

ELEVATE

communications

PUBLIC RELATIONS PLAN BOOK



IBU
SYRACUSE

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PROBLEM & OPPORTUNITY STATEMENT

IBU Brewing is a craft brewery located in Syracuse, New York. IBU is the first, and only teaching brewery in Syracuse (@ibusyracuse, Instagram, 2020). Teaching breweries offer in-depth, personalized classes about the brewing and tasting processes. IBU's mission is to offer customers an educational space where they can learn about the world of beer (IBU Brewing, 2020). The owner, Mike Mintier, wants customers to enjoy craft beer and discover new tastes and flavors (M. Mintier, personal communication, January 25, 2020). While IBU offers home brewers an educational space to learn about craft beer, the brewery has trouble attracting new business.

IBU's primary business problem is that it lacks brand awareness. First, customers have a difficult time locating the brewery. For example, the venue is hard to see from the street. Because of this, IBU has limited physical awareness. In fact, Mintier discussed that new customers are often unaware of the brewery's physical presence (M. Mintier, personal communication, January 25, 2020). Second, IBU lacks consistency across its social media channels. This problem stems from IBU's lack of digital management. For instance, IBU does not have a social media strategy to effectively communicate events, products and services with potential customers.

Overall, IBU lacks brand recognition virtually and physically, and loses out on new business opportunities. To address this business problem, ELEVATE! plans to develop various campaigns that will increase IBU's name recognition within Syracuse, and increase brand awareness online.

INTERNAL factors

Facility – IBU is situated off of a main street and behind an auto shop. From an external point of view, IBU resembles a storage warehouse. Inside, the brewery features a traditional tap and brewing room. The tap room is decorated with tables, barstools, TVs, games, and a bar. A large outdoor area exists behind the brewery that can be used for all types of events in warmer months.

Social Media Accounts – An IBU customer runs its social media accounts. While this is a cost effective strategy, IBU has no social media marketing plan in place. Without a plan in place, IBU lacks consistency across social platforms. For example, each platform shows a different title for the brewery, making it harder for customers to find IBU with a simple search of its name. For example, IBU's Facebook page is called "@ibubrewing" (@ibubrewing, Facebook, 2020), while its Instagram account is called "@ibusyracuse" (@ibusyracuse, Instagram, 2020). As a result, IBU has not been able to increase its following on social media.

Customer Service – Online reviews and customer feedback show that employees provide excellent service at IBU. For example, one review on Google states, "Excellent staff, very friendly and knowledgeable about the brewing process!" Another review says, "Awesome beers, great staff. Staff are friendly and knowledgeable, the prices are great, and the atmosphere is top notch." As a result, IBU can maintain its customer base, even with the lack of loyalty in the craft beer industry (M. Mintier, personal communication, January 25, 2020).

EXTERNAL factors

Partnerships - IBU maintains partnerships with local bars and restaurants. Currently, IBU's beer is available on tap at Angry Garlic, Lock 1 Distilling, Spokes Craft Beer & Tapas, Brick & Brew, The Hops Spot, and Brew Here. IBU's canned beers are available outside its main facility at Lock 1 Distilling Company, Spokes Craft Beer & Tapas, Toss & Fire Wood-Fired Pizza, Branching Out Bottle Shop, and Beer Here. IBU also has an agreement with Brick House Billiards, a restaurant located next door to the brewery. Customers at IBU can have food made fresh by Brick House Billiards and delivered to them within minutes.

Market - As a microbrewery, IBU has little market share in the beer industry. The Brewers Association reported that craft beer made up only 13.2% of all U.S. sales of beer (Brewers Association, 2020). In addition, The New York State Brewers Association counted a total of 434 breweries in New York as of last year (New York State Brewers Association, 2019). It should be noted that there are over 20 breweries in the Syracuse area. Craft beer is a niche product that represents a small portion of the market share (with a relatively large number of competitors). IBU owner Mike Mintier claims that this has resulted in a spirit of "coopertition" (M. Mintier, personal communication, January 25, 2020). For example, IBU encourages patrons to try other breweries to increase interest in craft beer and to avoid a strictly competitive relationship with business rivals.

STRENGTHS

Teaching Brewery

IBU is the only teaching brewery in Onondaga County (Cazentre, 2019). Teaching breweries offer customers the opportunity to learn about the process of home brewing in a hands-on atmosphere from experts in craft beer (IBU Brewing, 2020).

Venue

IBU's taproom has a bar area with an 11-handle draft system, a 10 stool bar, a TV and two restrooms (IBU Brewing, 2020). Additionally, the venue features a lawn area suitable for outdoor public and private events, parties and gatherings.

Locally Sourced Ingredients

IBU has over twenty beers available on tap and in cans that are brewed with locally sourced ingredients (M. Mintier, personal communication, January 25, 2020). The base malt is sourced from 1886 Malt House in Fulton, NY, and the specialty malt is sourced from Country Malt Group. Additionally, 30% of the hops are sourced locally (IBU Brewing, 2020).

WEAKNESSES

Marketing

IBU has not implemented any marketing techniques, such as targeted messaging or promoted advertisements to target new audiences on social media (M. Mintier, personal communication, January 25, 2020).

Customer Loyalty

Within the microbrewing industry, customer loyalty is difficult to maintain. According to Mintier, "coopertition" has become the de-facto way businesses in the microbrewing industry operate (M. Mintier, personal communication, January 25, 2020).

Physical Property

IBU lacks physical awareness. Drivers and potential customers have difficulty seeing the signage and facility from the street.

OPPORTUNITIES

Events

IBU is a venue suitable for hosting events. For example, IBU has hosted corporate events that have increased the brewery's awareness among business owners and potential clientele (M. Mintier, personal communication, January 25, 2020).

Physical Taproom Expansion

Due to New York State Law, IBU now has the opportunity to open various taproom locations throughout the state. IBU can expand its physical presence to further develop its business in New York.

Partnerships

IBU has the opportunity to partner with local restaurants to elevate IBU's brand within the community. Currently, IBU partners with Angry Garlic, Lock 1 Distilling, Spokes Craft Beer & Tapas, Brick & Brew, The Hops Spot, Brew Here and many other restaurants. Additional partnerships will allow IBU to expand its market presence within Syracuse.

THREATS

Competitors

Eight years ago, there were only four breweries in Syracuse and its suburbs. Today, there are over 20 craft breweries – with more on the way (Cazentre, 2019). In fact, IBU's biggest competitor, Full Boar Craft Brewery & Tap Room, is located next to IBU (M. Mintier, personal communication, January 25, 2020).

Changing Customer Preferences

Customer preferences have increasingly shifted away from traditional light beers towards alternative beverage categories like wine, cider and health-oriented drinks. In 2018, the International Wine and Spirits Record revealed a decline in beer sales worldwide (Gunju, 2018).

Weather

According to tripsavvy, Syracuse, NY is the fifth snowiest city in the world with an annual average snowfall of approximately 124 inches (Macdonald, 2019). IBU makes its beverages from local ingredients, like traditional barley malts and grains. As a result, weather conditions can negatively impact the ingredients that are essential to IBU (M. Mintier, personal communication, January 25, 2020).

KEY PUBLIC 1

MILLENNIALS (21-34)



IBU Brewing's first target audience consists of millennials between the ages of 21 through 34 who live full-time in the Syracuse area. According to the Census Bureau, there are 20,000 + undergraduate, graduate and postgraduate students in the Syracuse area who have attended one of the following colleges: Syracuse University, Onondaga Community College, Le Moyne College, SUNY College of Environmental Science.

Many seniors and graduate students at Syracuse University compete when enrolling for classes to secure a spot in a beer and wine course offered each semester. When targeted or partnered with IBU, this demographic could bring in a large crowd and a fresh youthful feel to IBU. In Syracuse, New York, 26.8 percent of individuals are 25 years old and have a Bachelor's degree or higher, according to the Census Bureau.

Data suggests that marketers should emphasize the company's values and tap into this tech-savvy demographic's desire for "enriching experiences" that make them "feel important" (Bundrick, 2017). When surveyed, 75% of millennials value experiences over things (Grate, 2019). The report recommends focusing on its hot-button issues: the green movement, hybrid cars, branded reusable tote bags and climate change if IBU wants to capture the attention of this socially conscious generation (Bundrick, 2017). Twitter users between the ages of 21 to 34 years old make up one-third of the population using the service (Bundrick, 2017). Also, according to the Pew Research Center, 88 percent of people between the ages of 22 through 30 use social media (Smith & Anderson, 2019).

KEY PUBLIC 2

ADULTS (35-55)

Our other target audience includes adults 35-55, working in the Syracuse Area and looking for a more subdued drinking experience. This demographic can bring in a consistent customer base that gives IBU Brewery a local audience with brand loyalty.

Brewbound's report of Nielson's 2019 data on craft beer drinkers shows that 66% of craft drinkers say they only buy beer made in its region, with 57% saying they only buy beer sold in its town or city, making the idea of a 'local' brew important (Kendall, 2019). Of craft beer drinkers, 45% were weekly while 55% were monthly drinkers. In total, more than half of 21 to 44 year-olds drink craft beer (Kendall, 2019).



According to The Digital Hyve, the 30 and older audience is seen as mature, with a focus on responsibility rather than intense desire. The group values reality and straightforward messaging rather than abstract imagery or emotion (The Digital Hyve, 2017). Also, print media is the best method for interaction with older audiences, though older consumers are considered less susceptible to changing its consumer patterns through advertising. Business2Community cites a Think With Google study showing that older Millennials embrace nostalgia, DIY content, and news (Hutching, 2017). IBU's focus on nostalgia through its collegiate style brand makes it appealing for this older generation. Its educational focus can be modified to appeal to a DIY aesthetic, and an emphasis on the family-friendly approach as a brewery rather than a bar can bring responsibility to a night out for middle-aged adults or families.

Sprout Social reports that 79% of 30-49 year-olds use Facebook, while only 47% use Instagram and 26% use Twitter (Chen, 2020). Facebook is the primary platform for the adult audience in terms of advertising and social outreach. For this public, it should be the primary platform for outreach for IBU's efforts.

LEARN
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CAMPAIGN THEME

GOALS & OBJECTIVES

Goal

Increase awareness of IBU Brewery's educational offerings.

Objective 01

Increase social media mentions of IBU with hashtag #BrewWithIBU by 25% by December 2020

Objective 02

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

STRATEGIES & TACTICS

Objective 1

Increase social media mentions of IBU with hashtag #BrewWithIBU by 25% by December 2020.

Strategy 1

Develop a brand ambassador program with four colleges.

Tactic 1

Contact micro-influencers on Instagram with over 1,000 followers who currently attend Syracuse University, Le Moyne College, Onondaga Community College or SUNY College of Environmental Science and Forestry to find brand ambassadors. (Appendix A)

Tactic 2

Require micro-influencer to post two Instagram stories per week and one Instagram post every two weeks. (Appendix B)

Objective 2

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

Strategy 2

Promote the personality of brewmaster Mike Mintier and his bartenders online in order to attract customers to the tasting and brewing classes.

Tactic 1

Create a Facebook Live video twice a week to provide an inside-look of IBU in order to make the tasting programs attractive to customers. (Appendix C)

Tactic 2

Develop a media list. (Appendix D)

Tactic 3

Pitch story for written news feature to Daily Orange, cnycentral.com, localsyr.com featuring an interview with him on beer education and brewing education. (Appendix E)

Tactic 4

Pitch story to local media outlets for video news feature to WSYR-TV, WSTM-TV, WCNY-TV (Appendix F)

TIME LINE

Objective 1

Increase social media mentions of IBU with hashtag #BrewWithIBU by 25% by December 2020.

Tactic 1

Contact micro-influencers on Instagram with over 1,000 followers who currently attend Syracuse University, Le Moyne College, Onondaga Community College or SUNY College of Environmental Science and Forestry to find brand ambassadors.

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7/10

Compile list of at least ten potential micro-influencers for the brand ambassador program.

7/20

Write up contract detailing compensation and expectations for brand ambassador program.

8/15

Select ambassadors to run the campaign.

7/6

Research micro-influencers on Instagram with over 1,000 followers at local colleges or universities (Syracuse University, Le Moyne College, Onondaga Community College or SUNY College of Environmental Science and Forestry).

7/13

Create a brand ambassador job listing based on desired qualities shown in the research and post on Handshake, Indeed, LinkedIn.

7/31

Reach out to potential ambassadors and include the contract for the chosen applicants.

Tactic 2

Require brand ambassadors to post two Instagram stories per week and one Instagram post every two weeks.

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9/28

Monthly check-in with ambassadors, distribute more vouchers, if necessary.

11/28

Monthly check-in with ambassadors, distribute more vouchers, if necessary.

08/29

Brand ambassador orientation: give tour, explain brewery process, tasting sessions, provide discount vouchers (to be distributed to potential customers to increase awareness of IBU and generate interest in its products), and show a calendar of posting due dates.

10/28

Monthly check-in with ambassadors, distribute more vouchers, if necessary.

12/18

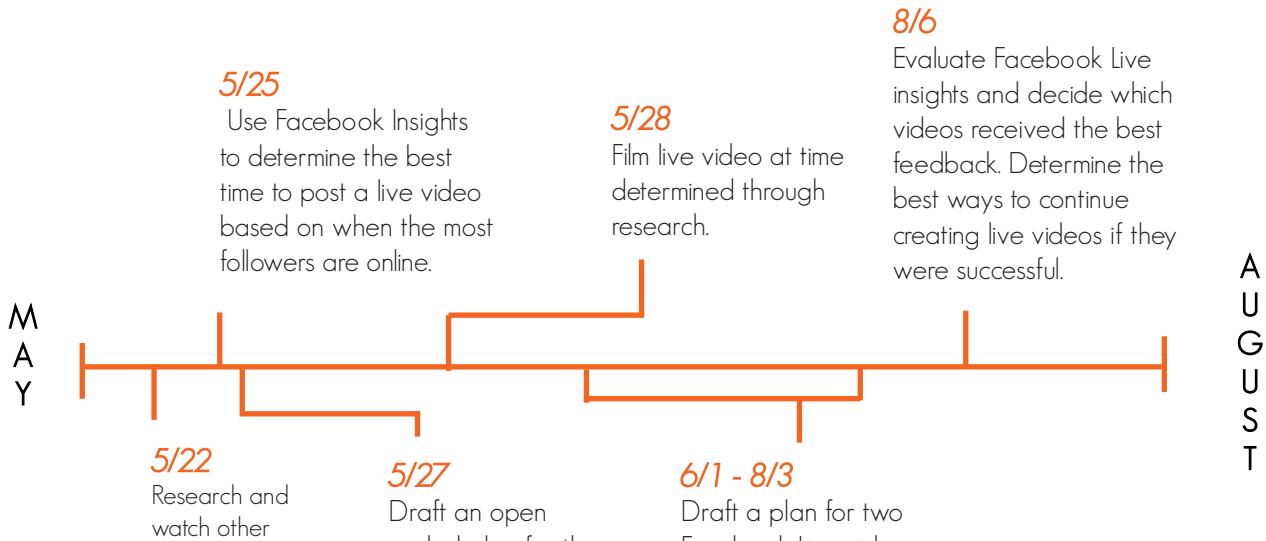
Monthly check-in with ambassadors, distribute more vouchers, if necessary.

Objective 2

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

Tactic 1

Create a Facebook Live video twice a week to provide an inside-look of IBU in order to make the tasting programs attractive to customers.



Tactic 2

Develop a media list.

Tactic 3

Pitch story for written news feature to Daily Orange, cnycentral.com, localsyr.com featuring an interview with Mike on beer education and brewing education.



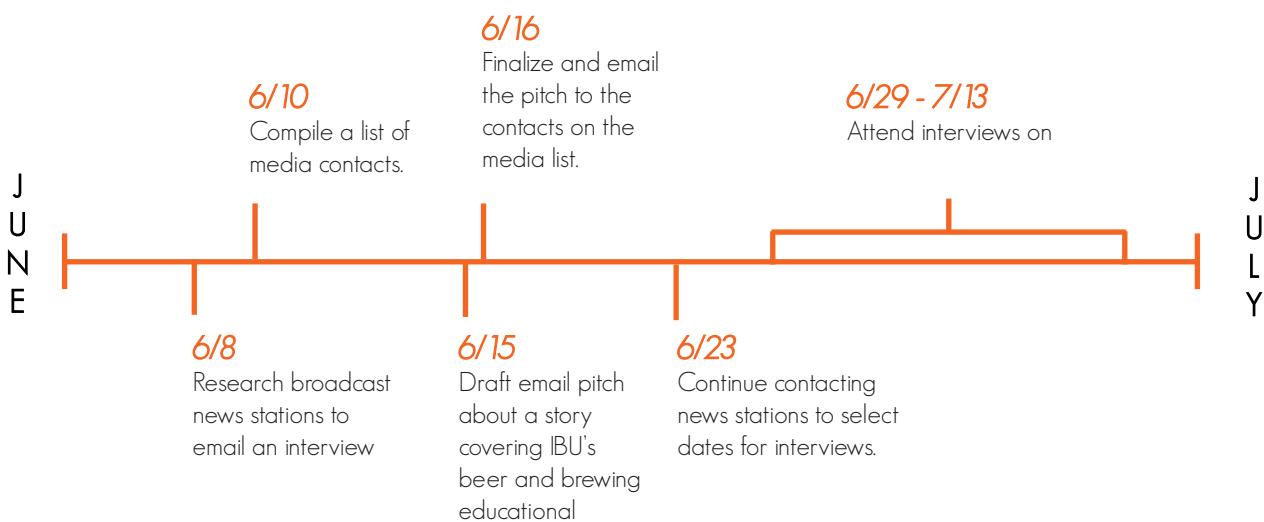
TIMELINE

Objective 2

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

Tactic 4

Pitch story to local media outlets for video news feature to WSYR-TV, WSTM-TV, WCNY-TV



BUDGET

Objective 1

Increase social media mentions of IBU with hashtag #BrewWithIBU by 25% by December 2020.

<i>Tactic 01</i>	<i>Per Item Cost</i>	<i>Projected Items</i>	<i>Total</i>
Contact micro-influencers on Instagram with over 1,000 followers who currently attend Syracuse University, Le Moyne College, Onondaga Community College or SUNY College of Environmental Science and Forestry to find brand ambassadors.			
1) Pay employee to conduct micro-influencer research and outreach	\$12/hour	10 hours	\$120
2) Pay employee to manage and review micro-influencer content	\$12/hour	10 hours	\$120
<i>Total Cost for Tactic 1:</i>	\$12/hour	20 hours	\$240
<i>Tactic 02</i>	<i>Per Item Cost</i>	<i>Projected Items</i>	<i>Total</i>
Require micro-influencer to post two Instagram stories per week and one Instagram post every two weeks			
1) Cost of beer for brand ambassadors	\$7	100 beers	\$700
2) Print business card-size coupons for ambassadors to hand out	\$.03	2000 vistaprint coupons	\$60
<i>Total Cost for Tactic 2:</i>			\$860

BUDGET CONT.

Objective 2

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

Tactic 01	Per Item Cost	Projected Items	Total
Create a Facebook Live video twice a week to provide an inside-look of IBU in order to make the tasting programs attractive to customers.			
1) Facebook promoted advertisement	\$25	15 advertisements	\$375
Total Cost for Tactic 1:	\$25	15 advertisements	\$375

Tactic 02	Per Item Cost	Projected Items	Total
Pitch story for written news feature to Daily Orange, cnycentral.com, localsyr.com featuring an interview with him on beer education/brewing education.			
1) Pay employee to conduct media research and write pitch emails	\$10/email	5 email pitches	\$50
Total Cost for Tactic 2:	\$10/email	5 email pitches	\$50

Tactic 03	Per Item Cost	Projected Items	Total
Pitch story to local media outlets for video news feature to WSYR-TV, WSTM-TV, WCNY-TV.			
1) Pay employee to conduct media research/pitch-letter writing	\$10/email	5 email pitches	\$50
Total Cost for Tactic 2:	\$10/email	5 email pitches	\$50

Total Cost for Both Objectives:

\$1575

EVALUATION

Objective 1

Increase social media mentions of IBU with hashtag #BrewWithIBU by 25% by December 2020.

Objective Evaluation: Use Social Studio to track social media mentions of the #BrewerForADay program until December 2020. Finally, calculate the percent increase of the mentions of the hashtag. This will determine if the campaign has built awareness of the "Brewer For A Day" program.

Tactic 1

Contact micro-influencers on Instagram with over 1,000 followers who currently attend Syracuse University, Le Moyne College, Onondaga Community College or SUNY College of Environmental Science and Forestry to find brand ambassadors. (Appendix A)

Tactic Evaluation: Establish how many micro-influencers were contacted and determine their school affiliations. Then, specify how many of those users had over 1,000 followers.

Tactic 2

Require micro-influencer to post two Instagram stories per week and one Instagram post every two weeks promoting IBU.

Tactic Evaluation: Require micro-influencer to provide a screenshot of the insights gathered from promotional items to keep tally of the number of posts. Tracking the analytics from the influencer's posts will determine whether or not that specific micro-influencer was effective in getting its followers to check out what IBU has to offer.

EVALUATION CONT.

Objective 2

Increase attendance at tastings with expert brew master, Mike Mintier, and his bartenders by 15% by August 2020.

Objective evaluation: Track the number of weekly customers who currently attend IBU tastings with expert bartenders with the purpose of experiencing a beer tasting. Start tracking the number of customers the first week of each month through August 2020. Calculate the percent increase of weekly attendance the day after the campaign ends to determine if the objective has been met.

Tactic 1

Create a Facebook Live video twice a week to provide an inside-look of IBU in order to make the tasting programs attractive to customers. (Appendix C)brewing classes.

Tactic evaluation: Make sure to post two videos each week. Utilize Facebook Analytics to measure the number of followers, likes, comments and shares on social media posts in response to the Live videos. Additionally, track the percent increase of viewers who tune into the Facebook Live program. If the engagement rate has increased, then it will prove that the new content engages and drives customer interaction.

Tactic 2

Develop a media list. (Appendix D)

Tactic 3

Pitch story for written news feature to Daily Orange, cnycentral.com, localsyr.com featuring an interview with him on beer education and brewing education. (Appendix E)

Tactic evaluation: Social Studio will be used to determine if the email pitch was successful by tracking new content published about a specific brand, topic, message or organization. This software will show all web pages, blog posts and newspaper articles that are published about IBU, following the email pitch. If The Daily Orange, cnycentral.com or localsyr.com publishes content about IBU, then the pitch was successful.

Tactic 04

Pitch story to local media outlets for video news feature to WSYR-TV, WSTM-TV, WCNY-TV (Appendix F)

Tactic evaluation: Determine if the story was run by local media outlets. For example, if WSYR-TV runs a special on IBU Brewery on its channel, tactic four would be considered a success. The online platform Notified, which provides actionable insights from social data and earned media to a company, will be used to alert IBU of a video news feature placement.

APPENDICES

Appendix A

Sample Direct Message to micro-influencers on Instagram:

“ Hi! My name is Michael Mintier, owner of IBU Brewing. Would you be interested in posting to your Instagram story twice a week and once to your page tagging @ibusyracuse in exchange for \$20?

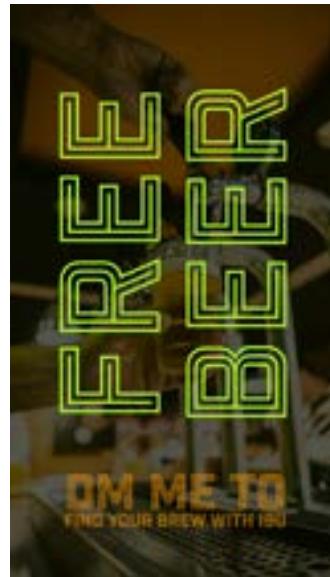
Please let me know if you are interested and I will follow up with more information.

Thanks.

”

Appendix B

Sample Instagram Stories



Sample Instagram Post with Post Text



I'm excited to be a brand ambassador for IBU Brewery here in Syracuse! I'll be posting about its awesome selection of beers and finding my own brew. Wanna try? HMU for a discount!

APPENDIX

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Appendix C

Facebook Live Series Proposed Content

Sample 1

Mike can discuss a new IBU beer with his bartenders. They will discuss the type of beer and share details about the flavor profile, ABV and interesting facts. Mike and his bartenders will also discuss the creativity behind can designs and beer names. Create a conversation with a comedic feel to engage viewers and keep them watching. This series will be utilized to unveil new products or additions to the brewery as well.

Sample 2

Mike and his brewers should show viewers one step of the brewing process per week. For example, one week IBU can show its beginning steps and the following week it can show the canning process. They should discuss what happens during the step, why the step is important, and show the step in action. Use this series to specify what makes IBU's process unique.

Appendix D

Sample Media List

Publication/ Blog Name	Website Link	Journalist Name	Designation	Email	Recent Article
Syracuse.com	https://www.syracuse.com	Don Cazentre	Beer, wine & spirits writer	dcazentre@nyup.com	https://www.syracuse.com/drinks/2020/01/skaneateles-brewery-inside-central-new-yorks-newest-beer-maker.html
News Channel 9	https://www.localsyr.com	Jim Campagna	News Director	jamescampagna@LocalSyr.com	

Appendix E

Sample Written News Feature Pitch Email

To: [Reporter]

Subject: New to brew? This school's for you!

Body:

Hi [INSERT NAME] --

I really enjoy your publication's coverage of events and news on campus and within the Syracuse area. As a local business owner looking to attract new business, I'd love the opportunity to be featured within your publication.

My name is Mike Mintier and I am the owner of IBU Brewing Company located in Syracuse, New York. IBU is the first, and only teaching brewery in Onondaga County. Here we offer in-depth, personalized classes about the brewing and tasting processes. During these classes, customers can create their own experimental brews and special beers.

All in all, IBU's mission is to offer customers an educational space where they can learn about the world of beer. We know you are always looking to highlight what life is like beyond the hill and think we'd be a great fit. Feel free to contact me at any time at [INSERT CONTACT INFO.] You can also visit our website here [INSERT HYPERLINK]

Best, Mike

Appendix F

Sample Video News Feature Pitch Email

To: [Reporter @ News Station]

Subject: New to brew? IBU's school is for you!

Body:

Hi [INSERT NAME]--

I really enjoy [INSERT STATION NAME'S] coverage of events and news within the Syracuse area. As a local business owner looking to attract new business, I'd love the opportunity to show what my business has to offer the Syracuse community.

My name is mike Mintier and I am the owner of IBU Brewing COmpany located in Syracuse, New York. IBU is the first, and only teaching brewery in Onondaga County. Here we offer in-depth, personalized classes about the brewing and tasting procsses. During these classes, customers can create their own experimental brews and special beers. Our trained bartenders are on hand to help newcomers to craft beer learn what their favorite brew is.

All in all, IBU's mission is to offer customers an educational space where they can learn about the world of beer. We know you are always looking to highlight the fun experiences that makes Syracuse such a great place to live in, and think we'd be a great fit.

Feel free to contact me at any time at [INSERT CONTACT INFO]. You can also visit our website here [INSERT HYPERLINK]

Best, Mike

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