

# Marketing Tips from a Beer Geek



# We Are Privileged To Work In One Of The Most Beloved & Brand Driven Industries



This isn't rocket science.....

today is about offering  
frameworks, tools & tips

Who is KARL?

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Production Brewery



10 Brewpubs

# Who Is KARL?

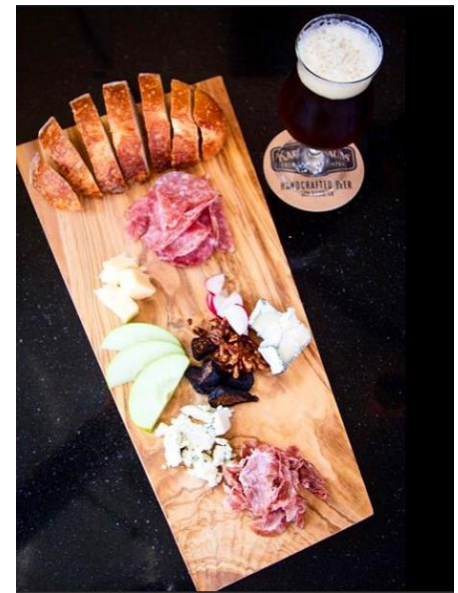
## Our Purpose

Making people happy  
one Karl Strauss beer at a time





# Who Is KARL?





# Beer Marketing Tips

**Tip #1:**

Marketing Is A  
Game Of Fundamentals

# *The 4 Ps of Marketing Should Guide Your Decisions*

Where do we want to be priced?



What beers should we be selling?

What's our portfolio strategy?

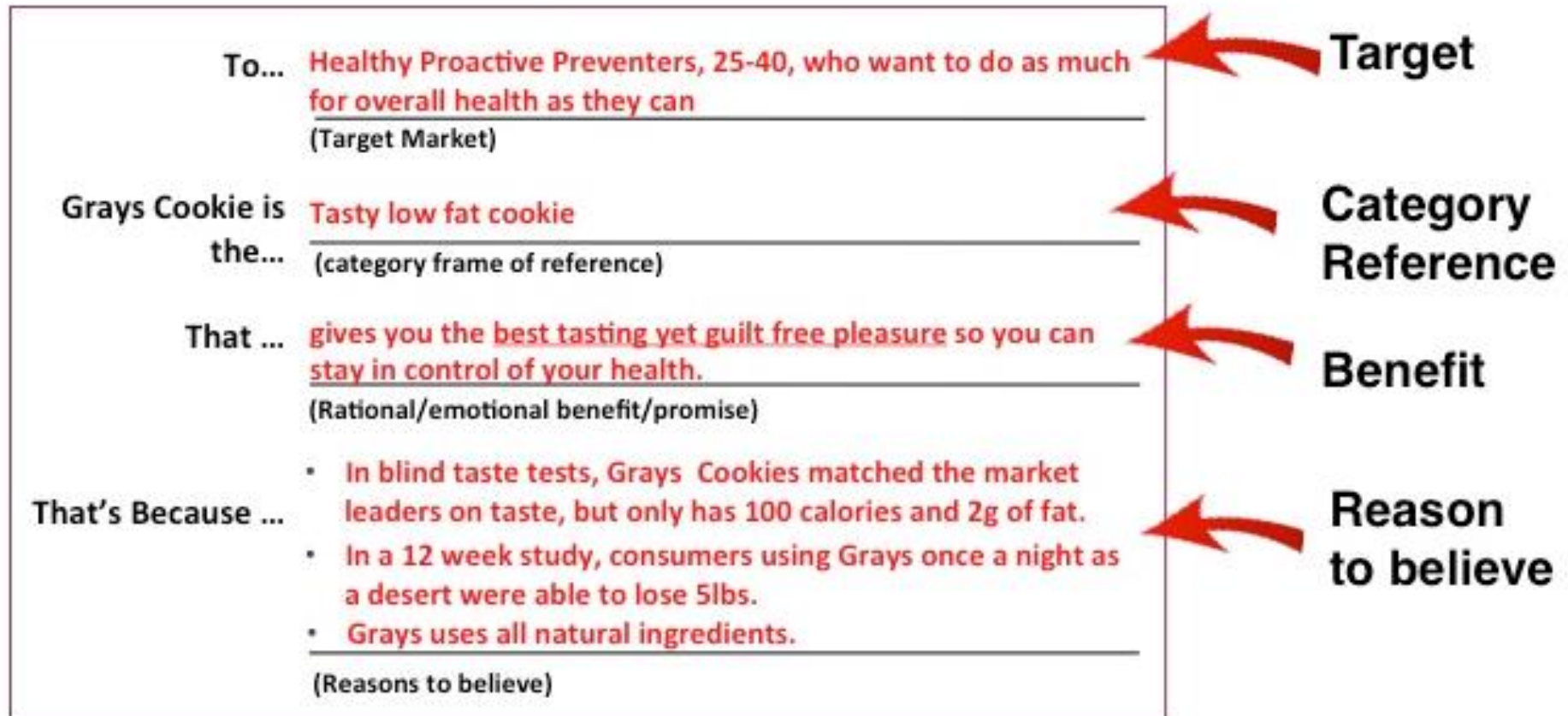
What's our R&D pipeline?

Where do we want our beers to be sold?

Where would we like to be on the shelf?

How are we creating awareness & engagement?

# Effective Brand Positioning Follows A Formula





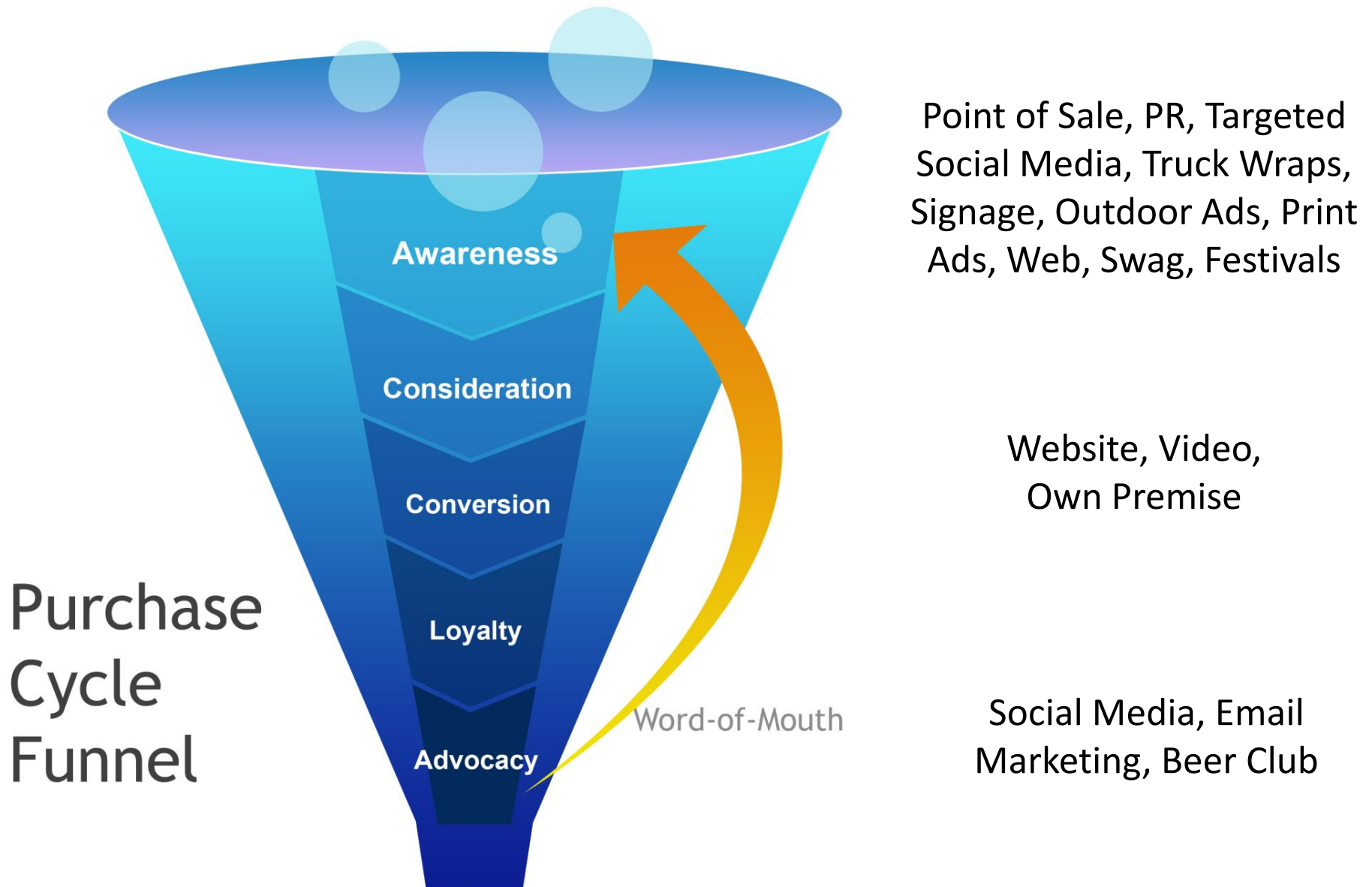
*Start Everything With Your Target Consumer In Mind*

## ***KARL's Core Target: Craft Beer Enthusiasts***

They have high interest in craft, drink craft more often than any other alcohol beverage choice and don't mind paying more for better, more flavorful, more interesting beers that is handcrafted (locally)



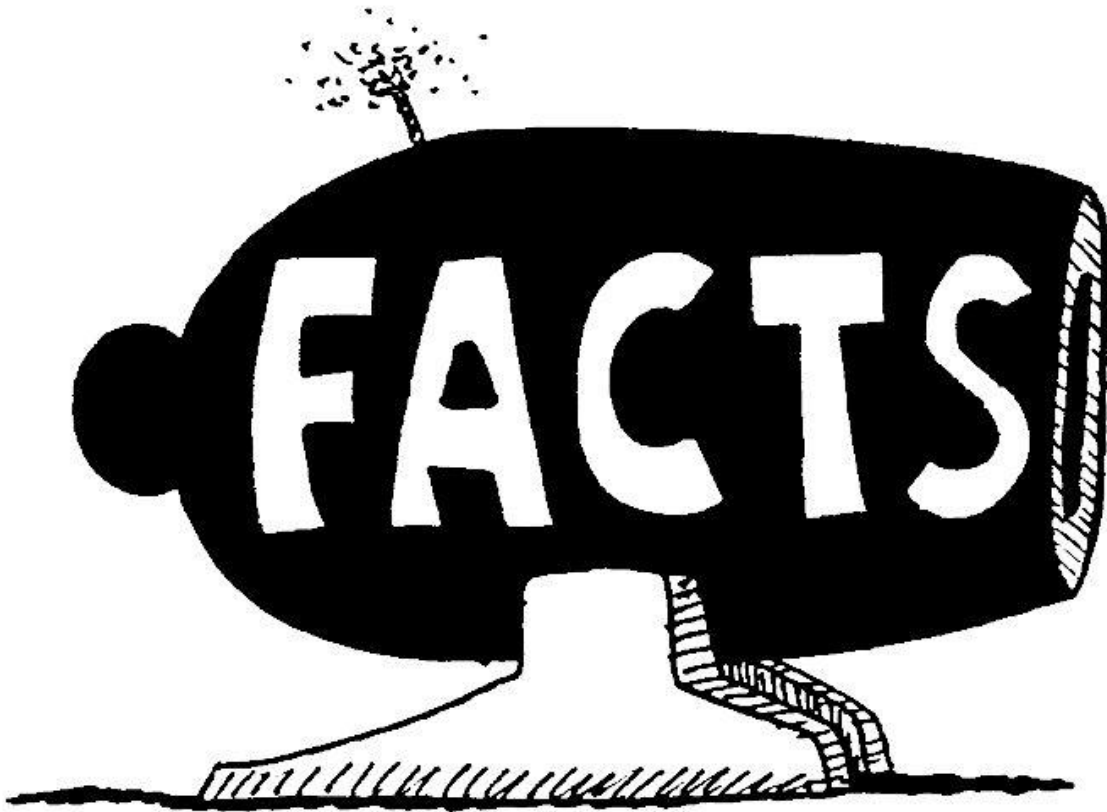
# *Have Tactics That Move Consumers Down The Funnel*



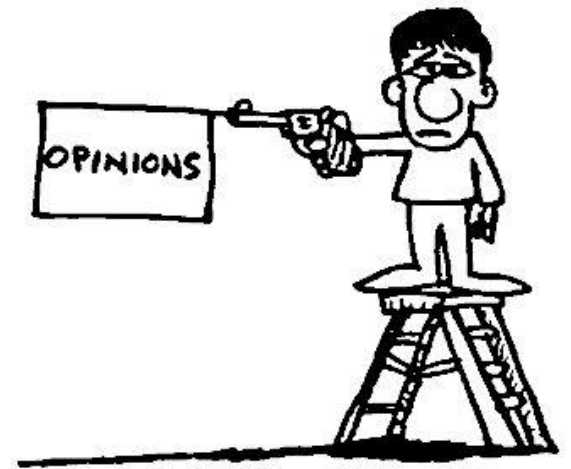
**Tip #2:**

Doing Your  
Homework Pays Off

## *Facts & Insights Are Powerful*



Facts are friendly

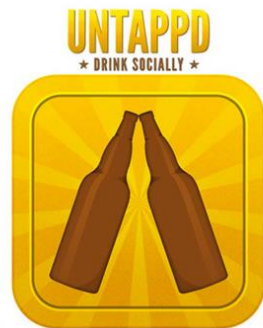


Opinions are like assholes



# *It Helps To Know How Your Brand Is Perceived*

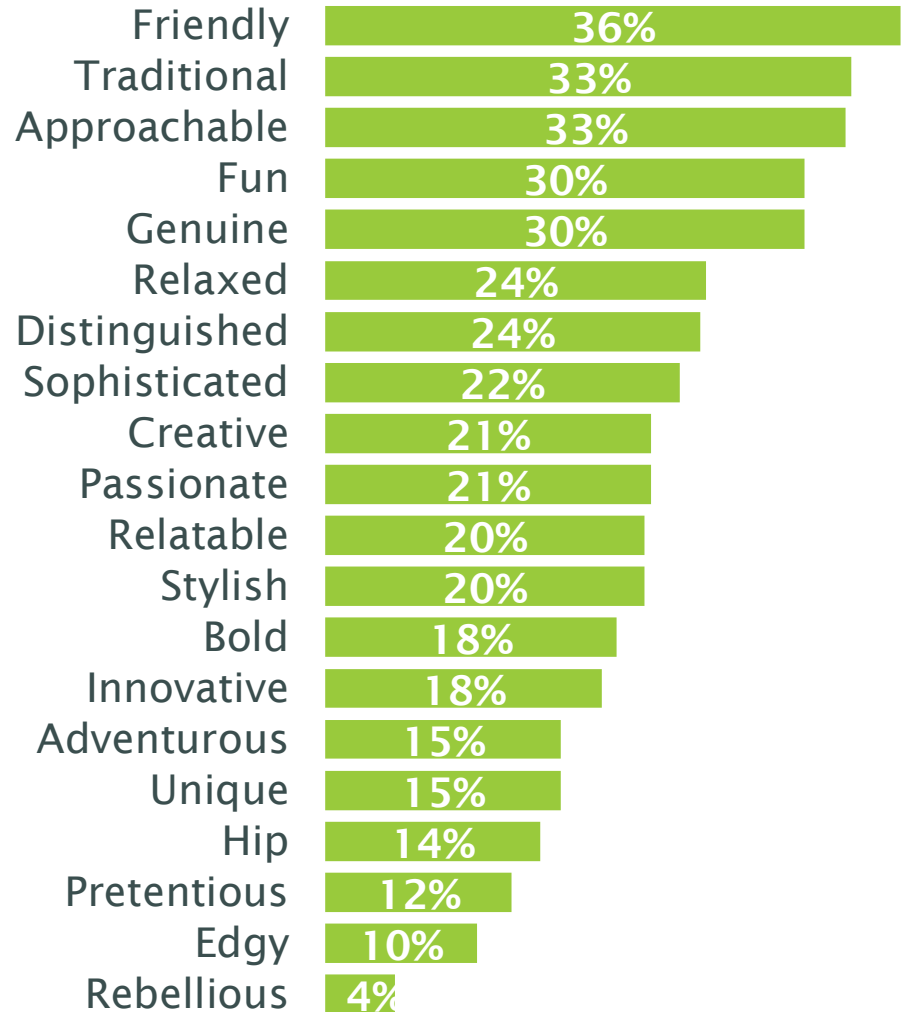
There Are Numerous Ways  
To Gauge Brand Perception



Market  
Research

KARL Was Friendly, Traditional & Approachable

## **Brand Personality**



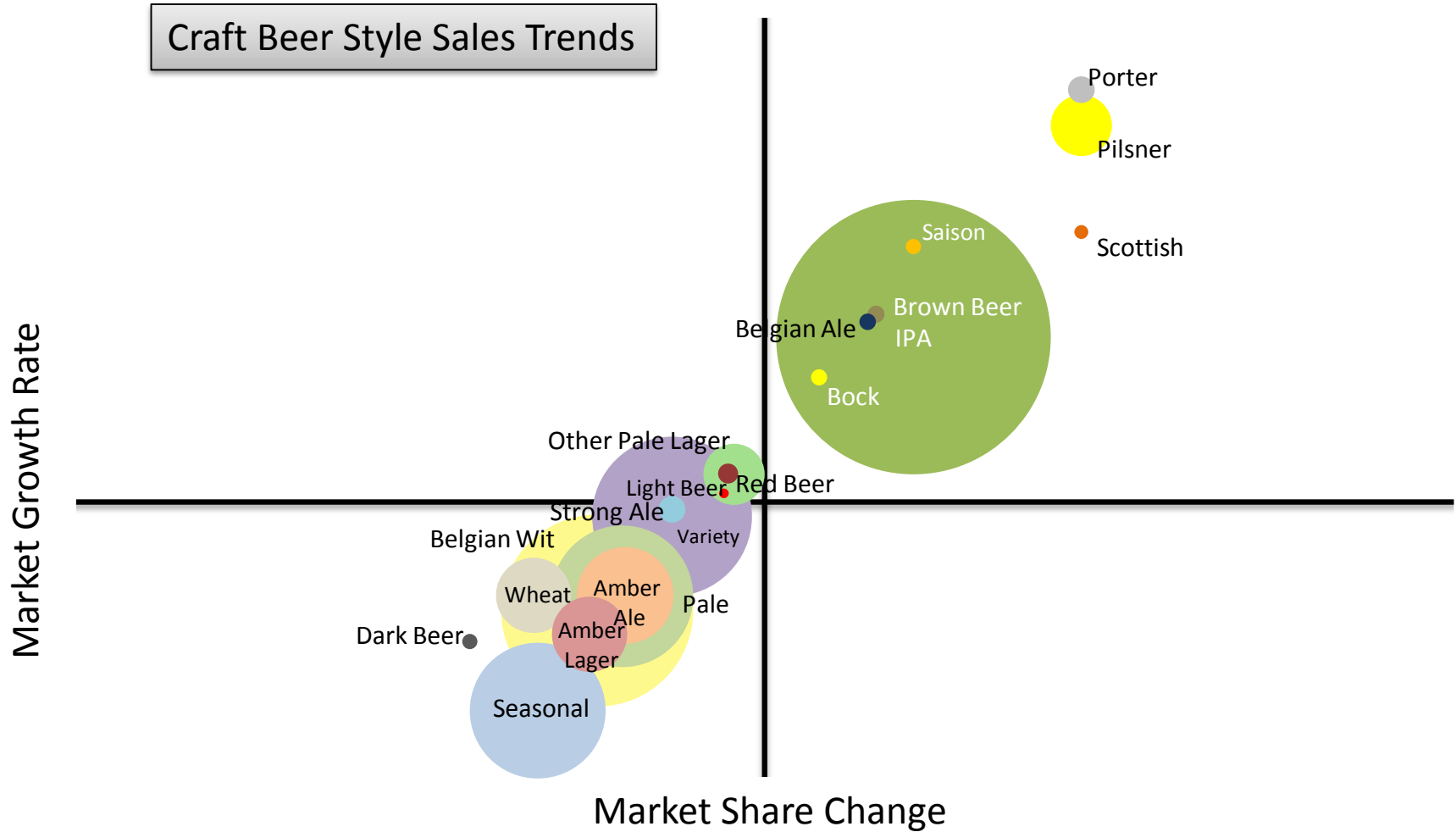
## It Really Helps To Know What Motivates Purchase

	KS Purchase Intent
Fun	.332
Innovative	.320
Edgy	.310
Distinguished	.304
Unique	.302
Creative	.286
Passionate	.276
Bold	.262
Stylish	.241
Genuine	.213
Sophisticated	.210
<b>Friendly</b>	.188
Relatable	.182
<b>Approachable</b>	.180
Hip	.169
Adventurous	.160
Relaxed	.147
Rebellious	.120
Pretentious	.062
<b>Traditional</b>	-.019

Analysis Helped Identify  
What Influences Our  
Purchase Intent

Unfortunately “Friendly”,  
“Approachable” &  
“Traditional” Don’t Move  
Purchase Intent

# Knowing What The Market Wants Can Inform R&D



## *Your Portfolio Performance Can Influence Strategy*

### Product Mix By Selling Channel

<b>Brands</b>	<b>Beer Division</b>	<b>Brewpub Division</b>	<b>Tasting Room</b>
<b>Small Batch &amp; Special Release</b>	0.8%	16.1%	11.5%
<b>Hoppyalis</b>	31%	11.0%	16.0%
<b>Trolley</b>	38.3%	12.1%	12.0%
<b>Mosaic</b>	7.7%	7.3%	13.3%
<b>Follow The Sun</b>	4.1%	7.6%	8.7%



## **Tip #3:**

Ensure Your Positioning Is  
Engaging, Ownable &  
Compelling

# KARL's Brand Essence

*Authentically Pioneering Craft Beer from San Diego*



## KARL's Brand Voice

*Fun, Witty, Genuine, Confident*



# Examples Of Brands With Great Positioning



Off-centered ales  
for off-centered people.



The Ultimate  
Driving Machine



## **Tip #4:**

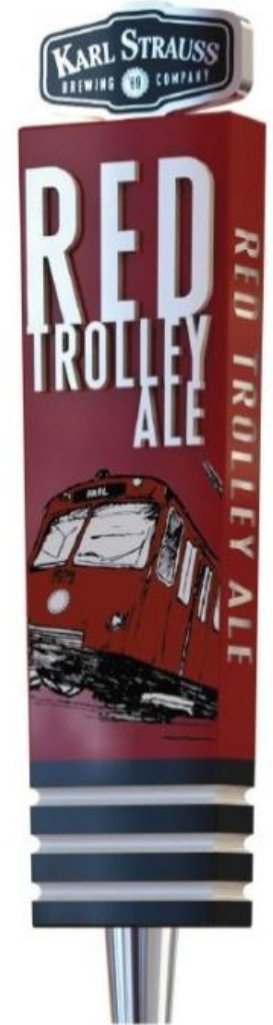
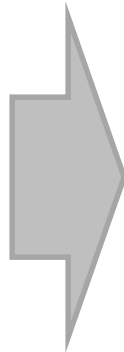
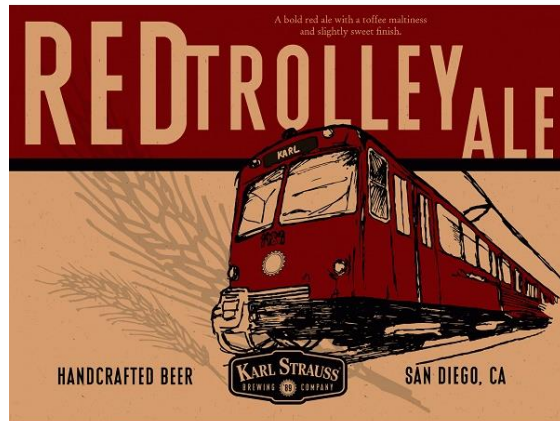
Stand Out @ Retail

## *KARL Used To Be Quiet & Sub-Brand Driven @ Retail*





# *We Spent A Lot Of Time On Rebranding*

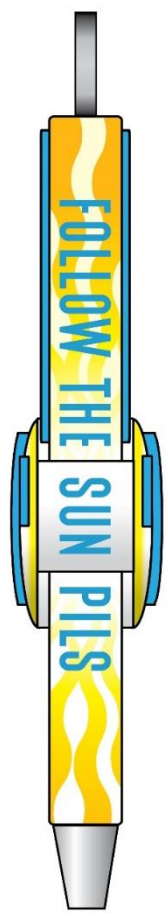
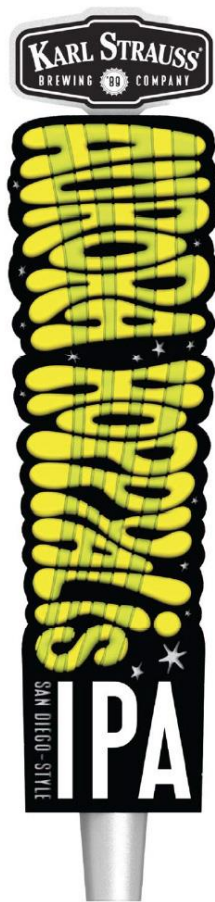


# *We Deliberately Wanted To Be A Brand Family*

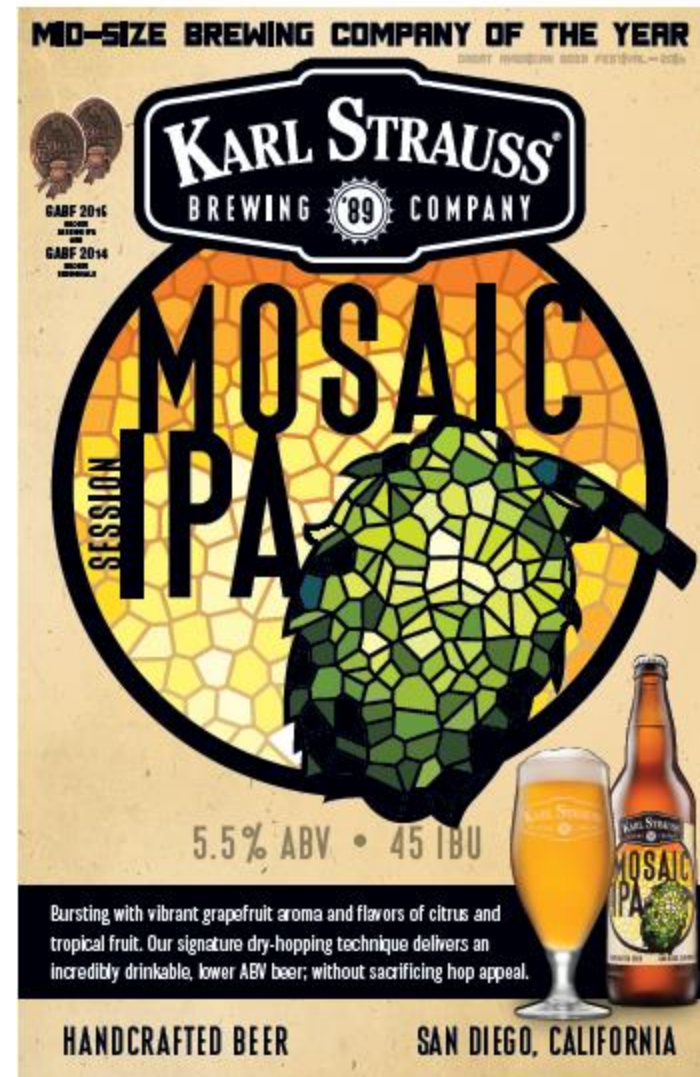




*We Now Invest Time & Money Into Tap Handles*



# *We Use Coasters & Signage To Tell Stories On-Premise*





# *We Really Think About The Realities @ The Shelf*



## **Tip #5:**

Plan The Work &  
Work The Plan

*Do Annual Planning &  
Have A Concise Set of Goals, Strategies, Tactics*

## **KARL's Marketing Strategies:**

**Positioning** - Position & express brand in engaging ways

**Beer Portfolio** – Evolve & activate a dynamic beer portfolio

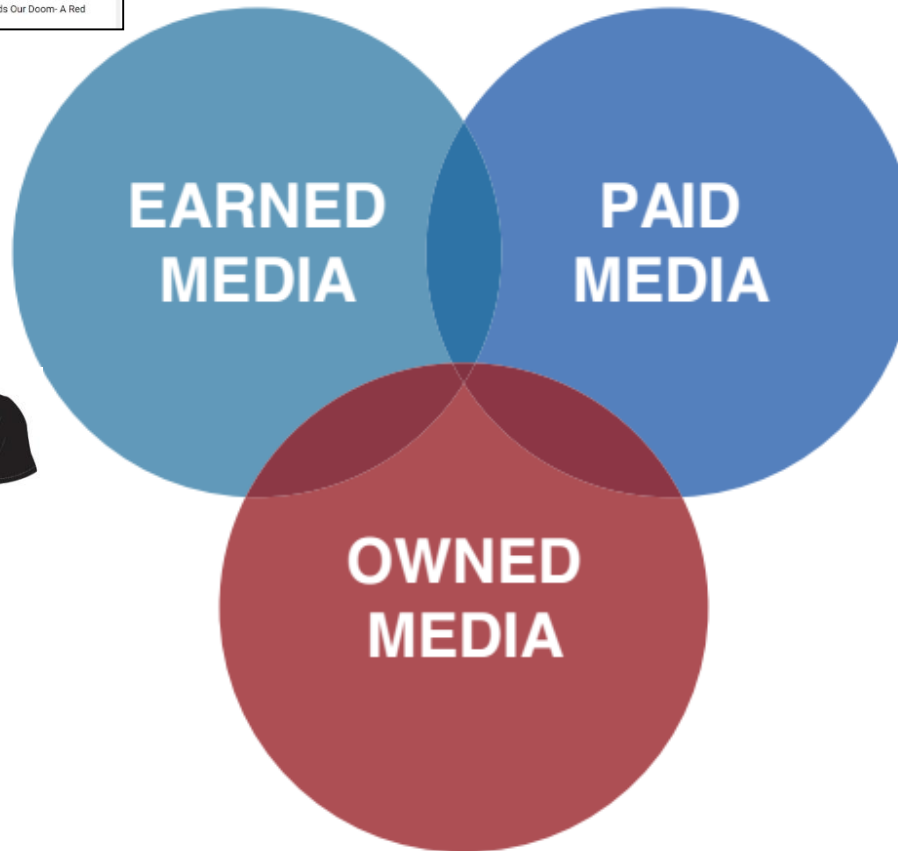
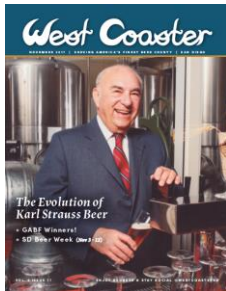
**Media** - Use a mix of new & traditional media to create breakthrough awareness

**Grass Roots** - Use grass roots marketing to engage & connect

*Use A Commercial Planning Calendar  
To Gain Internal Alignment & Maximize Synergies*

	Jan
<b>Priority Message Focus</b>	Changing of the Barrels
<b>Secondary Message Focus</b>	Two Tortugas, Queen of Tarts
<b>Beer Releases</b>	Two Tortugas, Queen of Tarts
<b>Marquee KARL Events</b>	Changing of the Barrels (1/28)

# Plan Across Paid, Owned & Earned Media



facebook



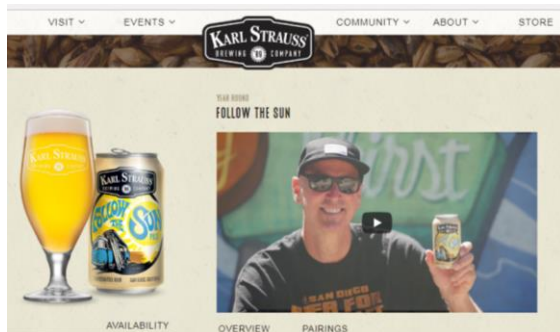
West Coast  
http://www.westcoast.com





## *Build Integrated, 360 Degree Activation Plans*



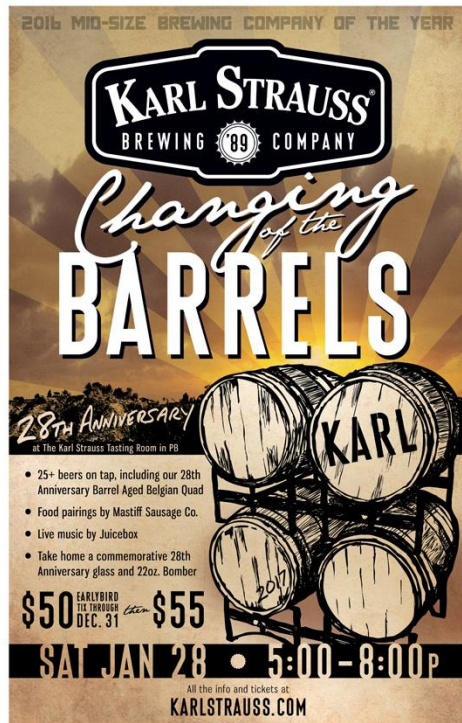


## **Tip #6:**

Embrace The Power Of  
Grass Roots Marketing

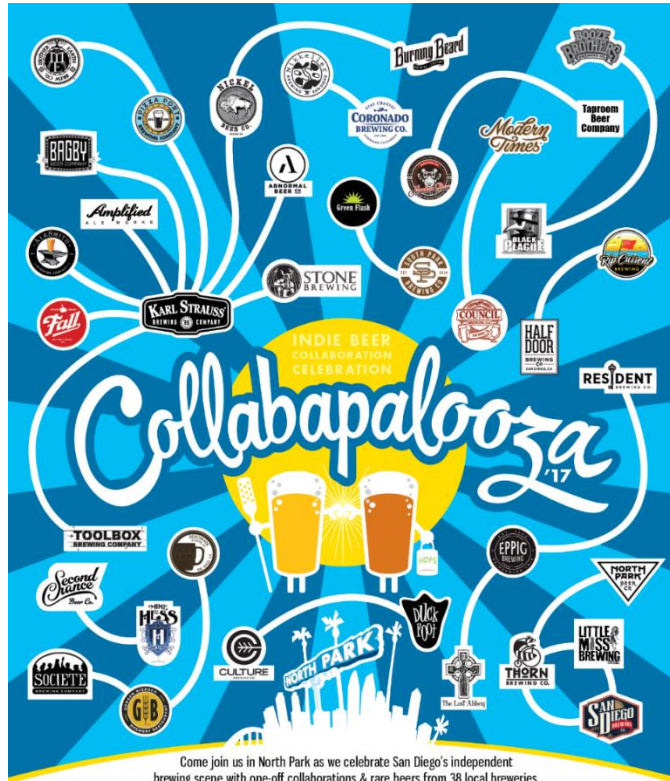


# Consider Putting On Unique, Branded Events





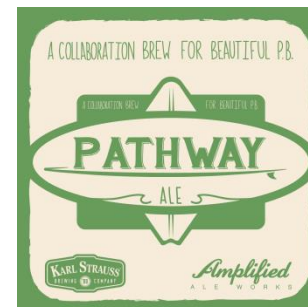
# Be An Authentic Supporter Of Your Community



UC San Diego



**BIRD ROCK**  
COFFEE ROASTERS



# Thank You!

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## Any Questions?