



# Queen City Growlers Campaign

Crash Campaign 2017

Team 13: Abby Hall, Sabrina Zirkle, Katria Farmer, Taylor

Hamlet, Bobby Ellis



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## **Business Summary**

### **Brand Summary**

Queen City Growlers sells ceramic growlers among other ceramic products. The glass growler market is oversaturated with cheap, low quality growlers that don't protect craft beer from the three "evil-doers of beer:" air, light, and heat. Ceramic growlers offer a unique value proposition in that they protect craft beer from those three factors that erode quality. While there are other ceramic growler producers in the market, Queen City Growlers is unique in that it is local to the Charlotte area, is priced lower but at the same quality as competitors, and has a look unlike any competitors. Queen City Growlers is rooted in the Charlotte community through its participation in local trade shows and offering of pottery classes through its sister brand, The Little Studio.

### **Business Needs and Challenges**

While Queen City Growlers is poised to be successful in the Charlotte market, it is encountering some business challenges as it is growing. After meeting with the client, it is clear that Queen City Growlers has three business needs:

- Larger social media presence
- Increased community engagement
- Relationships with local breweries

In addition to these needs, budget is a significant challenge for Queen City Growlers. Since the business is just beginning, there is not enough consistent revenue to support a thriving marketing department. Therefore, all tactics need to focus on free or low-cost fixes. The client gave the team a budget of \$300-500.

### **SWOT Analysis**

Crash Campaign Team 13 created a SWOT analysis for Queen City Growlers outlining the strengths, weaknesses, opportunities, and threats the company is facing:



<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Well made product</li> <li>● Clear audience/target</li> <li>● Personal</li> <li>● Community-based</li> <li>● Content on social media <ul style="list-style-type: none"> <li>○ Lots of likes on posts</li> <li>○ Brand loyalty</li> </ul> </li> <li>● Local</li> <li>● Handmade product</li> <li>● Great story</li> <li>● Eco product</li> <li>● Customizable and interactive products</li> <li>● Morning after mug</li> <li>● Good content</li> <li>● Pottery events and classes</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Breweries not taking his growlers <ul style="list-style-type: none"> <li>○ 12 breweries listed on site</li> </ul> </li> <li>● Local location</li> <li>● Brand confusion between Queen City Growlers and the Little Studio</li> <li>● Website is lacking essential info and quality user experience <ul style="list-style-type: none"> <li>○ Need tagline at bottom of the page with contact info</li> <li>○ Lack of storytelling</li> <li>○ Tagline on the homepage is unnecessarily gendered</li> <li>○ Contact page needs a photo and contact me box</li> </ul> </li> <li>● Low social media followers</li> <li>● No tripadvisor</li> <li>● No storytelling across platforms</li> <li>● Expensive product</li> <li>● Instagram content not on website or other platforms</li> <li>● No differentiation from glass growlers on pages</li> <li>● Not using Twitter</li> <li>● No buy button on Facebook page</li> <li>● Poor placement on search engine results page due to lack of SEO</li> <li>● Gendered products</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Regional location of brand and shop</li> <li>● Trendy</li> <li>● Community aspect</li> <li>● Add blog to site</li> <li>● Add customize menu for custom growlers</li> <li>● Event space for young professionals</li> <li>● Art oriented space</li> <li>● Appeal to minimalism, eco friendly</li> <li>● Add customer stories and experiences <ul style="list-style-type: none"> <li>○ Humans of New York</li> <li>○ Blog on page</li> <li>○ Storytelling</li> </ul> </li> <li>● Warranty</li> <li>● Growler + matching morning after mug package</li> <li>● Sports related growlers</li> <li>● Serve pitchers of beer in growlers at the bar/restaurant</li> <li>● Partner with philanthropic organization or local organization</li> <li>● Monthly artists using the space</li> <li>● Potential Brand Ambassador</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Primary competitors</li> <li>● Secondary competitors (glass)</li> <li>● Breweries won't fill his growlers</li> <li>● High competition in pottery class market</li> </ul>



## **Brand Building 2.0**

### **Framework**

The Brand Building 2.0 vision is building brands through lifelong, one-to-one relationships, in real-time. The framework offers strategies that contribute to brand building including:

- Change mindset from “consumers” to “people”
- Move from mass-marketing to one-to-one personal connection
- Create brand value through a broader range of products, services, knowledge and entertainment
- Move from static marketing campaigns to real-time brand building
- Use the power of multiple brands and co-branded partnerships
- Leverage Paid, Earned and Owned channels through integrated, multi-platform storytelling

Each strategy contributes to overall brand building. Team 13 decided to use this framework as a guide since Queen City Growlers is a new brand just entering the market and needs to build a customer base.

### **Relevance for Queen City Growlers**

Team 13 zeroed in on three components of the Brand Building 2.0 framework to address Queen City Growlers’ three business needs: move from mass-marketing to one-to-one personal connection, use the power of multiple brands and co-branded partnerships, and leverage Paid, Earned and Owned channels through integrated, multi-platform storytelling. The first strategy addresses Queen City Growlers’ need for community engagement. The second addresses its relationships with breweries. The third addresses its social media presence.

## **Research**

### **Competitor Analysis**

Queen City Growlers lists the following organizations as its main competitors: Portland Growler Company, Growler Outpost Co., and Goose Creek Growlers.

#### *Product*

In relation to the aforementioned competitors, Queen City Growlers has the advantage of being more affordable, at an average of \$20 less than the competition. Its growlers are more design



heavy, with the other companies opting for more of a plain, solid colored growler. The aesthetic is also a plus and pushes it further into the art category, just as much as the functional growler category. Goose Creek Growler does do specialty handles, which gives it a similar bit of artsiness. It also offers the option to customize. Growler Outpost Co. has a wider growler that is not as pleasing on the eyes. It is a bit more hard and much more masculine which may turn away its potential female consumers. They do offer a custom leather whip strap, which is unique.

### *Website*

The Queen City Growlers website is intuitive, but there remains room for improvement to better optimize the site for potential customers. It lacks the narrative aspect competitors have, and the team's in-depth interview participant described it as basic. Competitors also have content to give their audience more of an incentive to be on the site. Further recommendations to improve the website are available in the tactics section.

### *Social Media*

Queen City Growlers' social media is limited solely to Facebook and Instagram, but the content available is quality and engaging.

### **In-Depth Interview**

In order to get a personal, and authentic view of the brand, the team spoke with a purchaser of a Queen City Growler in an in-depth interview. There were three main insights she provided into the owner experience of the Queen City Growler from purchase intent to future brand interaction.

### *Motivation*

The participant explicitly stated that she was not deterred in any way by price. "I didn't even consider price when I bought it," she said. What she did consider was the artistry of the product, and the fact that it was coming from a local artist. She noted that she liked the way it was designed - it was very unique. She bought the product art gallery event showcasing local artists. This is important to consider because some purchasers may see it more for its art than its function. She also stated later "it's a great conversation piece."

### *Experience*



The participant purchased the 32 oz. version of the product, noting that she used it mainly for her own enjoyment. If she were attending a party, she stated, a six-pack would be easier to bring. She has a specific taste that may not be as popular with her friends. However, she said she holds the product in high regards and would recommend it to friends. She did not consider the cleaning process to be difficult at all.

#### *Future Interaction*

She did not plan on repeating purchasing, simply because she uses it for one purpose and it is sufficient enough for the reason she uses it. However, she did mention that through further interaction with the brand and learning about its sister brand, *The Little Studio*, that she would likely come back and encourage her friends to join her for a pottery lesson. This shows great potential for a symbiotic relationship between the two entities.

As far as keeping up with the brand on social media, the participant said that she did not recall if she was prompted to follow Queen City Growlings on social media. Regardless, she had not followed, so this shows that a better follow-up strategy is needed.

#### **Digital Analytics**

As part of Team 13's research, we understood Queen City Growlers' digital presence by analyzing keywords and traffic in relation to competitors. We first looked at the number of keywords bringing users to the Queen City Growlers' website via Google's top 100 organic search results. Only 27 keywords accomplish this goal. Other digital competitors, like Growlers Pourhouse, Goose Creek Growler, and Portland Growler Co., have many more keywords, 273, 51, and 93 respectively. Additionally, Queen City Growlers is lagging behind in website traffic. The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same is 10. Growlers Pourhouse has 1.5K users expected to visit, Goose Creek Growler has 113 users expected to visit, and Portland Growler Co. has 999 users expected to visit. Clearly, Queen City Growlers is lagging behind and has great potential for growth in its digital presence.

#### **Tactics**

In order to achieve our objectives set by the Brand Building 2.0 model, we have created three segments that encompass comprehensive tactics. Firstly, in order to leverage paid, earned and



owned channels through integrated, multi-platform storytelling, the team created a framework for an informative video, revamp plan for the client’s website, and mock Twitter and LinkedIn accounts for the company. In order to use the power of multiple brands and co-branded partnerships with breweries, we created a brewery scavenger hunt that will allow users to try beer from five Charlotte breweries and Queen City Growlers products. Lastly, in order to move from mass-marketing to one-to-one personal connection, we have created a plan for the client to give in-house tours of “The Little Studio”, which will help to build community engagement.

## **Evaluation**

### **Budget**

This campaign’s budget will depend on the client’s preference for a videographer. Videographer prices can range anywhere from \$50-500 per hour, so the price on this element is at the client’s discretion. The other costs incurred include the cost of a growler, two mugs, and hours spent on digital presence. Overall, this campaign is very inexpensive according to the client’s original wishes.

### **Post Campaign Metrics**

The success of this campaign will be measured by increase in social media followers and interactions, partnerships and relationships with local breweries, and website traffic and number of keywords.

## Appendix A

### Suggestions for Improving Website:

1. Add a blog to the website
  - a. Adding a blog not only provides a platform for storytelling, but stimulates community engagement. Goose Creek Growlers, Portland Growlers Company, and other competitor's sites have blogs, so it is an important feature to include.
  - b. Monthly blog content ideas:
    - i. How long does it take to make a growler from start to finish?
    - ii. History of growlers
    - iii. Personal favorite pottery pieces/art he made, not just growlers
    - iv. What to use your growler for besides beer
    - v. My pottery playlist (spotify playlist) of music artist listens to while working
2. Add essential contact information as a footer to the website itself
  - a. 44% of people say lack of contact information is the most annoying website problem they encounter<sup>1</sup>
  - b. Additions
    - i. Address
    - ii. Phone Number
    - iii. Email
    - iv. Google Maps location
    - v. Social media buttons
3. Increase readability on the homepage photos
  - a. Hard-to-read text makes people distrust websites<sup>2</sup>
  - b. Increase size of logo
4. Use "About Me" page as a storytelling platform
  - a. Add information about the artist
  - b. Rename page to "About the Artist"
    - i. Name change emphasizes that the product is a work of art and therefore has a greater value<sup>3</sup>
  - c. Add James's story and photos of James to the page to add narrative context to brand
5. Use information as a story form<sup>4</sup>

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<sup>1</sup> <https://www.statista.com/statistics/444656/annoying-elements-on-vendor-websites-us/>

<sup>2</sup> <https://www.forbes.com/sites/drewhendricks/2015/02/11/understanding-the-full-impact-of-web-design-on-seo-branding-and-more/#5fa696df64fe>

<sup>3</sup> <http://www.nielsen.com/us/en/insights/news/2017/demonstrating-differentiation-with-data-proficiency-and-storytelling.html>

<sup>4</sup> See Appendix B



- a. Instead of simply listing why ceramic growlers are better than their glass counterparts, add images and information to display the content
  - b. Infographics for both for the website and shareables for social media
6. Don't gender products
- a. King and Queen suggests a gender for growlers and may isolate certain markets
  - b. Suggestions for alternate names of classic growlers <sup>56</sup>
    - i. Lighter color: "foam"
    - ii. Darker color: "hops"
7. Improve Search Engine Optimization
- a. Add title tags and varying header levels to pages
  - b. Utilize keywords in content
  - c. Update content frequently
  - d. Check for grammar and spelling
  - e. Add alt text to photos
8. Fix display of pricing for lessons
- a. Instead of \$165, change to \$27 per lesson or \$11 per hour
  - b. It makes the lessons appear more accessible and clears up confusion about pricing

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<sup>5</sup> <http://www.cnn.com/2015/09/24/living/gender-neutral-toys-marketing-feat/index.html>

<sup>6</sup> <http://nytlive.nytimes.com/womenintheworld/2015/08/12/how-gender-specific-toys-can-negatively-impact-a-childs-development/>



## Appendix B

### Stimulating Positive Reviews

74% percent of people say online reviews make them trust a local business more<sup>7</sup>. 7 of 10 will leave a review for a business if they are asked to. Most people are going to search engines like Google and then going to Tripadvisor, Yelp, etc. Therefore, Google My Business would be the first and most important place to claim the business. The free service places the business on Google maps and showcases the phone number, url, and reviews in a prominent place.

*How to set up a Google My Business account:*

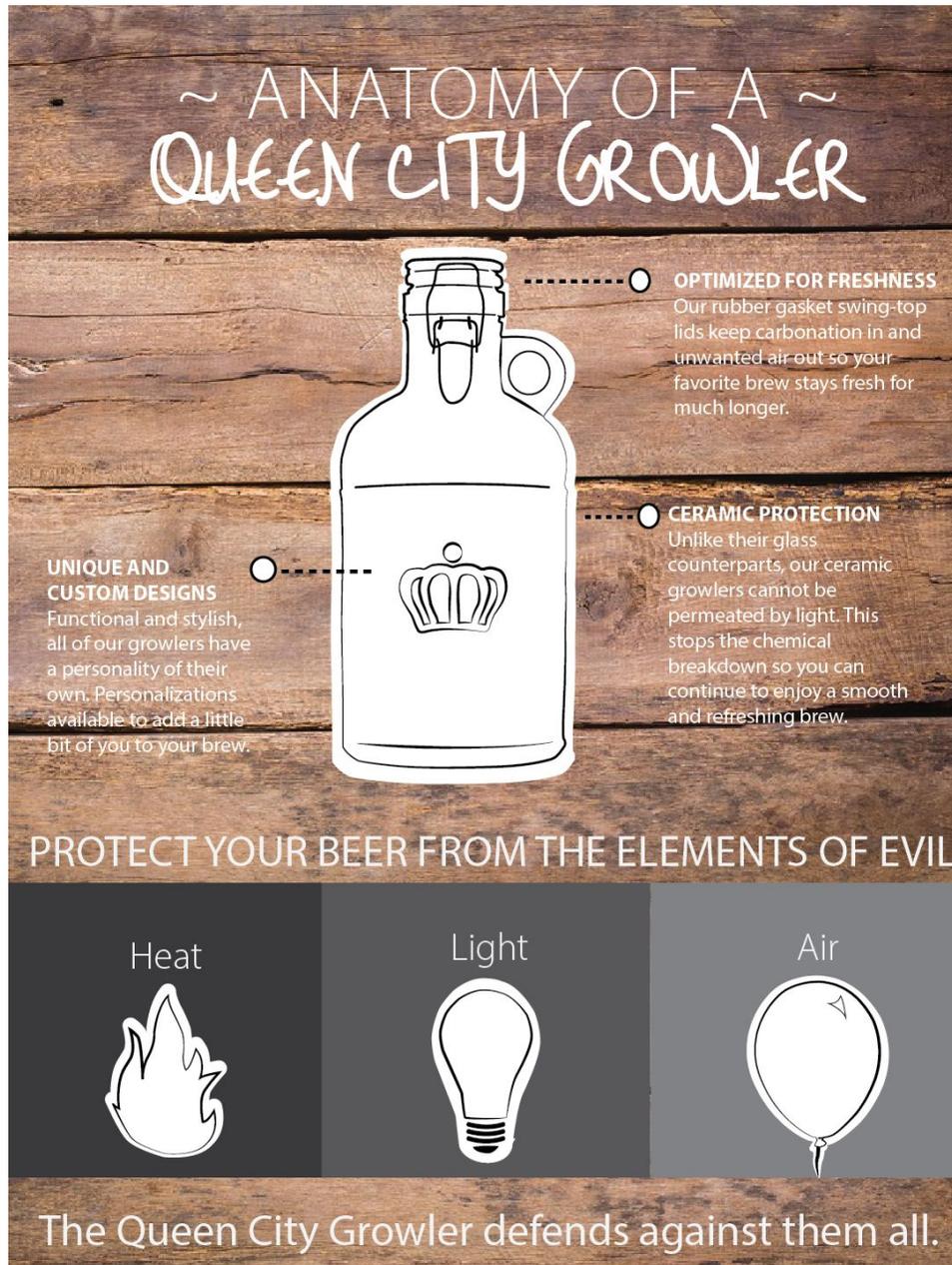
1. Use your Google account (the login and password for gmail) to log into <https://www.google.com/business> .
2. Enter “Queen City Growlers” and hit next. Fill out the following:
  - a. Location
  - b. Business category
  - c. Phone and website address
3. Verify your business with Google via text, or you might have to wait for a postcard to come via physical mail in about two weeks.
4. Enter PIN number into the Google
5. Now that you have verified the company, you can add photos of your business, hours, phone, and respond to any reviews people leave.

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<sup>7</sup> <https://www.brightlocal.com/learn/local-consumer-review-survey/>

## Appendix C

### Shareable Infographic



# ~ ANATOMY OF A ~ QUEEN CITY GROWLER

**OPTIMIZED FOR FRESHNESS**  
Our rubber gasket swing-top lids keep carbonation in and unwanted air out so your favorite brew stays fresh for much longer.

**CERAMIC PROTECTION**  
Unlike their glass counterparts, our ceramic growlers cannot be permeated by light. This stops the chemical breakdown so you can continue to enjoy a smooth and refreshing brew.

**UNIQUE AND CUSTOM DESIGNS**  
Functional and stylish, all of our growlers have a personality of their own. Personalizations available to add a little bit of you to your brew.

## PROTECT YOUR BEER FROM THE ELEMENTS OF EVIL

Heat

Light

Air

The Queen City Growler defends against them all.

## Appendix D

### Why a Video on the Website?<sup>8</sup>

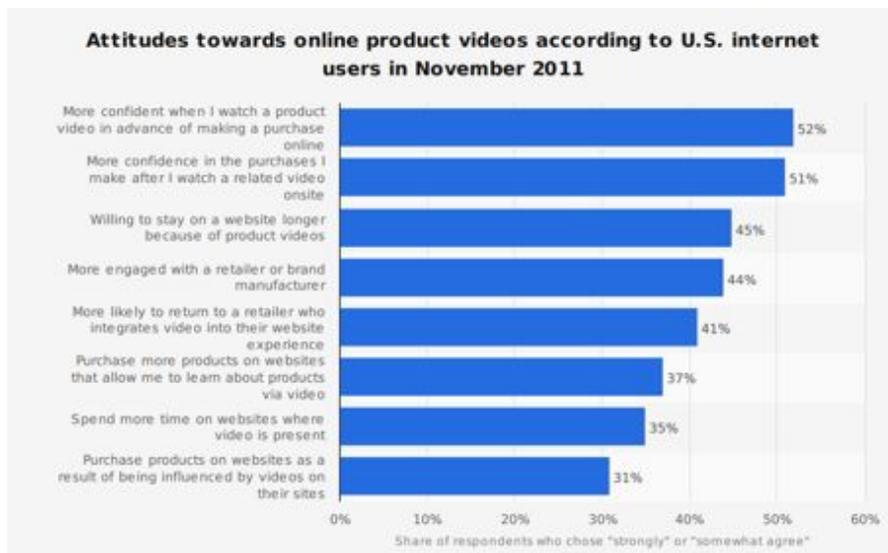


Figure 1.

According to Figure 1., over half of internet users feel more confident when watching a video of a product in advance of making a purchase online.

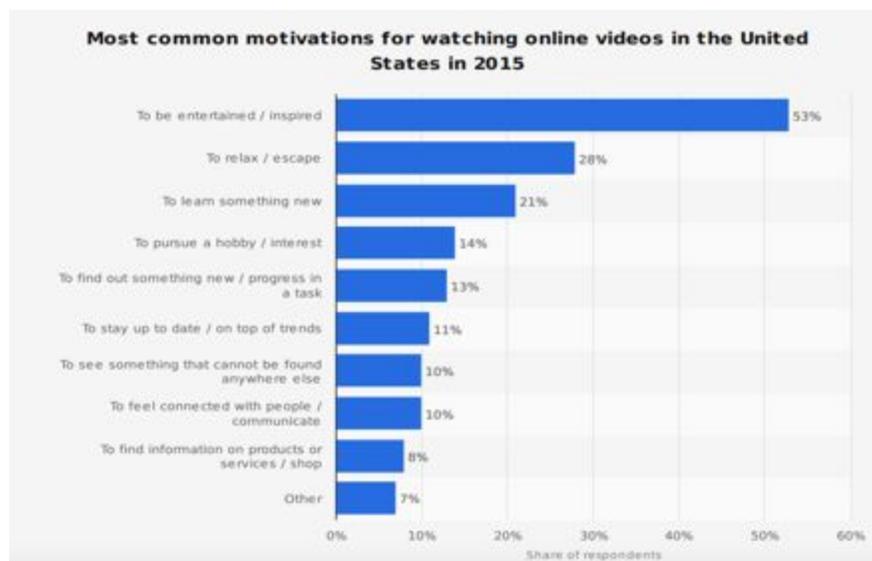


Figure 2.

<sup>8</sup> <https://www.statista.com/statistics/266891/daily-digital-activities-of-us-internet-users/>

According to Figure 2., the three most common motivations for watching online videos in the United States in 2015 were to be entertained/inspired, to relax/escape, and to learn something new. These are all categories in which an informative video on the process of creating Growlers, and the background of the client would fall into.

**Queen City Growlers & The Little Studio 45-second Video Sample**

	Shot type:	Example Shot:	Script: James's voiceover	Time:
1	Longshot (Fade-in) The outside of The Little Studio		Introduce QCG brand (talk about who you are and what you do).	0:02
2.	Medium shot The Little Studio/QCG Sign		Introduce QCG brand (talk about who you are and what you do).	0:04
3.	Close up Finished pottery in The Little Studio		Begin talking about the background story of QCG.	0:06
4.	Medium shot James in his natural habitat: in the Little Studio, (probably with clay on his hands)		Continue with background story/begin talking about the process of making the slip-ceramic growlers.	0:09

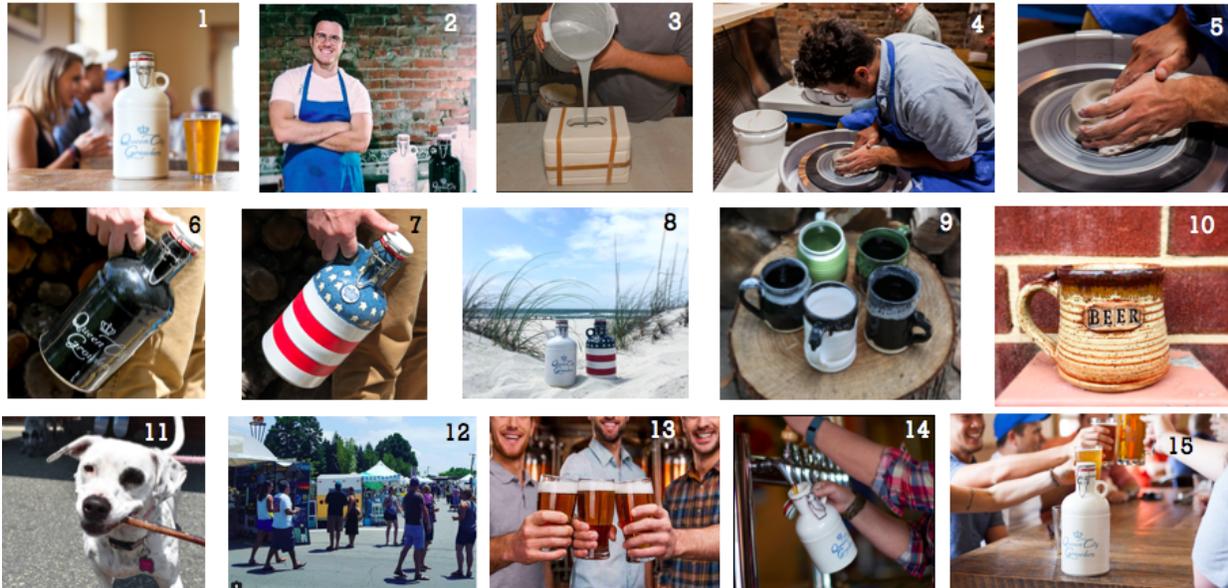
	Shot type:	Example Shot:	Script: James's voiceover	Time:
5.	Close-up James spinning a Growler from an above perspective		<ul style="list-style-type: none"> <li>Elaborate on the complicated slip-ceramic process and relate back to the quality of the product</li> </ul>	0:12
6.	Close-up James spinning a Growler from a different perspective (maybe further along in the ceramic process)		<ul style="list-style-type: none"> <li>Continue to elaborate on the slip-ceramic process and relate back to the quality of the product</li> </ul>	0:14
7.	Close-up Someone pouring craft beer into a QCB Growler		<p>Begin to talk about the quality of the product as a result of the complicated slip-ceramic process:</p> <ul style="list-style-type: none"> <li>Talk about the evils to beer: heat, light, air</li> </ul>	0:16
8.	Extreme Close-up Someone pour craft beer into a QCB Growler		<p>Continue to talk about the science:</p> <ul style="list-style-type: none"> <li>Explain why it's better than glass growlers</li> </ul>	0:18

	Shot type:	Example Shot:	Script: James's voiceover	Time:
9.	Extreme Close-up Craft beer filling up a QCB Growler		<p>Continue to talk about the science and maybe mention how the beer "just tastes better in a homemade growler".</p>	0:20
10.	Close-up Several customized growlers (monogrammed, sports-themed, etc.)		<p>Begin talking about how QCG strives to provide a personalized experience with customizable growlers.</p>	0:22
11.	Extreme-close up Specific customized aspect of the growler (name/monogram)		<p>Continue talking about how QCG strives to provide a personalized experience with customizable growlers.</p>	0:24
12.	Close-up Seasonal growler such as the "Americana"		<p>Continue talking about how QCG are not only customizable, but also come in seasonal designs.</p>	0:27

	Shot type:	Example Shot:	Script: James's voiceover	Time:
13.	Extreme Close-up Another seasonal growler such as the "Pot-O-Gold"		Continue talking about seasonal designs.	0:29
14.	Medium shot Show a few "Morning After Mugs" with the Little Studio in the background		Mention "Morning After Mugs" Possible transition: "Once you have have used your growler for a night out, you might need one of our Morning After Mugs."	0:32
15.	Long-shot Pan A lesson taking place in the Little Studio		Transition into talking about community involvement and the Little Studio Possible transition: "We hope that our various products inspire costumers to try their own hand at pottery."	0:35
16.	Close-up Customers during a pottery lesson		Talk about lessons offered and increasing community engagement, and forming friendships with customers.	0:37

	Shot type:	Example Shot:	Script: James's voiceover	Time:
17.	Close-up James hands molding a growlers		Emphasize the benefit of making your own ceramic goods and the overall benefits of handmade items.	0:39
18.	Close-up James face in the Little Studio		Continue to emphasize the benefit of making your own ceramic and the overall benefits of handmade goods.	0:41
19.	Medium Shot Group of people using QCG in a fun setting		Talk about wanting to provide your customers with an opportunity to connect with their local community.	0:43
20.	Close-up (Fade-out) Of the Growlers in the same location		"We are just a small business, trying to connect with the community."	0:45

## Homepage Video Storyboard:



Shot:	Goal:	Footage:
1.	Introduce Product	Growler in a bar/being used
2.	Introduce James and the Little Studio	James in Little Studio, welcoming viewer to pottery space
3.	Introduce slip-ceramic process	Clay being poured into mold
4.	Continue process	James spinning clay on a wheel
5.	Continue process	Different shot of James spinning clay on a wheel/carving clay
6.	Display final product (growler)	Classic growlers as shown on website on shop page
7.	Display seasonal product (growler)	Seasonal growlers as shown on website on shop page
8.	Display product in different setting	Show growlers on the beach/outside of the city in general
9.	Introduce mugs	Show mugs as shown on website on shop page
10.	Show mugs in different setting	Show mugs outdoors/outside of the city in general
11.	Depict brand essence/personality	Show person/animal associated with the lifestyle of the target consumer—ex. dog



12.	Depict brand essence/personality	Show location/event associated with the lifestyle of the target consumer—ex. Street festival
13.	Depict target consumer/setting	Show people in a bar/location drinking beer
14.	Show how growlers fit into this location	A growler being filled with craft beer
15.	Leave impression of product	Similar image to the opening shot—show product in bar/being used

Figure 3. Homepage Storyboard Model

## Appendix E

### Twitter Engagement

Through our research, Crash Campaign Team 13 determined that 79% and 71% of marketers insist on using Twitter and LinkedIn respectively.<sup>9</sup> Twitter allows the owner of the page to

- Discover what's happening right now
- Grow brand awareness
- A way to provide timely customer service
- Connect with potential customers, brand advocates, and influencers.<sup>10</sup>
- Along with this percentage of users on twitter recommend brands that they follow.<sup>11</sup>



12

Figure 4

Twitter tips:

1. Keep it short

<sup>9</sup> <https://www.statista.com/topics/1538/social-media-marketing/>

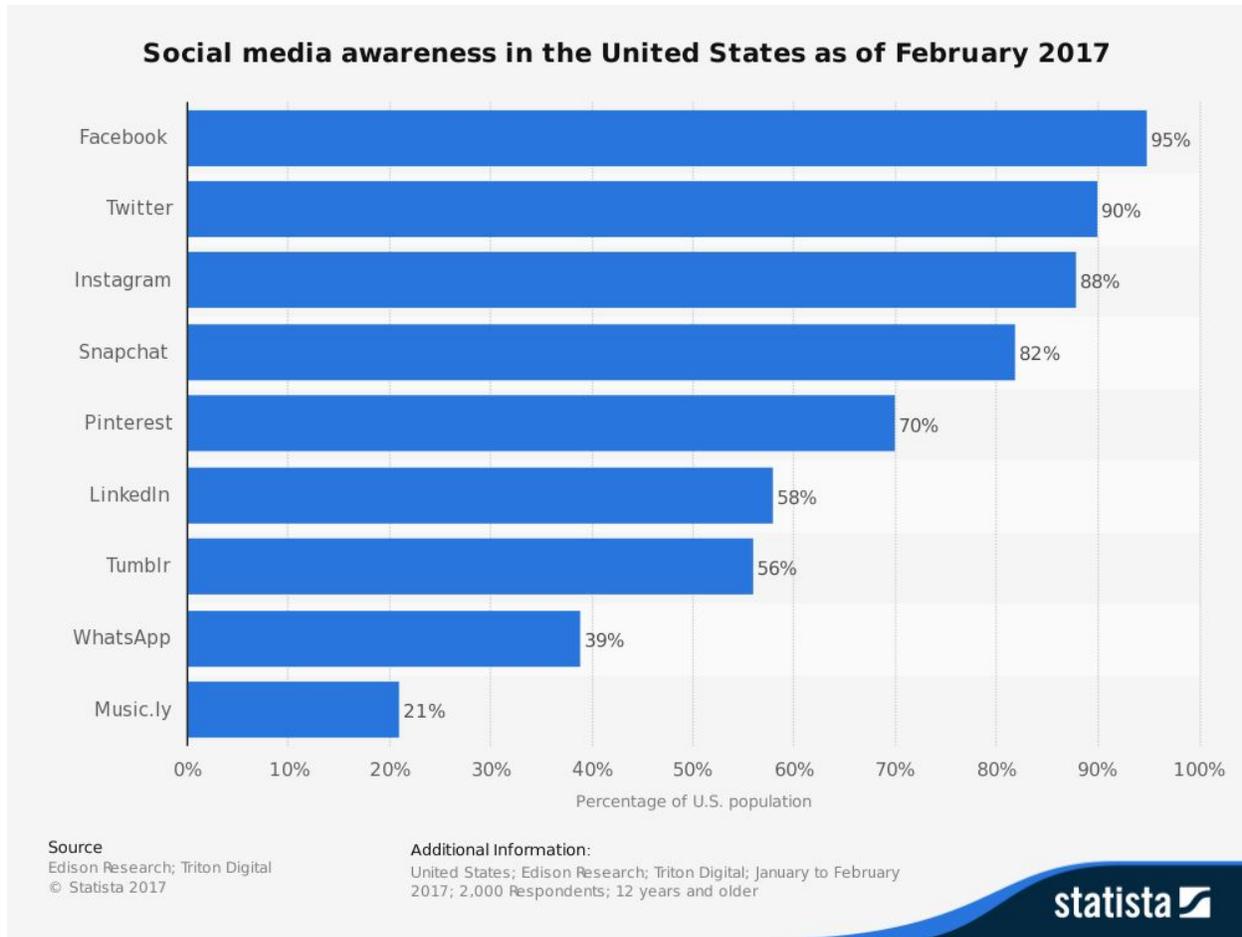
<sup>10</sup> <https://business.twitter.com/en/basics/intro-twitter-for-business.html>

<sup>11</sup> <http://www.adweek.com/digital/twitter-small-business/?red=at>

12

[https://blog.twitter.com/marketing/en\\_us/a/2013/survey-how-small-and-medium-sized-businesses-benefit-from-their-twitter-presence.html](https://blog.twitter.com/marketing/en_us/a/2013/survey-how-small-and-medium-sized-businesses-benefit-from-their-twitter-presence.html)

2. Use visuals in your Tweets
3. Incorporate relevant hashtags
4. Ask questions and run polls
5. Connect through Retweets and replies<sup>13</sup>



14

This graph shows how useful Twitter is in social media awareness.

With this information we made a mock twitter for our client as well as a mock LinkedIn

Some of our mock tweets include: “Need a gift for friends or families for the holiday? Queen City Growlers is the perfect gift!”

<sup>13</sup> <https://business.twitter.com/en/basics/what-to-tweet.html>

<sup>14</sup> <https://www.statista.com/statistics/410793/us-social-media-awareness/>



**crash campaign 13** @crashcampaign13 · 7h

for the holiday season limited edition growler should i make a

**0%** red with christmas tree

**0%** blue with snowman

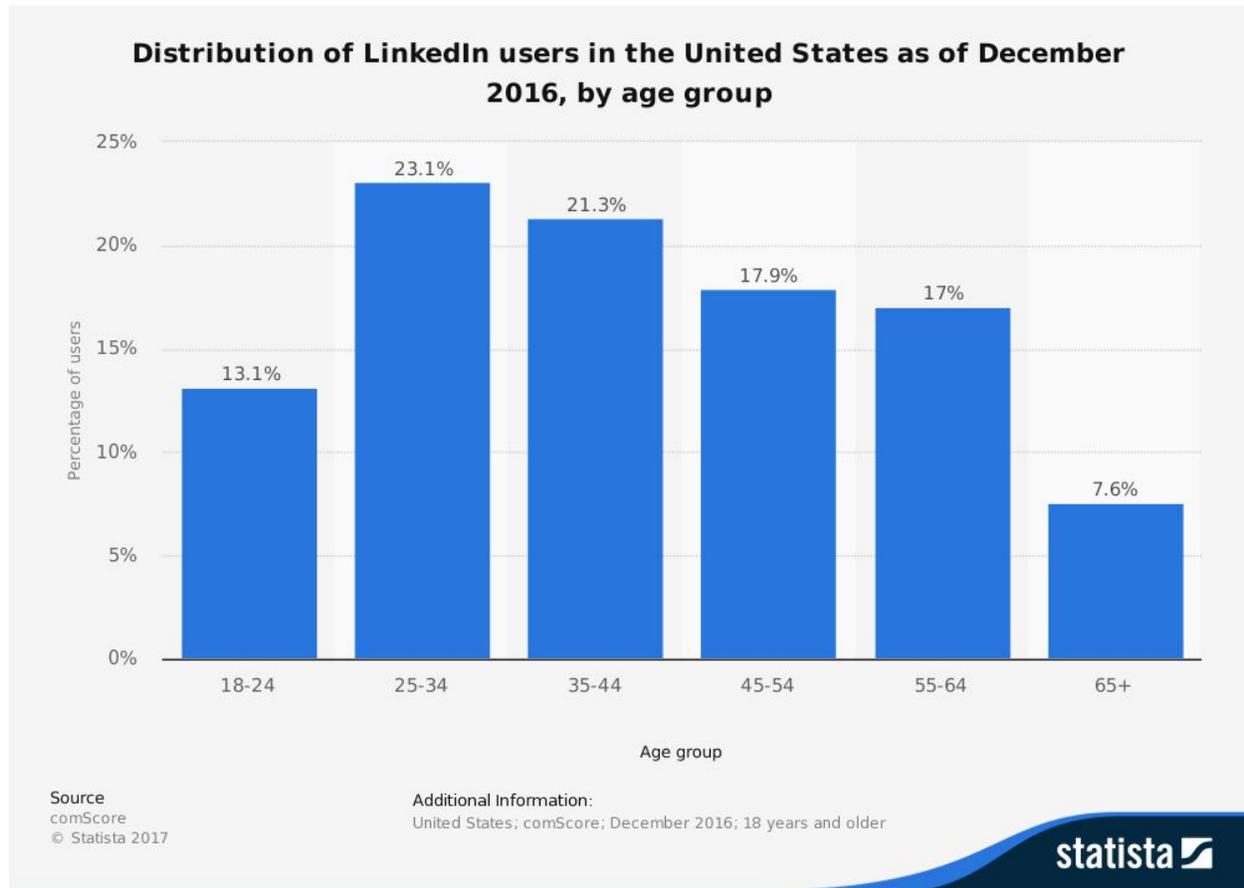
0 votes • 16 hours left





## Appendix F

### LinkedIn Engagement



<sup>15</sup> The photo above shows the age range in which the majority uses LinkedIn. The demographic fits in with the target audience of the client.

LinkedIn is very important for businesses especially because 80% of the B2B leads come from LinkedIn according to our research. <sup>16</sup>

<sup>15</sup> <https://www.statista.com/statistics/192700/age-distribution-of-us-users-on-linkedin/>

<sup>16</sup> <http://www.business2community.com/social-buzz/80-social-media-b2b-leads-come-linkedin-infographic-0813659#JqSrG0Pvtez0KSsQ.97>



## Queen City Growlers

Glass, Ceramics & Concrete • Charlotte, NC

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### About us

Queen City Growlers specializes in making handcrafted ceramic growlers perfect for taking to your favorite brewery and getting craft beer to go. The ceramic growlers are designed to fight off beer's three enemies: heat, air, and light.

- Ceramics keeps liquids colder and is a natural insulator
- Light is unable to permeate, stopping the chemical breakdown caused by light
- Our rubber gasket swing-top lids have a superior seal, not allowing any -Co2 to escape as well as keeping unwanted air out.

We pride ourselves on making the highest quality ceramic growlers by hand. We love craft beer and we know you do too, so we created a product that extends the life of your beer by keeping it colder and darker.

The mock LinkedIn page we created for our client.

## Appendix G

### Why a Scavenger Hunt?

A scavenger hunt is used by brands to involve social media with live pop-up events. Scavenger hunts boost target audience interactivity while building relationships with businesses involved and engaging the community. Some notable examples of scavenger hunts in action are the M&M: Find Red campaign, Nike's Shock Drop scavenger hunts, and Jay-Z's Decoded scavenger hunts with Microsoft's Bing. All three campaigns were relatively low-cost and were highly interactive for customers. M&M: Find Red campaign garnered 8.4 million media impressions and inspired customers to spend 19 minutes on the Find Red website, which is 4 times the industry average<sup>17</sup>. 80,000 customers engaged with Nike's Shock Drop, its version of scavenger hunting, of "Royal" Foamposites, which customers engaged with despite knowing that the product was already sold out<sup>18</sup>. Jay-Z's Decoded Scavenger Hunt with Bing was successful in that Jay-Z's book premiered at number 3 on the New York Times Bestseller List and the intent to use Bing increased by 15 points among the target audience<sup>19</sup>. All of this to say, scavenger hunts have a proven track record of being successful.

So how can we implement one for Queen City Growlers?

This guide should give you all you need to know to begin your own successful scavenger hunt.

### The game

This scavenger hunt will allow users to try beer from breweries across Charlotte while exposing them to Queen City Growlers products. The clues for the scavenger hunt will be distributed via Queen City Growlers social media accounts. Each clue will hint at a brewery, suggest a unique beer to buy from each brewery, and provide a hashtag for users to include with a social media post to gain points. The current game includes 5 breweries over the course of one work week.

The clues will be dropped every day right before happy hour so young professionals can hunt the clues after work. Points are awarded to users who document themselves with the suggested drink and hashtag on Facebook, Twitter, or Instagram. The user with the highest points (or the highest

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<sup>17</sup><http://business.financialpost.com/news/retail-marketing/find-red-mms-google-maps-campaign-tests-social-media-limits>

<sup>18</sup> <http://mashable.com/2017/08/06/nike-snkrs-app-drops/#Ht52A4wNiqqk>

<sup>19</sup> <https://droga5.com/casestudies/bingcs>

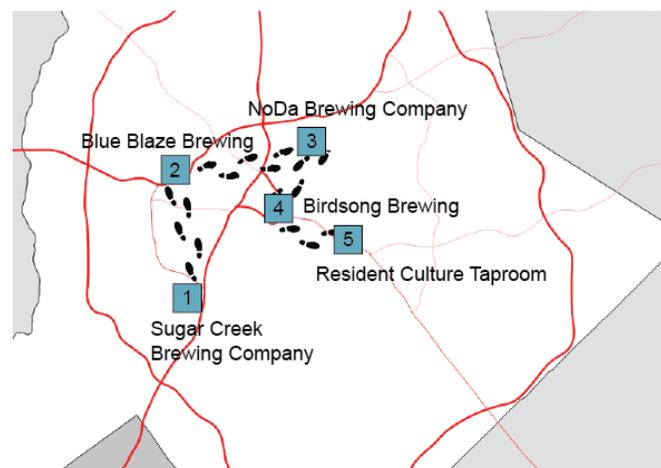
points in the shortest amount of time if multiple people gain the same number of points) wins a growler.

### The locations

The scavenger hunt will take place in five local Charlotte breweries across town:

- Sugar Creek Brewing Company
  - (704) 521-3333
- Blue Blaze Brewing
  - (980) 859-2586
- NoDa Brewing Company
  - (704) 900-6851
- Birdsong Brewing Company
  - (704) 332-1810
- Resident Culture Taproom
  - (704) 333-1862

These locations were selected because they are strategically placed around the city and because they are among the most popular breweries on Yelp. Partnering with breweries should not incur much cost since the brewery will gain more business and free publicity from the scavenger hunt. Working with breweries will also build a relationship between Queen City Growlers and the breweries, which was a business goal of Queen City Growlers.



### The clues

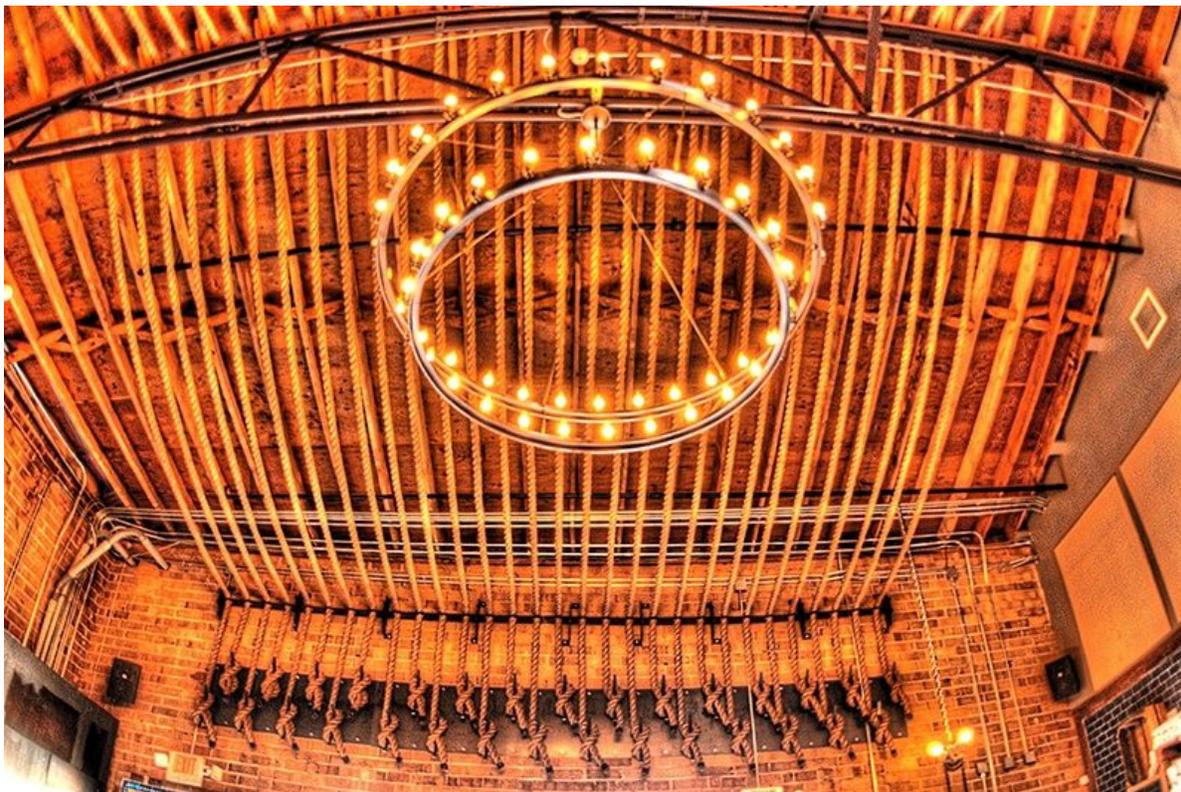
Each clue will include a hint about the brewery, a beer for the user to drink, and a hashtag the user can include with social media posts to gain points. A sample clue is included below:

*Facebook Post:*

This Belgian Style brewing company couldn't be sweeter! Try a Pale Ale, sugar, you won't regret it (ok maybe you will if you have too much before work tomorrow)! Use the hashtag #GrowlerMonday to earn points in our #GreatGrowlerScavengerHunt!

*Instagram Post:*

This Belgian Style brewing company couldn't be sweeter! Try a Pale Ale, sugar, you won't regret it (ok maybe you will if you have too much before work tomorrow)! Use the hashtag #GrowlerMonday to earn points in our #GreatGrowlerScavengerHunt!



*Twitter Post:*

Try a Pale Ale at this sweet Belgian Style brewing company, sugar! Use #GrowlerMonday to earn points in our #GreatGrowlerScavengerHunt!

The clues will be disseminated on Facebook, Twitter, Instagram, and the website blog at 4:00 (an hour before the start of happy hour) every day of the scavenger hunt.



### **Determining a winner**

If the user posts a photo with the specified beer and hashtag, the user gains a point. The first player to five points (five photos in the five locations) wins the grand prize. The second and third place winners are determined based on points and time taken to complete scavenger hunt.

### **The prizes**

A good scavenger hunt needs an enticing prize. The grand prize will be a Queen City Growler. This growler can be a limited edition scavenger hunt growler that is later released as a limited edition product, or just a regular growler. Second and third place may be awarded with a beer mug and morning after mug respectively according to client preference.

### **Where does Queen City Growlers come in?**

Queen City Growlers will be stationed at each brewery after the clue is dropped to increase exposure to products. Products will be available for demonstration and James Carlevatti will act as a brand ambassador at each location. Carlevatti can bring products as well as molds and resins used to make the growlers to draw attention to the process of creating growlers and emphasize the homemade nature of the product.

### **So what's the point of all this?**

Three of the main business goals emphasized by Queen City Growlers were building relationships with local breweries, boosting community engagement, and increasing social media presence. This scavenger hunt addresses all three business goals. By providing free publicity and business to the selected breweries, Queen City Growlers has the opportunity to build relationships with some of the most popular breweries across Charlotte. An interactive scavenger hunt allows the craft beer community to feel involved and connected through a fun problem-solving game. Queen City Growlers also has the opportunity to boost its social media presence by posting rules, clues, and photos associated with the scavenger hunt across three major social media channels.

### **How much is this going to cost me?**

Ideally, nothing but a growler and a couple mugs. Social media is a free distribution tool. Partnering with breweries shouldn't incur cost since there is value added for the brewery due to



free publicity and business. However, the partnerships are the only area where there may be some cost depending on the preferences of the brewery.

## Appendix H

### Why promote an in-house tour?

In order to move from mass-marketing to one-to-one personal connection, we have created a plan for the client to give bi-weekly or monthly tours of “The Little Studio”, which will help to build community engagement. The tour will give consumers the opportunity to step inside world of slip-ceramics and get a first-hand glance at how growlers are made. This will also offer an opportunities to promote exclusive discounts on products and encourage community members to purchase products.



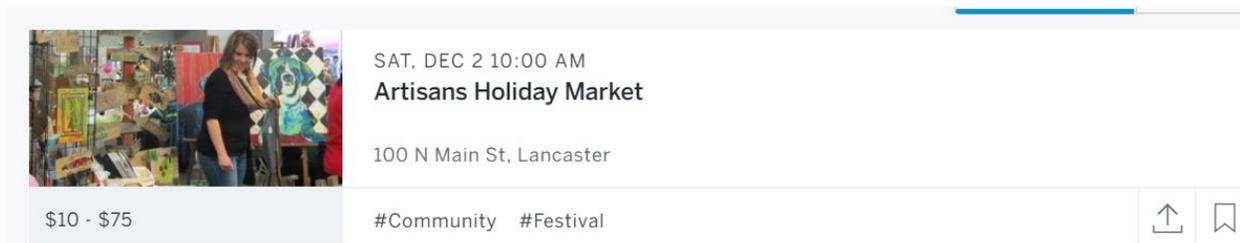
## Appendix I

### Events

Facebook is still the most popular social media site for all ages, and 79-88% of people in the target age demographic of 20s-50s use Facebook. 76% of users visit Facebook at least once a day<sup>20</sup>. The US Small Business Administration endorses the use of Facebook Events<sup>21</sup>. Additionally, when an event is created by a group a person follows, they also will get a notification on their Facebook account automatically. Although QCG has participated in events since July 22nd, that date was the last instance the company utilized his function. Customers need to know when and where he will be selling his goods, especially as the owner mentioned that these types of events generated the most revenue. QCG not only needs to create Facebook events for their own programs, but also to share events created by other organizations that they plan to participate in.

Examples of avenues of research for event planning:

- Local craft brew groups
  - North Carolina Brewer’s Association
  - NC Beer Guys
- Eventbrite
  - Keyword search to find relevant events
  - Examples: Artisan’s Holiday Market, Charlotte ART Collective Holiday Show and Sale



*Example of Eventbrite possibility*

- Facebook events as a search tool
  - “Explore” sidebar on Facebook
  - Select “arts”, “drinks”, “crafts” or other relevant categories
  - Example: Farmers & Artisans Market at Atherton

<sup>20</sup> <http://www.pewinternet.org/fact-sheet/social-media/>

<sup>21</sup> <https://www.sba.gov/blogs/how-market-your-products-holiday-crafts-fairs-and-flea-markets>