




By CONNECT MEDIA

Table of Contents



- 03** Meet our Team
 - 04** Executive Summary
 - 05** Situation Analysis
 - 11** Secondary Research
 - 17** Primary Research
 - 21** SWOT Analysis
 - 25** Community Goals
 - 35** Volunteer Goals
 - 43** Budget
 - 45** Predictions & Evaluations
- 

Meet Our Team



Avery Tiefenthaler
CREATIVE DIRECTOR



Sydney Hanson
ACCOUNT EXECUTIVE



Courtney Saysiri
PRESENTATION DIRECTOR



Gina Huss
STRATEGY DIRECTOR



Sarah Dunker
RESEARCH DIRECTOR



Nirali Desai
MEDIA DIRECTOR

Executive Summary

785 Beer Company was established in 2021 by husband and wife, Luke and Ashley Loewen. Their passion for craft beer led them to create 785 Beer Company, which focuses on beer, food and friends. As the newest brewery in Topeka, 785 Beer Company offers a unique dining experience with a variety of activities for people of all ages. Choosing to work, live, and raise their kids in Topeka, Luke and Ashley know the importance of giving back to their community and being a **good neighbor**.

This campaign provides research-based ideologies and strategies that became the basis for our recommendations. We focused our research on the community, giving back, non-profits and what it means to be a good neighbor. We surveyed 340 members of the greater Topeka area in order to get a better understanding of their dining habits and their wants and needs from local businesses. Our findings showed priorities for good beer, friendly atmosphere and customer service that makes them feel welcome.

Our overall goal for this campaign is to establish 785 Beer Company as a **positive addition to Topeka**. This campaign will be a vehicle for positive change, with the main focus being on how to serve the members of the Topeka community. Based on our overall goal, our main recommendations focus on establishing a positive presence in the community through social media efforts, direct mail pieces, giving back and hosting volunteer events.

There are two main groups we hope to build strong relationships with through this campaign. First, the neighbors. Through reward programs, hosting neighborhood nights, social media shout outs and more, we know the importance of building loyal customers and being a good neighbor. Second, local businesses. Topeka is filled with local businesses, small and large, that are looking for ways to give back to the community they love. Hosting volunteer events that will focus on local non-profit organizations in Topeka will build strong relationships and make an immediate impact in the community.

The estimated cost of this campaign is **\$10,916**. For a detailed breakdown of the cost, please reference the budget section of this plan.

We believe making an impact on the community will help generate loyal customers whose continuous support will positively impact the neighborhood and greater Topeka area financially and culturally for future generations. It's our hope that 785 Beer Company's volunteer initiatives inspire others in Topeka to give back to the community that serves as our home. Our wish for 785 Beer Company is to connect our community through **beer, food and friends**.

Situation Analysis

FIRST BREW

This newly renovated brewery is planning to make big ‘hops’ in the Topeka community. **785 Beer Company** was established in 2021 by husband and wife, Luke and Ashley Loewen, two long-time craft beer lovers. After brewing craft beer in their home since 2010, Luke and Ashley finally decided it was time to share their passion with the community. Born and raised just outside of Topeka, Luke and Ashley wanted to create a place where individuals could come together for beer, food and friends. With that greater purpose in mind, **785 Beer Company** was born.

WHAT'S IN THE BARREL?

785 Beer Company provides a space for **friends and neighbors** to gather. Equipped with three pickleball courts, event space, bar areas and plenty of seating, this new space is meant for socialization. 785 Beer Company offers **20 beers and seltzers** on tap, other alcoholic drinks, non-alcoholic drinks, a wood-stoned pizza oven for Neapolitan pizza and other delectable menu items. In addition to food and drink, 785 Beer Company offers space for entertainment whether that be through patrons renting out event space or enjoying pickleball. The indoor pickleball courts will be the first of their kind in the Topeka area.

TAP INTO THE TERRITORY

785 Beer Company will be located in **south Topeka** in the building formerly known as Starlight Skate, a long-standing fixture of the community popular among the older residents of Topeka. Due to the news of the skate rink closing, the current response to the launch of a brewery occupying the space is overwhelmingly negative; many **local residents** have complained about the increase in breweries in the Topeka area in conjunction with the lack of family-friendly places to eat and hang out. The residents who will share a zipcode with 785 Beer Company are mostly upper-midscale families without kids. These are adults who are between older children and retirement, more traditional or ‘old-school’ in nature, and hold tight to their **preferences and values**. There is a smaller proportion of families with children who are above average technology users and may be looking for new experiences, as well as a smaller proportion of low-income families without children that may

be more likely to rent in the area. The greater Topeka community—population around 125,000—has a median household income of around \$46,000, a mean work commute time of about 18 minutes, and about 70% of households subscribe to an internet service provider. Areas surrounding the zip code that 785 Beer Company will share feature more extreme ends of the demographic spectrum, like more upscale and low-income housing. Topeka, Kansas is also the **nonprofit capital of Kansas**. With about 1,722 non-profit organizations in the greater Topeka area, there are many organizations that can benefit from charitable giving. Three organizations that benefit Topeka youth are IBSA, Topeka Youth Project and Family Service and Guidance Center of Topeka. Three organizations that provide nutritional support to Topeka residents are Meals on Wheels, Harvesters and Project Topeka.

PUB CRAWL AROUND TOWN

There are currently **seven other breweries** in the Topeka craft-beer community. The largest competitor to 785 Beer Company will be Happy Basset Brewing Company, which is just a short trip down the road. Their claim to fame is that they are happy, fun and playful and allow you to bring your furry friend with you. In addition to their pet-friendly environment, they offer yard games such corn-hole on specific weeknights. They also work to benefit the local community by sharing artwork and photography from local artists that is available for purchase. Other breweries in the area, Blind Tiger, Barrister's, Iron Rail, and the Norseman also participate in other local events

like Top Brew Tours, Brew at the Zoo, Brew and Boos, Tap that Topeka, and Country Stampede. Many of the other local breweries offer their **tap beer in purchasable 6-packs** to take home after the guests' dining experience. All of the other Topeka breweries have amassed a large following on Facebook, where they share updates to the menu, upcoming events or fun behind-the-scenes action of the brewing process. Specifically, breweries like the Norseman and Blind Tiger have been written about in the **local media** on several occasions and have a Facebook following of about 10,000 each.

DON'T LET THE KEG GO FLAT

1

785 Beer Company's main **challenge** will be winning over members of the surrounding community. 785 Beer Company sits in the old Starlight Skate building, a location that was cherished and loved by many Topeka residents. For Topeka natives to see a place that they frequented when they were younger be closed, remodeled and transformed into a new business, can be disheartening.

2

Another **challenge** will be competing with the other breweries in Topeka. A key factor in 785 Beer Company's success will be being able to brand themselves as 'not just another brewery' in Topeka. They will need to be able to differentiate themselves from their competitors. Their main competitor, Happy Basset Brewing Co., is located a short two-minute drive down the road. 785 Beer Company will have to be conscious of the choices that they make to assure that it isn't perceived as 'copying' their competitor and neighbor.

3

Speaking of location, 785 Beer Company is located a two-minute drive, or just 1 mile, away from the Frito-Lay warehouse where consumer goods are produced. Each mid-day the Frito-Lay Warehouse releases its fumes into the air. 785 Brewing Company is situated at a location that receives all of the fumes from the Frito-Lay warehouse, which presents a **challenge** for outdoor seating and customers coming and going.

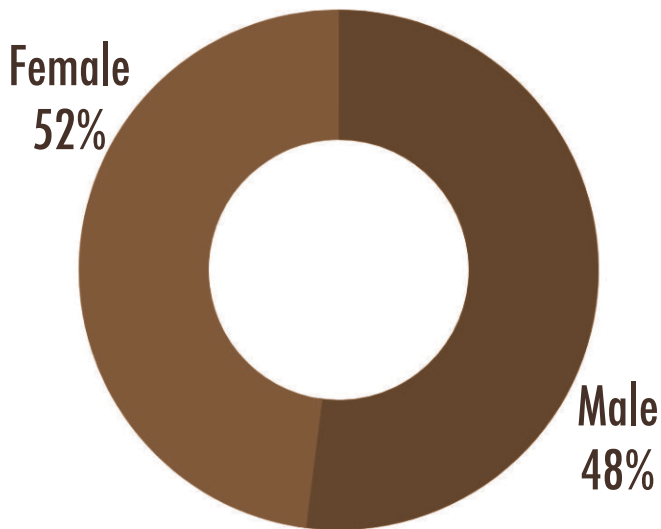
PERFECT POUR

As natives of the greater Topeka area, Luke and Ashley strive to make this brewery a part of the Topeka **community**. They want this to be a place where guests feel welcomed and at home. Not only do they want this to be a place to gather, but they also want this to be a place to give back to the **community** that the Brewery is located in. They have a love for Topeka and hope to share this love with every guest that walks through their doors. This idea carries through even in the brewery's name; 785, the area code that encompasses Topeka and its surrounding **communities**. The goal of this campaign is about establishing 785 Brewing Company as a good neighbor to the Topeka community, specifically the area in which the 785 Brewing Company building sits.

Secondary Research



Population
126,877



785 COMMUNITY

785 Beer Company can become a key gathering spot for the Topeka community through cultivating a 'sense of belonging' soon as you walk through the doors.

By Oxford definition, a community is a group of people living in the same place, or having a particular characteristic in common. However 'a sense of community' is a group of people we lean on when times are tough; our friends, family, and neighbors who are there for us when we need love, support and encouragement. It might be based upon a shared interest or experience even.

Surveys show people often define their ideal community as loved, connected, supportive, helpful and blessed. People often find a sense of belonging to their communities from their career/work, hobbies/passions, and new friends.

Being a part of the community means getting involved. The more you get involved, the better sense of belonging one feels. Involvement leads to collective effervescence, which is the sociological concept where a community or society comes together simultaneously to communicate the same thoughts, or participate in the same action

One of the top ways to get involved is through building relationships. One can build relationships within their community through joining local business groups and chambers, attending local networking events, and spending time on shared hobbies/interests. Another way one can get involved is through spending time volunteering at local nonprofits, schools and churches. Also, taking a political stance to support causes better for the community, attending local events, and donating resources.

SECONDARY RESEARCH



Median Age
36.9



Median Household Income
\$46,890



Persons Per Household
2.2

MEET THE NEIGHBORS

785 Beer Company can cultivate friendships with the local Topeka community by being more than just a community member, but as a neighbor.

Qualities of a traditional good neighbor include being respectful, quiet, watching out for others' safety and property, and helping out with an unexpected need according to at least 3 in 5 Americans. Good neighbors are also trusting of one another. Two thirds of Americans who know their neighbors would trust them with their house key for emergencies. The first step to building this trusting relationship is the introduction.

 **75%**
Interact with a wave or hello

 **68%**
Interact with face-to-face conversation

Fewer than 50% of Americans were welcomed to their neighborhood when they moved in, but this doesn't change the fact that people desire that connection. A friendly in-person interaction like a wave or chat across the yard is likely the way to go for establishing connection and planning get-togethers.



About 3 in 4 people agree that if their neighborhood had get-togethers, they would attend

The most likely neighbors to know each other are married adults and rural residents, while Baby Boomers and older believe greeting their new neighbor is important. Younger age groups are the least likely to know their neighbors and having children does not correlate with stronger ties with neighbors. For social functions, higher income Americans are the most likely to attend and organize them.

1 in 3 people believe they have nothing in common with their neighbors. In order to be a good neighbor who can watch out for each other and help out with an unexpected need, there must be things neighbors can find in common. The perception of having nothing in common is an obstacle to overcome.

SOURCES

Pew Research & State Farm Good Neighbor Research

HELPING COMMUNITY NEEDS

Studies show that there are many different benefits for why people choose to volunteer. Volunteering helps connect you to others. It allows you to connect to your community and help to make it a better place. Even the smallest tasks can make a real difference in the community you are living in. It gives people a chance to make new friends while increasing their social and relationship skills.

Volunteering is good for the mind and body. It helps to counteract the everyday effects of stress, anger and anxiety. It helps to boost your self-esteem and confidence. It increases confidence because you are doing good for others and the community, which provides a natural sense of accomplishment and reassurance, which us humans need. This helps to combat depression and stay both physically and mentally healthy.

Volunteering can help build your career. Volunteering gives people the opportunity to dive deep into their area of interest and meet people in the field. Even if you're not planning on changing careers, volunteering gives you the opportunity to practice important skills used in the workplace, such as teamwork, communication, problem solving, project planning, task management, and organization.

Volunteering brings fun and fulfillment to your life. It's an easy and fun way to explore your interests and passions while doing something great for the community. It can help you to escape from your day-to-day routine and allows you to be creative and motivated which carries into your personal and professional life.

STATISTICS ON VOLUNTEERING

Individuals between the ages of **35 and 54** are the most likely to volunteer their time, according to The Bureau of Labor Statistics.

Volunteers are worth on average **\$24.14 an hour** according to an Independent Sector Study.

Volunteers under the **age of 24** accounts for 22.6% of all volunteers.

Over 71% of volunteers work with only one organization each year.

Volunteers are **66% more likely** to donate financially to the organization they support than those who do not volunteer their time.

VOLUNTEERING IN KANSAS

36.5% of residents volunteer

54.1% of residents do favors for neighbors

24.5% of residents do something positive for the neighborhood

32.5% of residents participate in local groups or organizations

SOURCES

Volunteer Hub
National Service - Kansas
Web MD Blog
Patch - Community Involvement

PERSONAS



JAMES

- **Age:** 45
- **Sex:** Male
- **Marital Status:** Married with 3 children
- **Occupation:** Financial Advisor in Topeka, KS
- **Income:** \$85,000 / year

Jame is local to Topeka. He studied Finance at the University of Kansas, and is proud to be a Kansan. Now that he is older, he is looking for new ways to give back to the Topeka community. He enjoys craft beer regularly. James is very hardworking and reliable, and enjoys spending quality time with his family and being social with his close friends on the weekends.



AMY

- **Age:** 35
- **Sex:** Female
- **Marital Status:** Single with no children
- **Occupation:** Executive Director at Topeka Youth
- **Income:** \$42,000 / year

Amy studied Social Work at the University of Missouri and moved to Topeka after graduation. She is always seeking assistance for the needs of her organization. She has family & community ties and is well respected. Amy is selfless and kind. She works extremely hard to ensure every child who enters the TYP is given the tools and guidance needed to succeed. She loves going home to spend time with her nieces and nephews, siblings and parents.



SCOTT

- **Age:** 52
- **Sex:** Male
- **Marital Status:** Married with 2 children
- **Occupation:** Sales Manager in Topeka, KS
- **Income:** \$40,000 / year

Scott was born and raised in Topeka. He studied General Business at Washburn University. He was involved with his children's booster clubs when they were younger, and he remains an active community member by trying out the new restaurants and attending local events on the weekends. He is familiar with technology, especially Facebook. Scott is an outgoing family man who wants the best for his older children and community. He is genuine and charismatic and takes the time to get to know each person he interacts with.

Primary Research

DATA COLLECTED

We **surveyed over 300** Topeka residents in zip codes near the site of 785 Beer Company to gather insight into what they desire from businesses and restaurants in their area, what needs they have that are not being met and what would excite them about a new place to eat and drink. The following numerical data came from the survey responses we received. First, let's learn a little bit about our survey participants...

76.9%	76.7%	68.7%
WOMEN	OVER 35	MARRIED

PRIMARY RESEARCH

PREFERENCES & HABITS

When asked about alternative **activities** to eating and drinking they might like to see in a bar or restaurant, respondents favored...

- 34.59%** Live music
- 13.95%** Board games
- 19.77%** Live trivia
- 22.10%** Yard games
- 7.85%** Arcade games

Some respondents did write in their own answers, such as poetry readings, comedy shows, axe throwing and pet friendly activities, similar to activities that our direct competitors offer. Majority of respondents agree that they enjoy places that are kid friendly, although **35% are neutral** about it.

Majority of respondents—68.9%—report going out to eat for dinner once or more times per week. However, **only 29.5%** of respondents report going out for just drinks or a beer at the same frequency. According to the survey, the most popular time of day to go out is **between 5pm and 8pm** by an overwhelming majority—93.4%. **Only 9.34%** of respondents prefer a brewery setting when they go out, compared to 86.16% who prefer restaurants or sports bars when they go out.

Most respondents describe themselves as someone who goes **back to the same brewery** they know and love when they choose to go out, but only by a slim margin of about 5% as compared to both those who have a rotation of places and those who like to try out new places.

STRATEGY

The major influences for choosing a new restaurant or brewery for respondents are social media and word-of-mouth, coming in at **32.1% and 50.58%** respectively. Some insightful mentions from the open response portion of the influence question...

“Google reviews”

“Supporting local business”

“Topeka-based Facebook groups”

When asked about their willingness to visit a new brewery based on a **discount** being offered, **42.31%** of respondents reported that they would “strongly agree” that this would persuade them to come in. We will explore this idea further on in our Community Goals section with some specific suggestions about how to provide discounts without causing a major deficit to the business.

What would make you be a repeat customer at a brewery?



"Close to home & kid friendly"

"Ability to converse easily"

"Good beer. Great service."

"Not loud & not too many TVs!"

"Good service. Friendly environment."

"Good product at reasonable price"

"Variety of drink types & atmosphere"

"Good service, great beer & food"

"Clean, and good food"

"Good first experience"

"Good food to go with the beer"

"Staff that can make recommendations"

"Beers and the staff"

"Attentiveness, friendly service"

"Feel welcomed."

"Punch cards. Daily specials."

SWOT Analysis

STRENGTHS

- Luke and Ashley of 785 Beer Company live and work in Topeka and have deep roots in the community.
- 785 Beer Company is the newest brewery in Topeka, attracting local customers to it.
- The building in which 785 Beer Company is located has a long history and sentimental value within the community of Topeka.
- 785 Beer Company gives customers a unique experience through beer tastings, dining, and pickleball courts.
- 785 Beer Company cares about the local community and wants to give back and make a difference. This will attract local customers.

WEAKNESSES

- 785 is a new brewery and lacks experience.
- 785 Beer Company has a lack of awareness by the community.
- 785 Beer Company has high start up costs.
- The building 785 Beer Company is located in is a large space, could make customers overwhelmed.
- 785 Beer Company lacks name recognition with local businesses they hope to work with.

OPPORTUNITIES

- In recent years, “the Boulevard” has been gaining more attention.
- There is a movement called “Bring Back the Boulevard” that aims to generate funds to revitalize the area that 785 Beer Company is located in.
- There are a lot of overlooked organizations and charities 785 Beer Company can choose to benefit.
- There has been a recent trend in individuals giving back.
- There is lack of community gathering areas for 785 Beer Company’s neighborhood.
- Topeka is the capital city. There is a lot of foot traffic for government officials.
- There are a lot of new events that have been moved to Topeka. 785 Beer Company has the ability to capitalize on these events (look at partnerships with heartland park during recommendations).

THREATS

- 785 Beer Company is located in a poorly maintained, run down area in Topeka, KS.
- The 785 Beer Company building is a former skate rink, Starlight Skate. Many local residents are mad about this skate rink closing.
- There are seven other breweries in Topeka. 785 Beer Company's biggest competition is 1 mile away.
- Tourists have a negative perception of Topeka.
- The lingering effects of the coronavirus pandemic.
- The 785 Beer Company building is located in an area that receives unpleasant fumes from the Frito Lay Warehouse.
- Competition among other Topeka businesses for corporate dollars/ volunteers because many companies have established programs.

Community Goals

MINGLING WITH THE NEIGHBORS

GOAL 1: Establish a brand that resonates with the greater Topeka community

STRATEGY: Create continuity in our media

TACTIC: Develop a brand logo*



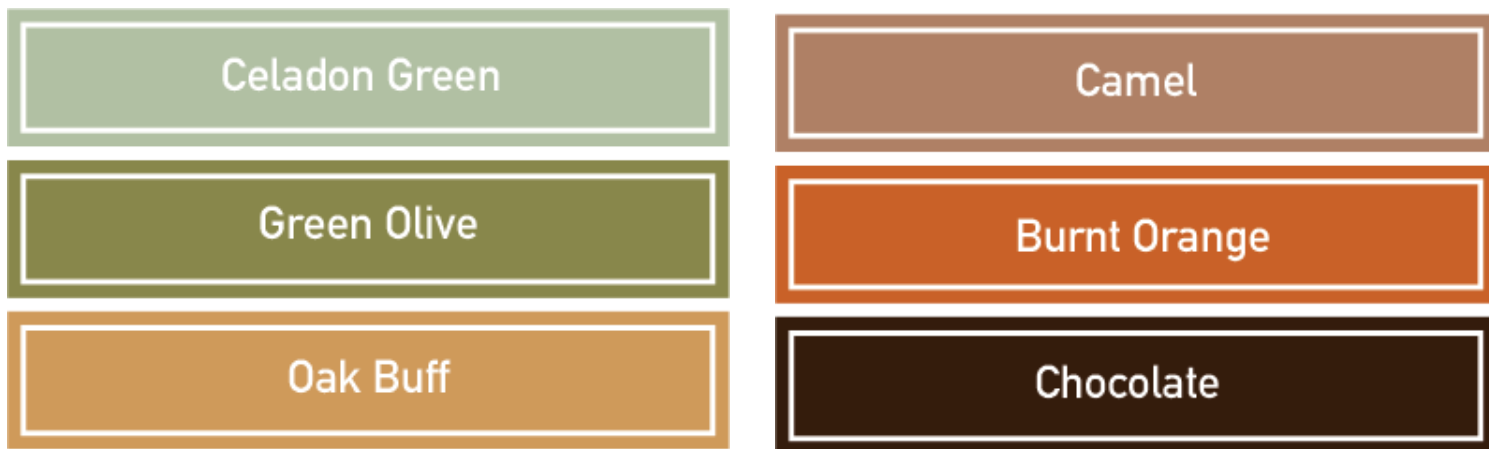
Come up with a logo design that can be used across all platforms, physical and digital, to help establish brand identity for 785 Beer Co, from the website, to social media, to the menu, to merchandise available for purchase from customers. The logo will encompass themes and identifiers that are important to Luke and Ashley as brand managers, like the Topeka area, Kansas, and feelings of friendliness.

TACTIC: Develop a brand voice book *

Create a voice book for Luke and Ashley to use as reference when creating messaging and materials in the future. The voice book will aid them in making decisions about how to write online materials for social media or the website, as well as how to create physical materials like menus, direct mail pieces, or letters associated with volunteering opportunities that utilize the same graphics, vocabulary, and tone to create consistency and personality in their brand voice.

TACTIC: Develop brand colors *

Come up with a digital and printable color palette that can be used across all platforms to establish brand identity for 785 Beer Company, from the website, to social media, to the menu, to merchandise available for purchase from customers. The color palette will encompass themes and identifiers that are important to Luke and Ashley as brand managers, like producing feelings of energy, friendliness and being down to Earth.



TACTIC: Develop a brand website

Put together a web page for the business where potential and returning customers can access information about hours of operation, upcoming events, customer reviews, and the current menu. The website should also include a special tab set up for potential volunteers and/or businesses looking to get involved in the community service initiative to allow them quick information and a simple way to reach out to us.

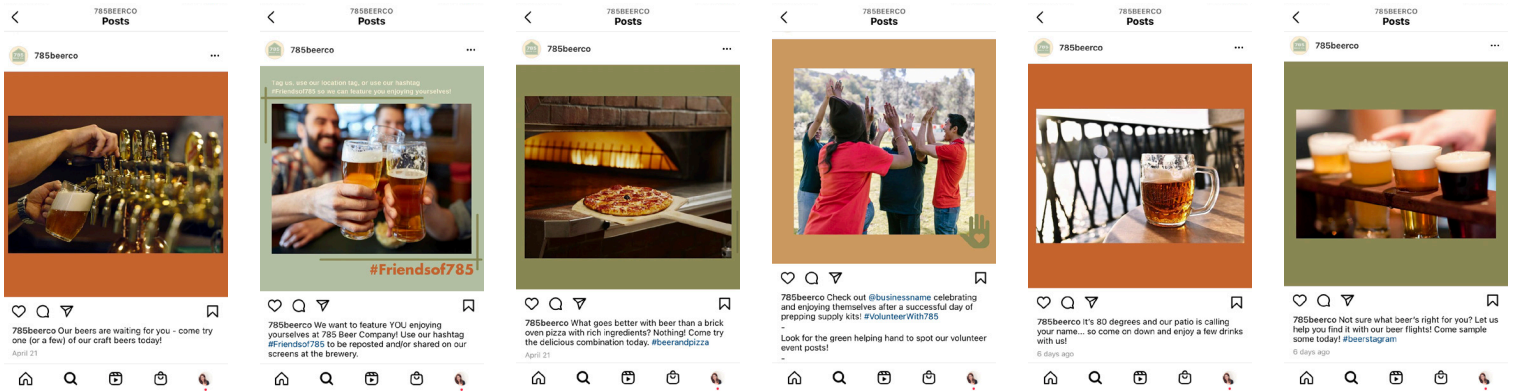
TACTIC: Create a Facebook Page

This Facebook page will be used as the hub for 785 Beer Company's marketing and communications. Utilizing the logo, color palette, and brand voice outlined in the voice book, we can use this social media page to share our messaging and personality with other social media users through exclusive offers, news about upcoming events, and snaps from volunteer events. Facebook is also a great way to personally connect with Topeka residents who have something to say about our business, as well as potential volunteers.

COMMUNITY GOALS

TACTIC: Create an Instagram page*

This Instagram page will be used as the hub for 785 Beer Company's marketing and communications. Utilizing the logo, color palette, and brand voice outlined in the voice book, we can use this social media page to share our messaging and personality with other social media users through "behind the scenes" shots, news about upcoming events, and snaps from volunteer events. Our Instagram should be the more aesthetic of our social media accounts, which communicated more of our brand identity and qualities.



GOAL 1: Build trust with neighbors in our community

STRATEGY: Position 785 Beer Co. as the newest neighbors in the neighborhood.

TACTIC: Use targeted social media advertising

This Facebook Ad will target men and women living in Topeka ages 21-65. The potential reach for this campaign is 110,000 people, and the estimated daily reach is 3,200 to 9,300 people a day when spending \$5 a day on this campaign. The total price for six months of advertisement is \$300.

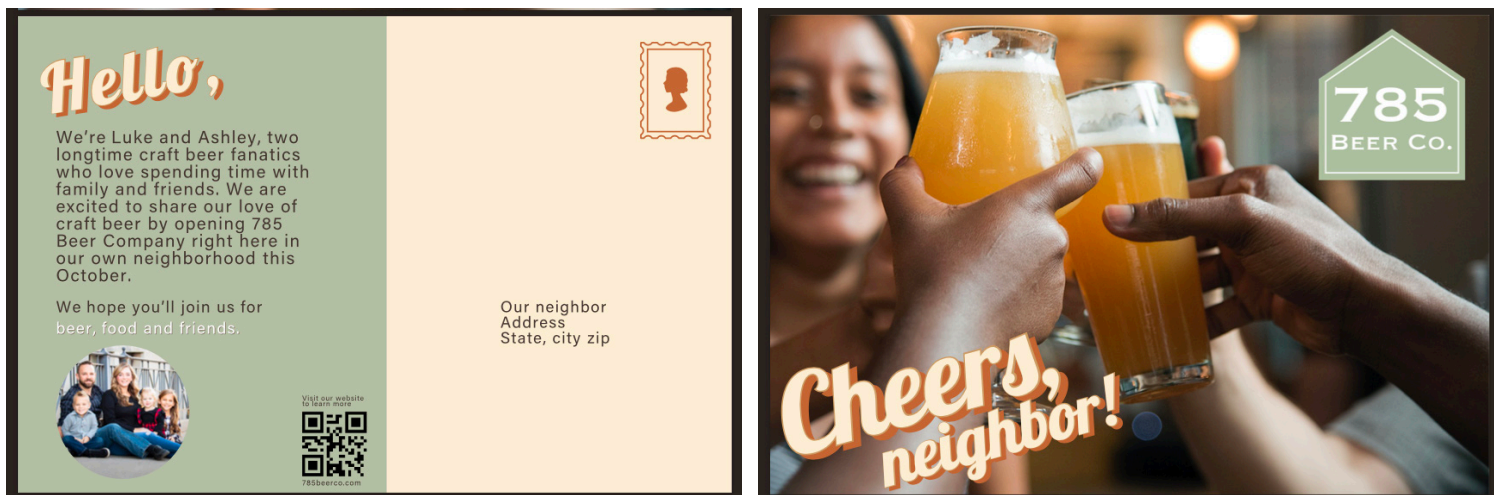
COMMUNITY GOALS

TACTIC: Get local media coverage of the grand opening

Write a one page news release about the grand opening of 785 Beer Company. It can be sent to local media like KSNT, Topeka Magazine, Topeka Capital Journal and others to encourage them to cover the event. Radio advertising can also be used to spread the word about the grand opening for 785 Beer Company. These ads can be placed during rush hour traffic. One 30 second spot cost \$25. We recommend 6 ads a week, which will cost \$150 per week.

TACTIC: Direct mail piece for neighbors in an 8 mile radius *

Create a direct mail piece that lets neighbors within eight miles of the new location know that 785 Beer Company is moving into the neighborhood. This will be mailed out through USPS to a total of 2,448 residential houses and will cost \$470.02 to mail. To print 2,500 4 x 6 standard double sided postcards with full color will cost around \$113. Total cost for printing and mailing will be \$583.



TACTIC: Introductory video ft. Luke & Ashley

Create a short video of Luke and Ashley introducing themselves and their love for Topeka and craft beer. This video will be posted to 785 Beer Company's website under the "about us" tab.

STRATEGY: Convince our neighbors to come visit us

TACTIC: Plan an exclusive pre-opening event

Invite residents from local neighborhoods to a special tour of the brewery prior to the grand opening. Luke and Ashley can introduce themselves, explain how the craft beer is made and allow for customers to taste one of the specialty beers on tap.

TACTIC: Direct mail special offer *

Create direct mail piece inviting neighbors in the 8 mile radius into 785 Beer Co. The mail piece will contain a special offer: buy a beer and get \$2 off any appetizer. This will be mailed out through USPS to a total of 2,448 residential houses and will cost \$470.02 to mail. To print 2,500 4 x 6 standard double sided postcards with full color will cost around \$113. Total cost for printing and mailing will be \$583.



TACTIC: Host 'Neighbor Night' once a month

Once a month, host a special event dedicated specially for the neighbors/residents of Topeka. One option could be a live trivia night at 785 Beer Company from 8:00-10:00. Participants who answer questions correctly could win small prizes like candy, and the big winner of the night could win 785 Beer Co. merchandise later on. The total cost would only be around \$20.

TACTIC: Post testimonials on social media

Collect testimonials about the beer, environment and brewery experience from happy customers via reviews on social media or reviews from our customer service survey. Post these on the Facebook and Instagram page to encourage other neighbors and Topeka residents to visit and try 785 Beer Company.

STRATEGY: Make a visit to 785 Beer Company a memorable experience

TACTIC: Establish a staff voice book *

Create a staff voice book that new team members will receive during training. The staff voice book will outline how staff will treat customers, what kind of brand voice they should be using and establish a consistent voice between all staff. It will also include questions that staff should be asking customers such as “Is this your first time here?” that will help measure our other customer service goals.

TACTIC: Implement a service experience program

In order to ensure that the restaurant is providing the best service, a customer experience program is recommended. Add a customer survey to the end of guest’s receipts to get customer feedback in order to make informed changes to venue, staff or food and beverage options.

TACTIC: Utilize digital signage

Encourage guests to post photos of them at 785 Beer Company and use the hashtag #785Beer in order to be featured on large screen TVs behind the bar. This concept is similar to being shown on the jumbotron at a baseball game. Other TVs will display menus and future events going on at the brewery that customers can look forward to. The required media player is \$149, plus a \$39 subscription cost per month. For two years through Mood Media/Harmony Digital Signage, this is a total cost of \$1,085. Prices would increase based on number of screens.

TACTIC: Offer live music & live trivia

Offer a variety of live events in order to engage customers while they enjoy their beer, food and friends. Examples are hosting live music, or live trivia nights where guests can compete for a prize. The prices for this will vary based on what type of musicians are chosen to hire, as well as what type of prizes are chosen to be given to trivia and contest winners. One option would be to trade off a free meal for a performance or trivia prize to alleviate the cost of purchasing other items.

COMMUNITY GOALS

TACTIC: Offer alternative activities to pickleball

In addition to pickleball, offer alternative activities such as giant jenga, checkers, board games and deck of cards for guests to interact with.

Giant Jenga: \$57.99, Miscellaneous games: \$100.00

Total: \$157.99

STRATEGY: Give customers a reason to come back to 785 Beer Company

TACTIC: Offer a rewards program*

Offer a "beer passport" to the first 500 customers that walk through the door after the grand opening. The passport will include spots that correspond to beer purchases. Guests can purchase 9 beers to receive either a free beer or free appetizer. Servers will have a unique stamp to stamp the beer passport so that there are no counterfeit cards. When ordered via FedEx, the total cost will be \$295 for printing 250 sheets. Each sheet will contain two passports that will need to be cut in half. Assuming all beer passports get redeemed and each beer is \$6, the total revenue from beer passports will be \$21,000. (8 spots times \$6 = \$48 of beer sales per card. 1 free beer per card = \$6. \$48 - \$6 = \$42 revenue from each beer card. \$42 x 500 cards = about \$21,000 in possible total revenue.) A unique stamp cost is \$120 total, at \$8 a piece and approximately 15 staff members who would need one on hand.



Take a trip around the taps.

Rome, Paris, Tokyo... Pale Ale? Your passport can take you a lot of places; let's do it with a beer in your hand. Order a beer on your "beer passport" to the right. Your server will stamp your card and once you fill your card with stamps, you get a free beer of your choice.

Happy tasting.



STRATEGY: Give customers a reason to share about 785 Beer Company

TACTIC: Design a social media wall

Paint/create a social media wall that encourages guests to take photos in front of it. Include a podium for instructions. Example: Snap a photo in front of our wall and #785BeerCo! Cost will vary depending on the artist, but approximately \$1,200 to hire an artist or designer.

TACTIC: Offer a chance to be reposted by 785 *

Print tabletop signs that will be placed on guests tables. These signs will encourage customers to share photos of them at the brewery on social media.



Individual signs are \$2.50 a piece, x 40 tables = \$100. Paper printing: 20 pieces of paper (two signs on a piece of paper and printed front to back) \$20 total as shipped via Fedex, making the total cost \$120.

TACTIC: Encourage re-posting through a raffle

785 Beer Company creates a post for Instagram showing different merchandise of theirs including things like T-shirts, cups, hats etc. In the caption, there are details laying out what followers can do to win one of the items as a giveaway. In order to be entered to win, users must follow 785 Beer Company, tag three of their friends in the comments and re-post this post to their own story for one entry. Winner will be selected after one week through a random generator and the winner will receive two merchandise items of their choice.

Cost: Price of merchandise items (\$20-25 each, total about \$50)

Volunteer Goals

SHAKING HANDS WITH BUSINESS

GOAL 1: Encourage Topeka businesses of all sizes to engage in volunteerism

STRATEGY: Give Topeka businesses a new way to volunteer and give back

TACTIC: Plan 3 soft opening events

785 Beer Company will host three soft openings in the 2 weeks prior to the grand open date. These soft openings will be for local businesses to come in and partner with a local nonprofit in volunteerism through building kits for them. These businesses will be providing their employees, while 785 Beer Company will provide the supplies for building the kits based on what the local nonprofit needs. These will be held in the late afternoon (end of the work day) and last about an hour and a half. The businesses will get a chance to hang around after the event and try beer and check out the space. Businesses selected to attend the soft openings could be based on the list provided in another tactic, or ones special to Luke and Ashley. The same goes for the nonprofit. Cost: (Example) School supply kits. \$10 per kit for 60 kits. \$600 total + cost of employee wages to man the bar

TACTIC: Plan 1 volunteer event per month

Host a volunteer event each month following the soft openings. These will happen during the weekday, to not interfere with peak business hours. Depending on what local businesses and organizations 785 Beer Company partners with, this can look different. For the first few months, bringing these people into the new space will be important, so following a similar method as the soft openings will be key. Cost: Varies. If providing materials for kits, about \$600. If the business is contributing financially, this can be free, or cover the expense of paying 785 Beer Company's employees to be

STRATEGY: Promote 785 Beer Company as the hot spot for volunteering

TACTIC: Identify local businesses to partner with *

Compile a list of businesses, both small and large, that 785 Beer Company can reach out to and/or partner with for volunteer projects. These companies have an interest in Topeka and could be interested in donating money, items, or time through an event. After research, some top choices include:

**Allan-Coleman Marketing
Solutions
Gage Dental Group
Premier Staffing
Better Homes and Garden
Real Estate
BT & CO**

**HTK Architects
Topeka Pediatrics
HME
Mars
Blue Cross Blue Shield
Wostal Realty
Envista**

TACTIC: Email companies identified as potential partners *

Create an email template that 785 Beer Company can use for outreach to the companies listed in the previous tactic. This template will include a background on 785 Beer Company's interest in the local community and giving back, how the business being contacted can help serve a need and the next steps for moving forward. The email will be friendly and fit the brand voice, but be clear on what exactly a partnership could look like. Contact information for 785 Beer Company, including a phone number, will be attached. Photos of previous events and initiatives will be attached if applicable and already executed (like using pictures from soft openings).

TACTIC: Draft a press release for giving initiative *

A press release will be ready for distribution one month prior to the grand opening date explaining who they are and their goals for the brewery, providing details on hours and offerings, describing their charitable giving initiatives and including a call to action to check out their website, Facebook and Instagram. This press release will be sent to local media outlets and targeted groups and blogs online. Research will be conducted to make sure the release is going to the correct emails and not being sent to spam. Cost: Free. There are services you can pay for to get your press release distributed, but with 785 Beer Company wanting to be a friend in the neighborhood, a personal connection and reach out is important. In addition, we anticipate some buzz happening once the outside of the building is completed, so these local media outlets may want to report on the new business in town anyways. Because of this, paid services may not be the best return on investment in this case.

TACTIC: Volunteer event promotional video

785 Beer Company will create a short 1-1.5 minute video after businesses have volunteered in the soft openings showcasing what the business did and showing the employees having a good time while they did it. Short quotes from employees will be thrown in throughout the video through audio or quick interview about how they enjoyed their time. Video will be posted to Instagram and Facebook.

TACTIC: Volunteer experience survey

785 Beer Company will send a survey to the businesses and organizations after the volunteer event asking quick questions about their experience to gauge how they felt and how it went. This also provides an opportunity for potential quotes and advice for future events, as well as feedback on the way future events can be improved. Additionally, these survey responses may help us track our goal progress.

STRATEGY: Promote 785 Beer Company as the hot spot for volunteering

TACTIC: Create an accessible interest form

Through the 785 Beer Company website, there will be a separate tab where businesses and organizations looking to get involved with the giving back initiative can fill out an interest survey. It will include questions about business size, current volunteering experience or programs, values of the company and more to help us help them pair with an organization in need that matches their mission and desires. The idea is to appeal through simplicity; if they fill out the form, we can do the rest!

TACTIC: Send out formal invitations for events *



**See you soon
at
785 Beer Company**

**Get ready to roll up your sleeves
and build kits with us while enjoying
beer, food & friends!**

**Saturday, Sep 18 10 am-12pm
301 SE 45th St Topeka KS**



**Meet your neighbor:
Ross Elementary School**

- Values scholarship, potential, safety, diversity & partnerships
- Signature music school integrating music into daily instruction

TACTIC: Demonstrate potential kits to donate *

Featured on the 785 Beer Company Instagram page as a reel, there is a video showing what items can be found in a kit packed to donate to an elementary school. The kit includes school supplies like pencils, notebooks and more. Other examples could be made in the future following this same format, depending on the organization that is receiving the kits being prepared by volunteers.

STRATEGY: Demonstrate to businesses that partnering is mutually beneficial

TACTIC: Raffle off the chance to name a beer

Give all of our customers a chance to enter in a raffle contest. They can purchase tickets online through our website, or in the brewery when they visit, for \$2 per ticket. Whomever has the winning ticket will get to name a special beer on tap at 785 Brewing Company for a limited time only. Additionally, a percentage of all proceeds from purchases of the special beer will go to a charitable organization chosen by the raffle winner from a pre-approved list of 785 Beer Company's previous partners. Proceeds from the physical ticket sales could go back to 785 to help offset the profit lost to donation from the beer sales.

TACTIC: Share testimonials from volunteers *

Featured on the 785 Beer Company Instagram, there is a mock up of what testimonials from volunteers could look like. They have an opportunity to share their experiences with our followers, customers and potential new volunteer groups.

TACTIC: Take photos of volunteer events

Have photos taken at volunteer events to be able to share on social media as promotional material, as well as to be able to share with the volunteer groups as memories from their experience. To maintain a level of authenticity and personality that aligns with our larger brand goals, these can be taken on iPhones by staff, and volunteers can also be encouraged to take some of themselves and their friends to share, making the cost of this free. If allowed, photos could also be taken of organizations receiving the materials donated to them.

STRATEGY: Target underserved charitable organizations in Topeka

TACTIC: Compile a list of charitable organizations *

TARC
ISBA
Topeka Rescue Mission
YWCA Northeast Kansas
Pauline Schools
Marian Clinic

Jardine Schools
Topeka Youth Project
Breakthrough House
I Care, Inc.
Topeka Art Guild & Gallery
Catholic Charities of NE KS

TACTIC: Reach out to organizations to offer help

Reach out to the list of charitable organizations over the phone or by email and ask them what areas of their organization need the most help (supplies, volunteers, monetary donations etc.). From there, decide how 785 Beer Company can set up our volunteer events to cater to their needs.

STRATEGY: Encourage organizations to share their stories

TACTIC: Collect bios from organizations

Have Luke and Ashley reach out to the list of organizations in Topeka to ask questions about their mission and goals. From this, we can decide the best way to support the organizations through our events. Then, provide the organizations' stories to the businesses we volunteer with to humanize the organizations and to help them find an organization that best aligns with their views, goals and culture.

TACTIC: Share testimonials from organizations

After kits/materials have been donated, reach out for response. Ask some of the people we are helping for permission to interview them about how the supplies from our volunteer event have helped them. Even reach out to volunteers/members at the organizations to ask them about the impact they've seen due to the change we are trying to bring through our volunteer events. These testimonials collected can video or written responses, and will be shared through social media.

Budget

BUDGET

Print Materials

Direct Mail Introduction	\$583
Direct Mail Coupon	\$583
Beer Passport	\$295
Employee Stamps	\$120
Tabletop Signs	\$120

Digital Ads & Presence

Website Creation	\$3,000
Website Maintenance	\$400 / 1 year
Facebook/Instagram Ads	\$300 / 60 days
Digital Signage	\$1,085 / 2 years

Events

Radio Advertising	\$300, 2 weeks, 6 / week
Neighbor's Night Prizes	\$20
Live Music / Trivia	\$300, 3 weeks (varies)
Volunteer Kits (Opening)	\$1,800, 3 events (varies)
Volunteer Kits (Month 1)	\$600 (varies)

Miscellaneous

Activities / Games	\$160
Social Media Wall	\$1,600 (will vary)
Instagram Raffle Prize	\$50

Total **\$10,916**

Predictions & Evaluations

PREDICTIONS

By implementing our suggested tactics for our campaign's community goals, we predict that 785 Beer Company will be able to successfully establish a digital presence, as well as add 500 followers to their social media channels within 90 days of the start of this campaign and average 20 likes/shares per post. We also predict that 150 of our close neighbors will visit 785 Beer Company within the first 30 days of opening, and 70% of customers who visit us will return at least once within three months of their first visit.

By implementing the tactics in our volunteering goals, we predict that 785 Beer Company will partner with at least 6 different local businesses from Topeka, small and large, in the first 6 months, and donate resources to at least 3 different philanthropies through the first 6 volunteer events.

EVALUATIONS

In order to evaluate 785 Beer Company's success levels in our predictions based on our community goals, we will track our website and social media platforms that we set up with analytics software, and track visitors within our own neighborhood by people who bring in their direct mail piece for a discounting menu item. While there is no exact way to measure returning customers, servers can ask their tables if it is their first time visit. This will allow 785 Beer Company to estimate repeat customers. Another measurement option would be the use of the beer passport, multiple stamps would be another way to indicate repeat customers.

To evaluate our predictions from our volunteering goals, we will track our success by keeping a list of businesses we have partnered with to ensure we utilize businesses from different industries and all sizes, as well as keeping a list of philanthropies we have donated to.

