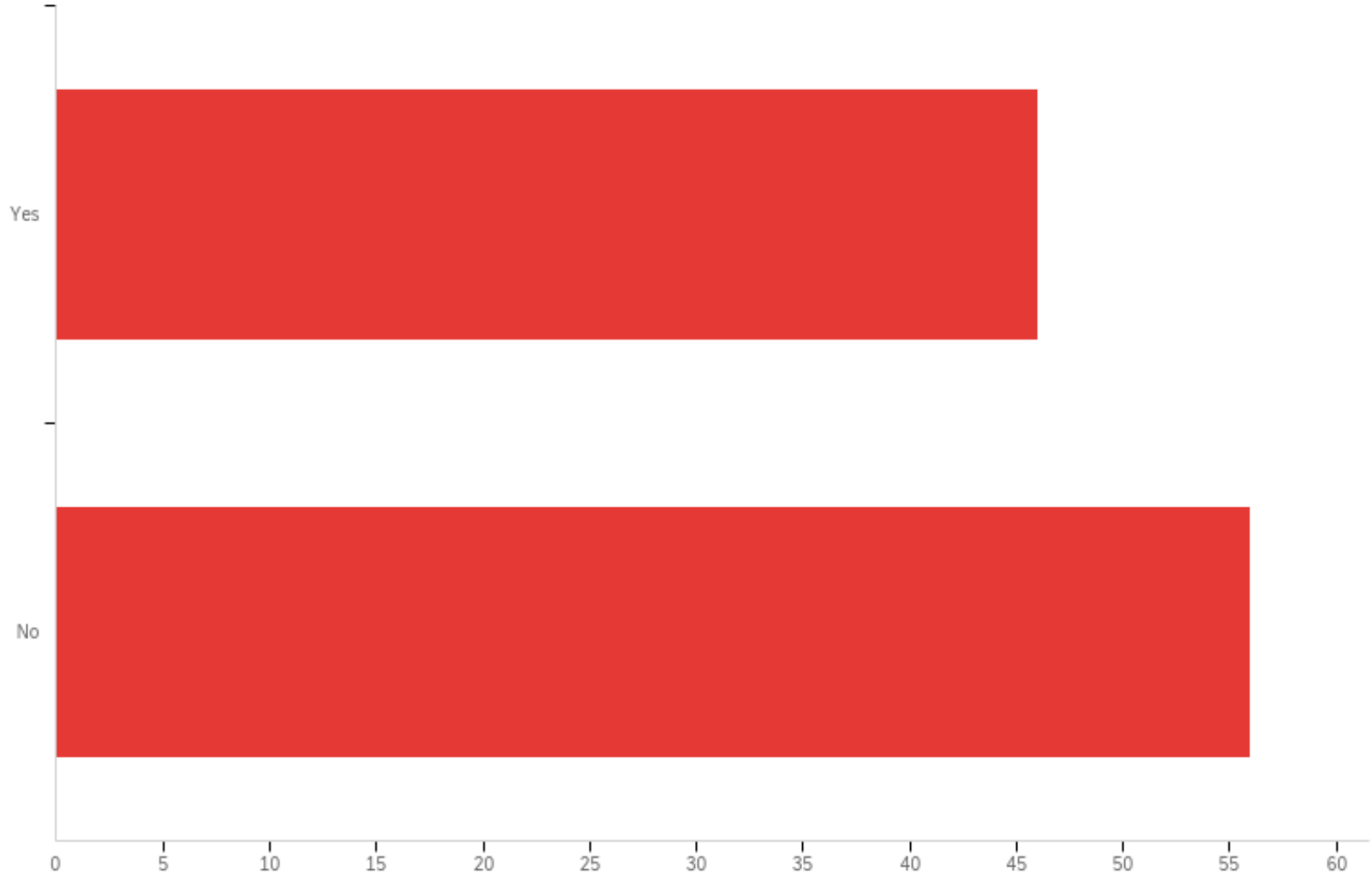
Q10 - When at a restaurant in Ocean City, do you ask for the local craft?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When at a restaurant in Ocean City, do you ask for the local craft?	1.00	3.00	2.23	0.71	0.51	102

Q10 - When at a restaurant in Ocean City, do you ask for the local craft?

#	Answer	%	Count
1	Yes	16.67%	17
2	Sometimes	44.12%	45
3	No	39.22%	40
	Total	100%	102

# Q12 - Have you heard of Fin City beer before?



# Q12 - Have you heard of Fin City beer before?

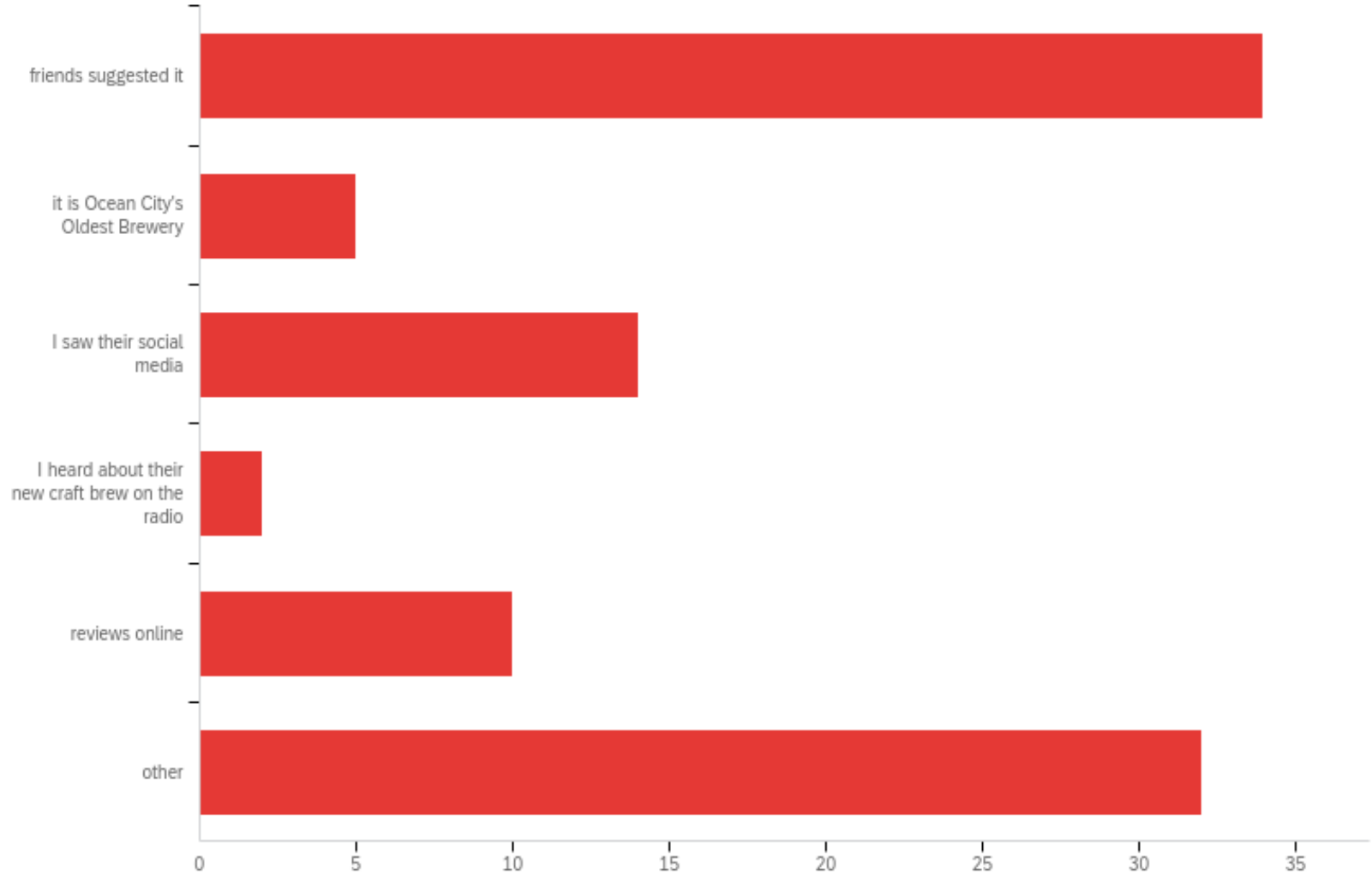
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you heard of Fin City beer before?	1.00	2.00	1.55	0.50	0.25	102

Q12 - Have you heard of Fin City beer before?

#	Answer	%	Count
1	Yes	45.10%	46
2	No	54.90%	56
	Total	100%	102



# Q13 - When in Ocean City, what makes you want to try Fin City Beer?



Q13 - When in Ocean City, what makes you want to try Fin City Beer?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When in Ocean City, what makes you want to try Fin City Beer? - Selected Choice	1.00	6.00	3.46	2.15	4.64	97

### Q13 - When in Ocean City, what makes you want to try Fin City Beer?

#	Answer	%	Count
1	friends suggested it	35.05%	34
2	it is Ocean City's Oldest Brewery	5.15%	5
3	I saw their social media	14.43%	14
4	I heard about their new craft brew on the radio	2.06%	2
5	reviews online	10.31%	10
6	other	32.99%	32
	Total	100%	97

# Q13 - When in Ocean City, what makes you want to try Fin City Beer?

Q13\_6\_TEXT - other

other - Text
not sure
have not
never heard of it
have not
did this
I don't
never heard of them.
havent heard of it before now.
I would think their social media or suggested to me
I haven't heard of it.
have not heard

# Q13 - When in Ocean City, what makes you want to try Fin City Beer?

Q13\_6\_TEXT - other

other - Text
Hoopers Crab House
None
Haven't heard of it
Don't drink beer
Never had it
Never had
Used to work there
Previous Hoopers employee
I haven't tried it yet.
I don't know what it is
I do not drink adult beverages. :)

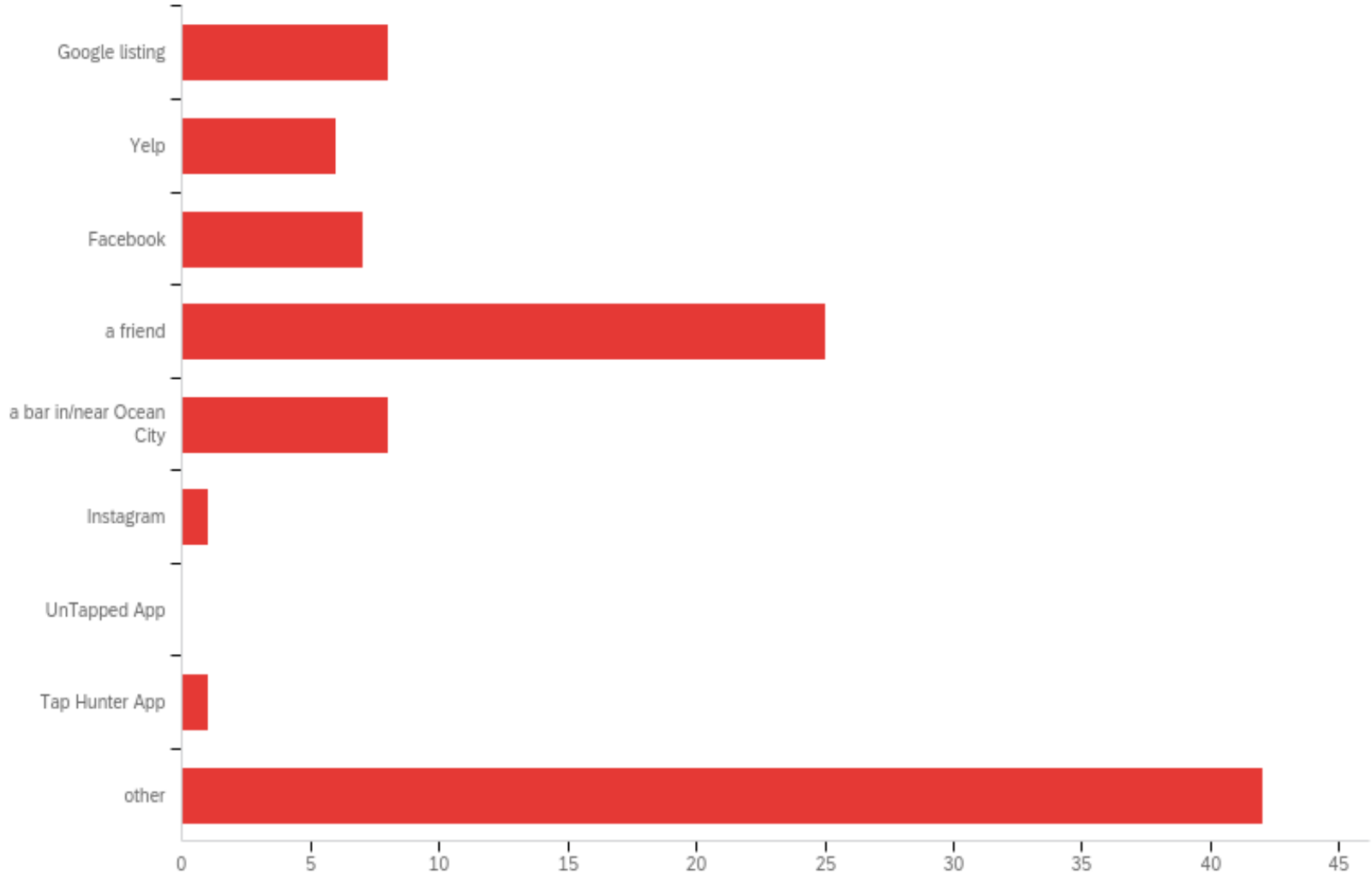
# Q13 - When in Ocean City, what makes you want to try Fin City Beer?

Q13\_6\_TEXT - other

other - Text
Have not tried
I don't drink beer.



# Q14 - How did you hear about Fin City?



# Q14 - How did you hear about Fin City?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How did you hear about Fin City? - Selected Choice	1.00	9.00	5.85	2.94	8.64	98



## Q14 - How did you hear about Fin City?

#	Answer	%	Count
1	Google listing	8.16%	8
2	Yelp	6.12%	6
3	Facebook	7.14%	7
4	a friend	25.51%	25
5	a bar in/near Ocean City	8.16%	8
6	Instagram	1.02%	1
7	UnTapped App	0.00%	0
8	Tap Hunter App	1.02%	1
9	other	42.86%	42
	Total	100%	98

# Q14 - How did you hear about Fin City?

Q14\_9\_TEXT - other

other - Text
survey
right now in this survey
have not
have not
never heard of it
the survey
have not
this
here
I haven't
the survey

# Q14 - How did you hear about Fin City?

Q14\_9\_TEXT - other

other - Text
survey
here
this
survey
the survey
this
this survey
I've never heard of it
I haven't
this is the first time I have heard of them
this survey

# Q14 - How did you hear about Fin City?

Q14\_9\_TEXT - other

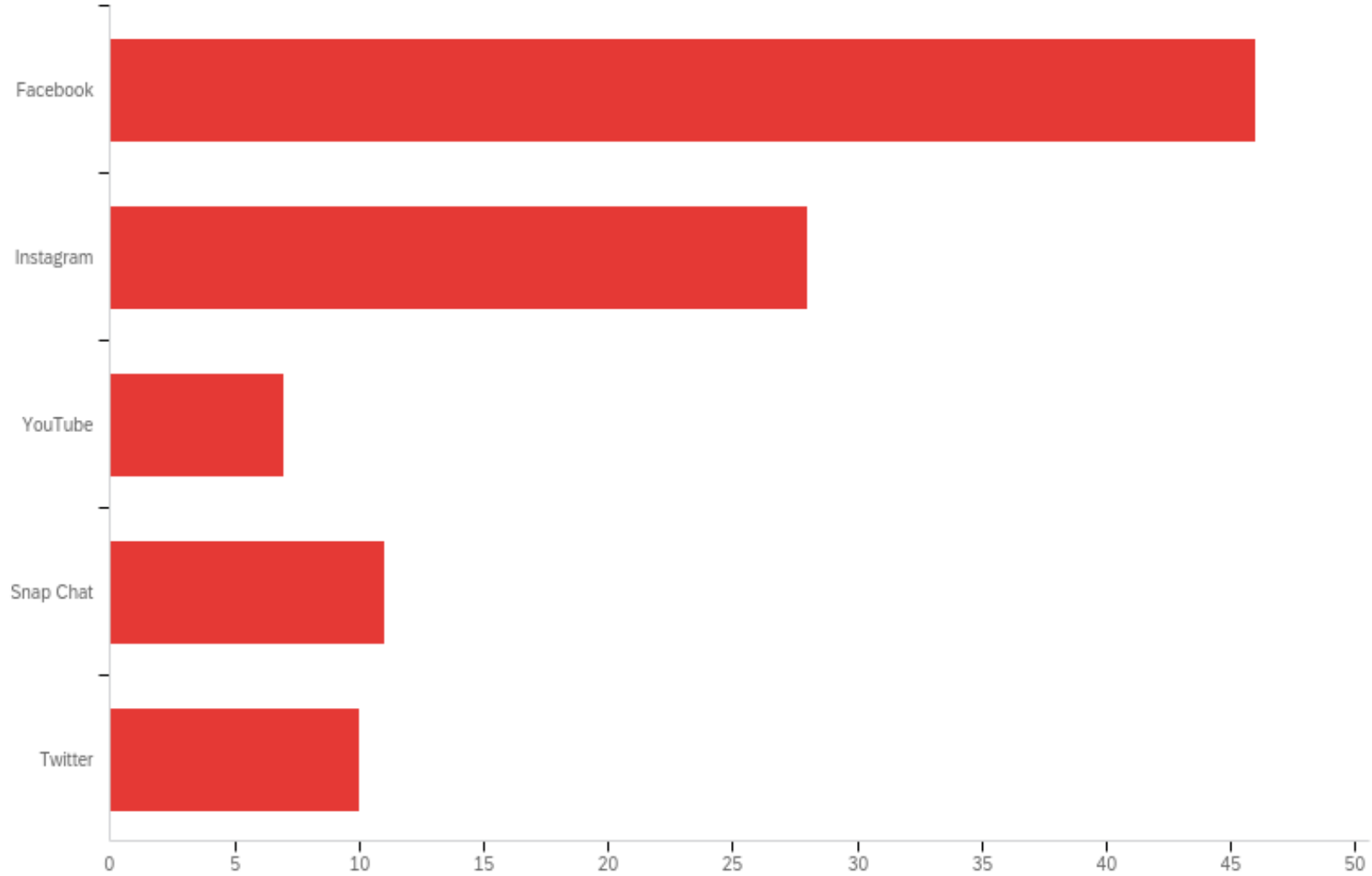
other - Text
the survey
havent heard of it
I have not
I haven't heard of it
haven't heard
this survey
Did not
Haven't heard of it
Use to work at hoopers
Did not hear about it
Never had

# Q14 - How did you hear about Fin City?

Q14\_9\_TEXT - other

other - Text
Previous Hoopers employee
N/A
N/a

# Q15 - What is your favorite social media platform



# Q15 - What is your favorite social media platform

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your favorite social media platform	1.00	5.00	2.13	1.35	1.82	102

# Q15 - What is your favorite social media platform

#	Answer	%	Count
1	Facebook	45.10%	46
2	Instagram	27.45%	28
3	YouTube	6.86%	7
4	Snap Chat	10.78%	11
5	Twitter	9.80%	10
	Total	100%	102



Q16 - On a scale of 1-10.. (with 1 being not at all and 10 being frequently) about how many times will you click on/engage with content you enjoy on social media. (slide the dot to the desired number)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1	0.00	10.00	6.99	2.42	5.83	102



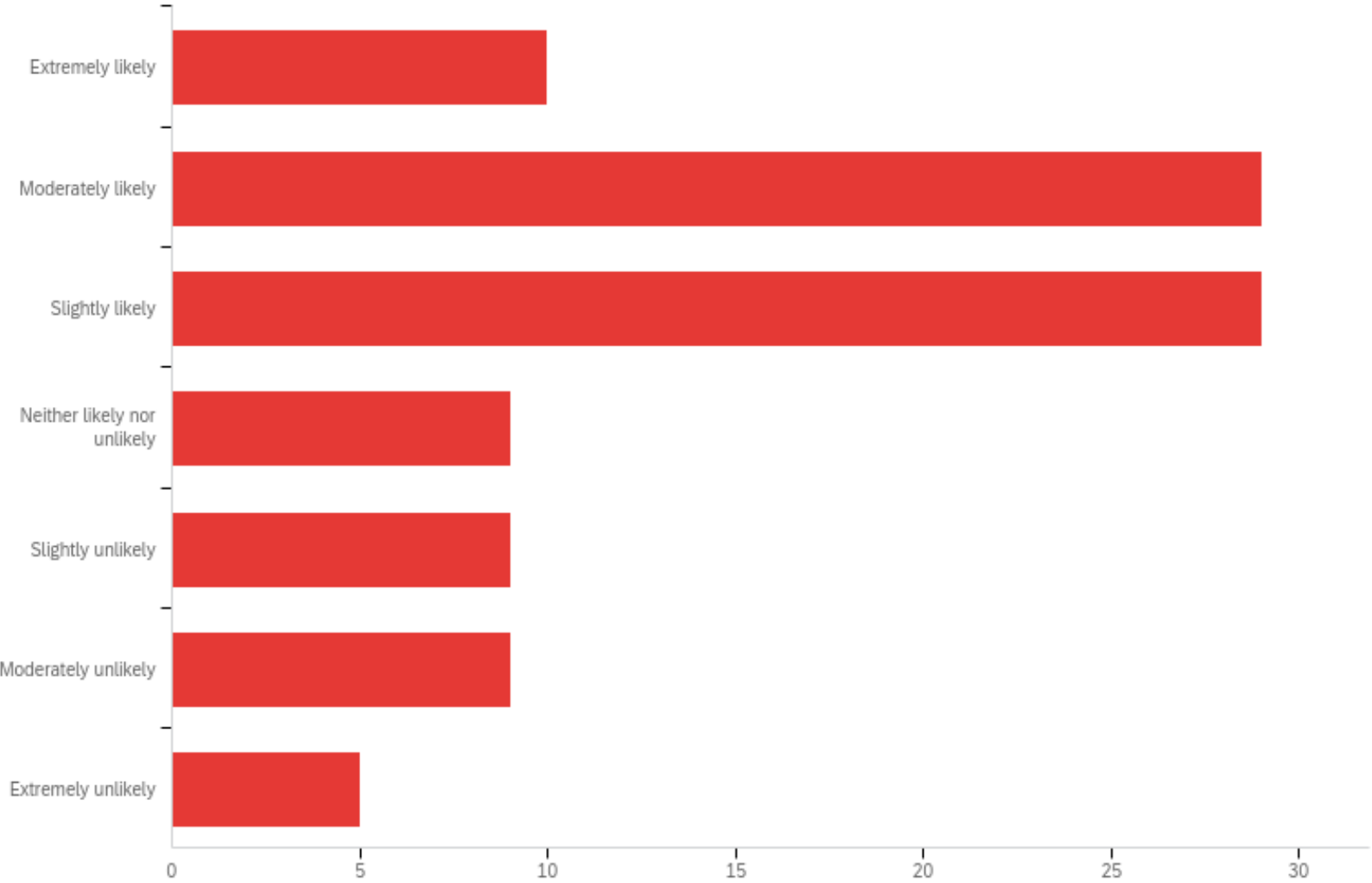
Q16 - On a scale of 1-10.. (with 1 being not at all and 10 being frequently) about how many times will you click on/engage with content you enjoy on social media. (slide the dot to the desired number)

Q16\_1\_TEXT - No Name

1 - Text
1
0
8
6
8
4
6
8
8
9
8



# Q17 - How likely are you to engage with sponsored posts on social media?



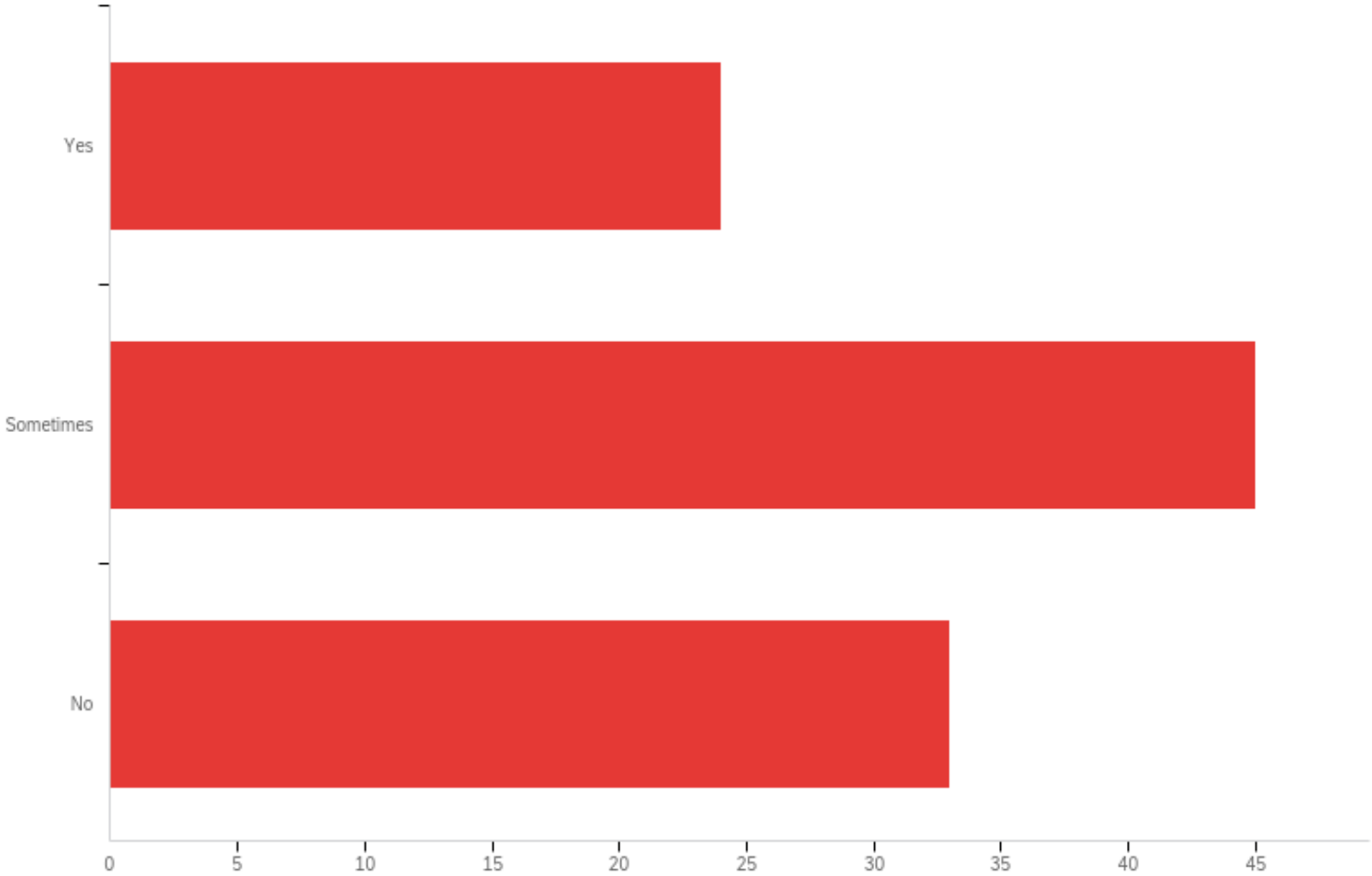
Q17 - How likely are you to engage with sponsored posts on social media?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to engage with sponsored posts on social media?	1.00	7.00	3.25	1.64	2.69	100

# Q17 - How likely are you to engage with sponsored posts on social media?

#	Answer	%	Count
1	Extremely likely	10.00%	10
2	Moderately likely	29.00%	29
3	Slightly likely	29.00%	29
4	Neither likely nor unlikely	9.00%	9
5	Slightly unlikely	9.00%	9
6	Moderately unlikely	9.00%	9
7	Extremely unlikely	5.00%	5
	Total	100%	100

Q18 - When searching Google, do you click on the links that have "Ad" beside them?



Q18 - When searching Google, do you click on the links that have "Ad" beside them?

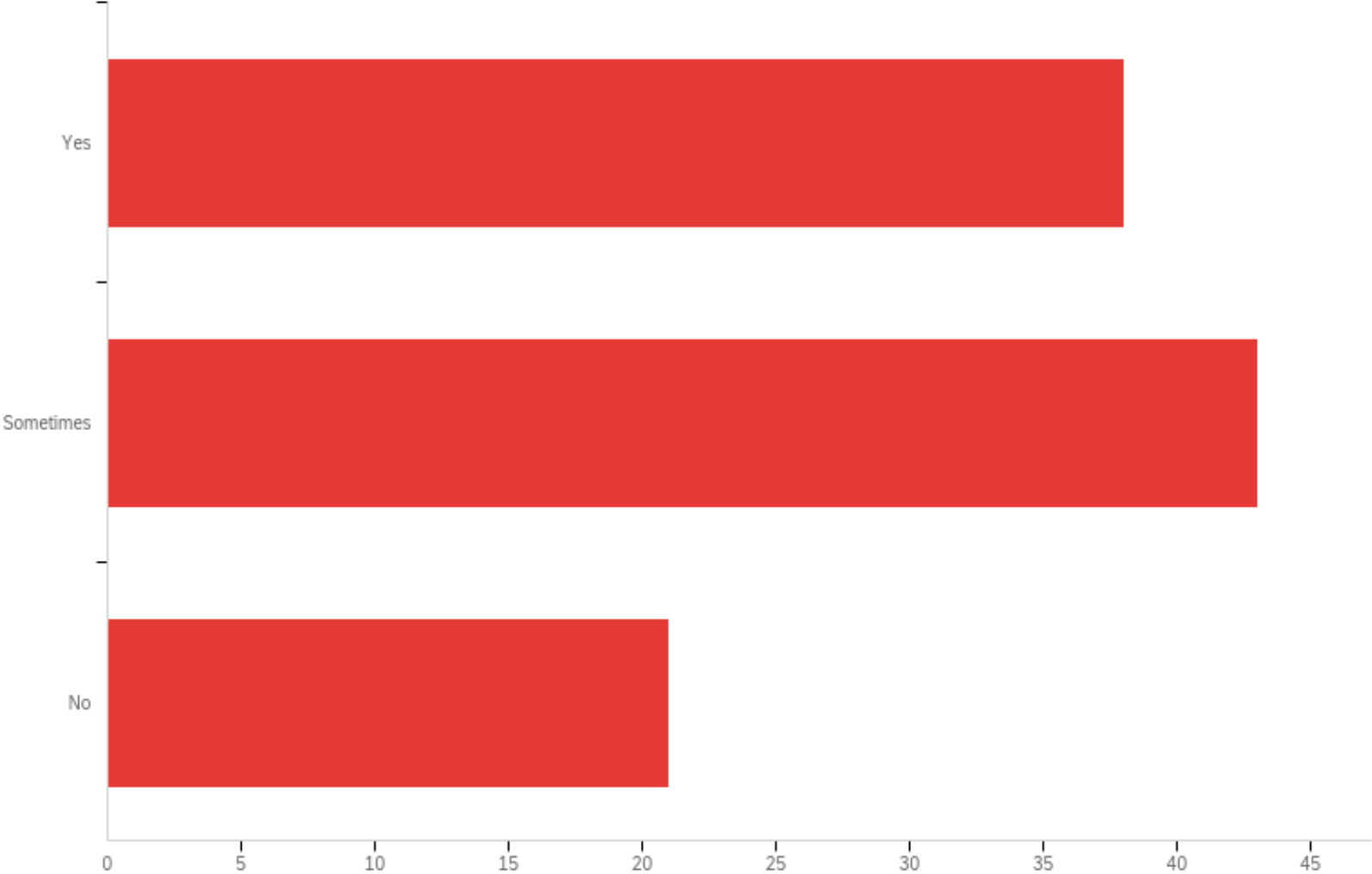
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When searching Google, do you click on the links that have "Ad" beside them?	1.00	3.00	2.09	0.74	0.55	102

Q18 - When searching Google, do you click on the links that have "Ad" beside them?

#	Answer	%	Count
1	Yes	23.53%	24
2	Sometimes	44.12%	45
3	No	32.35%	33
	Total	100%	102



Q19 - When searching Google, do you usually choose to buy from one of the top three listed businesses that show up on the Google 'Local Pack'



Q19 - When searching Google, do you usually choose to buy from one of the top three listed businesses that show up on the Google 'Local Pack'

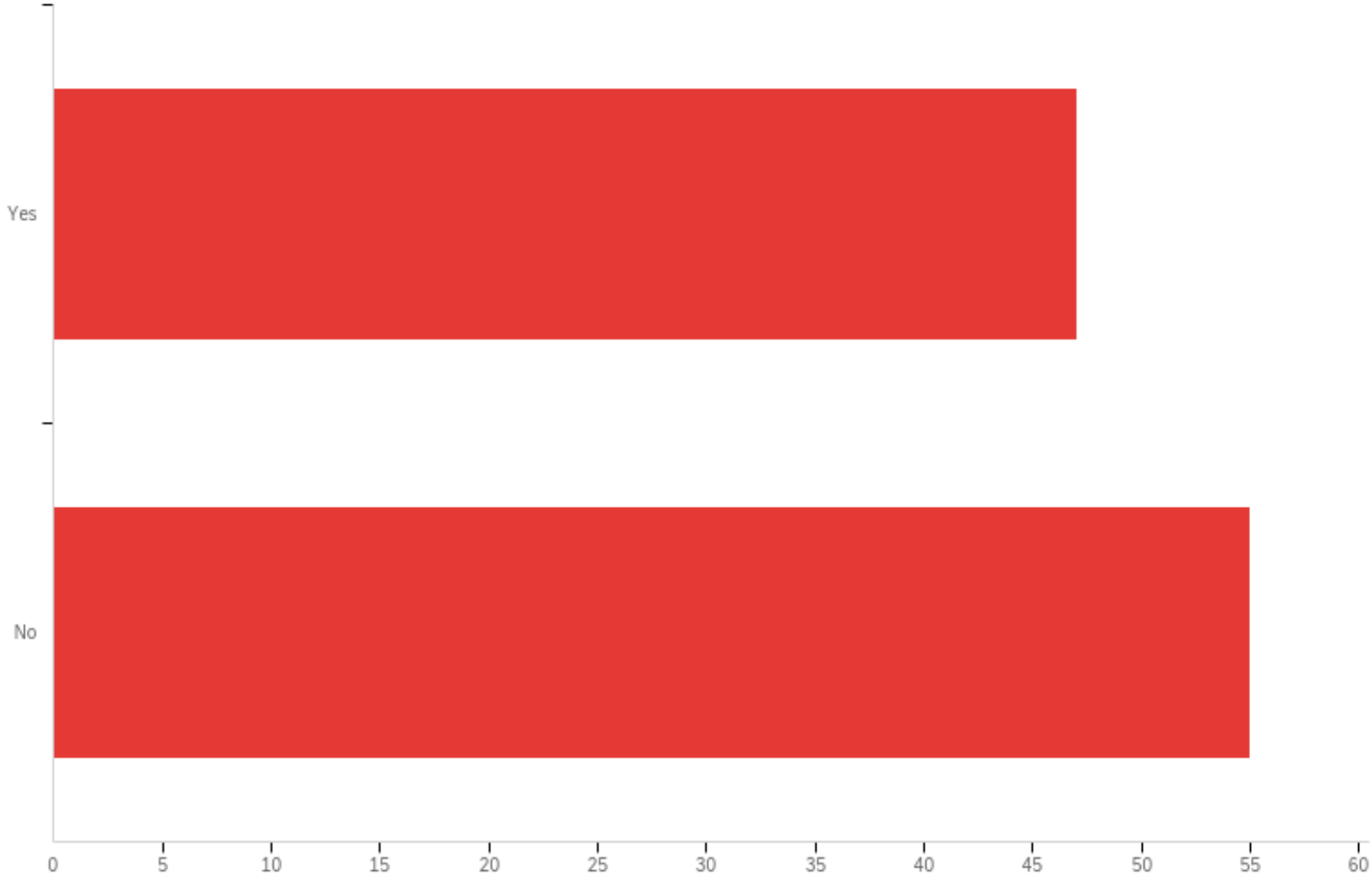
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When searching Google, do you usually choose to buy from one of the top three listed businesses that show up on the Google 'Local Pack'	1.00	3.00	1.83	0.74	0.55	102

Q19 - When searching Google, do you usually choose to buy from one of the top three listed businesses that show up on the Google 'Local Pack'

#	Answer	%	Count
1	Yes	37.25%	38
2	Sometimes	42.16%	43
3	No	20.59%	21
	Total	100%	102



# Q20 - Do you use Yelp to help you learn more about a business?



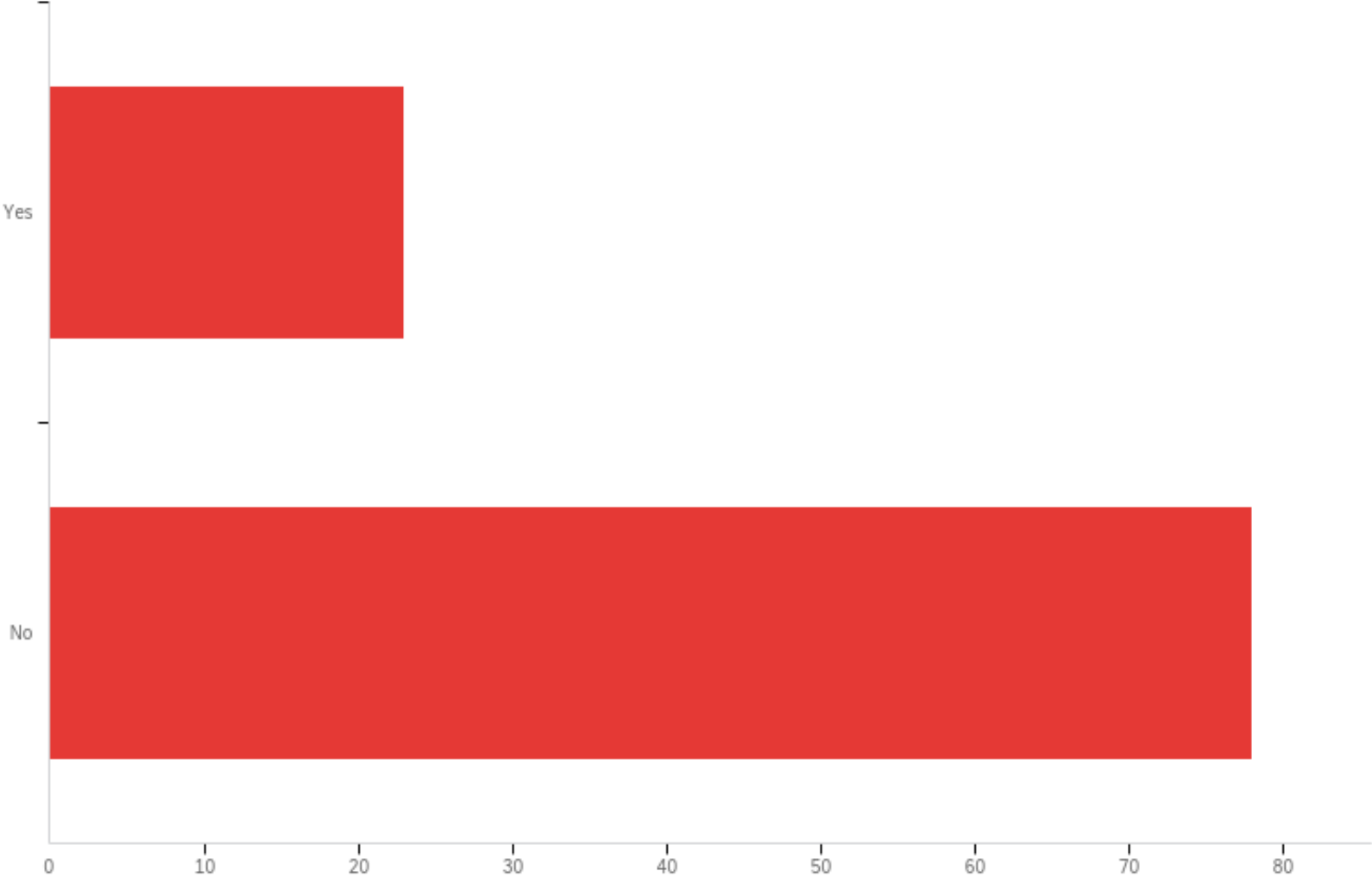
# Q20 - Do you use Yelp to help you learn more about a business?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you use Yelp to help you learn more about a business?	1.00	2.00	1.54	0.50	0.25	102

Q20 - Do you use Yelp to help you learn more about a business?

#	Answer	%	Count
1	Yes	46.08%	47
2	No	53.92%	55
	Total	100%	102

# Q21 - Do you use Tap Hunter?



# Q21 - Do you use Tap Hunter?

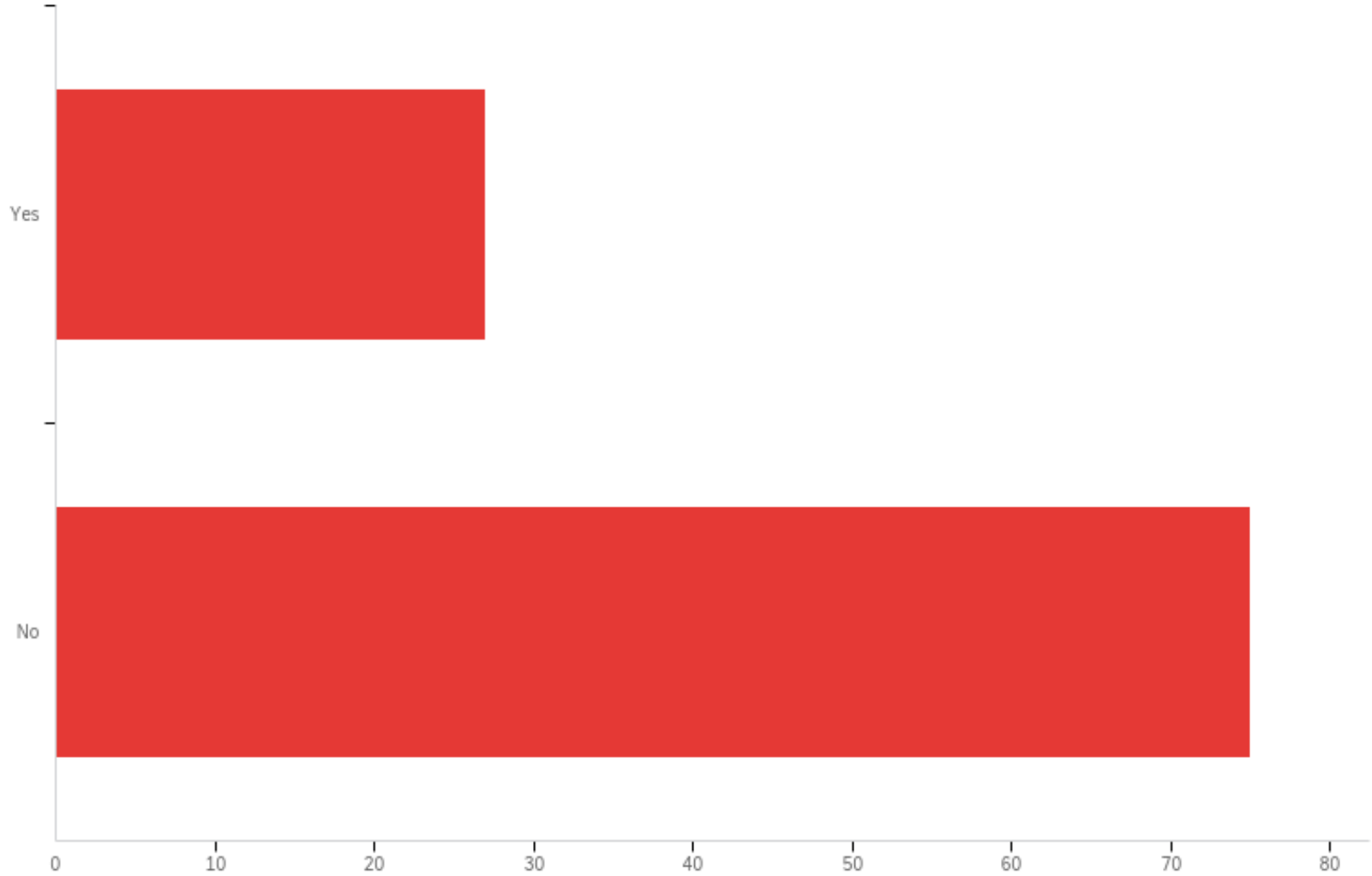
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you use Tap Hunter?	1.00	2.00	1.77	0.42	0.18	101



# Q21 - Do you use Tap Hunter?

#	Answer	%	Count
1	Yes	22.77%	23
2	No	77.23%	78
	Total	100%	101

# Q22 - Do you use UnTapped?



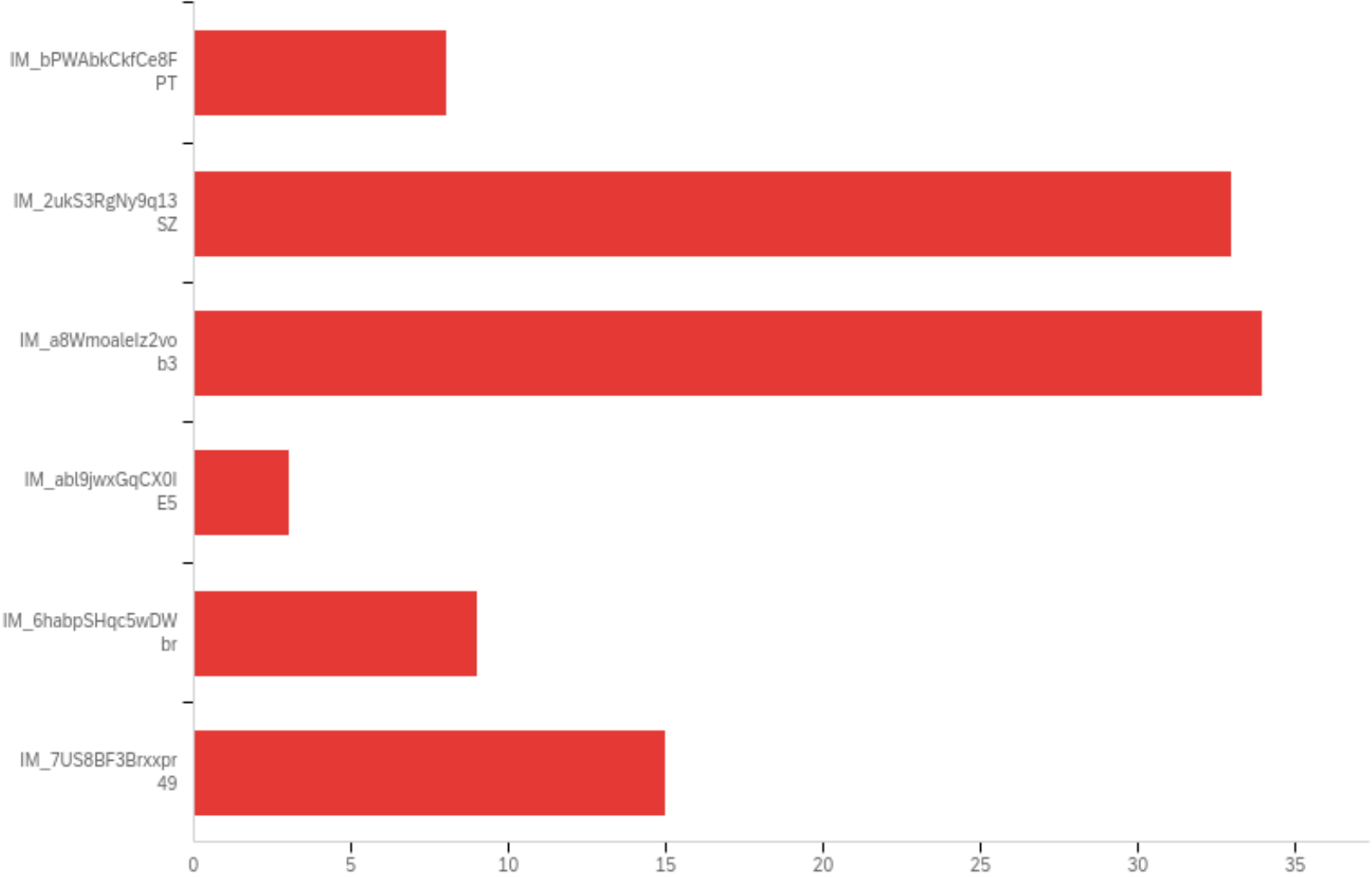
# Q22 - Do you use UnTapped?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you use UnTapped ?	1.00	2.00	1.74	0.44	0.19	102

# Q22 - Do you use UnTapped?

#	Answer	%	Count
1	Yes	26.47%	27
2	No	73.53%	75
	Total	100%	102

Q23 - Picture question -- choose an image that appeals to you the most.



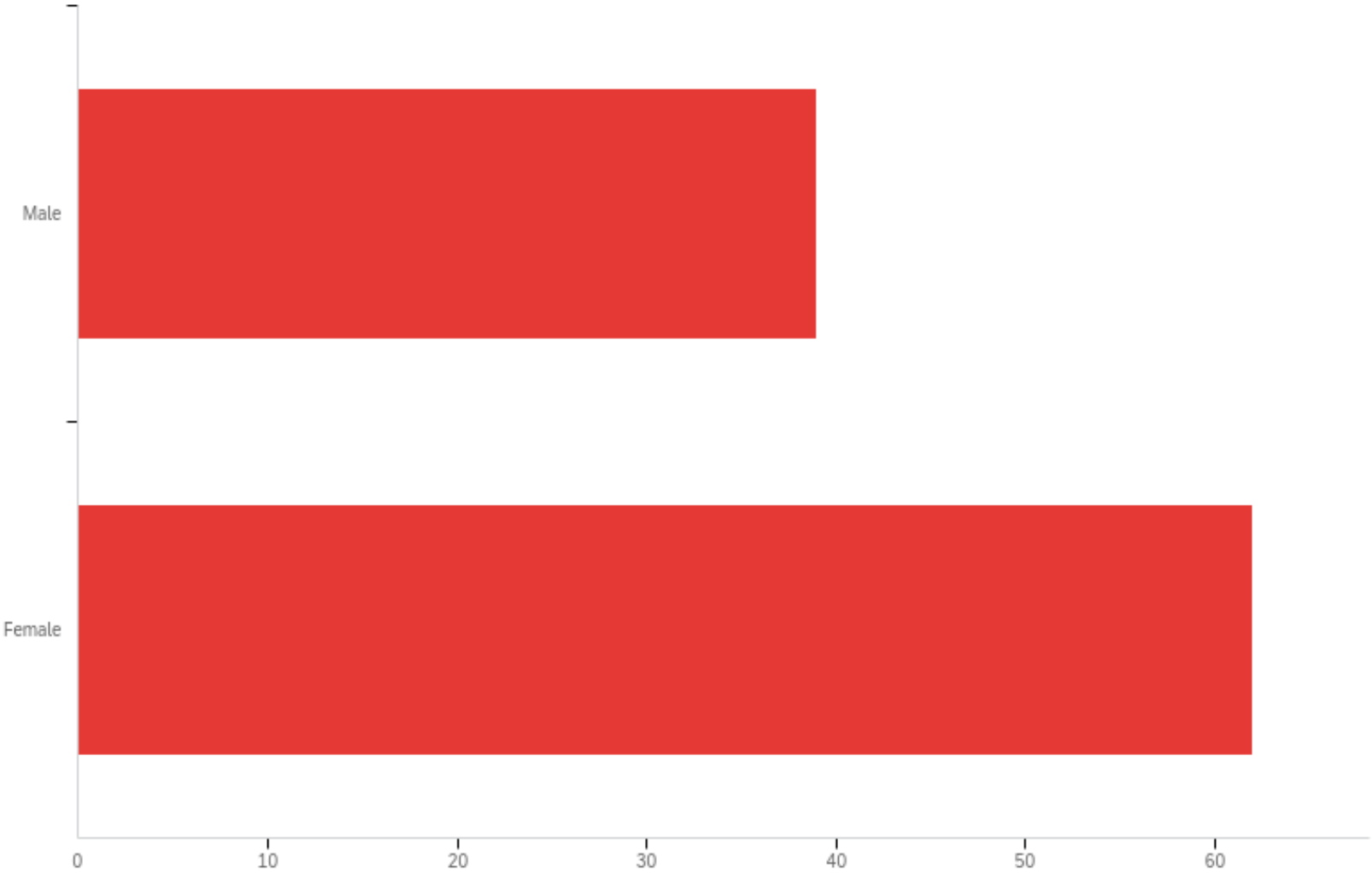
Q23 - Picture question -- choose an image that appeals to you the most.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Picture question - - choose an image that appeals to you the most.	1.00	6.00	3.17	1.52	2.32	102

Q23 - Picture question -- choose an image that appeals to you the most.

#	Answer	%	Count
1	IM_bPWAbkCkfCe8FPT	7.84%	8
2	IM_2ukS3RgNy9q13SZ	32.35%	33
3	IM_a8Wmoalelz2vob3	33.33%	34
4	IM_abl9jwxGqCX0IE5	2.94%	3
5	IM_6habpSHqc5wDW br	8.82%	9
6	IM_7US8BF3Brxxpr49	14.71%	15
	Total	100%	102

# Q24 - What is your Gender





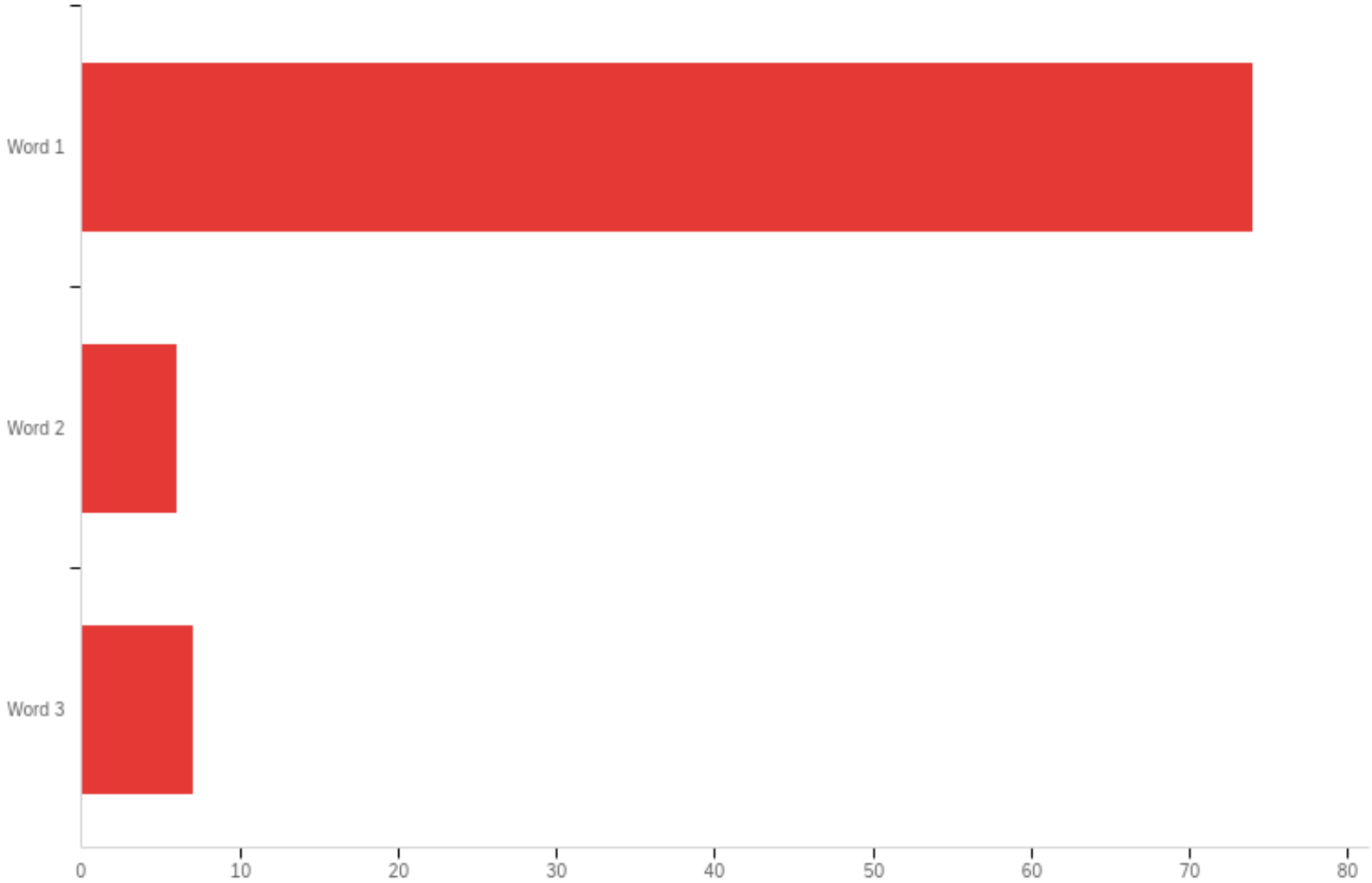
# Q24 - What is your Gender

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your Gender	1.00	2.00	1.61	0.49	0.24	101

# Q24 - What is your Gender

#	Answer	%	Count
1	Male	38.61%	39
2	Female	61.39%	62
	Total	100%	101

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)



Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Three words that describe me on vacation would be: (type in the words in the spaces below) - Selected Choice	1.00	3.00	1.23	0.58	0.34	87

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

#	Answer	%	Count
1	Word 1	85.06%	74
2	Word 2	6.90%	6
3	Word 3	8.05%	7
	Total	100%	87

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
beer, seafood, tanning
food, beach, boating
bars, partying, drunk
seafood, fishing, boating
family, crabs, shrimp
seafood, sight seeing, fishing
seafood, family, activities
seafood
beer, relax, beach
crabs
beach, mini-golf, crabs

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
crabs, alcohol, relaxing
crabs, drinks, beach
beer, crabs, shrimp
crabs, beer, friends
relax, nap, beach
relax, drink, family
food, family, beer
friends, family, beach
Family. Friends. Drunk.
beach, water, swim
music, bars, family

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
bars, food, friends
Crabs, beer, family
eating, relaxing, beach
Adaptable, adventurous, kind
family, food, resting
activities, boating, drinking
food, laughing, drinks
Relaxed, foodie, alcoholic
enjoy, family, relax
Music on beach
Relaxed, Happy, Excited



Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
In the ocean
fishing, relaxing, food
Book on beach
Drinking on beach
Eating tons fish
Enthusiastic, Relaxing, Fun
Happy, Relaxed, Excited
I'm Drunken mess
relaxed, happy, excited
relaxed, flexible, excited
Loving the sun

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
Relax
Relaxed
Happy
Relaxed
Drunk on beach
Lazy, Drinking, Eating
food, relax, drinking
Family, drinking, sun bathing
Relaxing, Food, Drinking
Relaxed, Thankful, Happy
Relaxed, Carefree, Excited

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

Word 1 - Text
Relaxed
Happy, fun, relaxed
Relaxed, Happy, Hungry
Fun
Relaxed
Relaxing
Social
Relaxing
Adventurous
Relax
Burnt

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_1\_TEXT - Word 1

**Word 1 - Text**

Relaxed, fun, adventurous

Chill

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_2\_TEXT - Word 2

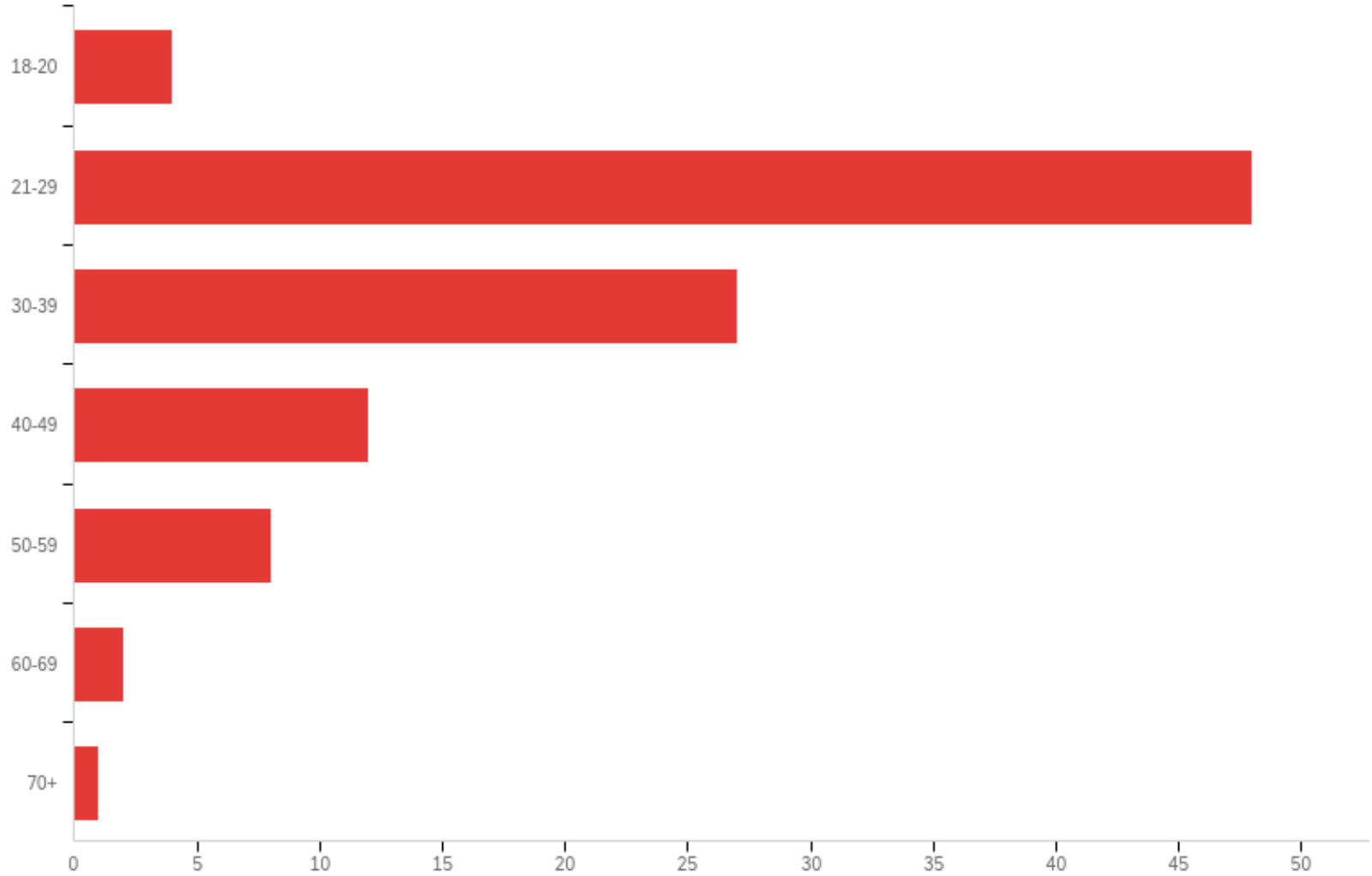
Word 2 - Text
Happy
Carefree
Relaxed

Q25 - Three words that describe me on vacation would be: (type in the words in the spaces below)

Q25\_3\_TEXT - Word 3

Word 3 - Text
Drunk
Liberated, adventurous and open-minded
Fun
Fun
Grateful

# Q26 - What is your age?



# Q26 - What is your age?

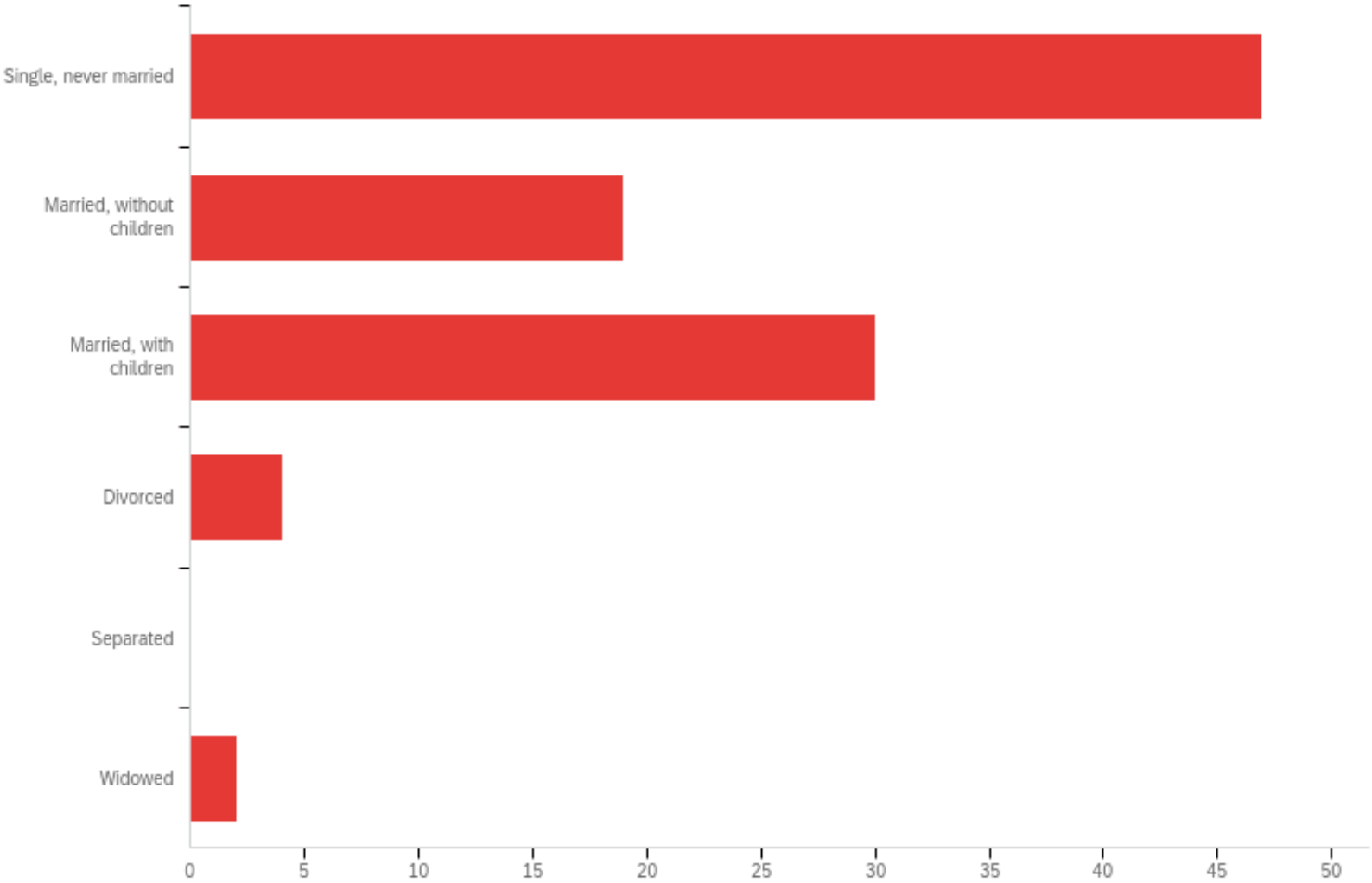
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1.00	7.00	2.82	1.17	1.36	102



# Q26 - What is your age?

#	Answer	%	Count
1	18-20	3.92%	4
2	21-29	47.06%	48
3	30-39	26.47%	27
4	40-49	11.76%	12
5	50-59	7.84%	8
6	60-69	1.96%	2
7	70+	0.98%	1
	Total	100%	102

# Q27 - What is your Current Status?



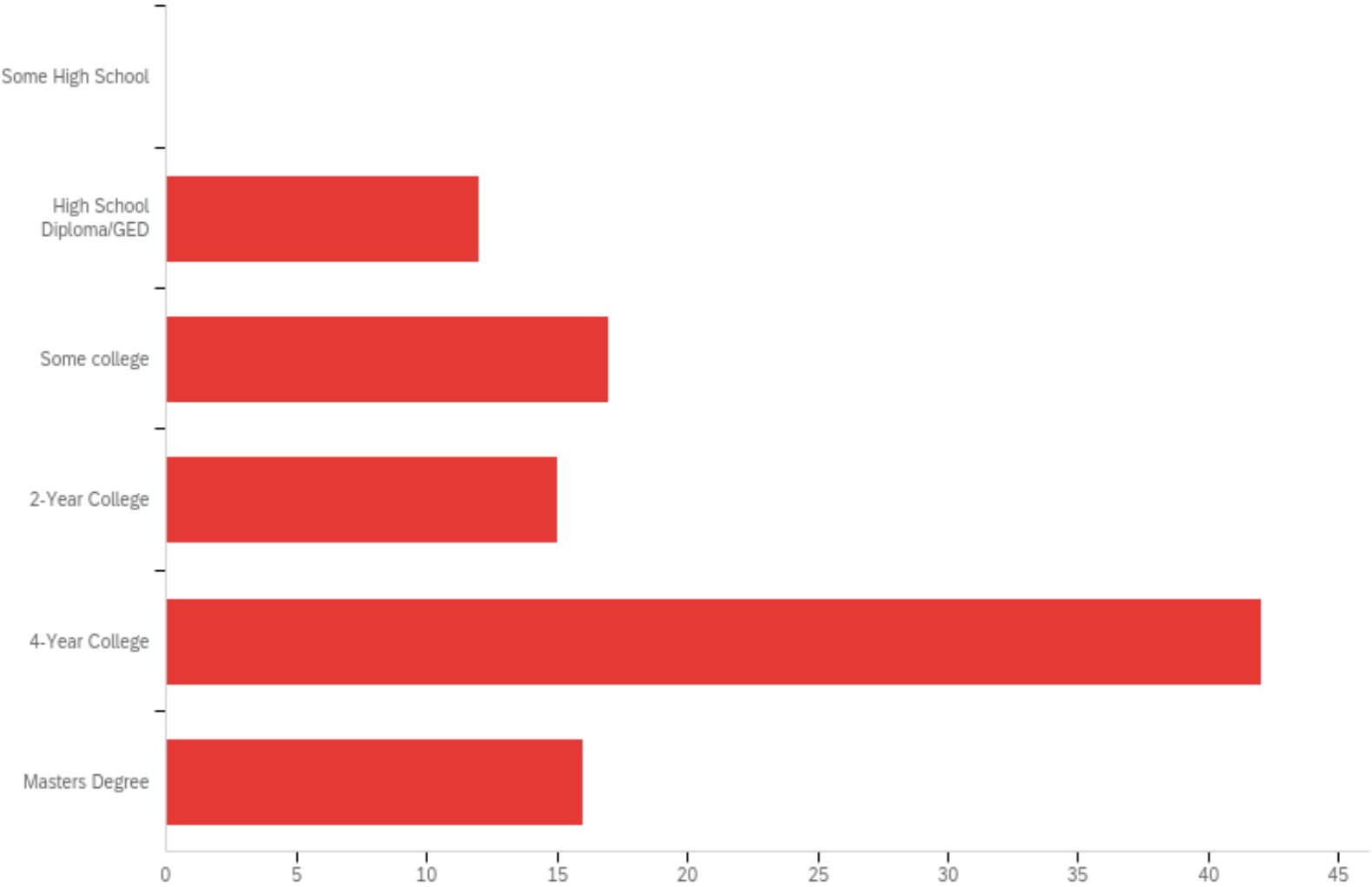
# Q27 - What is your Current Status?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your Current Status?	1.00	6.00	1.99	1.11	1.23	102

# Q27 - What is your Current Status?

#	Answer	%	Count
1	Single, never married	46.08%	47
2	Married, without children	18.63%	19
3	Married, with children	29.41%	30
4	Divorced	3.92%	4
5	Separated	0.00%	0
6	Widowed	1.96%	2
	Total	100%	102

# Q28 - What is your highest level of education?



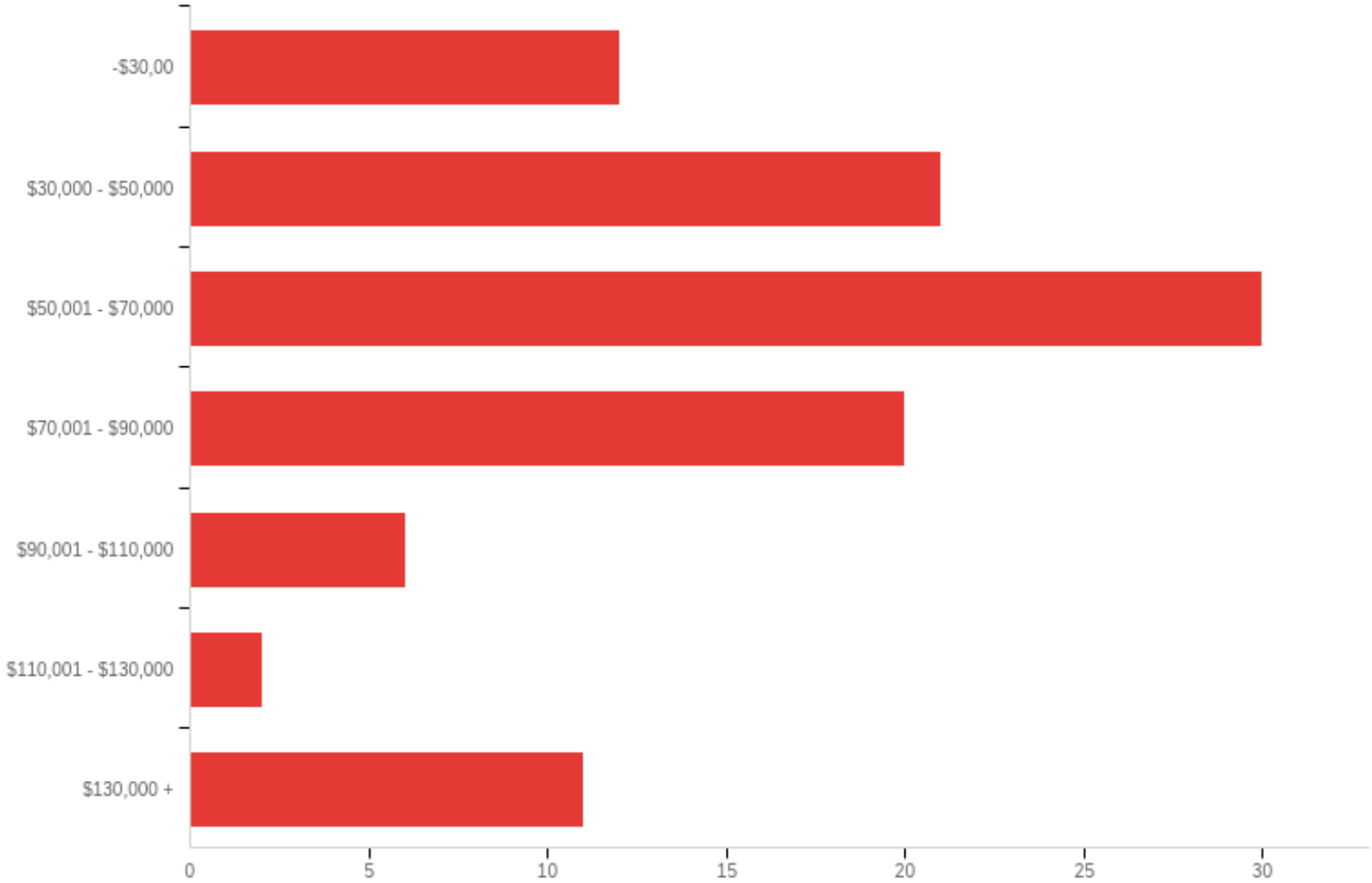
# Q28 - What is your highest level of education?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest level of education ?	2.00	6.00	4.32	1.25	1.57	102

## Q28 - What is your highest level of education?

#	Answer	%	Count
1	Some High School	0.00%	0
2	High School Diploma/GED	11.76%	12
3	Some college	16.67%	17
4	2-Year College	14.71%	15
5	4-Year College	41.18%	42
6	Masters Degree	15.69%	16
	Total	100%	102

# Q29 - What is your approximate household income?



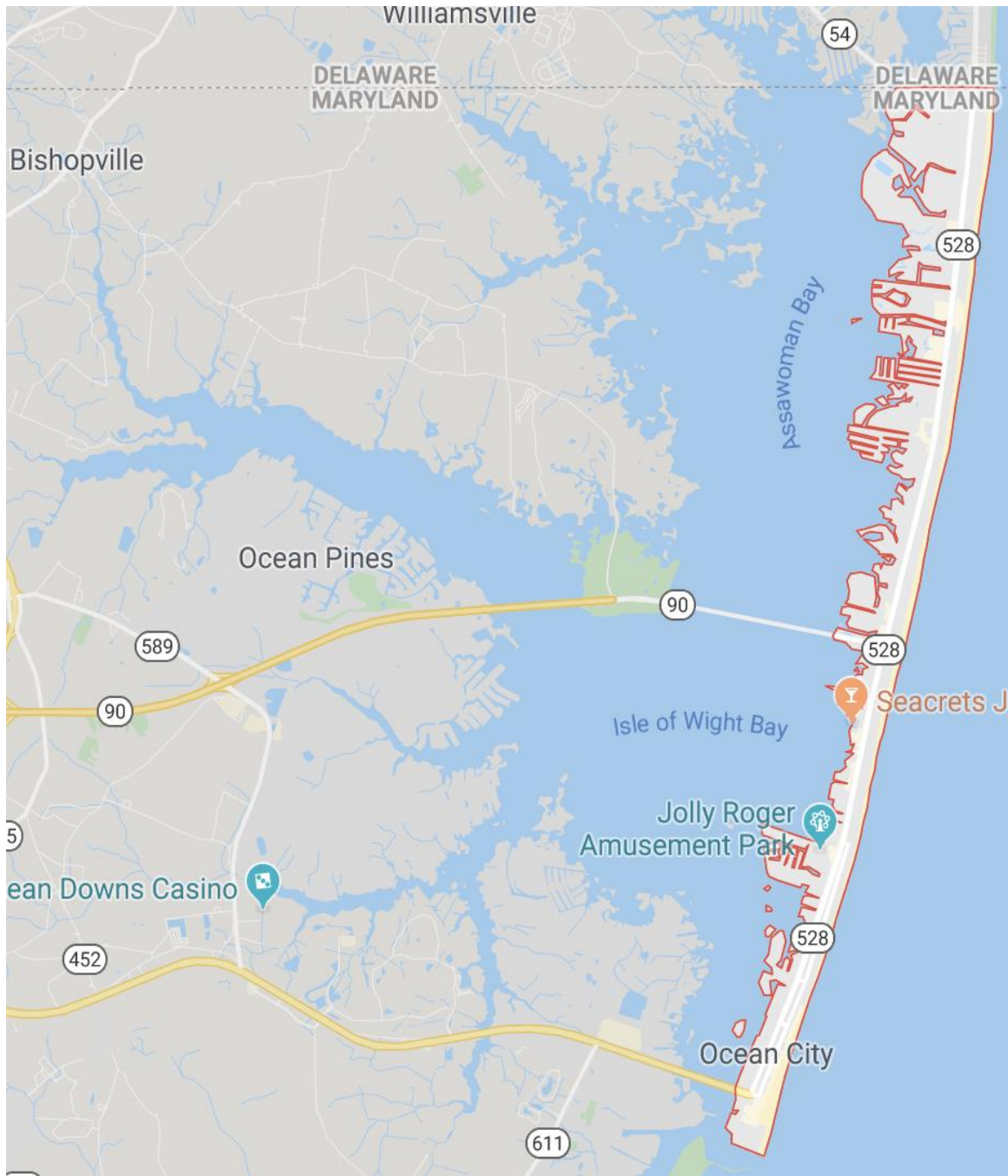


# Q29 - What is your approximate household income?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your approximate household income?	1.00	7.00	3.36	1.70	2.88	102

## Q29 - What is your approximate household income?

#	Answer	%	Count
1	-\$30,00	11.76%	12
2	\$30,000 - \$50,000	20.59%	21
3	\$50,001 - \$70,000	29.41%	30
4	\$70,001 - \$90,000	19.61%	20
5	\$90,001 - \$110,000	5.88%	6
6	\$110,001 - \$130,000	1.96%	2
7	\$130,000 +	10.78%	11
	Total	100%	102



**SEM**

C

# Jeeps and beer

According to [sevenslats.com](http://sevenslats.com), jeeps and beer were meant to go together. There are many merchandise items that have the Jeep/beer logo (right).

In the 1970s Hamm Beer commercial, it shows gentleman who enjoyed 'topless' jeep drinking a Hamm Beer.

Another IPA beer that used a jeep in advertising/labeling is Founders All Day IPA.

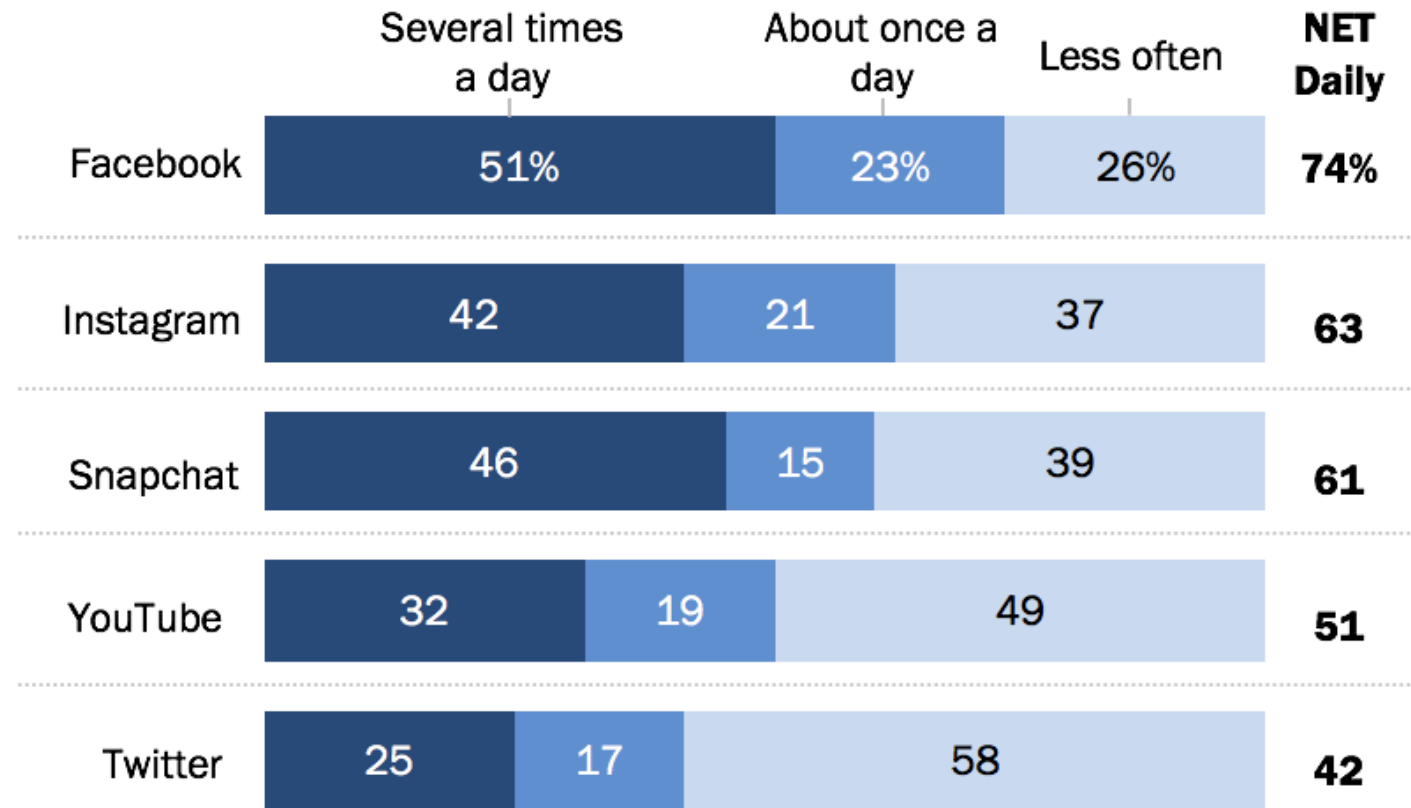
This is one of the reasons that Fin City wants to be apart of Jeep week in Ocean City, Maryland. Jeep week is the last weekend in August where there are vendors, jeep shows, drinks, and jeep driving on the beach.



# Social Media Statistics

## Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use \_\_\_\_, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

# Social Media: Craft Beer Facts

On Impulse creative online, Facebook and Instagram are the top two social medias that craft beer drinking are using on a daily basis.

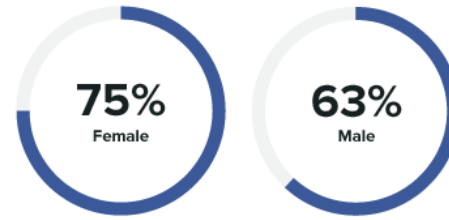
Digital Relativity online also stated that Instagram and Facebook are two platforms that beer consumers are using for information on craft beer since it feels more 'one-on-one' with the consumer and brand.

# Facebook Demographics



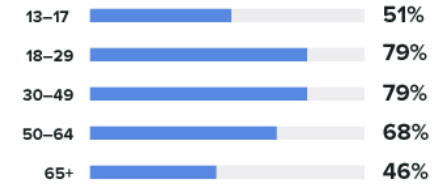
## Facebook usage among key demographics

### Gender

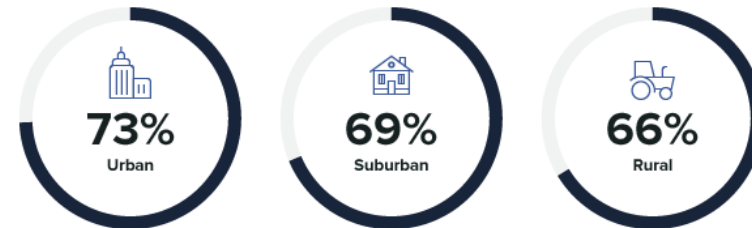


This study doesn't currently include data on non-binary people.

### Age



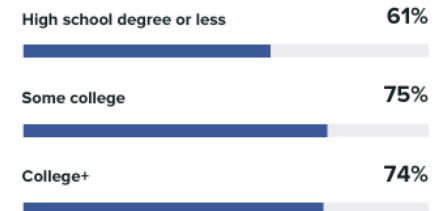
### Location



### Income



### Education

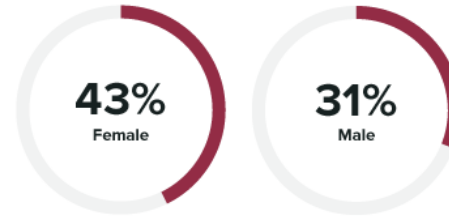


# Instagram Demographics



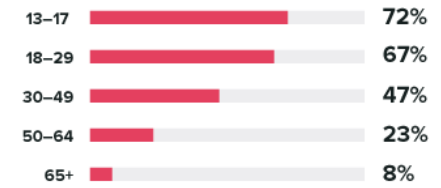
## Instagram usage among key demographics

### Gender

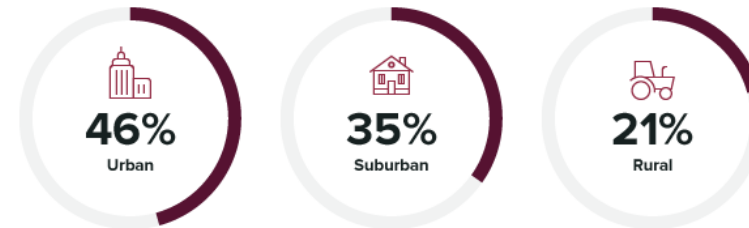


This study doesn't currently include data on non-binary people.

### Age



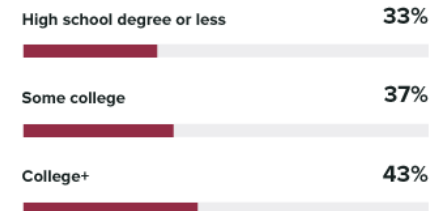
### Location



### Income



### Education





# Extra Research

- According to Beverage Journal, 58% of consumers learned about a craft beer by “menus in restaurants/bars and seeing new beers on store shelves.
- In Brewbound’s 2015 article, it states characteristics of Millennial beer drinkers. They love to connect digitally with companies, and “62 percent of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer”. Over 69 percent of the craft beer audience enjoys experiences and engaging with a craft beer brands.

# Extra Research

- According to LightSpeed online, Point of Sale Marketing works because most consumers make 'impulse purchases' and suggestive selling ends up intriguing consumers right at decision making time for purchase.
- Some Benefits of POS displays include: contribution to higher sales, usage of logoed merch (if BOGO), and consumers love 'deals'.

# Citations:

- Brady, P. (2018, March 22). Telephone interview.
- Chen, J. (2020, January 15). Social media demographics to inform your brand's strategy in 2020. In *Sprout Social*. Retrieved from <https://sproutsocial.com/insights/new-social-media-demographics/>
- Dunn, M. (2018, March 22). *Fin City Brewing Ocean City MD*. Retrieved from <http://fincitybrewing.com>
- Digital Relativity. (2020). The Convergence and Emergence of Social Media and Craft Beer. In *Digital Relativity*. Retrieved from <https://digitalrelativity.com/craft-beer-social-media/>
- Explore Your Neighborhood. (2018). In *ERSI*. Retrieved March 22, 2018, from <http://www.esri.com/data/tapestry/zip-lookup>
- fincitybrews. (n.d.). Timeline [BlogSpot]. Retrieved March 22, 2018
- fincitybrews. (n.d.). Timeline [Facebook]. Retrieved March 22, 2018
- fincitybrews. (n.d.). Timeline [Instagram]. Retrieved March 22, 2018
- fincitybrews. (n.d.). Timeline [Twitter]. Retrieved March 22, 2018
- Kenny, J. (2017, January 7). Beer Column: Craft Beer Attitudes and Consumption. In *Beverage Journal*. Retrieved from <https://www.thebeveragejournal.com/craft-beer-attitudes-and-consumption/>
- McMahan, C. (2020). Jeep and Beet. In *Seven Slats*. Retrieved from <http://sevenslats.com/2018/03/jeeps-and-beer/>
- News Media Contact (2018). In *Ocean City Maryland*. Retrieved April 27, 2018, from <http://ococean.com/media/>
- Rosen, E. (2016, March). Daily Insights: Small Brands Lead U.S. Brewery Surge. In *L2 Gartner*.
- Ryssdal, K., & McHenry, S. (2018, January 25). The Craft Beer Industry May Be a Model For Us All. In *Market Place*.
- Sills, L. (2020, February 24). Point of Purchase Displays: How to Increase Impulse Purchases with Point of Sale Marketing. In *lightspeed*. Retrieved from [lightspeedhq.com/blog/point-of-sale-marketing/](https://lightspeedhq.com/blog/point-of-sale-marketing/)
- Understand the age in Changing Demographics of Craft Beer Drinkers (Then Market Properly) (2016, October 31). In *Craft Brewing Business*.
- Watson, B. (2018, January 9). Cans and Bottles: Craft Beer Packaging Trends in 2017. In *Brewers Association*.
- Watson, B. (2018). National Beer Sales & Production Data. In *Brewers Association*.
- <https://www.brewbound.com/news/power-hour-nielsen-shares-2019-craft-beer-consumer-insights>
- <https://www.marketingtechnews.net/news/2017/apr/10/5-reasons-not-underestimate-point-sale-marketing/>
- <http://www.marketo.com/event-marketing/>