

# SHAWN & ED BREWING CO.

LAGERSHED ORIGINAL

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SHAWN  
&  
ED  
BREWING CO.

# AGENDA

**Target  
Breakdown**

**Campaign  
Outline**

**Campaign  
Delivery**

**Campaign  
Implementation**

# SEGMENTING THE MARKET

**Socializing Adults  
(Males)**

**M30-54 in Ontario**



**Socializing Adults  
(Females)**

**F30-54 in Ontario**



**Socializing  
Millennials**

**M19-29 in Ontario**



# TARGET PERSONA: MARC



## Hobbies

- Fishing
- Enjoy entertaining at home

## Real Quotes

- “I enjoy entertaining at home.”
- “My friends are more important to me than my family.”
- “I participate in sports on a regular basis.”

## Identifiers

- Spends 6+ hours on the internet
- Listens to radio daily

## Personality Traits

- He tends to make impulse decisions.
- He’s always the first to know about the latest sports news.
- Loves experiencing adventurous and thrilling moments in life.



# TARGET PERSONA: MARC

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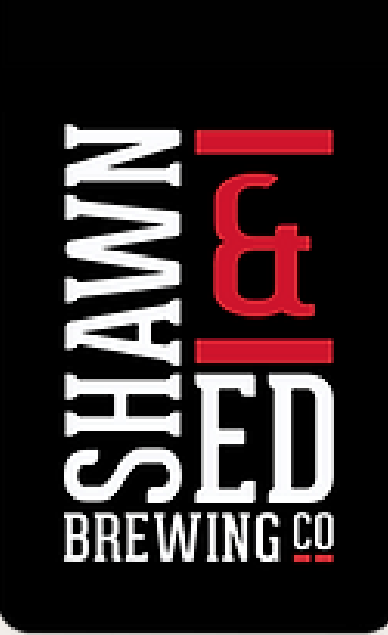




# TARGET RATIONALE

## M30-54 in Ontario

- Personally consumed beers from microbreweries most often
- Visit beer store 6+/month
- “It’s worth paying extra for good-quality beer”
- Drinking is part of their lifestyle
- Other brand switchers



# SMART MARKETING CAMPAIGN OBJECTIVES



**Increase brand awareness and trial in external channels by 15% by December 2024.**

**Increase LagerShed sales by 10% at LCBO by December 2024.**

# **BRAND STORY**



## **“FORGED IN FRIENDSHIP”**

**A story of friends who bonded over their passion  
for a high quality, delicious beer.**

**In the heart of Dundas Ontario, a brewery was founded by 2 friends who shared a vision to create a craft beer that would forge friendships and connections. LagerShed was created as a testament of their friendship and their commitment to quality and innovation. They created the perfect beer to share with a friend and create memories that will last a lifetime.**

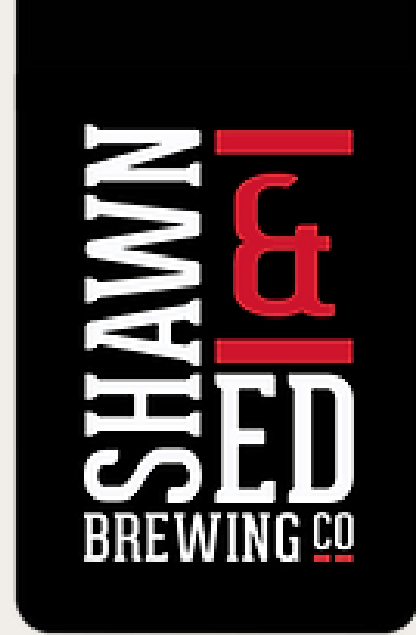


FEATURES	BENEFITS
<p><b>High-quality beer</b></p>	<ul style="list-style-type: none"> <li>• Clean, crisp and refreshing taste.</li> </ul>
<p><b>Local products from brewery</b></p>	<ul style="list-style-type: none"> <li>• Consumers can visit the brewery while supporting a small local business.</li> </ul>
<p><b>Relatable slogan: “Forged in Friendship”</b></p>	<ul style="list-style-type: none"> <li>• Resonates with the target.</li> <li>• This also makes the consumers forge a deeper connection with their friends and family.</li> </ul>

# POSITIONING STATEMENT



**For M30-54 in Ontario who want a social craft beer experience with friends, Shawn & Ed Brewing Co. is a local brewery that will forge connections. Unlike other beer brands, Shawn & Ed Brewing Co. was founded on friendship.**

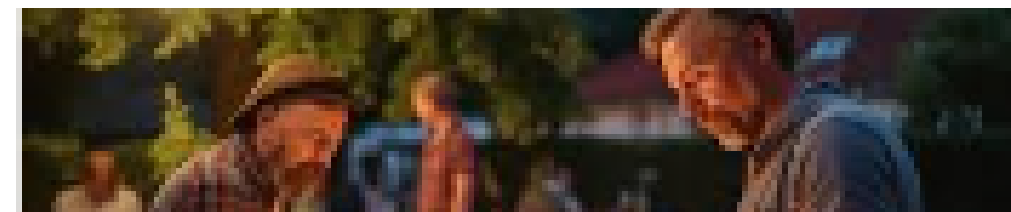
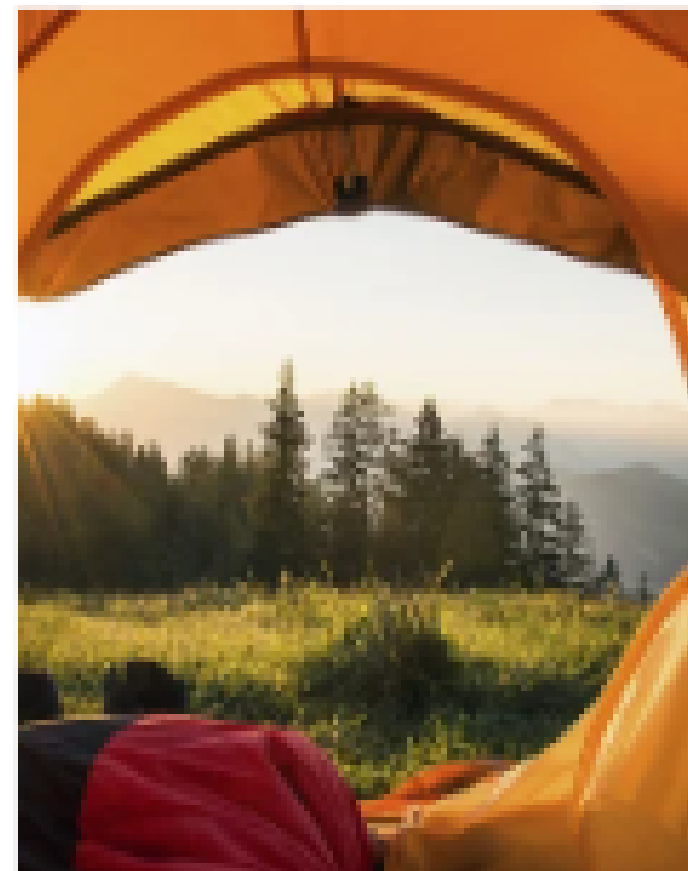
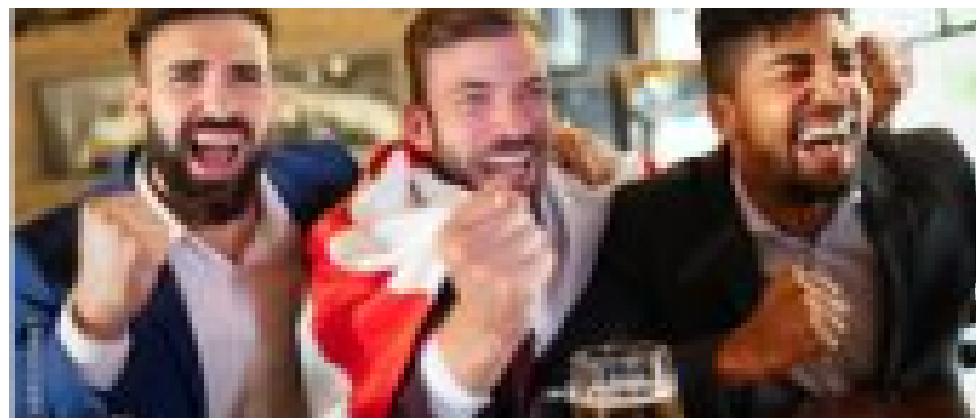


## **BRAND TONE: AUTHENTIC, NOSTALGIC, FRIENDLY**

**Cheering to the moments that bring friends together. Helping create memories and bonds that last a lifetime.**

## **BRAND MANNER: ENGAGING STORYTELLING**

**Sharing stories about friendship and creating lasting memories.  
Encouraging user-generated content by offering experiences where lasting bonds are created.**





# BIG IDEA

SHAWN  
&  
ED  
BREWING CO

**What is it called?**

**#brewbonds**

**What is it?**

**A campaign to encourage and celebrate bonding with your friends through a contest that offers a chance to win experiences and free beer for you and your friends**

**Why can this product do it?**

**Sharing a drink encourages socializing, the creation of good memories. The brand was also founded by two best friends.**

**How will it come to life?**

**Using social media, radio, and video, and a contest**

# CAMPAIGN TAGLINE AND CAMPAIGN LOGO



**Brew Bonds That Last**  
**#BrewBondsContest**

# MEDIA CHANNEL RECOMMENDATION



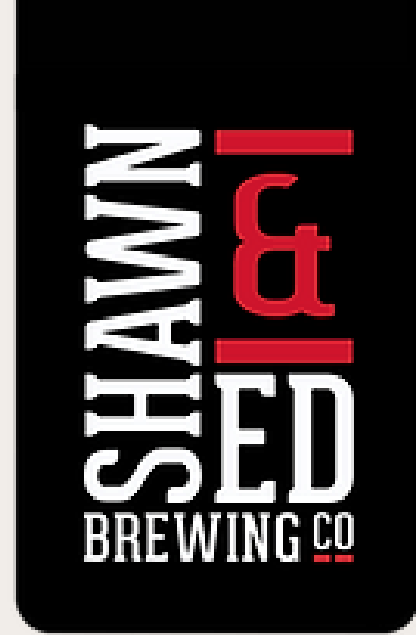
## Digital:

- Facebook, which is popular among our target demographic as 32.9% of them use Facebook.
- Advertise on websites:
  - CBC.ca/News
  - Sportsnet

Video ads: The target tends to use YouTube.

- YouTube reach up to 81% of the target.

# MEDIA CHANNEL RECOMMENDATION



**Radio: 65.6% of the target listens to the radio on a daily basis.**

- **680 News**
- **Virgin Radio**
- **Boom 97.3**

**In-store (LCBO):**

- **41.4% of the target are likely to purchase a product taken after seeing an ad.**
- **20.0% agree that advertising influences their purchase decisions.**



# **BRAND STRATEGY RECOMMENDATIONS**



## **Contest**

- A bi-monthly contest to win an experience in which 2 friends can bond.
- Experiences will change throughout the campaign with different activities.
- Use hashtag to enter the contest.
- QR code leads to contest page.

# BRAND STRATEGY RECOMMENDATIONS



- **LCBO**
  - Create a 2-pack or singles for easier trial so the target does not have to commit to a 4-pack.
  - Point of purchase and end displays.
- **Brand Partnerships**
  - Sports teams
  - Outdoor brands

# LCBO

# MEDIA PLAN

MEDIA	1ST QUARTER (APR - JUN)	2ND QUARTER (JUL - SEP)	3RD QUARTER (OCT - DEC)
SOCIAL	Instagram		
	Facebook		
VIDEO AD	Youtube 15s	Youtube 15s	
RADIO	60s Radio	60s Radio	
POINT OF PURCHASE	End display & flyers		

# SHORT TAIL KEYWORDS

Words	Average monthly searches	CPC	Competition
breweries hamilton	1k - 10k	\$1.94	low
micro brewery	1k - 10k	\$0.94 - \$3.31	low
hamilton craft beer	100 - 1k	n/a	low
local craft beer	10 - 100	\$0.79 - \$2.18	low
breweries local	100 - 1k	\$0.80 - \$3/30	low



# LONGTAIL KEYWORDS

## Words

hamilton craft beer where to buy

local craft beer in Ontario

local craft beer stores near me

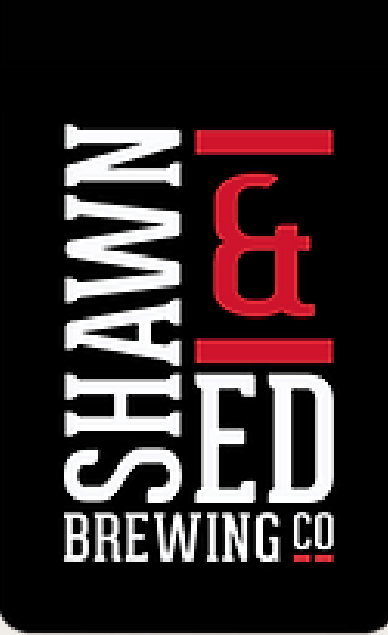
local craft beer near me

micro brewery near me

craft beer brewery near me

# HASHTAGS

- **#brewbondscontest** - the campaign name and contest to generate content
- **#brewbonds** - the campaign name to generate content for the contest and brewery
- **#hamiltonbrews** - generate content for Hamilton breweries for Hamilton brewery enthusiasts



# PAID SEARCH TEXT ADS



[www.lagershed.com/brewingbonds/contest](http://www.lagershed.com/brewingbonds/contest) ▼

[Try a local Hamilton craft beer | We brew bonds that last | Find a local Hamilton brew](#)

Find your local Hamilton brewery's LagerShed at an LCBO near you.. Try a local craft beer near you and enter our Brewing Bonds contest to win an experience.

Google



ALL MAPS IMAGES VIDEOS

**Sponsored** • [www.lagershed.com/brewingbonds/...](http://www.lagershed.com/brewingbonds/...) ⓘ

[Try a local Hamilton craft beer | We brew bonds that last | Find a local Hamilton brew](#)

Find your local Hamilton brewery's LagerShed at an LCBO near you.. Try a local craft beer near you and enter our Brewing Bonds contest to win an experience.

# LANDING PAGE

SHAWN  
& ED  
BREWING CO.



HOME SHOP TAPROOM KITCHEN TOURS BEER CLUB EVENTS BOOKING ABOUT US



SHAWN  
& ED  
BREWING CO.

## BREW BONDS THAT LAST

Use #BrewBondsContest for a chance to  
win the ultimate summer gear and the  
local Lagershed craft beer.

LEARN MORE





# LANDING PAGE

SHAWN  
& ED  
BREWING CO



HOME SHOP TAPROOM KITCHEN TOURS BEER CLUB EVENTS BOOKING ABOUT US

## BREW BONDS THAT LAST

Use #BrewBondsContest to win the  
ultimate winter gear and the local  
Lagershed craft beer.


LEARN MORE



SHAWN  
& ED  
BREWING CO



# PAID DISPLAY ADS

 **CBC**

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## Jets drop 3rd in a row, losing 5-2 to Golden Knights


Winnipeg is now 2-1-2 with interim coach Scott Arniel, while Rick Bowness is on leave

AP

[W.G. Ramirez](#) · The Associated Press · Posted: Nov 03, 2023 10:53 AM EDT | Last Updated: November 3



## BREW BONDS THAT LAST



Join us in crafting unforgettable moments, one sip at a time. Tag #brewbondscontest for a chance to win!

LEARN MORE

LCBO

The logo for Shaw's Lager Shed Original is displayed vertically on a black background. The word "SHAWN" is written in white, stacked vertically. To its right, the word "LAGER" is written in white, also stacked vertically. To the right of "LAGER", the word "SHED" is written in white, stacked vertically. To the right of "SHED", the word "ORIGINAL" is written in white, stacked vertically. A red ampersand "&" is positioned between "SHAWN" and "LAGER". A red horizontal line is positioned between "LAGER" and "SHED". A red horizontal line is positioned between "SHED" and "ORIGINAL".



# PAID DISPLAY ADS

 [NHL](#) [MLB](#) [NBA](#) [NFL](#) [Soccer](#) [More Sports](#)

[Watch](#) [Listen](#)

[LIVE](#)



## LATEST NFL NEWS



**Boyle will get another start at QB as Jets try to rebound from brutal performance**

1 DAY AGO



**Week 12 NFL spreads and storylines: Can Chiefs cure nasty case of butterfingers?**

1 DAY AGO



**Dolphins' Holland calls MetLife turf 'trash' after Phillips injures Achilles**

1 DAY AGO



**Hill, Canada's Holland lead Dolphins past struggling Jets**

1 DAY AGO



**Dolphins crush free-falling Jets, extend lead in AFC East**

1 DAY AGO



**Rams WR Cooper Kupp set to play Sunday vs. Cardinals**

1 DAY AGO




**Dolphins' Achane and Jets' Lazard inactive for Black Friday game**

1 DAY AGO



**Browns CB Denzel Ward to miss Sunday's game vs. Denver with shoulder injury**


1 DAY AGO



### BREW BONDS THAT LAST

Use #brewbondscontest to share your adventure for a chance to win!

LEARN MORE



AVAILABLE AT YOUR LOCAL **LCBO**

## NFL Live Tracker: Texans vs. Jaguars



<https://www.sportsnet.ca/nfl/article/rams-sean-mcvay-says-wr-cooper-kupp-wil...>



# SOCIAL MEDIA POSTS



In-feed Instagram Carousel Post



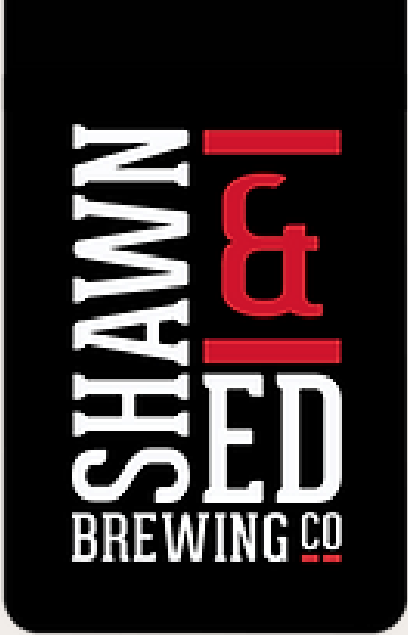
Facebook Story Post







# 15 SEC VIDEO ASSET





**5 SEC CUTDOWN**

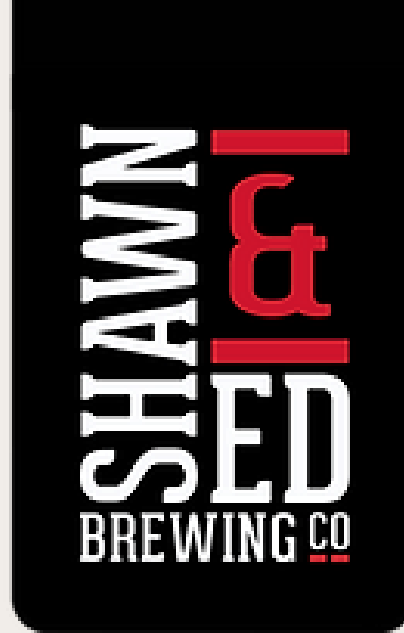


# RADIO SCRIPT FOR 60S AD





# FLYER





# LEGACY ADS (PRODUCT PACKAGING)

QR Code: QR code will be displayed on the paper packaging

SHAWN  
& ED  
BREWING CO.





# POINT OF PURCHASE IN LCBO

**SHAWN  
&  
ED**  
BREWING CO.

**BREW BONDS  
THAT LAST**

**SHAWN  
&  
ED**  
BREWING CO.

Join us in crafting unforgettable  
moments, one sip at a time.  
Tag #brewbondscontest for a  
chance to win!



Promoting the  
contest at LCBO



# POST CONTEST CONTENT: EARNED MEDIA

SHAWN  
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ED  
BREWING CO.







## **WILD CARD: CONTEST**

- **The Brewing Bonds contest focuses on the bonds friends make when doing activities they love.**
- **Chance to win an experience for you and one friend.**
- **Use #brewbondscontest**
- **24 prizes/experiences to be won**



## CONTEST PARTNERSHIPS

- Partnership with outdoor brands for contest prizes
  - ClubLink golf courses
  - Crane's Lochaven Wilderness
- Partner with local GTA/GHA teams
  - Hamilton Tiger-Cats
  - Brampton Honey Badgers



# KPI'S

## **Social Media Metrics**

- Click-through rate, conversion rate, cost-per-click
- Engagement: likes, comments, hashtag usage and social shares
- Contest involvement & entries

## **QR Code**

- Impressions
- Conversion rate
- Click-through rate

# KPI'S

## YouTube

- Click-through rate
- Impressions
- Cost per click
- Conversion rate

## Radio

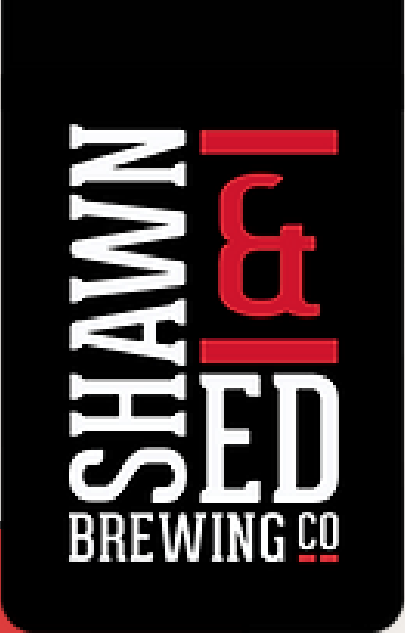
- Reach, frequency, gross rating point, and conversion rate

## Google Ad

- Cost per click
- Conversion rate

**\$100K - \$150K**  
**APRIL TO DECEMBER**

**BUDGET**



Media	Budget
Contest: runs bi-monthly	15%
Social Media: Instagram and Facebook	25%
Video Advertisement: Youtube and Facebook	30%
Radio	15%
LCBO: POPs & flyers	15%

# BREW BONDS THAT LAST

SHAWN  
&  
SEAN  
BREWING CO.

- Forging a deeper connection with friends and family
- #brewbondscontest

## THANK YOU

