Class Light

# Integrated Marketing Communications Plan: Class Light

Created by: Erin Weiler
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Table of Contents

**Introduction**……..…….....4
Mission Statement……...4
Strategy and Overall Objectives……..4
Problem Statement……...4
Market Background……4
Comparative Analysis……..4
Situation Analysis (SWOT) ……5
Recommendations for Future Research……...……6
**Integrated Marketing Communications Plan**……..…6
Primary and Secondary Target Markets……..……6
Marketing Communications Goals……..……6
Marketing Communications Strategies……6
Marketing Milestones……..…7
Brand Analysis and Recommendations……...7
Price Positioning……..8
Marketing Communications Mix……8
**Public Relations Plan**……...……10
Introduction……10
Situational Analysis……...10
Public Relations Audit ……..10
Internal Audit……10
External Audit……11
Public Perception ……..…11
Public Analysis……..…11
Public Relations Goal……11
Public Relations Objective……12
Public Relations Strategies……12
Public Relations Tactics……13
Timeline……13
Budget……13
Evaluation Method……..…14
Social Media and Online Promotions Plan……14
Events and Promotions Plan……..14
**Conclusion**……...……..……15
Recommendations and Benefits……15
Measurables……...15
Conclusion (Summary)……..…16
**Bibliography**……...……..17
Appendix A……18
Appendix B ……...……19
Appendix C……20
Appendix D……22
Appendix E……23
Appendix F……28

Appendix G……30
Appendix H……34
Appendix I……..……35
Appendix J……..…36
Appendix K……37
Appendix L……38
Appendix M……...39
Appendix N……40
Appendix O……41

# Introduction

## Mission Statement

To deliver superior quality products made from the finest ingredients using proven methods.

## Strategy and Overall Objectives

- To introduce Class Light as the only beer specifically made for women
- To make Class Light the beer of choice among women 19+
- To increase the market share of Labatt by 5%
- To encourage female consumers to try Class Light through promotions, marketing and advertising

## Problem Statement

There are currently no beers on the market that are made and marketed specifically for women in order to meet their wants. This disregard for women in this industry needs to change in an effort to be more inclusive.

## Market background

### External Influences

The external influences relevant to the market of Class Light:
- Economic
- Demographic
- Social
- Competitor

For a detailed breakdown of each influence refer to Appendix A

## Comparative Analysis

The main indirect competition for Class Light is Coors Light, Bud Light and Bud Light Lime. These brands are indirect competition because they do offer a lighter taste like Class Light but are not directly marketed towards women.

For a detailed chart and explanation outlining the differences between Class Light, Coors Light, Bud Light and Bud Light Lime refer to Appendix B[1]

### Molson

Molson states that it has one mission, which is to delight the world's beer drinkers and claims to be a company that has a love for beer, a passion for building extraordinary brands and a dedication to innovation. Molson's success can be attributed to its:

- Canadian nature
- Development and release of new brands
- Demonstration of passion, integrity, respect, creativity and quality
- Ethical standards
- Promotion of safe and responsible drinking[2, 3]

## Situational Analysis (SWOT)

### Brand Strengths

- New and innovative
- Product is reaching untouched target market and addressing their wants in a beer
- Labatt Brewery, the brewery producing Class Light, is well known among consumers of all ages
- Loyalty to Labatt already exists
- Reputation of Labatt will help entice women to buy

### Brand Weaknesses

- Unfamiliar product
- Targeting women and encouraging women to drink
- Women may not buy without tasting
- Young consumers may be unfamiliar with Labatt

### Marketing Opportunities

- Fit the brand into women's lifestyles
- Take a marketing approach to attract women who do not drink beer to drink Class Light
- Appeal to customer demand for lighter and more feminine beer

### Threats

- Women's existing taste preferences in beer
- Not all women desire products that are designed in a way that is perceived to be "girly"
- Production of light beers and fruit beers
- Negative social stigma around women drinking and encouraging women to drink
- Women drinking alcohol can be perceived as not socially acceptable

## Recommendations for Future Research

- To gather statistical data on perceptions of Class Light as a whole
- To understand the functionality of the bottle
- To gather statistical information pertaining to the visual design of the bottle and box
- To gather statistical data on perceptions of the taste
- To gather information regarding women's favourite beer before and after Class Light has come onto the market

For a breakdown of each research method being suggested see Appendix C

# Integrated Marketing Communications Plan

## Primary and Secondary Target Markets

The primary target market for Class Light is women 19+ residing in Ontario who enjoy consuming alcohol in various levels. These women will either already drink beer, have not tried it or do not enjoy the current beer on the market. These women will have some income that is disposable. One secondary market is homosexual males in Ontario who have disposable income and find the branding visually appealing. The other secondary market is males who purchase alcohol for females.

## Marketing Communications Goals

- Create a new recognizable brand of beer within the Labatt Brewing Company
- Alter public perceptions that beer is a masculine beverage
- Create excitement and anticipation around Class Light

## Marketing Communications Strategies

### Social Media

- Facebook: Create a page to use for promotional purposes in order to mainly engage potential customers between the ages of 19 and 35. The Facebook page will include a write up about why this product was created and fans of the product will be able to like the page

- YouTube: Create a Class Light YouTube channel where the television commercials will be shared as well as testimonials from women who enjoy the beer

- Website: The existing Labatt website will be used to communicate the new brand of Class Light, show the commercials and lead customers to the Facebook and YouTube channel

### Print Advertisements

- Magazine Advertisements: Will be used to draw in women who may not be involved with social media

- Brochures: These brochures will be aimed at women 35+ to promote Class Light, all of its unique features and visual appeal

### Television

- Television commercial: Will be used to draw in women of all ages, specifically ones who watch Canadian stations

### Future Social Media Recommendations

- Twitter: When the product becomes more well known create an account to communicate with customers and share tidbits of information

## Marketing Milestones

Promotional Events for Class Light will begin early February and it will be brought to market at the beginning of May. Beer is a thirst quenching drink that is craved during hot weather; therefore it will be most beneficial to release it before the summer begins. The release will be in May as to not miss the May 24 Weekend. Promotional events will begin in early February as to help customers become aware of the product and familiar with it before its release. This will hopefully create brand awareness and anticipation. The promotional events and booths will take place every Thursday – Sunday from February – November. Promotional Events will last into the month of November in order to keep building awareness and to create brand insistence.

## Brand Analysis and Recommendations

The Class Light brand has no past performance, as it is a new product on the market. Class Light will be priced slightly higher than Bud Light because of its Unique Selling Points.

- Class Light is the only beer of its kind on the market
- Only beer made and marketed for women
- Meets the wants and desires of women
- Low calorie beer with 4.0% alcohol content
- Visually appealing

### Price Positioning

- Pricing at the Beer Store and LCBO will differ. This is based off of other brands of beer that use this pricing tactic
- Beer at the Beer Store is cheaper than beer at the LCBO
- For detailed prices of Class Light see Appendix D[1]

## Marketing Communications Mix

The marketing communications mix addresses:

- Facebook
- YouTube
- Magazine Advertisement
- Brochure
- Commercial

For a detailed and concise breakdown of each communication channel see Appendix E

The Advertising Plan will be submitted on October 29, 2012

# Public Relations Plan

## Introduction

## Situational Analysis

Labatt is launching a new product designed to reach a new target market, Class Light Beer. This new product is a low calorie and light tasting beer created, designed and marketed for women. Labatt is a reputable and reliable company and also one of the world's most successful brewers. The significance and importance of this product is that it is tapping into an untapped market in Ontario and will allow Labatt build a relationship with this market. There is no beer created and marketed just for women. This plan is important, as promotion will be key to launching a beer targeted toward women, as it is the only one on the market that has been created just for women. Class Light will have a feminine label that is visually appealing while also having a bottle that is both visually appealing and easy for women to open problem free. This unique feminine design and easy open bottle are both significant to the product. These unique features will be featured as focused on in all promotions.

## Public Relations Audit

### Internal Audit

Class Light will be a beer of guaranteed high quality because of Labatt's brewing skills and its reputation. Labatt will brew a low calorie and light tasting beer that will appeal to women of all ages. Class Light is exceptional because it will be uniquely designed in every aspect for women as well as all the marking strategies will be aimed at attracting women. There is not a product like this on the Ontario market. This is a good product because it is a product that women desire according to a survey conducted by Molson (see Appendix F). The survey results are expressing that women do not drink beer because they do not think they will like the taste, it is perceived to be a male drink and it is high in calories. Class Light will address all three of these concerns through developing a light tasting and low calorie beer as well as marketing it for women. There will be a lot of support from Labatt for the new product such as brewers, advertisers, graphic designers and promoters. Possible impediments could be the variety of beer that Labatt already produces; it is not the goal of Class Light to take away sales from other Labatt beers, Class Light is after a new market.[4]

### External Audit

There is no specific customer support as of yet because Class Light is a new product that the target market is not aware of yet, although a loyal customer base will be established because of the customer want and demand of a product like this, a female beer. Labatt Breweries already has a loyal customer base, which will help in creating brand loyalty and insistence for Class Light. There is not a beer like this in Ontario although there is one in the United States. This will need to be considered if Class Light ever taps into the US market. Class Light will still have competition in the beer market even though it is a one of a kind product. One form of competition will be other brands and flavours of beer. Light beers such as Bud Light, Bud Light Lime and Coors Light will be competition because they are beers that are currently on the market that have a light taste that would be more appealing to women. While Class Light will be aimed at women, that does not mean all women will enjoy it. While other beers are competition, including the Bud Light, Bud Light Lime and Coors Light, there are not Public Relations strategies related to these beers that are aimed at women. Possible opposition that could occur could be MADD (Mothers Against Drunk Driving) and Women's support and activist groups. There could be concern coming from these groups because this product is encouraging females to consume alcohol. These groups could find problem in this because there are certain points in a woman's life when she cannot consume alcohol, such as pregnancy.

### Public Perception

There is no existing public perception of Class Light because it is a brand new product but there is a public perception of Labatt. The public perception of Labatt is that it is a company that has been around for years and produces products that are very well received by the public. Labatt has a good reputation within the North American market. There is also a negative public perception that could possibly become attached to Class Light. There can be a negative social stigma attached to women drinking and encouraging women to drink.

## Public Analysis

The four key publics are women 19 – 25, 26 – 35, 36 – 45 and 46+. For a detailed analysis of each public refer to Appendix G.[5]

## Public Relations Goal

Establish Class Light as the only beer tailored for women, create a relationship with and hold the attention of the new target market.

## Public Relations Objective

To have Class Light ranked as the number one choice beer among women in Ontario by the end of 2013 as per a survey that will be conducted and compared to previous survey results.

## Public Relations Strategies

- Create corporate branding
- Promotional events will be held at various locations across Ontario, where branding will be exposed and product will be tasted
- Print and Social Media Public Relations tactics will be used in order to reach a wide audience of women across Ontario and Canada

# Public Relations Tactics

## Create Corporate Branding

- Contract Graphic Designer to create logo and branding by November 2012 (See Appendix H for rough idea of logo colour and font and bottle)

## Promotional Events

- Contact venues to propose Promotional booth
    - For a detailed list of venues that will be contacted refer to Appendix I
- Create Promotional booth set up
    - Contract Graphic Designer to design backdrop, carpet and bar for interactive booth (see Appendix J for sample set up of booth[6])
    - Contract Graphic Designer to design promotional materials (see Appendix K)
    - Contact Fashion Designer and Graphic Designer to develop uniforms for promotional team

## Print Tactics

- Brochure – To be distributed in LCBOs
- Magazine Advertisement – To be in Canadian magazines

## Social Media Tactics

- Facebook page – To attract mostly younger women
- YouTube channel – To attract social media savvy women

## Television

- Television Commercial Tactic will be aired in Canada and used to attract women of all ages to Class Light – See Advertising Plan for further details

# Timeline

The timeline details when tactics will be completed, for a detailed timeline refer to Appendix L.

# Budget

For a detailed layout of the budget for corporate communications tactics see Appendix M.[7, 8, 9, 10]

## Evaluation Method

- Social Media tactics will be measured through likes and shares
- Television Commercial will be measured by views and profit
- Magazine Advertisement will be measured by profit and ROI
- Brochure will be measured by the number distributed and sales
- Promotional Events success will be measured though survey results and profit

## Social Media and Online Promotions Plan

Social Media will be one of the main outlets used to communicate with consumers and promote Class Light. Specifically Facebook and YouTube will be used. For the detailed plan refer to Appendix N.

## Events and Promotions Plan

There will be one major Promotional booth that will be taken around Ontario to different venues, for a detailed plan see Appendix O.

# Conclusion

## Recommendations and Benefits

### Recommendations

- Use Social Media, Printed Media and Television Media to promote brand
- Hold Promotional Events to create awareness and buzz around new product
- Conduct research before and after the launch

### Benefits

- The bottle and packaging will be visually appealing to women
- The communications tactics being used will:
    - Create brand awareness, insistence and loyalty
    - Create a relationship between customer and company
    - Allow for an open line of communication
- Promotional Events will:
    - Reach women of different ages in different cities
    - Allow women who are potential customers to taste Class Light
    - Enable Labatt to receive feedback before launching the product
    - Provide women with Promotional items and incentives to buy
    - Promote the Facebook page and YouTube channel
    - Create excitement around the launch of Class Light
- Research will enable Labatt to understand how well Class Light is being received by women
- Research will help Labatt figure out if anything about the Class Light brand needs to be changed and if it is the number one choice beer among women in Ontario

## Measurables

### Objectives

- To make Class Light the beer of choice among women 19+
- To increase the market share of Labatt by 5%
- To encourage female consumers to try Class Light through promotions, marketing and advertising

### Measurement of Objectives

- Surveys that are being conducted will determine if Class Light is women's choice beer
- Market share will be measured through a company Labatt has contracted to do so
- There will be a count kept in order to know how many women sampled Class Light

# Conclusion

Class Light is going to reach an untapped market in the Ontario beer market. There is a severe lack of consideration for women in the current beer market; Class Light is aiming to change this. Class Light is aspiring to be the number once choice beer among women in Ontario. It is expected that within a year of Class Light's release it will have made a significant impact on the beer market. A survey is a key recommendation that will help determines this brands success. The Social Media suggestions and the Promotional Events recommendations are the two most important tactics that will assist in creating awareness and excitement before Class Light is officially released. The success of this product will be determined by sales and Social Media engagement. Class Light is going to reach a new audience and make them beer drinkers.

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# Appendix A

| | |
|---|---|
| Economic | • The Canadian economy is currently growing therefore women are gaining more disposable income |
| Demographic | • The population is aging<br>• Baby boomers have reached mid age and make up most of the population<br>• Generation Y had reached and continues to reach the legal drinking age of Ontario<br>• Women are becoming increasingly independent and have more disposable income<br>• Women 35+ have found careers and have steady or increasing income therefore they are spending more<br>• Women 19-29 have less disposable income and are possibly paying off schooling loans therefore they have less disposable income<br>• Women 19-29 have a trend of spending money they do not necessarily have |
| Social | • Canadian women are striving for a healthier lifestyle which will determine how the beer is made and marketed (Example – calorie count)<br>• The preservation of the environment is becoming increasingly more important to Canadians and therefore companies<br>• Laws regulate that only people over the age of 19 can consume alcohol<br>• Advertising Standards Canada also regulates how alcohol commercials are made and how the product is portrayed |
| Competitor | • There is no direct competition of Class Light because it is a new and unique product<br>• There is indirect competition in light beers, lime beers and fruit beers |

# Appendix B[2, 3]

| Beer | Alcohol Content | Calorie Count (per 12 oz) | Special qualities |
|---|---|---|---|
| Class Light | 4.0% | 50 | Made using only the finest ingredients Canada has to offer, providing a light and airy taste that is completely refreshing for any occasion |
| Coors Light | 4.0% | 104 | Aged slowly for that legendary ice cold, easy drinking taste that could only come from a brewing tradition born in the Rockies |
| Bud Light | 4.0% | 110 | A refreshingly easy drinking taste, using a blend of rice and malted barley to give it a clean aroma and crisp, smooth finish. Only the finest ingredients are used: water, barley malt, rice, hops, and yeast |
| Bud Light Lime | 4.0% | 116 | Delicate malt sweetness with a crisp, clean finish and the taste of fresh squeezed lime for ultimate refreshment |

Class Light beer has fewer calories than the other popular light beers available in Ontario. It is important to note that it is not the goal of Class Light to commit cannibalization, meaning that Class Light would eat at the market share of Labatt and take away popularity and loyal customers from Bud Light and Bud Light Lime. This is being taken into consideration because Labatt also brews Bud Light and Bud Light Lime. Judging by the competing brands Molson is the company that will be the biggest competition.

# Appendix C

| Survey 1 |
| --- |
| Audience<br>• Women 19+<br>• Attended a promotional event |
| Detail<br>• Women will be asked to complete the survey after tasting Class Light at a promotional booth<br>  ○ 5 questions |
| Timing<br>• To be conducted between the period of February – November 2013 at promotional events and booths |
| Benefits<br>• Will provide insight into:<br>  ○ What women's current favourite beer is<br>  ○ Whether or not women like the light taste<br>  ○ Whether or not women like the low calorie taste |

| Survey 2 |
| --- |
| Audience<br>• Women 19+<br>• Alcohol drinkers |
| Detail<br>• Women will be asked to complete the survey asking what their favourite beer is and providing details as to why<br>  ○ 5 questions |
| Timing<br>• To be conducted May 2014 at LCBOs and Beer Stores |
| Benefits<br>• Will provide insight into:<br>  ○ What women's favourite beer is<br>  ○ Whether or not Class Light has become the choice beer among women in Ontario |

| One-on-one Interview |
| --- |
| Audience<br>• Women 19+<br>• Consumers of alcohol |
| Detail<br>• Conduct 100 one-on-one interviews<br>  o 25 women 19 – 25 years old<br>  o 25 women 26 – 35 years old<br>  o 25 women 36 – 45 years old<br>  o 25 women 46+ years old<br>• Recruitment will be done through intercepting women inside of LCBOs and Beer Stores<br>• Incentive will be provided for participants<br>• The sessions will be video recorded<br>• Interviews will last 40 – 50 minutes<br>• Interviews will take place in a comfortable environment |
| Timing<br>• Interviews will be conducted in December 2012<br>• Recruitment will take place in November 2012 |
| Benefits<br>• Individual interviews will help understand:<br>  o Whether women find the packaging appealing<br>  o Whether or not women can easily open the bottle<br>  o How women feel about the aluminum bottle |

# Appendix D[2]

## Beer Store

| Pack Size | Price |
|---|---|
| 6 Bottle | $11.75 |
| 12 Bottle | $21.50 |
| 15 Bottle | $25.75 |
| 24 Bottle | $33.95 |

## LCBO

| Pack Size | Price |
|---|---|
| 6 Bottle | $12.75 |
| 12 Bottle | $22.50 |
| 15 Bottle | $26.75 |
| 24 Bottle | $34.95 |

# Appendix E

| Facebook |
| --- |
| Audience<br>• Women 19 – 35<br>• Ontario residents |
| Goals and Objectives<br>• Facebook page will be used to engage younger women with new product<br>• Page will allow Labatt to update potential customers on important information such as promotional event locations and release date<br>• Page will allow women to become familiar with new product<br>• Page will update potential customers through a medium they are familiar with and use frequently |
| Detail<br>• Class Light will have its own Facebook page that is separate from Labatt Brewery<br>• The page will be designed to contain the Class Light Logo, colours and font<br>• It will be known on this page that Labatt has created this new brand<br>  o Labatt logo, slogan and mission statement will be included<br>• The Facebook page will:<br>  o Link people to the Labatt website<br>  o Create Facebook Events for all of the Promotional Events<br>  o Post information about release date and event<br>  o Post employment and volunteer opportunities<br>  o Allow customers to ask questions and have them answered<br>  o Promote the television commercial and print advertisements<br>  o Share pictures from past promotional events |
| Timing<br>• Facebook page development will begin January 2013<br>• Acquiring likes on the Facebook page will begin in February 2013<br>• Facebook ads aimed at target market will be launched February 2013 |
| Benefits<br>• Allows communication between customer and company<br>• Events can be created to remind people of the promotional events<br>• People can easily access information about the product and its release<br>• Allows people to follow the progress of Class Light<br>• Has the potential to help people find jobs |

| YouTube |
| --- |
| Audience<br>• Women 19+<br>• Use the internet leisurely<br>• Canadians – In an effort to not only excite Ontario citizens about the launch of the product but to excite the rest of the country for the eventual expansion |
| Goals and Objectives<br>• YouTube channel will be used to engage women of all ages who are YouTube users with new product<br>• Channel will allow Class Light to share television commercials, testimonials and video footage of Promotional Events<br>• Channel will allow women to become familiar with new product through the use of video<br>• Comments on the videos will be monitored to ensure questions are being answered |
| Detail<br>• Class Light will have its own YouTube channel that is separate from Labatt Brewery<br>• The background of this YouTube channel page will be designed to contain the Class Light Logo, colours and font<br>• It will be known on this page that Labatt has created this new brand<br>  o Labatt logo, slogan and mission statement will be included<br>• The YouTube channel will:<br>  o Link people to the Labatt website<br>  o Link people to the Facebook page<br>  o Post Class Light commercials<br>  o Post video testimonials from Promotional Events as well as video of the event in general<br>  o Allow customers to comment on the videos with their honest opinions |
| Timing<br>• YouTube channel development will begin March 2013<br>• Acquiring subscribers on the YouTube channel will begin in April 2013<br>• Release Television Commercial in April 2013 |
| Benefits<br>• Trendy appearance<br>• A visually appealing way to communicate with audience<br>• Women unable to attend the promotional events can experience what they were like through<br>• Inexpensive medium<br>• Ability to share videos |

| Magazine Print Advertisement |
| --- |
| Audience<br>• Women 19 – 35 and 35+<br>• Canadian residents<br>• Readers |
| Goals and Objectives<br>• Print ad would allow a wider audience of women to come in contact with the Class Light brand<br>• Feature ad in women's magazines<br>• Ad will allow women to become familiar with new product<br>• Ad will reach women who have not heard about Class Light through Facebook, YouTube or television<br>• Excite women outside of Ontario for the eventual distribution of Class Light outside of Ontario |
| Detail<br>• Ad will be featured in Canadian magazines:<br>o Chatelaine<br>o Canadian Living<br>o Flare<br>o Lou Lou<br>o Glow<br>• Ad will feature Class Light logo, colours and font<br>• Labatt logo will be in ad<br>• The Facebook page, YouTube channel and Labatt website will be referenced |
| Timing<br>• Class Light ad campaign will be shot in February 2013<br>• Ad will be in magazines in April 2013 |
| Benefits<br>• Allows the Class Light brand to become known outside of Ontario<br>• Reaches women who do no watch TV enough to see the television commercial and/or use social media<br>• Allows ad to be featured in magazines aimed at different age groups |

| Brochure |
| --- |
| Audience<br>• Women 35+<br>• Ontario residents<br>• LCBO shoppers |
| Goals and Objectives<br>• Expose LCBO shoppers to an up and coming product<br>• Share the new and innovative qualities of Class Light with audience before its release<br>• Reach out to women who are already consuming alcohol<br>• Reach out to women who are in an older age demographic |
| Detail<br>• Brochure will Class Light's logo, colours and font will be designed<br>• Will include:<br>  o Its unique selling points<br>  o Calorie count<br>  o Bottle<br>  o Bottle design<br>  o Box design<br>  o Labatt logo and website<br>  o Class Light Facebook<br>• Brochure will include contact information incase the woman who picks up the brochure is interested in being involved with consumer research |
| Timing<br>• Brochure will be designed by February 2013<br>• Distribution of the brochure in LCBOs will begin in March 2013 |
| Benefits<br>• Allows women we frequent the LCBO to become familiar and get excited about new products<br>• Allows women to become familiar with appearance of product and will then recognize it when it is released<br>• Provides women with material about a new alcoholic beverage when they are already thinking about alcoholic beverages and are purchasing some |

| Television Commercial |
| --- |
| Audience<br>• Women 19 +<br>• Canadian residents<br>• Women who enjoy watching Television |
| Goals and Objectives<br>• Use music and visually appealing images to create buzz around Class Light as a brand and its promotional events<br>• Creates a recognizable brand<br>• Will allow women to become familiar with new product<br>• Will reach women of all age demographics |
| Detail<br>• Exact concept of commercial is to be determined<br>• The commercial will be designed to contain the Class Light Logo, colours and font<br>• It will be known that Labatt has created this new brand<br>  o Labatt logo will be included<br>• Commercial will features females between the ages of 23 – 30 |
| Timing<br>• Commercial will be filmed during the month on January – February 2013<br>• It will be edited during the month of March 2013<br>• Commercial will begin airing April 2013 |
| Benefits<br>• Allows customers to get excited about product through visually appeal<br>• Events can be promoted in certain areas<br>• Can direct women to the Facebook page to learn more about the product<br>• An association between the fun nature of the commercial and product will be created |

# Appendix F[5]

## Beer's untapped potential with women

There are numerous product categories in which the opportunity to target women is a playing field that lies wide open: automotive, wine and banking are but a few. Another category that presents enormous opportunities for marketers: the beer market.

Women have always had a love-hate relationship with beer. Even though women's beer consumption is impacted greatly by local customs and culture and thus varies greatly from country to country, there are a few universal prejudices and myths that severely impact women's consumption of beer, regardless of the country they live in.

**Women's top arguments against beer drinking, according to a study by brewer Molson Coors:**
1. Women still view beer as a "manly" drink.
2. 42% of women believe advertising has to change to make beer more appealing.
3. 25% said they think they wouldn't like the taste.
4. Almost 50% believe they will put on weight if they drink beer.

These findings are not surprising if one keeps in mind that the beer industry is one which has traditionally focused on men's needs and wants when it comes to developing and marketing products. And the few beer brands that have dipped toes into the waters of marketing their products to women do so by "pink washing" their products: same product, same positioning, pink label.

Even in Belgium, arguably one of the world's leading beer-drinking countries, women still feel left out in the cold when it comes to main-stream beers. (Here, they've developed - especially for us girls - beers made from cherries or raspberries). The danger of this approach however, is twofold: women feel patronized and men feel alienated. No one wins. And when it comes to mainstream 'blond' beers - everyday, easy-to-drink beers, they're still marketed to appeal to men. Slogans for the biggest selling brands are a case in point: ***"Jupiler - men know why"*** or ***"Men, mates, Maes"*** will alienate female beer drinkers.

Kirsty McCready, who is assisting brewer Molson Coors in reaching female consumers hits the nail on the head: "We're not going to reshape the industry by simply launching beer products aimed at women," says McCready. **"We need to look at the bigger picture and encompass the whole beer-drinking experience."**

McCready highlights **<u>3 key strategies to increase women's beer consumption</u>**:
1. Create innovations to **change the taste of beer**. (Think wheat beer spiced with coriander and orange peel served with a slice of orange).
2. Create "**new ways (and new moments!) to drink beer**" (think beer cocktails).
3. Launch **myth-busting campaigns** that speak to women in an appealing way about

their prejudices surrounding beer.

Another great tactic brewer Purity Brewing Co employs to appeal to women? Use a beer-loving female celebrity to front the brand! Some creative thinking can extrapolate the idea into some great activities!

Women are ready to call themselves 'beer drinkers' as much as they identify themselves as enjoyers of wine. The question is: are beer brewers ready to acknowledge this opportunity and make the necessary decisions and investments to go after this opportunity successfully?

# Appendix G[5]

| Key Public 1 (Women 19 – 25) | |
|---|---|
| The Situation | • 42% of women believe advertising has to change to make beer more appealing<br>• 25% said they want a better tasting beer<br>• Almost 50% want a beer with less calories |
| Organization | • Previous relationship with Labatt most likely exists, tasted and drank their products but not as much knowledge about reputation<br>• Younger women (19-22) may not have previous relationship<br>• No previous relationship with brand or beer marketed towards women |
| Communication Behaviour | • Main communication should be through Facebook, magazine ads and on television between the times of 8pm - 11pm<br>• Magazines to focus on should be Fashion magazines |
| Demographics | • Women aged 19 – 25<br>• Drink frequently and in moderation, 1 – 3 times a week<br>• Single/dating<br>• In school/just starting career<br>• Low income |
| Personality Preferences | • Prefer attention grabbing ads and modern ads |
| Benefits | • A beer that is designed for women<br>• Low calorie<br>• Light taste<br>• Unique female bottle design<br>• Promotional events allow interaction with product<br>• Free promotional items at events |

| Key Public 2 (Women 26 – 35) | |
|---|---|
| The Situation | • 42% of women believe advertising has to change to make beer more appealing<br>• 25% said they want a better tasting beer<br>• Almost 50% want a beer with less calories |
| Organization | • Previous relationship with Labatt exists, tasted and drank their products, knows their reputation<br>• No previous relationship with brand or beer marketed towards women |
| Communication Behaviour | • Main communication should be through Facebook, magazine ads and Television Commercials between the times of 8pm- 11pm<br>• Magazines should include Fashion and Home magazines |
| Demographics | • Women aged 26 – 35<br>• Drink casually and in moderation, 1 – 8 times a month<br>• Newly Married possibly with children<br>• Decent income (building career) |
| Personality Preferences | • Prefer logical adds that that are eye catching |
| Benefits | • A beer that is designed and marketed for women<br>• No more discrimination in the beer industry<br>• Low calorie<br>• Light taste<br>• Unique female bottle design<br>• Something new to try |

| | Key Public 3 (Women 36 – 45) |
|---|---|
| The Situation | • 42% of women believe advertising has to change to make beer more appealing<br>• 25% said they want a better tasting beer<br>• Almost 50% want a beer with less calories |
| Organization | • Previous relationship with Labatt exists, tasted and drank their products, knows their reputation<br>• No previous relationship with brand or beer marketed towards women |
| Communication Behaviour | • Main communication should be through Magazine ads and Television Commercials between the times of 7pm-11pm<br>• Magazines should be Home magazines |
| Demographics | • Women aged 36 – 45<br>• Drink casually with meals and at night, 1 – 20 times a month<br>• Married with children<br>• Decent – high income |
| Personality Preferences | • Prefer logical adds that are visually appealing at the same time |
| Benefits | • A beer that is designed and marketed for women, making them feel they have a place in the market<br>• No more discrimination in the beer industry<br>• Low calorie<br>• Unique female bottle design<br>• Something new to try |

| | Key Public 4 (Women 46+) |
|---|---|
| The Situation | • 42% of women believe advertising has to change to make beer more appealing<br>• 25% said they want a better tasting beer<br>• Almost 50% want a beer with less calories |
| Organization | • Previous relationship with Labatt exists, tasted and drank their products, knows their reputation<br>• No previous relationship with brand or beer marketed towards women |
| Communication Behaviour | • Main communication should be through magazine ads and on television between the times of 6pm-11pm<br>• Magazines should be Home magazines |
| Demographics | • Women aged 46+<br>• Drink casually with meals and at night, 1-30 times a month<br>• Married with children<br>• Decent – high income |
| Personality Preferences | • Prefer logical adds that will describe differences between Class Light and typical beer that are visually appealing |
| Benefits | • A beer that is designed and marketed for women, making them feel they have a place in the market<br>• No more discrimination in the beer industry<br>• Low calorie<br>• Unique female bottle design<br>• Something new to try |

# Appendix H

# Appendix I

- Universities
    - Wilfrid Laurier University
    - University of Waterloo
    - York University
    - Ryerson University
    - University of Toronto
    - University of Guelph
    - Brock University
    - University of Western Ontario
    - Carleton University
    - University of Ottawa
    - McMaster University
    - Queens University
    - University of Windsor
- Festivals / Expos
    - Kitchener – Waterloo Oktoberfest
    - Canada Day festivals throughout Ontario
    - Ribfest – Throughout Ontario
    - Toronto's Festival of Beer – Toronto
    - Food & Drink Fest – Hamilton
    - LCBO's International Beer Expo – Toronto, St. Catherines and Sarnia
- Concerts
    - Capital Hoedown – Ottawa
    - Canadian Music Week – Toronto
    - Caribana – Toronto
    - Virgin Festival – Toronto
    - Canada Jam – Bowmanville
    - Boots and Hearts – Bowmanville
    - Bayfest – Sarnia
    - Sunfest – London
- Sporting Events
    - Wakestock – Collingwood
    - NHL games – Toronto and Ottawa
    - CFL games – Toronto and Hamilton
    - NBA games - Toronto
    - MLB games - Toronto
- In-Store
    - LCBO

# Appendix J[6]

## Signature Edge

The "Pull Power" of a Custom Display with the Convenience of a Modular System
Get the Edge on your competitors when you need the following from your display system:

- Ability to integrate custom components within our display
- Many different ways to apply graphics
- Lightweight standardized panel sizes
- Professional laminate finishes
- Cost—effective storage and shipping
- Ability to integrate custom components within your display
- Strong durable construction
- Fast and simple assembly
- Invisible connection hardware
- Easy reconfiguration
- Lifetime warranty on materials and workmanship
- Full in-house graphic services

# Appendix K

Promotional Items that will be handed out at Promotional Events

- Shirts
- Hats
- Sunglasses
- Can koozies
- Bottle openers

# Appendix L

| Date | Activity |
|---|---|
| May 2014 | • Survey women in order to determine their favourite beer |
| November 2013 | • Last month of Promotional Events |
| October 2013 | • Promotional Events continue |
| September 2013 | • Promotional Events continue |
| August 2013 | • Promotional Events continue |
| July 2013 | • Promotional Events continue |
| June 2013 | • Promotional Events continue |
| May 2013 | • Class Light is launched and released to be sold |
| April 2013 | • Actively acquiring subscribers on the YouTube channel<br>• Television Commercial will begin airing on Canadian TV<br>• Magazine starts appearing in Canadian magazines |
| March 2013 | • Creation of YouTube account begins<br>• Edit Television Commercial<br>• Brochure released in LCBO |
| February 2013 | • Promotional Events begin to take place<br>• Actively trying to acquire likes on the Facebook page begins<br>• Facebook ads begin<br>• Edit Television Commercial<br>• Magazine ad will be shot<br>• Brochure designed<br>• Continue to film Television Commercial |
| January 2013 | • Facebook page development takes place<br>• Film Television Commercial |
| December 2012 | • One-on-one Interviews take place |
| November 2012 | • Graphic Designer completes tasks (logo, branding and promotional booth materials)<br>• Recruitment for one-on-one interview begins |
| October 2012 | • Find Graphic Designer and hand over creative brief |

# Appendix M[7, 8, 9, 10]

| Tactic | Budget |
|---|---|
| Creation of Corporate Branding | Depends on Graphic Designer selected |
| Promotional Booth | Requires quote |
| Promotional Items | $20 per shirt<br>$1 per can koozie<br>$12 per hat<br>$0.75 per pair of sunglasses<br>$1.50 – $2 per bottle opener |
| Promotional Stuff Clothing | $75 per person |
| Brochure | $1375 for 20,000 brochures |
| Magazine Advertisement | $15,000 – $25,400 per issue |
| Facebook Page | Free (excluding salary for someone in charge of the upkeep) |
| Facebook Ad | $50 – $5000 per day |
| YouTube Channel | Free (excluding salary for someone in charge of the upkeep) |
| Television Commercial | $300,000 – $500,000 to produce commercial<br>$300 – $200,000 for one 30-second commercial |

# Appendix N

## Channels

- Facebook
- YouTube

## Objective

To obtain 25,000 likes on Facebook and subscribers on YouTube.

## Strategies

- Create accounts
- Promote Facebook account and YouTube channel at Promotional Events
- Provide information, deals and customer service on accounts

## Tactics

- Have employees of Labatt create the Facebook page and YouTube channel
    - Use Class Light logo and branding
    - Provide company contact information
    - Feature Labatt logo
    - Have someone monitoring the activity on the accounts and responding to customer concerns
    - Have monthly deals such as a coupon that would a customer to buy one 6 pack and get the second half price
- Contract a Graphic Designer to design a banner prompting women to visit the Facebook page and YouTube channel
- Have a reminder on some promotional items to visit the page and channel
- Provide incentive to customers to like the Facebook page and subscribe to the YouTube channel
    - If someone likes the page or subscribes to the channel right at the booth on their phone they will receive a coupon for $5.00 off of a 6 pack of Class Light from a promoter

## Benefits

- Reach a large audience
- Communicate one-on-one with customers
    - Opportunity to receive customer feedback
- Customers have the ability to save money

Ability to create Facebook events for promotional events

# Appendix O

## Channels

- Universities
- Festivals
- Expos
- Concerts
- Sporting Events
- In-Store

## Objective

To have 100,000 + people visit the promotional booth.

## Strategies

- Attract people to the promotional booth
- Have people who visit the booth taste Class Light
- Have the people who have tasted Class Light fill out a survey
- Promote Facebook account and YouTube channel
- Hand out promotional items

## Tactics

- Have promotional team actively recruiting people and encouraging them to come visit the booth
- Contract a Graphic Designer to design the promotional booth
    - Designed to have bars
    - Must include Class Light and Labatt logo and branding
    - Must display and promote the Facebook page and YouTube channel
- Have bottles of Class Light refrigerated and ready to portion out for samples
- Design 5 question survey
- Have promotional team conduct short survey after each tasting
- Contract a Graphic Designer to design a banner prompting women to visit the Facebook page and YouTube channel
- Promote Facebook page and YouTube channel by offering incentive to customers to like the Facebook page and subscribe to the YouTube channel
    - If someone likes the page or subscribes to the channel right at the booth on their phone they will receive a coupon for $5.00 off of a 6 pack of Class Light from a promoter
- Contract a Graphic Designer to design promotional items
- Distribute items to people passing by and visiting the booth

## Benefits

- Reach a large audience of women across Ontario
- Receive feedback on the taste of Class Light and have the results of the survey as evidence
- Customers have the chance to save money by liking the page or subscribing to the channel
- Create brand familiarity and excitement
- Chance to promote the Facebook page and YouTube channel further

Interactive experience between promotional team and consumers