

# Creative Brief for Townsite Brewing Inc.

## Who

Townsite Brewery is a craft brewery located in the City of Powell River in the Sunshine Coast of BC. Townsite Brewery has gained recognition for their award-winning beers as well as having their Brewer Engineer be the only Belgian-born brewer in BC.

## Problem

Townsite Brewing has no distinct product awareness in Greater Vancouver.

Townsite Brewing has qualities that stand out from the competition, but the target market needs to know about these qualities in order for them to make purchases

## Marketing Objective

Increase product awareness of Townsite Brewing beer as the Preferred beer brand choice from 20% to 30% within 12 months among craft beer enthusiasts both men and women aged 21-35.

## Target Market

- Men and women
- Aged 21-35, millennials.
- Greater Vancouver area, city or neighbouring suburbs
- Married or in a relationship
- Works full-time or is a student who also works part-time
- Personal income of \$16,000-\$45,000

## Psychographics

- Drives a sedan but will sometimes opt for the train/bus to save money;
- Checks Facebook daily but only as a quick news outlet;
- Tries to cook and create meal preps for the week but will occasionally buy takeout;
- Go-to takeout spots are family owned businesses within a 5 minutes driving radius;
- Works full-time or is a student and attends school 2-3 days a week while working part-time 3-4 days a week;
- Tries to save money but easily influenced and may splurge;
- Thinks of having a beer after a long day and will drink alone or who they live with;
- They'll either drink a tall can or a bomber bottle;
- Beer will be purchased from the nearest liquor store from work or home or the nearest brewery;
- Will pre-plan special occasions and fill up a growler at the nearest brewery;
- Typically drinks what is familiar to them but will try new brands if the price is right and if it's their preferred style of beer.

## Key Insight

"I had a long day, I just want to wind down and enjoy a high quality brewed, good tasting beer."

## Market Information

The craft brewery industry in BC is currently very saturated and has seen its largest growth within the last 5 years as 42 new breweries entered the market in the Lower Mainland region. Also, tax increases in beer has added to the overall cost, leaving the Target Market mindful of which beer brands are priced higher or lower compared to the industry average or their preferred brand.

- 157 craft breweries in BC
- 67 craft breweries in the lower mainland
- Beer market in BC (2018/19 Q2) – Source; BC Liquor Distribution
  - Domestic Beer BC/: 49%
  - Craft Beer BC: 26%
  - Domestic (other provinces): 8%
  - Import beer: 17%

## Principle Competitors

- Four Winds – Delta
- Brassneck – Vancouver
- Yellow Dog – Port Moody
- Twin Sails – Port Moody
- Field House - Abbotsford

## Marketing Challenge

With the craft beer market being very saturated, this gives the target market a lot of options when choosing what beer to buy. The target market may perceive Townsite Brewing as "just" another brewery of BC and not resonate with the messaging.

Craft beer enthusiasts are aware that distribution is limited with less established breweries, thus shelf time and turnover of the product is highly considered before the final purchase of the consumer.

## Creative Objective

To position Townsite Brewery in a way that will resonate with busy millennial craft beer enthusiasts.

## Key Message/Benefit

Townsite Brewing brews high quality, good tasting beer.

## Support Claims

Townsite Brewery has a Brewer Engineer that is Belgian-born, has studied in Brussels and who was also previously the head of Brewing Operations at well known Montreal brewery, Les 3 Brasseurs.

Won numerous awards for their beer beginning from when they first opened their doors in 2012 until 2017.

Townsite Brewing also partners with local artists from the Sunshine Coast to create the art work for their labels. The quality is not only in the beer itself, but the packaging of the labels and the creative community referenced beer names.

## Personality/Tone

Friendly, easy going, approachable, relaxed

## Positioning

To Millennials who need a go-to beer brand after a busy day, Townsite Brewing is a craft brewery that gives you high quality, Belgian brewed, artisanal beer to give you the perfect wind down thirst quench.

## Executional Mandatories

Logo, core colours where applicable, Powell River should be stated.

## Tactics

Channeling lifestyle as well as interaction/brand experience. As if drinking their beer makes the consumer feel like they are in Powell River, drinking directly in the tasting room, having great conversations with the locals at Townsite Brewery. Townsite Brewing is more than just beer, it's a beer community.

## Measuring Results

Results will be measured via a survey and in the amount of net sales. If the objective of increasing brand awareness has succeeded, there will be an increase in net sales and in brand awareness. A survey was conducted prior to this marketing initiative. Only 24.4% of the people surveyed have heard of Townsite Brewing.