



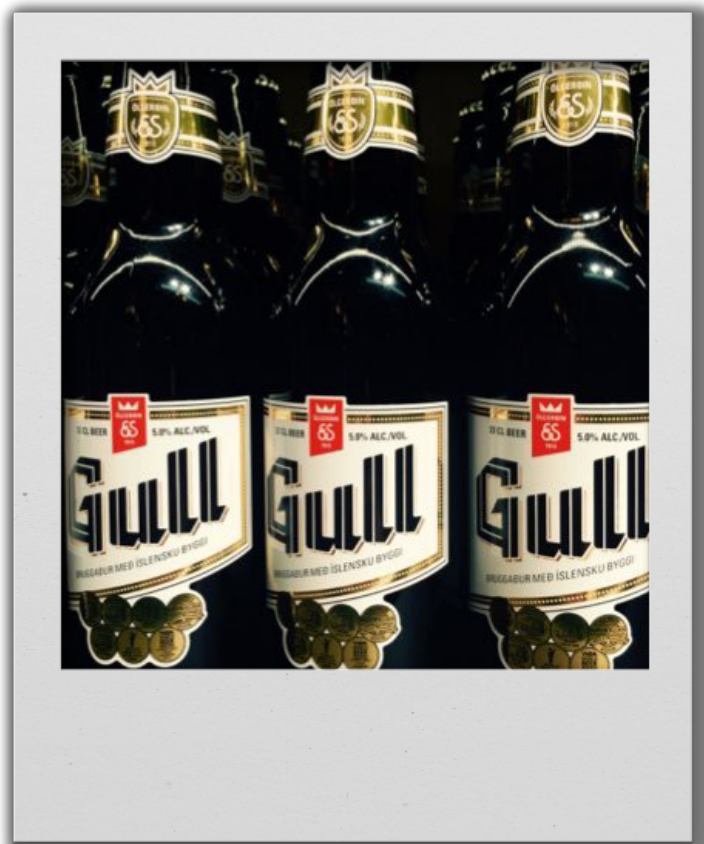
Gull Takes America

Group #15

Noah Shahadey, Jessica Elowitz, Olivia Desch, Joenathan Smith, and Grace Brenton

Introduction

Gull beer is an extremely popular brand in Iceland that is taking on America one cup at a time. It was named the Best Standard Lager Beer in the World at the World Beer Awards in 2011. Gull hopes to quench America's thirst for beer, and spark interest about Icelandic culture by introducing Americans to the beverage. We are proposing an extensive 90 day media plan that will engage at least 60% of our target audience, thus allowing Gull to spread throughout America. We are looking to spread Gull's pure ingredients and establish the beer as a high quality beverage.



Summary of Media Objectives

Gull beer is so good that everyone needs it! We want to get the beer into the hands of everyone 21+ so people can taste our pure ingredients. The best way to like beer is to try it; that is why we will be partnering with local liquor and grocery stores, as well as beloved neighborhood bars. We will ask them to promote our brand with deals or have free samples, with a cicerone to advise potential customers.

Due to Gull's arrival to America, we want to embrace American drinking culture. We will take the brand to sports events and tailgates to get it right to beer lovers. We will be setting up Gull tents with representatives and swag.

We know Gull believes in their ingredients, so we plan to enter them into beer judging competitions in order to introduce the brand to beer appreciators.

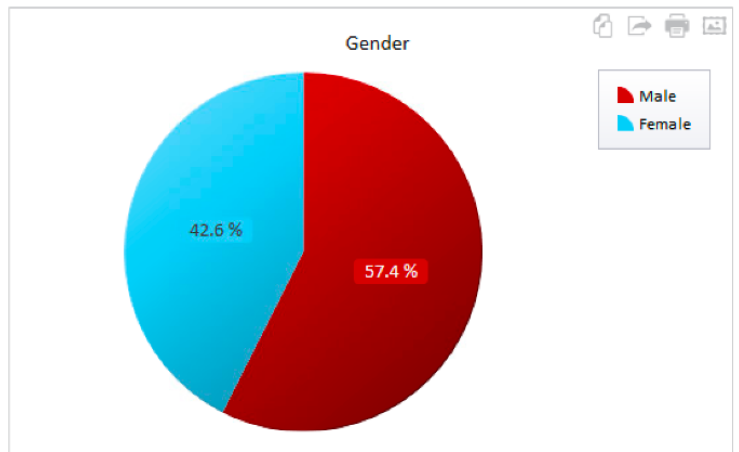
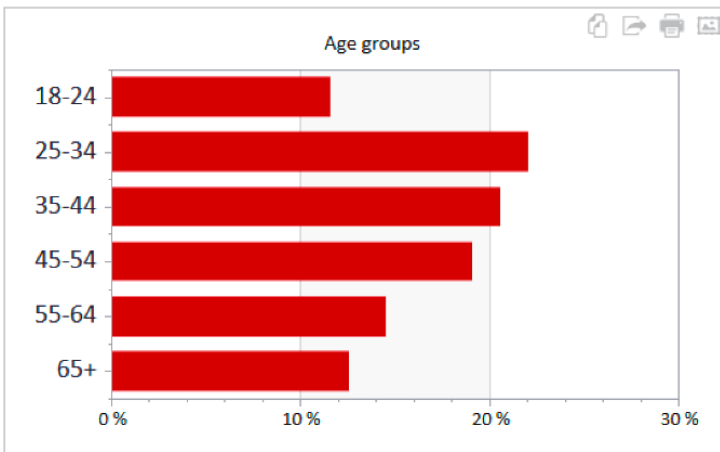
We know that not everyone gets their beer community updates in person, so we will also focus a significant amount of resources on online and television advertising. We are looking to place our ads on the screens of those involved in beer groups or who have an established interest in beer.



Audience Analysis

Our target audience is all persons ages 21-44 located throughout America who have a liking for European imported beer. We also focus our research on how often our consumer intakes our product, beer, and how often they purchase it from retailers. Our last report was targeted to specific media usage habits. These habits include those who use the internet on their computers and/or their mobile devices; watch programs and notice sponsorships, such as sports or event sponsorships, on their mobile devices, computers, or television; or use social network sites on their mobile devices or computers.

For example, Gull's target consumer persona is a 27 year old male, Dylan. Dylan enjoys learning about brewing in his free time and is a local at his neighborhood pub. He often takes his friends and recommends new brews everytime. He joins homebrew groups on Facebook and follows major breweries to keep up with the news. He uses social media as a way to connect with his friends; he loves connecting on apps like Beer Buddy or Untapped, which keeps track of all the new beers he tries. Dylan is passionate about European imports. He works an entry level position job but is mostly passionate about his hobbies. He is a self identified beer snob.



Competitive Analysis

American beer ranges from more accessible cheaper brands to high quality craft beers. As a brand, Gull prides itself on being brewed with pure Icelandic water for the best flavor on earth, leading to a high quality beer. A large part of our target audience enjoys European imported beer and understands what it takes to make a good brew. Some of our competitors include Orval, Amstel, and Heineken. In particular, we are focusing on Heineken's success in America. Their webpage, video content, and social media presence also appears to be well developed. Understanding their media strategies allows us to understand the necessity for Gull's advertising strategies to be effective. It appears most brands have a great media mix with content on almost every media platform. We want to stand out from the crowd as to why we will invest in young creators to lead the way in our media creation.



Heineken®



Media vehicle selection

Social Media Marketing:

- Instagram
 - Promotional materials
 - Have beer creators “take over” for the day
 - Feature ground work at local bars
 - Smiling photos with products
 - Interactive stories to engage fan base
- Twitter
 - Promotional material
 - Interact with fans
 - Answer questions
 - Supply information, news articles
 - Memes
 - Polls for what swag
- Facebook
 - Create Gull group
 - Post news articles
 - Post entry to Sweepstakes
 - Smiling photos with product

Website:

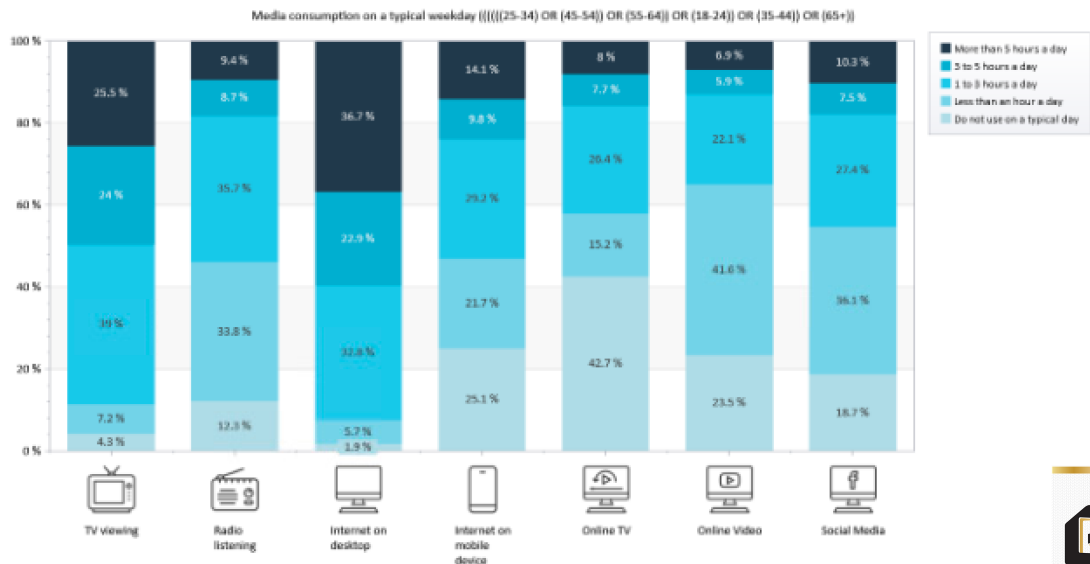
- Video section
 - Brewers talking about the process
 - Home brew tips
- FAQ section
- About us
- Icelandic history
- Satisfied customer stories

Print:

- Print advertisements that are located in store and out of store
- Billboards
- Target demographics effectively by collaborating with colleges and universities

Television:

- Air commercials during big sporting events, i.e. March Madness, NBA Events, B1G Events
- Inform consumers of Gull’s takeover via different advertising campaigns



Schedule

For Gull’s 90-day rollout campaign, we have decided to opt for a continuity schedule. Gull deserves steady advertising with little variation. We find this best suited for the Gull campaign because we hope to adapt brand awareness since Gull is just now coming to America. If we chose the pulsing schedule, there would be periods of time where there are no advertisements, resulting in a lack of buzz around our brand. This will be depicted through the following chart:

	Events:	Description:
Month 1- February	<ul style="list-style-type: none"> - Collegiate tailgating - Social Media Takeovers - Rollout to stores and bars 	<ul style="list-style-type: none"> - During the end of the BIG basketball season, we want to promote Gull by being at tailgates and handing out swag. - While advertising for Gull, we will use platforms like Instagram, Tik Tok, Twitter, and Facebook. - While collaborating with prominent retailers and local businesses, we will supply Gull beer to all locations.
Month 2- March	<ul style="list-style-type: none"> - St. Patrick's Day - Professional Basketball Season - March Madness 	<ul style="list-style-type: none"> - In competition with various major beer labels, we will celebrate St. Patrick’s Day with a sponsored bar crawl through major cities in the U.S. - Bring Gull to basketball games across the country. - In regards to March Madness, we will provide consumers with a bracket via our website allowing them entry into a sweepstakes winning a year supply of Gull.
Month 3- April	<ul style="list-style-type: none"> - Enforce relationship with bars - Baseball stands - Continued basketball games 	<ul style="list-style-type: none"> - By now, we have already established the Gull brand in America. We now want to further our brand by cementing its permanence in American bars and its place on tap. <ul style="list-style-type: none"> - Cicerone to discuss beer quality with bar patrons - Informing bartenders how to discuss brand - April 1st marks the start of MLB season so we will bring the beer to the stands. - We will continue marketing with the basketball fans at stadiums in a similar manner to the MLB.



Budget

Our marketing team believes the budget of \$9 million to be very reasonable. In regards to our analysis and planning, this budget seems to be more than enough for how we want to advertise and bring Gull to America. We analyzed spending various amounts on different aspects of our campaign as you can see below:

Category	Price	Description
Social Media Advertising	\$1,500,000	We need to pay our employees to run the social media, as well as pay for any rights and insurance we need for the company.
Website	\$500,000	We have set aside \$500,000 in order to pay video editors and different tech employees to make our website and provide the videos and criteria we include on the website.
Sweepstakes and Merchandise	\$1,500,000	<p>We have a hefty amount of money set aside for spending on our merchandise and sweepstakes. Our merchandise includes sweatshirts, crewnecks, beer koozies, and fanny packs.</p> <p>Our sweepstakes involve a loyal customer receiving free Gull for a year. We will need the funding to be able to provide our number 1 fan with the appropriate supply of beer.</p>
Tailgates	\$1,200,000	<p>We need to purchase tents, and other supplies, like beer bongs, kegs, food, speakers, and more in order to spread the word about Gull.</p> <p>Games and contests set up to win prizes at tents.</p> <p>We also need to pay for the transportation of our products, as well as the gas used to get our workers there.</p>
Commercials	\$1,200,000	We will need to have a budget for the commercial, but we also need to set aside funding to pay for our commercial time slot, especially if they are being aired during big sporting events.
Printing costs	\$300,000	Print the banners, posters, and print advertising.
Labor	\$800,000	We need to pay our employees, which include interns, drivers, social media executives, certified Cicerones.



Entertainment	\$1,000,000	Any performer or entertainer in which we want to use for tailgates, commercials, advertisements and more in order to get people trying our product as well as creating a brand for Gull in America.
Unexpected Costs	Remainder - \$1,000,000	New opportunities that arise, or extra funds needed for new endeavors.

Recommendation for Urban Areas

The best urban areas that would be good to use as a test market for Gull would be any colleges or universities that are surrounded by a major city. For example, Loyola, Cincinnati, Indiana University, IUPUI, etc. This is a good place to start for Gull since the test would focus on younger individuals. Then Gull should proceed next to New York, New Jersey, California, Colorado, etc. I say this because people, including tourists, walk into these towns and enjoy stopping to grab a bite to eat and are more than willing to try something new. In doing this, people would be able to try something that may be local in that area and a new beverage to them. Gull would thrive in these areas because of the amount of people that go to visit these places and because of the level of drinking and eating that happens in these big cities. If Gull was to expand to these areas, it would also be easier to pair with local bars and restaurants to distribute the product at hand to a wider network. We want to get Gull into the hands of beer lovers, and those who take their brews seriously. In order to ensure that, we are being placed at local beloved spots in major urban areas. Having recommendations come from a trusted bartender or local liquor store creates a more sincere interaction.

