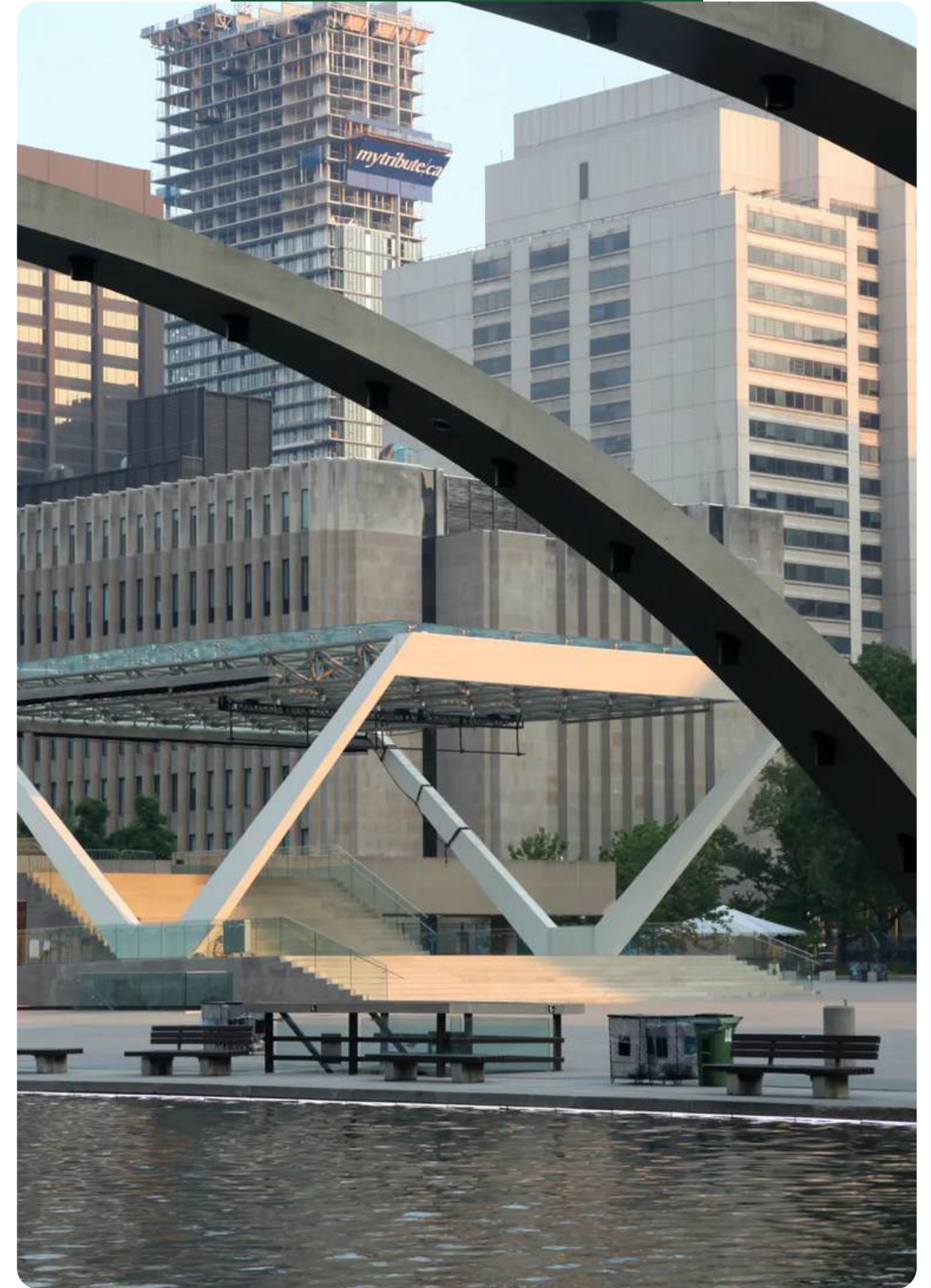




Presentation 2023

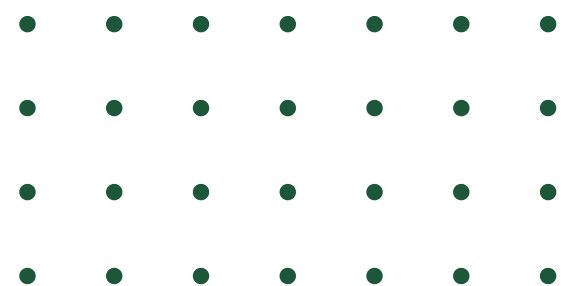
CAMPAIGN BIG IDEA: ECOBREW 2024

Client: Shawn & Ed Brewing Co.



Content

- 01 Objective
- 02 Target Persona
- 03 Positioning Statement
- 04 Brand Story
- 05 Brand Tone and Manner/Mood Board
- 06 Campaign Big Idea
- 07 Event Promotion
- 08 Media Channel Recommendation
- 09 Success Measurements
- 10 Media Plan
- 11 Rough Budget
- 12 Creative Asset Mockups



Objective:

To increase
Lagershed brand
awareness by 20%
within the next year,
through promotion
of your sustainability
efforts.



Target Persona: Overview

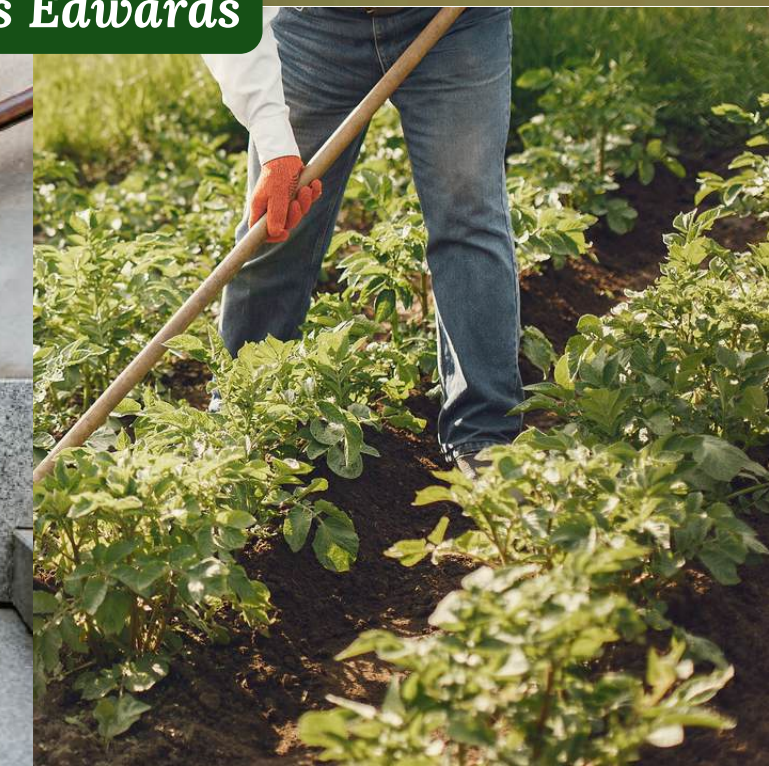
Background and Demographics

Meet Thomas, an eco-conscious beer enthusiast:

- Age 27 (VIVIDATA. 2021)
- Male (VIVIDATA. 2021)
- Working in the service sector, (Prizm. Value Villagers)
- Lives in Suburban area (Prizm. Value Villagers)
- Takes part in leisure activities, such as outdoor sports or walking around parks and cities, also gardens (Prizm. Value Villagers)



Thomas Edwards



Target Persona: Real Quote

“

I love enjoying a good beer, but it's important to me that the company behind it cares about the environment.

”

Manager



Thomas Edwards

Target Persona: Goals/Challenges

- **Thomas cares about the planet and is conscious of their choices when factoring in sustainability into their purchase. (Vertical 79.7% Index 101)**
- **Another goal is to have ethical considerations while purchasing a brand, for instance, changing the lifestyle to enhance the protection of the environment (Vertical 58.7% Index 106)**



Target Persona: Technology/Social Media

Technology/Social Media

- The target likes to spend time on Social media like Facebook and Instagram
- Medium to heavy internet users (Vertical 60.1% Index 107)
- Use internet via mobile (Vertical 63.8 % Index 123)
- The target used the internet for checking social media sites like Facebook, Instagram and Twitter (Vertical 91.3% Index 106)

Manager



(VIVIDATA. 2021)
(Prizm. Value Villagers)

The image shows five glasses of beer, each with a thick head of white foam. The glasses are arranged in a row. A dark green, semi-transparent overlay covers the entire image, and the word "POSITIONING" is written in large, white, sans-serif capital letters across the center of the glasses.

POSITIONING

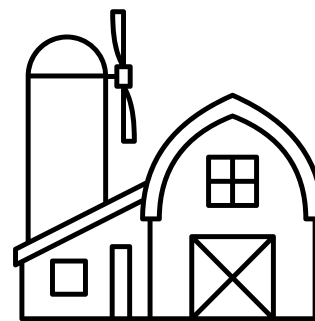
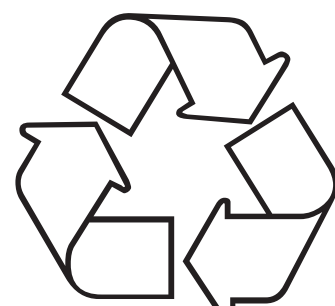
Focused on the Customers:

For conscientious beer enthusiasts who live outside of Dundas Ontario. Lagershed Original is a local craft beer, unlike mass-produced domestic beers, that is a sustainable solution so they can do their part in helping the planet while enjoying an original brew.

BRAND STORY



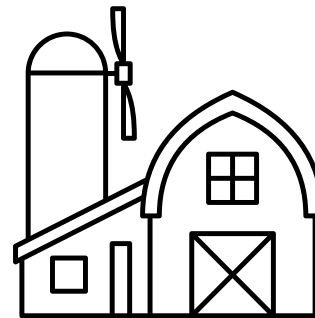
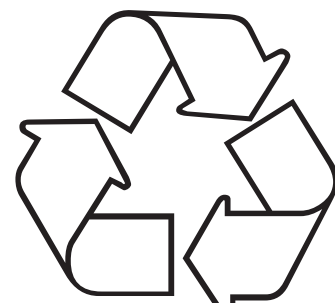
(Ontario Universities Info, n.d.)



BRAND STORY



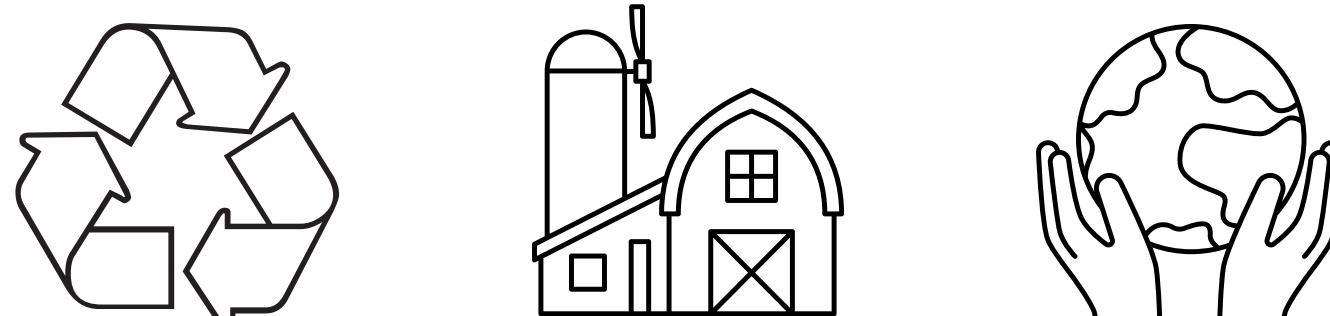
(Tara Wallner, n.d.)



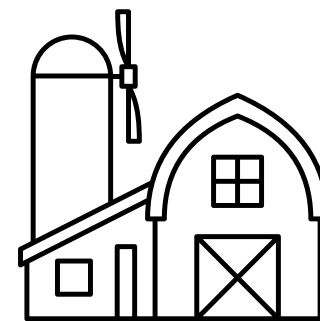
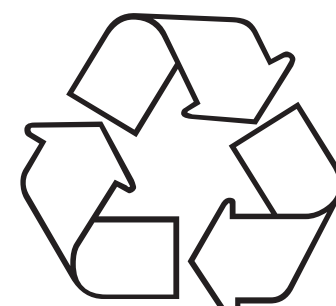
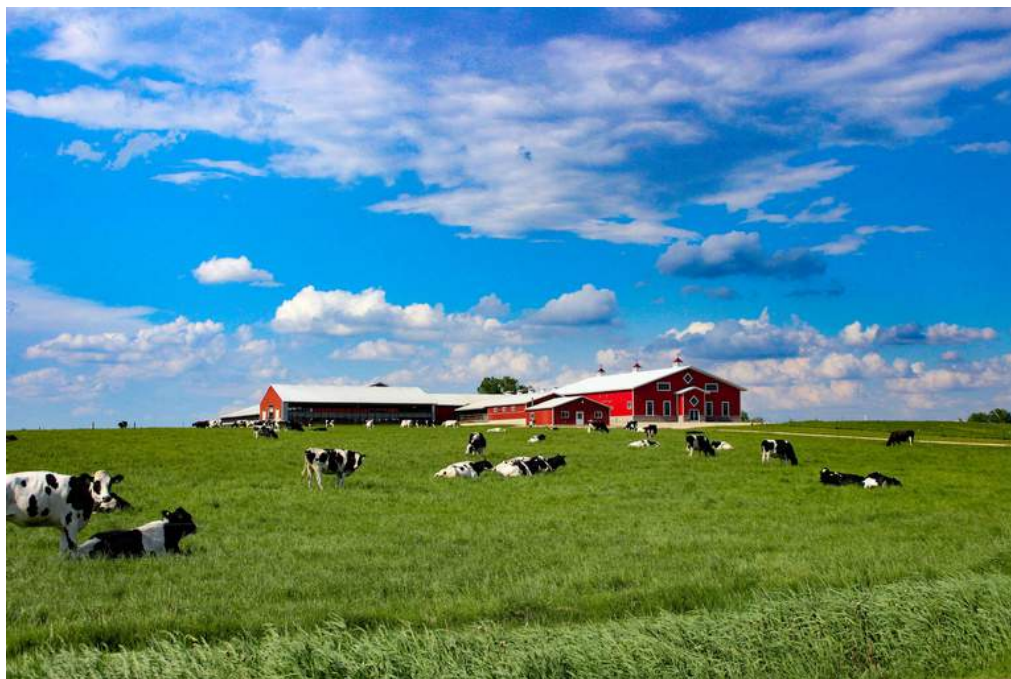
BRAND STORY



(Peripatetic Me, 2020)



BRAND STORY

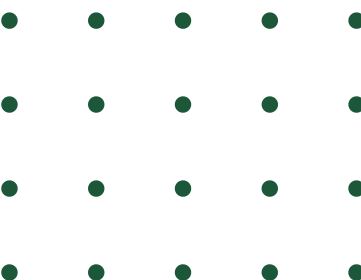


(Shawn&Ed Brewing Co, 2023)
(Peripatetic Me, 2020)
(Sassy cow creamery, 2023)

Brand Tone & Manner



- Inclusive
- Sustainable
- Genuine
- Adventurous
- Educational
- Warm



BIG IDEA

To really help Lagershed stand out against their competitors, and show off their eco-friendly initiatives.

The Big Idea: EcoBrew 2024

By Lagershed

- Yearly event
- To highlight importance of sustainability
- Tagline: Help the environment one sip at a time.
- Hashtag: #EcoBrew2024



Event Details: Date/Location

- Saturday, June 29, 2024
- 5-8PM EST
- Nathan Phillips Square in Toronto.

Manager



Event Details: Ticket Price

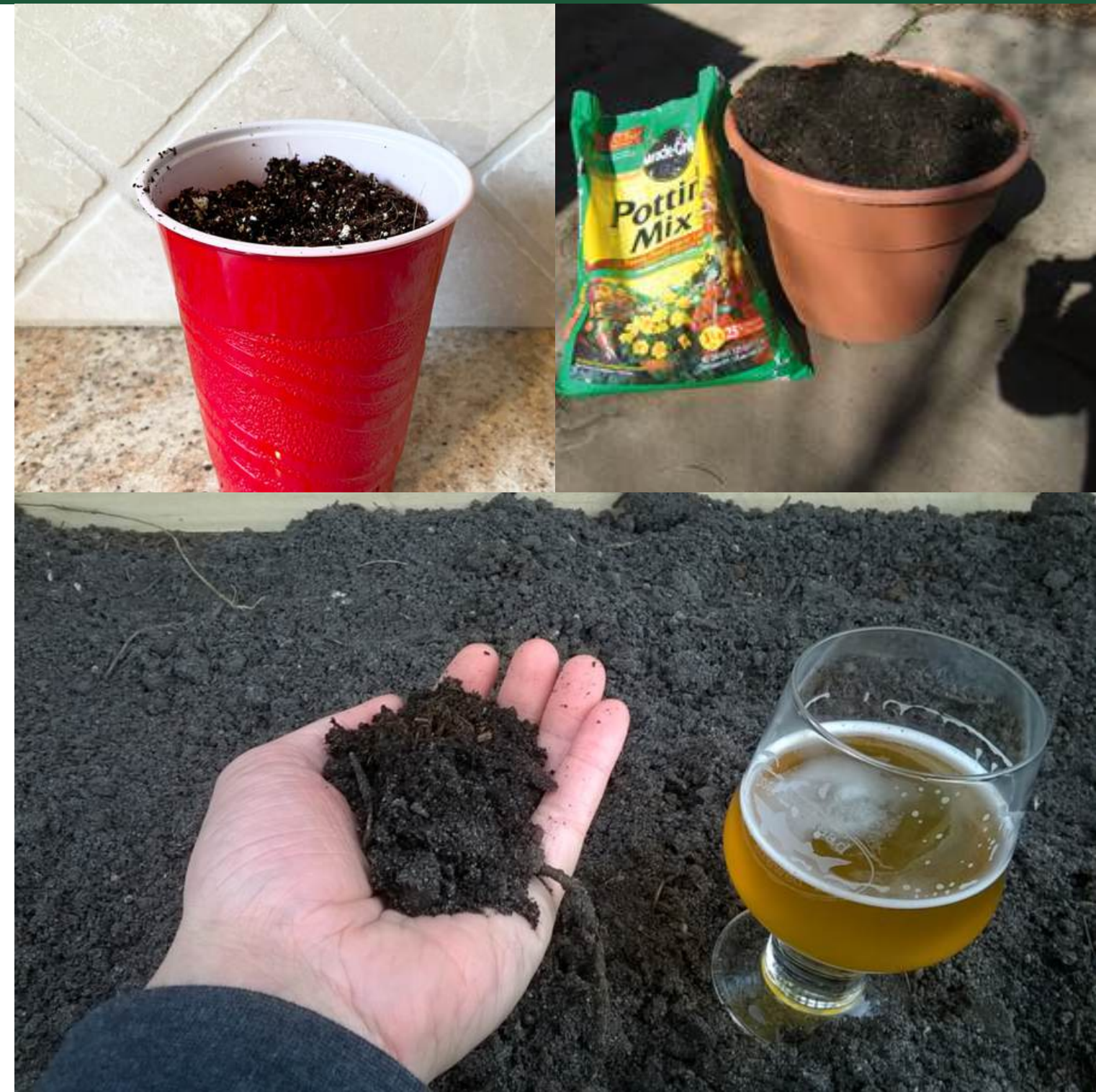
- Free ticket
- Optional \$10 donation
- Perks for donation

Manager



Event Details

Hops Planting Activity



Event Details

Recyclable Arts & Crafts

Manager



Event Details

Kiosk Selling
Lagershed + Beer
Tastings



Event Details

Merchandise Station



Event Promotion

- Have free, promotional eco-friendly packaging to hold beers in.
- The package will have an invitation to the event on the back.
- Have these strategically placed in front of LCBO for people to use as carriers
- Encourage followers to share and use an event-branded hashtag.
- Have posters inside the brewery to promote the event.



Media Channel Recommendation With Rationale: Social Media

- Meta - Instagram/Facebook
- Existing following on these platforms
- Aligns with target
- Ads manager features very specific targeting abilities
- Option to boost posts on top of standard social ads



Instagram

Media Channel Recommendation With Rationale: Email Marketing

- Email blasts to the current subscriber list
- Bring awareness to event details and perks of the event
- Talk about our general eco-conscious initiative
- Countdown until event

Manager



Media Channel Recommendation With Rationale: Landing Page

- The central hub of all necessary information for event and brand
- Ability to sign up for tickets and potentially donate in advance
- CTA's
- All our advertising and organic content will drive traffic to this page



Media Channel Recommendation With Rationale: Google Ads

- Text Ads to drive traffic to a landing page
- Display Ads to sell Lagershed Original in a new promotional package

Manager



Influencer Recommendation

@beerkulture

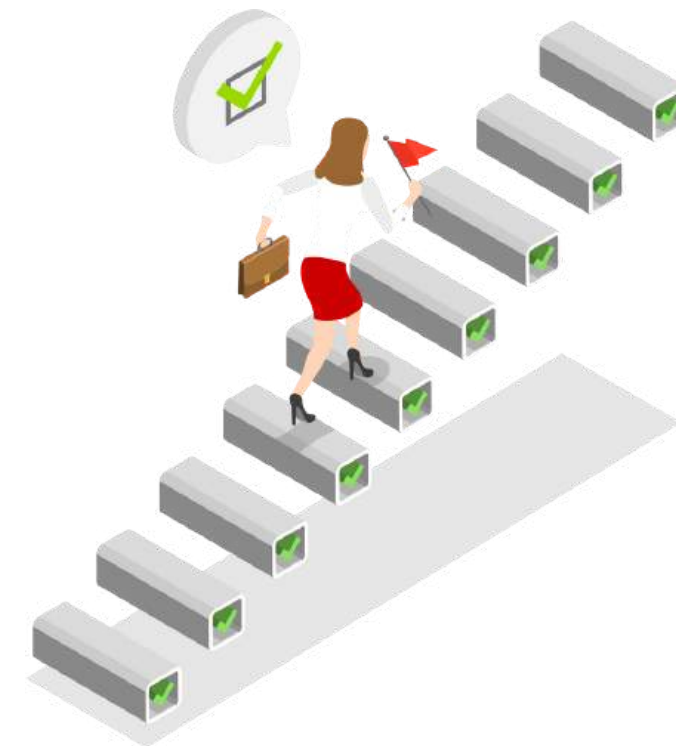


- @beerkulture is a Non-Profit Organization discussing inclusion and diversity within the “Kraft Culture” space.
- Shawn and Ed could be added as one of the companies working with BeerKulture. In return, BeerKulture would spread the word about Shawn & Ed and the event that is coming up while also talking about the new packaging.



Success Measurements

- **Social Media Engagement Rate**
- **New Packaging Usage**
- **Event Signup and Attendance**
- **Sales at the event (Merch, Beer, New Packaging)**
- Event-branded hashtag usage
- Social listening
- Activity participation at the event.
- Sales from the event and advertisements.
- Amount of taste testers at the event.
- **Assessing post-event website traffic, social media engagement/following, and sales.**



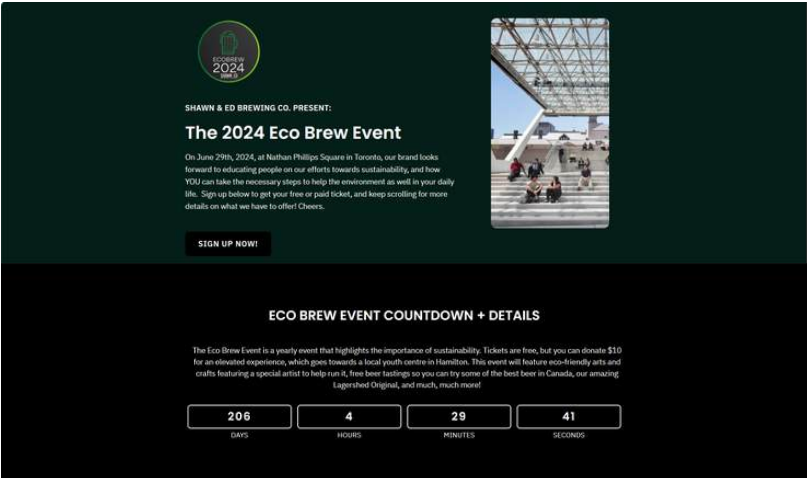
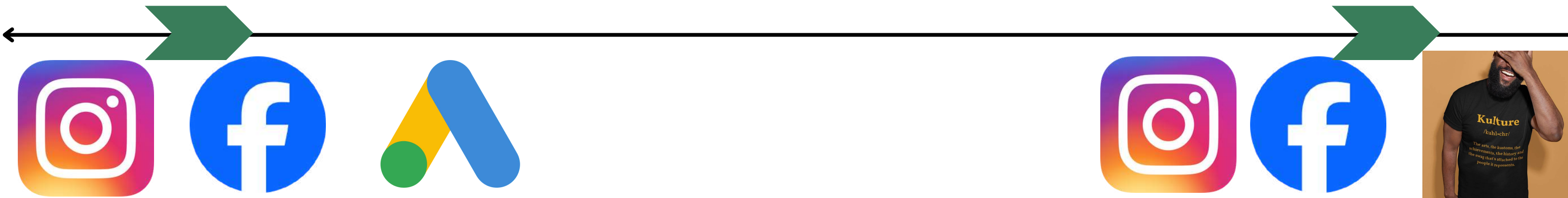
MEDIA PLAN

This content plan will occur over a two-month duration, to give enough time for people to prepare for this event and to maximize creative content usage.

Timeline: Month 1

Week 1-2

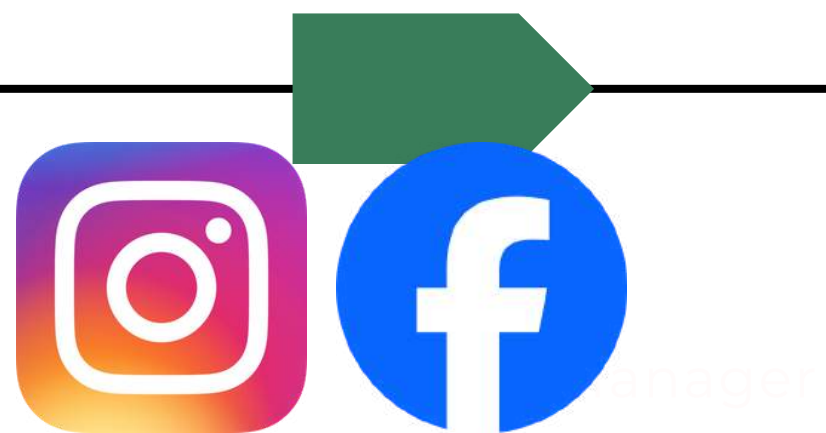
Week 3-4



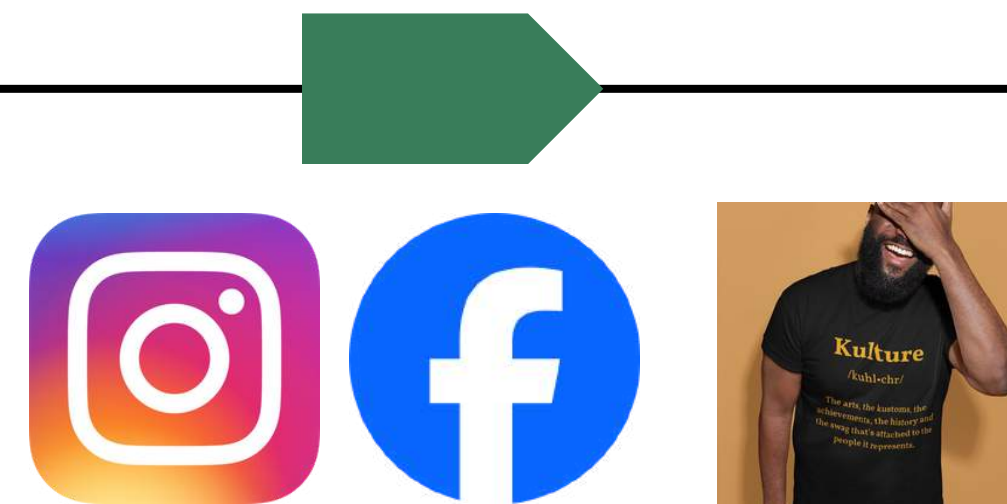
Timeline: Month 2

Stage 2

Week 5-6:



Week 7-8:



Rough Budget: Online

A Hybrid of Both Instagram and Facebook

Instagram: CPM: \$6.70 and CPC: \$0.20-\$2.00 (Basque, 2023) + extra premium of boosting depending on how much money you put into boosting the ad and for how long (Meta, 2023).: estimated price between \$500-\$1000 (can be higher if additional boosting funds are added).

Facebook: CPM: \$7.19 and CPC: \$0.97 (Basque, 2023). + additional premium of boosting post (depending on how much is being spent on boosting): the estimated price of \$500-\$1000 (can be higher if additional boosting funds are added).

Manager

Influencer Marketing: Est. price depends on how popular the influencer is; 1k-10k: \$10-100 rate, to Mega Followers accounts which will charge \$10k for posts (Influencer Marketing Costs (2023), 2023).

Rough Budget: Online

Recommendations for Influencer Marketing on Instagram

Recommended: One-off Packages Before, during, and after the event which focuses on Micro and Mid influencer. This will help maximize the event and the ad campaign with the right target interest. this includes the following packages:

1 IG Photo: \$1,000
Giveaways: \$1,500
IG Takeover: \$1,500

Type of Influencers	Rate
Nano (1-10k followers)	\$10-\$100
Micro (10-100k followers)	\$100-\$500
Mid (100-500k followers)	\$500-\$5k
Macro (500k-1m followers)	\$5k-\$10k
Mega (1m+ followers)	\$10k+

Story Packages Average Views: 15k	Monthly Packages: 3 month minimum	One off Packages:
5 mentions per month: \$1,000	5 photos/month: \$2,500	1 IG photo: \$1,000
2 mentions per month: \$500	5 photos + blog post: \$3,000	Giveaway: \$1,500
1 mention: \$300	2 photos per month: \$1,200	IG takeover: \$1,500
	1 photo per month: \$700	Blog post: \$2,000
	1 photo + blog post: \$1,500	Story takeover: \$1,000
	Shop page feature: \$500/month	

Source: (Influencer Marketing Costs (2023), 2023)

CREATIVE ASSETS

These are the assets necessary in development of the creative mock-ups as well as a final illustration of what the agency will be promoting the campaign with.

Keywords

Keyword Text	Competition	Competition Index	Search Volume (Monthly)	Low Top Page Bid	High Top Page Bid
beer store	LOW	6	368000	0.2	1.38
brewers retail	LOW	6	368000	0.2	1.38
crafted beer	LOW	13	14800	0.69	2.42
craft beverages	LOW	13	14800	0.69	2.42
Toronto brewery	LOW	15	8100	0.37	3.87
micro brewery	LOW	3	6600	0.74	5.1
na beer	LOW	27	5400	0.29	4.87
Canadian beer	LOW	23	4400	0.63	1.7
beer keg	HIGH	91	2400	0.34	1.31
best beer in Canada	LOW	20	2400	0.68	1.69

Landing Page



SHAWN & ED BREWING CO. PRESENT:

The 2024 Eco Brew Event

On June 29th, 2024, at Nathan Phillips Square in Toronto, our brand looks forward to educating people on our efforts towards sustainability, and how YOU can take the necessary steps to help the environment as well in your daily life. Sign up below to get your free or paid ticket, and keep scrolling for more details on what we have to offer! Cheers.



SIGN UP NOW!

ECO BREW EVENT COUNTDOWN + DETAILS

The Eco Brew Event is a yearly event that highlights the importance of sustainability. Tickets are free, but you can donate \$10 for an elevated experience, which goes towards a local youth centre in Hamilton. This event will feature eco-friendly arts and crafts featuring a special artist to help run it, free beer tastings so you can try some of the best beer in Canada, our amazing Lagershed Original, and much, much more!

206

DAYS

4

HOURS

29

MINUTES

41

SECONDS

Who are we?



A Brand Who Cares

In and outside of our brewery, we try to make everything we do eco-friendly. We reside in a Canadian landmark, reused wood from the building's second floor for tables, and feature a really cool old car inside of our micro-brewery!

But that's not all...

What Eco Brew Really Means

Our Lagershed Original crafted beer is made in-house. We donate the leftover spent grain to local farms, and our cans to a local youth centre in our hometown. Reduce, Reuse, Recycle, is something that resonates with us throughout the whole product lifecycle.

And we've now just introduced eco-friendly packaging for this canadian beer!



Want to learn more about our Canadian beer and the brand? Visit the links below!

lagershed.com
65 Hatt Street, Hamilton ON L9H 2V6
(289) 238-9979



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Link to functioning landing page (Optimized for mobile):
<https://daniel8morrison2.ac-page.com/eco-brew-event?test=true>

(Active Campaigns, 2023)

Legacy Media Assets

Email Newsletter

(Mailchimp, 2023)

[View this email in your browser](#)



Thanks for signing up!

We're so happy that you plan to attend our EcoBrew 2024 event. We have a lot in store for you. From recyclable arts and crafts, to hops seed planting, and beer tasting, we hope to provide you with an unforgettable experience that is both fun, and educational. At Lagershed, sustainability matters.



New Packaging

We're so excited to debut our new Lagershed Original packaging for this event, made with 100% recyclable materials.

[Shop now](#)

Sustainability from the start

Our brewery is a Canadian landmark over 150 years old. We've repurposed the wood from the second floor to build our tables, reused old lighting, and have the coolest old vehicle in our building. We'd love for you to see it and learn more about our history!



[Get Directions](#)



We can't wait to see you at our EcoBrew 2024 event at Nathan Phillips Square in Toronto. Cheers to sustainability! 🍻



Google Text & Display Ad

Google

Q

ALL MAPS IMAGES VIDEOS


Sponsored · www.lagershed.com/event/ecobrew

Eco Brew Event is Here | Eco-Friendly Craft Beverages | Best Beer in Canada

Try some delicious Canadian Beer at our Eco Brew 2024 Event on June 29th! Take part in a wide array of sustainable activities, and taste the best beer in Canada.

[Event Details](#) [Lagershed Original](#) [Brand Story](#)

📍 100 Queen Street West, Toronto ON M5H 2N6 | 📞



Lagershed Original 4-Pack Beer

\$13.95
<https://www.lagershed.com/beer>
\$15.99 delivery

(karooya, n.d.)

#Hashtags

- #CraftBeer
- #VarietyPack
- #DrinkKegs
- #EcoBeer
- #Shawn&Ed
- #LagerShed
- #BeerParty
- #BeerDay
- #HappyHour
- #EcoBrew2024



Social Posts



Instagram

 lagershed

Sponsored

CARRY **LAGERSHED** HOME
WITH STYLE!



WITH A FREE SHED CASE*

Shop Now

69 Likes

lagershed

Purchase a 4-pack Lagershed Original Beer for a limited time at participating retailers

#lagershed #craftbeer #canadianbrew # ... more

Purchase a 4-pack Lagershed Original Beer for a limited time at participating retailers #lagershed #craftbeer #canadianbrew #ecobeer #ecobrew



 Shawn & Ed Brewing Company shared Lagershed's event.

Sponsored

Experience Canadian Beer Like Never Before, Plus How We Make Our Sustainable Brew and Much More! Free Admission* #ecobrew #ecobrew2024 #shawn&ed #lagershed

ARE YOU IN TORONTO?
JOIN US AT **ECOBREW** 2024





AT **NATHAN PHILLIPS SQUARE** IN TORONTO
June 29 - 2024 - 5pm TO 8pm

FREE ADMISSION

28 JUN

Lagershed's EcoBrew 2024

17:00 Nathan Phillips Square

1 person is going



Wildcard: Podcast

The Online Craft Beer Guide The Podcast.

- The Wildcard is a podcast, “The Online Craft Beer Guide The Podcast.”
 - A podcast by Robin LeBlanc and Jordan St.John talks about their love of beer and insight into the craft beer industry. The podcast is just about them bonding about beer and talking about their knowledge and love of beer.



(PodBean, 2023)



Shawn & Ed
Brewing Co.

THANK
YOU



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