



The Friendly Fermenter

#GetFriendly

December 11, 2017

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EXECUTIVE SUMMARY

The Friendly Fermenter is a new nano-brewery and homebrew shop located in downtown Harrisonburg that opened in September 2017. The new business is owned and run by Shawn Gatesman, a local homebrewer who decided to turn his passion into something more. There are three sections of The Friendly Fermenter; the homebrew shop, homebrew classes, and the taproom. Gatesman expects the taproom to be his biggest source of income. Gatesman's mission for the brewery is to make it a meeting place for the community; a place where people shake hands and connect to truly emphasize that Harrisonburg is the 'friendly city'. While Gatesman has had a promising flow of customers, his reputation is still in the making due to the nature of his recent opening and lack of public relations efforts. That is why Efficacy is trying to encourage people to support the new business and Get Friendly.

By focusing on Gatesman's core values, the Get Friendly campaign will build a strong connection between The Friendly Fermenter and the James Madison University (JMU) community. This awareness and education campaign will make customers excited to learn more about craft beer and homebrewing and have a place they are excited to go to and support. Efficacy conducted 118 surveys, 30 semi-structured interviews and two client meetings in order to gain insight into JMU students' knowledge and opinions about craft beer and homebrewing.

Through publicity efforts, educational events, and interactive educational social media posts, The Friendly Fermenter will build and strengthen its overall relationship with the the JMU community, as well as create a better reputation for the organization as a whole.



The Friendly Fermenter

Secondary Research Report

A decorative illustration of two golden wheat stalks is positioned in the lower right quadrant of the cover. The stalks are rendered in a light gold color and are set against the dark, textured wood background. One stalk is larger and more prominent, while the other is smaller and positioned slightly behind it.

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SECONDARY RESEARCH

Internal Environment

The Friendly Fermenter was opened in September 2017 by Shawn Gatesman. Gatesman originally started homebrewing in 2013 and decided to turn his passion into his career. Gatesman was looking to hire employees but wanted to wait until he was financially able and could hire the most qualified people to fulfill his mission. There are currently no communication channels being used internally. The internal environment of the company has yet to make any public relations actions but is open to making them. With that being said, the obstacles would be getting the client to prioritize social media and public relations campaigns for the opening of his brewery.

History of Homebrewing

Although it is unknown when humankind first began brewing, the first fermented beverages were consumed around 12,000 years ago (Hornsey, 2007). Researchers have found evidence of brewing from about 6,000 years ago, along with a 3,900 year old poem that includes the oldest known brewing recipe. Although it was not nearly the same process that it is today, brewing beer is believed to have begun around the same time people began developing crops (Kaminski, 2016). During that time, people had to rely on songs that were passed down to learn different recipes and strategies (Hornsey, 2007).

The earliest homebrewing used barely bread instead of grains and a single container was used throughout the entire process. Many believe the monks began brewing in the Middle Ages, which may have marked the beginning of the brewing industry being that they brewed beer in the monastery (Meussdoerffer, 2009). At this time, the homebrewers were, surprisingly, mostly women and beer was one of the only safe forms of hydration and nutrition (Poelmans & Swinnen, 2011). Some believe the first beer brewed in the new world was brewed in Sir Walter Raleigh's colony in Virginia in 1587 (Kaminski, 2016). Currently, in terms of craft breweries per capita, Virginia is ranked 30th in the United States with 61 operating craft breweries (The Growth of Craft Beer, 2014).

The first commercial breweries in the United States began to pop up in the 1600's, but the majority of brewing was still believed to be done at home (Poelmans & Swinnen, 2011). A number of the founding fathers of the United States either brewed beer themselves, or had beer brewed at their estates. For example, Thomas Jefferson's wife would produce around fifteen gallons of beer every two weeks. George Washington also brewed beer at his estate in Mount Vernon (Kaminski, 2016).

The Industrial Revolution was a very important time for homebrewers. With the introduction of thermometers and hydrometers and many other important inventions, people no longer had to rely on open fire, their beer no longer had a smokey flavor, and the temperature of the ingredients was much easier to control. During this time, higher-quality beer was being produced at a higher rate and lower cost, but homebrewing remained a way of life (Kaminski, 2016).

During the Prohibition in 1920, people were no longer allowed to make, buy or sell alcoholic beverages (Poelmans & Swinnen, 2011). Because these large breweries were no longer allowed to make beer, they turned to malt extracts and began selling them for "baking" purposes. Along with this, hop sales for home "baking" was well over thirteen million pounds (Kaminski, 2016). According to the Prohibition Bureau, by 1929 around 700 million gallons of beer was made at home. Later on in 1933, Prohibition had come to an end and 160 breweries began to sell beer once again (Poelmans & Swinnen, 2011). Although it did not stop people, brewing beer at home was still considered illegal. Forty-five years later, Jimmy Carter legalized the act, allowing people over the age of 21 to brew beer at home (Kaminski, 2016).

In the 1970's, if people wanted to learn to brew they had to either find someone who already knew, or they had to read books on the different instructions, recipes and strategies. In the early 1980's, Charlie Papazian helped form the American Homebrewers Association and later released the first edition of *The Complete Joy of Homebrewing* in 1984 (Kaminski, 2016). His book, "The Complete Joy of Homebrewing" has had over 25 reprints and has sold over 900,000 copies worldwide since it hit the bookshelves back in 1984 (Rabassa, 2010).

Today, there are more maltsers, hop growers, yeast labs, and homebrew shops than ever before. The homebrewing movement has helped the craft brew industry immensely, bringing in many of its brewers and customers. With the help of the internet, people have the ability to

access information at any time about homebrewing. The number of different recipes and strategies are endless (Kaminski, 2016). A few online resources include Homebrewers Association, Brewers Friend, and Brewtoad.

According to the American Homebrewers Association (AHA), over 1.2 million Americans brew beer at home at least once a year (Talking Points, 2014). Being that two-thirds of these people began homebrewing in 2005 or later, it is clear that this is a prominent trend. Homebrewing has become an extremely popular hobby in recent years. Currently, the AHA has over 43,000 members. There are well over 400 homebrew competitions held in the United States each year (Talking Points, 2014). People homebrew for a number of reasons. According to the AHA, the number one reason why people homebrew is the creative and artistic aspect of the hobby. The second reason for homebrewing involves the scientific aspect of the actual process. Regardless of people's reasoning for this newfound hobby, the number of homebrewers has increased significantly over the last few years (Homebrewing Stats, 2013).

The average homebrewer is 40 years old, and about 60 percent of homebrewers are between the ages of 30 and 49. 78 percent are either married or in a domestic partnership, and 69 percent of them have a college degree or some form of higher. About 60 percent have an annual household income of \$75,000 or more (Homebrewing Stats, 2013). According to Feeney (2015), a fundamental shift in the types of beer and brewing establishments has occurred in the United States over the past 30 years. From only 43 breweries in 1983, to well over 5,301 and still growing today, these new breweries are small and independent, with limited production, yet have distinct geographic implications (Number of Breweries, 2017).

Recognized Leaders

Nationally, Barack Obama is an active homebrewer. He was the first president to host a White House brewing session (How Barack Obama Became the First President to Brew Beer at the White House, 2017). President Obama later shared his recipes with the public, which sparked a big interest in homebrewing. Other nationally recognized leaders who homebrew would include actor Wil Wheaton and supermodel Kathy Ireland (Doucette, 2017).

Locally in Harrisonburg, there is an active Harrisonburg Homebrewers Facebook page with nearly 300 members, led by Roger Jackman, Scott Johnson, Keith Barch, Adam Brenneis, Kate Crothers, Seth Barch and Jamie Long. On this page, people freely discuss their homebrewing strategies, along with information about the techniques and recipes. The group meets about once a week to discuss homebrewing. Our client, Shawn Gatesman, is very active on this page and the group. (Harrisonburg Homebrewers, Facebook).

Current Status of Client

Shawn has been homebrewing for four years and decided to open up the only brewery in Harrisonburg where people can brew on-site with no brewing knowledge required. Although he has only been open for a few months, he has been active in the community and plans to help the town of Harrisonburg grow as a community and flourish economically. Since the opening in September, he has had a consistent flow of customers but would like to engage more with the JMU community.

Competition

Fortunately for The Friendly Fermenter, the local breweries and bars in the town of Harrisonburg have been helping him open his business. The Friendly Fermenter is located down the street from Three Notch'd Brewing Company, and just a few minutes away from Pale Fire, Brothers Craft Brewing, Wolfe Street Brewing, Capital Ale House, Jack Brown and Billy Jacks. The Blue Ridge Outdoor Magazine named Harrisonburg, Virginia the “Best Beer Town in the Blue Ridge Mountains” in 2013 (Daddio, 2013). Despite competition, The Friendly Fermenter will help beer tourism in Harrisonburg as a whole by adding more variety.

A Little Friendly Competition

- Three Notch'd Brewing Company
- Brothers Craft Brewing
- Wolfe Street Brewing
- Pale Fire Brewing Co.
- Capital Ale House
- Jack Browns
- Billy Jacks

Local Media

WHSV 3, the local news channel for Harrisonburg, wrote a story about the opening of The Friendly Fermenter in February of 2017 saying that what Shawn was doing was “unique and fun” (Wood, 2017). A writer from JMU, one of the many colleges in the area, wrote an article for The Tab titled “Praise the beer gods: Harrisonburg’s newest Brewery will let you brew your own Beer” (Medeiros, 2017). In the article, Medeiros wrote “Thanks to Shawn Gatesman, this summer your dreams of brewing beer can come true with the opening of The Friendly Fermenter.” The opening of The Friendly Fermenter has also been mentioned on Harrisonburg Downtown Renaissance’s website (Dono, 2017), and on the Daily News Record (Bradshaw, 2017).

After opening, local media continued to write stories about The Friendly Fermenter and the different things the place has to offer. Maria Keuler (2017), a writer for The Breeze, informed people that “Because the beer is brewed in small batches, Gatesman has the advantage of making multiple different styles of beer, creating a menu full of variety. New homebrew-inspired beers are produced weekly.”

Recent Changes

Legally in Virginia, anyone can brew beer at his or her residence or at a brewing shop for domestic consumption at his or her residence. However, these products are not to be sold or given away unless it is for personal or family use. These products can legally be given as a sample, which can not exceed two ounces, or to any person to whom beer may be legally sold, but the amount cannot exceed seventy-two ounces per person per year. This modification allows the production of beer without a license or permit, which could help spark customers interest in homebrewing (Homebrewing Rights: Virginia, 1995).

As of 2012, breweries in Virginia are allowed to serve brewed beer by the glass (Blackwell, 2012). This law allows breweries across the state of Virginia to sell full glasses of beer, even if the establishment is not restaurant. This change helps put breweries on the same track as Virginia’s most popular wineries. This has and will continue to encourage beer tourism, create



growth for small breweries, and generate tax revenue for the state of Virginia. (Blackwell, 2012).

It should be noted that homebrewing and craft-beer are a relatively new trend (Homebrewing Stats, 2013). With that being said, it is proven that craft breweries play a significant role in contemporary place-making. As Fletchall (2016) explained,

Besides the taste of the beer, the local nature of breweries and their community focus prove to be an important draw for brewery visitors and provide the change to experience the community in a more authentic way, and this, offer an opportunity to make a meaningful connection with place (p. 1).

Publics Analysis

After speaking with our client and reviewing The Friendly Fermenter's Facebook page and other media coverage of the brewery, we found that our client's publics think highly of the brewery and that the majority of visitors have had a very positive experience at The Friendly Fermenter. Local media sources such as the Daily News Record, WHSV and The Breeze covered The Friendly Fermenter for his opening and good progress.

While The Friendly Fermenter is a new brewery, there are opportunities to reach JMU students and spark their interest in craft beer and homebrewing. Although the majority of college students do not turn 21 until their junior or senior year, they are still a huge part of the Harrisonburg community. Bringing more students into The Friendly Fermenter will help generate more business through word of mouth and social media. The school as a whole is continuing to grow in both size and student body, which is a huge opportunity for the downtown area of Harrisonburg.

External Publics

The active publics include people who actively attend craft breweries and bars in the downtown Harrisonburg area. Each location opens at 4pm and closes at either 10pm or 11pm on weekdays and Saturdays, 12-12pm. These breweries include Three Notch'd Brewing Company, Pale Fire, Brothers Craft Brewing and Wolfe Street Brewing. A beer named 'Minute Man' from Three Notch'd Brewing Company was ranked Top Ten IPA in America by Draft Magazine (Fowle, 2017). Pale Fire has specials every day of the week and was named one of the best new Breweries in 2015 by Beer Advocate (Kennedy, 2016). Brothers Craft Brewing uses a mailing list and hosts a number of big events throughout the year (Upcoming Events, 2017). Wolfe Street Brewing also has a mailing list and does a Drink and Give Back program that allows organizations to hold Wolfe Street hosted fundraisers for their organization (In Case you need another reason to visit, 2017). While although Capital Ale House is not a brewery, it is both a restaurant and a bar located downtown that attracts customers from its craft beer selection (raise the bar, 2017).

The aware publics includes homebrewers in Harrisonburg. There are currently 300 people who have joined the Harrisonburg Homebrewers Facebook group. The group meets weekly to discuss different aspects of homebrewing and their homebrew experiences from that week. However, the majority of people in Harrisonburg do not homebrew, making the majority of people an inactive public. Because of the lack of involvement with homebrewing, awareness and education are critical. Because The Friendly Fermenter has three different sectors, including the homebrew shop, homebrew classes, and the taproom, awareness will be more widespread and known because of its niche quality.

The latent public includes macro beer drinkers in the Harrisonburg area who do not know about craft beer and homebrewing. This public might include people who have just turned 21 and have not been introduced to craft beer. The nonpublic includes people who do not drink beer.



The Friendly Fermenter

Primary Research Report

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INTRODUCTION

This research was done on The Friendly Fermenter, a Harrisonburg home brew supply store and nano-brewery that opened in September of 2017. The Friendly Fermenter is looking to run a more successful business by using a public relations platform. In order to do this, researchers from a large mid-atlantic university will be exploring students perceptions and opinions about craft beer and homebrewing. The research findings will be used to formulate a public relations campaign for our client, Shawn Gatesman, the owner of The Friendly Fermenter.

The Friendly Fermenter is located one mile away from James Madison University (JMU), a University comprising more than 20,000 students. Research by the Brewers Association in 2001 has shown that the typical demographic of craft beer consumers are white males aged 39 with high education and a relatively high income. However, new research by the Brewers Association has shown that there is increasing number of millennial craft beer drinkers (Herz, 2017). The Brewers Association states that 57% of millenials drink craft beer weekly. The Friendly Fermenter is in an excellent position to reach the upcoming target audience of millennials with being located less than one mile away from JMU. Downtown Harrisonburg is a popular location for JMU students' outings. Understanding the consumer habits and opinions of our target audience is critical in understanding how to formulate communication tactics.

One of the goals of The Friendly Fermenter is to teach beer brewing classes. Understanding how to motivate people to spend money on an educational experience is crucial to the success of class attendance. A study conducted by Boven and Gilovich (2003) found that experiential purchases, those made with the primary intention of acquiring a life experience, made participants happier than material purchases. With knowing that people value experiences, this study hopes to better explore the educational experiences.

Not only will the Friendly Fermenter teach beer brewing classes, but it sells brewing supplies. Encouraging people to homebrew as a hobby will illicit new customers in homebrewing. However, we want to make sure that people purchase their supplies from The Friendly Fermenter rather than online. Research by Chiang and Dholakia (2003) found that convenience and product type influence consumer intention to engage in online shopping. When consumers perceive offline shopping as inconvenient, their intention to shop online is greater (Chiang & Dholakia, 2003). Inconvenience detracts consumers from shopping in store, therefore our research will further explore attitudes and opinions about JMU students in order to formulate messages that reveal the benefit of buying brewing products from Shawn versus online.

With the many options in Harrisonburg for JMU students to drink, it is crucial to bring light to why students should go to The Friendly Fermenter. Our research will question the drinking habits and preferences of the students, which will help understand what The Friendly Fermenter needs to do to become a downtown destination for JMU students. Along with bringing light to The Friendly Fermenter, bringing attention to the craft beer industry in general will foster customers. Asking participant's perceptions of the many factors involved in craft beer consumption and involvement will allow us to understand how to increase the level of awareness and education of craft beer and homebrewing.

RESEARCH QUESTIONS

The primary purpose of this study is to collect and analyze data that will form the empirical grounding for the public relations campaign senior SCOM students are preparing for their client in their capstone class (SCOM 461). Over the course of our research, we intend to answer the following research questions:

RQ1: What are the perceptions about craft beer among 21-25-year-old beer drinkers?

- Attitude plays a key role in actions toward the organization as a whole. Understanding these attitudes give the researchers an insight about how to motivate the students to go to The Friendly Fermenter.

RQ2: What is the level of involvement in craft beer among 21-25-year-old beer drinkers?

- In order to assess future opportunities with sparking students' interest in craft beer, it is essential that we know the current students' overall level of involvement.

RQ3: Why do 21-25-year-olds like craft beer?

- Students attitudes about why they do or do not like craft beer plays an important role in understanding the public The Friendly Fermenter should target. An answer to this question provides the researchers with an understanding of what students are looking for in their craft beer.

RQ4: How and why do 21-25-year-old beer drinkers partake in and engage with craft beer culture?

- In order to understand what attracts people to drinking craft beer, the researchers must be aware of how and why beer drinkers engage with the craft beer culture.

RQ5: Why do 21-25-year-olds brew beer at home?

- Figuring out why students choose to brew beer at home can help the

researchers understand which factors play a role in why people do or do not choose to brew their own beer.

RQ6: What communication channels do 21-25-year-old beer drinkers prefer and why do they use them?

- An answer to this question provides the researchers with a list of specific communication channels that are used most frequently by college students who enjoy drinking beer. This information can be useful from a social media standpoint.

METHODOLOGY

Survey Research

A survey was developed for the purpose of gaining insight about the opinions students hold about craft beers and home brewing. The goal of this study is to provide the researchers with descriptive and explanatory information about JMU students and the different attitudes they hold towards craft beer and homebrewing. This information will benefit The Friendly Fermenter when making strategic decisions concerning the overall operation of the nano-brewery. The Friendly Fermenter is likely to change its taproom lineup and home brewing supply offerings to match participants expressed preferences and likings. The study will generate knowledge about Virginia brewing and craft beer, an industry Governor Terry McAuliffe openly supports because craft beer and craft brewing has shown promise in drawing out-of-state tourists to Virginia.

Sample

Researchers targeted students enrolled at JMU, a large mid-atlantic University located in Harrisonburg, Virginia. Convenience and snowball sampling strategies were used in order to appropriately answer the above research questions. JMU students are the best participants to study because of the close proximity from the Friendly Fermenter to the brewery.

Procedure

The participants were asked to follow a link that brought them to a consent form. This consent form informed them of their rights, explained that they will be treated fairly throughout the entire process, and ensured the anonymity of their answers. In order to qualify for the survey, participants must be enrolled at James Madison University and at least 21 years of age.

The survey had a cross-sectional research design, being that the data was collected from a single point in time. In order to obtain meaningful data, participants answered four questions pertaining to demographics. This includes their age, gender and ethnicity. Doing this allows researchers to see any visible trends regarding participants age, gender, and their ethnicity. The next set of questions pertained to the participants interest in craft beer and homebrewing. After completing these questions, they were thanked for participating in the study.

Operationalization of Variables

We measured participants opinions by focusing questions around their perceptions of craft beer and homebrewing. We asked basic questions about their overall relationship and experience with craft beer and homebrewing. We used likert scales to gain insight on participants perceptions on the quality, price and appeal of craft beer.

Interview Research

An in-depth, semi-structured interview guide was developed for the purpose of gaining insight into opinions students hold about craft beers and home brewing. The goal of the interviews was to provide the researchers with descriptive and explanatory information about craft beer drinkers and the different attitudes they hold towards craft beer and homebrewing. Face-to-face interviews allowed researchers to probe for more information and provided clarity in the response, which can not be gathered using an online survey. This information will benefit The Friendly Fermenter when making strategic decisions concerning the overall operation of the nano-brewery.

RESULTS

RQ1: What are the perceptions about craft beer among 21-25-year-old beer drinkers?

- Participants were asked about their level of interest in craft beer. The researchers ran frequency analysis to detect this, to which they discovered that 52.44% of participants were “interested” and 15.85% were “very interested.”

RQ2: What is the level of involvement in craft beer among 21-25-year-old beer drinkers?

- The survey asked participants how often they consume craft beer per week. A frequency analysis indicated that 62.65% of participants consume craft beer at least once a week.

RQ3: Why do 21-25-year-olds like craft beer?

- The survey asked participants why they choose craft beer and 71.08% said they choose craft beer because of the taste and quality. 10.84% said they choose craft beer because of the increase in alcohol content.

RQ4: How and why do 21-25-year-old beer drinkers partake in and engage with craft beer culture?

- Both interview and survey participants were asked what would make them go to a bar or brewery and the majority of interviewees indicated that live music would be of interest to them. On top of that, 76% of survey participants claimed that live music would make them go to a bar or brewery and 90.3% said tastings would bring them to go somewhere.
- While 71.08% of participants indicated that they drink craft beer for the taste and quality, only 11.43% indicated that they do not drink craft beer at all. When asked why they do not choose craft beer, 67.07% claimed the price of the beer was the main deterrent.

RQ5: Why do 21-25-year-olds brew beer at home?

- Researchers found that not one interviewee regularly brewed beer at home. The survey indicated that just two people out of 83 claimed that they regularly brew beer at home. Participants were questioned about why they choose to brew beer at home and the results indicate that their parent or another family member taught them how to do it and does it with them. 30.49% of participants indicated that they have thought about brewing beer at home and 82.93% indicated that they would be willing to take a beer making class.

RQ6: What communication channels do 21-25-year-old beer drinkers prefer and why do they use them?

- In both the survey and interview, participants were asked what communication channels they prefer to use when finding out information about new places. The majority of interview participants indicated that Facebook and Instagram were their preferred communication channels. 56.52% of survey participants indicated that Facebook was their preferred social media.

ADDITIONAL FINDINGS

Participants were asked what price they were willing to spend on one glass of craft beer and 52.94% said \$5-\$6 and 34.12% said \$7-\$8.

67.07% claimed that price was the main deterrent for drinking craft beer and 84.52% said they prefer to drink macro beers because of the low price.

97.59% of students said they have never taken a beer brewing class, whereas 82.93% expressed interest in taking a beer brewing class. Less than 10% of participants said they would be unlikely to take a beer brewing class with their organization.

INTERVIEW THEMES

Absence of knowledge and inexperience

When students were asked about their general attitude and perceptions of craft beer, an overwhelming majority had a lack of knowledge and experience with craft beer in general. Students reported that they rarely if ever drink craft beer. The following interview excerpts highlight the lack of experience and knowledge about craft beer:

“I have never even had craft beer. I would say I am willing to always try new things.” Female, 21

“I don’t know much about beer I just know it takes a little more to make a craft beer than to make a bud light.” Female, 22

“Craft beer? Probably zero times a week. Craft beer is good beer right? Yeah, zero.” Male, 22

“Well since I turned 21....I just started tasting more stuff and I started doing those create your own 6 pack things, and so yeah that’s how I figured out that like IPA’s.” Male, 22

“I probably wouldn’t just because I am still exploring what kind of beer tastes I want and I really don’t know much about it.” Female, 21

“Since I have literally not much knowledge on it I would want to learn more about it.” Female, 21

The above quotes show that participants have not tried craft beer or know about the brewing process in general. With the lack of experience and knowledge about craft beer, there was a general willingness to be open and try it. One participant above stated that trying more beers in the experimental 6 packs let him navigate the tastes of beer that he enjoys, showing how experience and more developed knowledge in craft beer increases someone’s interest. If participants have not tried craft beer, their likelihood of going to The Friendly Fermenter is low. The theme of inexperience and lack of knowledge of craft beer indicates that The Friendly Fermenter can benefit from educating the target audience on craft beer in general, ranging from the tastes of the beer to the brewing processes.

Price

For the majority of students, price was the biggest determinant and factor in beer selection. Macro beers were the preferred beer for the students that drank more frequently due to the nature of the price and accessibility. The participants addressed the price factor in the following responses:

“If I am gonna drink beer, I usually vary from a bud light to shocktop to blue moon with an orange. I like them because they are easily accessible and cheaper, so it is pretty affordable for people to drink those beers.” Female, 21

“If price was not a factor, I definitely would go for some nicer beers that have more taste options quality wise.” Female, 21

“ I normally drink light beer. Natural Light and Busch Light are just so cheap and best.” Male, 21

“If price was not a factor, I guess I would want to try more beer. The reason I haven’t tried that many different ones is because I don’t want to spend money on things that I’m gonna end up trying and not liking and wasted money on that case, you know?” Female, 21

The above quotes support the general notion that when students choose to drink beer, price is a determining factor. This theme can provide insight into why students purchase the beers they do and can help with forming messages to address the target public. The Friendly Fermenter could benefit from messages that make students’ feel like their money is not being frivolously spent because the quality of the beer is worth the extra dollar.

Homebrewing perceived to be impractical

We asked students if homebrewing is a hobby they would ever pick up, but the perceptions of its impracticality prevented students from thinking it would be feasible. This can be seen in the following participant responses:

“Not right now because I do not have a home and I’m in college. It is too time consuming.”
Female, 21

“it is something I have an interest in but I don’t think I have the time to put forth to be knowledgeable enough to do it well.” Male, 22

“No, but I would try it. I probably wouldn’t want to put any money into it though.” Male,
21

“I probably wouldn’t just because I am still exploring what kind of beer tastes I want and I really do not know much about it” Female, 21

Students expressed that they were too busy and did not have enough space in their apartments for homebrewing. This is fallous thinking in that homebrewing can take up for little space at all. They also expressed that it is an expensive hobby and it is out of their price range. This framework can be broken down if the value and worth associated with homebrew was higher. One participant said their lack of knowledge on homebrewing is her barrier from homebrewing. This theme is crucial for the understanding of what college students do not know about homebrewing and how to break their fallous perceptions.

People want experience

When asking students if they would be interested in a beer brewing class, and about their brewery habits, there was a major theme of the value of an experience. Students were willing to spend money on what they perceive to be an experience, and this is seen in the following participant responses:

“I would recommend going to any brewery because even though I don’t like a certain kind of beer it’s a good experience to try them out” Female, 21

“I would one hundred percent go for that because I think that is an experience I would want to put on my bucket list.” Female, 21

“For me, I went more for the social experience. That kind of atmosphere than the beer. The beer was definitely an added bonus.” Female, 22

“That would be something very unique, it is an experience I usually wouldn’t get to have and it would be something that I could really get a lot out of and expand on my interest in making beer and that is definitely knowledge that could spur future interest in it.” Male, 22

“I’m an experience person. I would go with friends if it has a cool atmosphere, if they have some kind of event going on like a steal the glass kind of thing that would be cool. I think it is all about the experience.” Female 21

The quotes above show that students are more than on board for homebrew classes and going to breweries. The homebrew class was even expressed to be a ‘bucket list’ item. Participants frequently mentioned how the ‘atmosphere’ of breweries created an experience for them. Participants seemed to always refer to the classes and breweries trips to be experiences more than the physical purchases they would be receiving. We have learned that people want social experiences, learning experiences, and life experiences. This theme is valuable for The Friendly Fermenter. Knowing that experience in craft beer and budget for students is low, key messages to students can be tailored to the experiences that The Friendly Fermenter can offer.

People are open to learning

The Friendly Fermenter has been a vehicle for craft beer information since the dawn of its creation. When participants were asked about their craft beer perceptions and their willingness to take a homebrewing class, there was a unanimous theme that learning about craft beer is of huge interest. This can be seen in the following participant responses:

“Since I have literally not much knowledge on it I would want to learn more about it.”
Female, 21

“Oh yeah, that would be sick. Well one, you get to take the beer home. Two, you get to learn cool things and I get to tell all my knowledge to all my friends and be like ‘yeah I know how to brew this kind of stuff, oh yeah.’” Female, 21

“First, I think it would be a cool learning experience to see how it is actually made because I feel like there is a lot more work that goes into it than you think so to just see the whole process and have the experience of it, you don’t forget that in life.” Female, 22

“ I took a class in college and it taught me how to brew beer and maybe if you’re really good at it you might be able to make it into a business and try to figure out how to integrate it into your college courses, whatever, if you’re a business major or like there’s so many ways to incorporate if you’re really good at it or even just to like say you did this, this is my own brew, give it a shot. It is something you can be proud of.” Female 21

“I like to try new things to be honest.” Female 21

The above quotes show that people are more than willing to admit they do not know much about homebrewing and craft beer, but are enthusiastic about learning. Students will get involved with craft beer if it is something that can benefit them in the long term. One of the quotes above expresses how one participant believes craft beer knowledge can extend out into all facets of someone’s life. Participants were interested in homebrewing classes and learning

more about how craft beer is made. Similar to the theme of experience, this theme of education is beneficial to message creation. Education was a value amongst these college students and can be utilized by The Friendly Fermenter through events and classes.

PRACTICAL IMPLICATIONS

The findings of this study calls attention to the issues surrounding a lack of education and awareness of craft beer. In general, students tended to drink cheap macro beers for economic reasons rather than for taste and quality. Students were uneducated on the brewing process and, due to the fact they typically drink light macro beers, they have yet to of acquired a palette for the variety of flavors craft beer have. Participants who stated they worked at a restaurant showed a dramatically higher awareness and education on craft beer than participants that were not working directly with beer. Students showed unanimous interest in trying flights and interest in the beer brewing class. If students are exposed and educated to craft beer more, their interest and involvement in the craft beer industry would increase.

LIMITATIONS

Research in the future should have a random sampling procedure from a pool of students. Snowball sampling was used and this could cause error. Participants were friends of researchers, which could of led to selection bias. Ties to participants could decrease the formality of the interview. Therefore, it would be beneficial to interview random participants in the future. It is important to note that the majority of respondents were white, which hurts the generalizability of our findings. The study makes the assumption that if you are over 21, you drink beer but many participants did not drink beer so some interviews had very little substance and were very short due to this nature.

Appendix A

Survey Questions

Q2 How old are you?

- 21 (1)
- 22 (2)
- 23 (3)
- 24 (4)
- 25 (5)

Q3 I am or identify as:

- Male (1)
- Female (2)
- Other (3)

Q4 I am:

- Single (1)
- In a relationship (2)
- Married (3)
- Other (4)

End of Block: Demographic

Start of Block: Taproom Questions

Q5 I prefer:

- Light beers (1)
- Medium bodied beers (2)
- Dark and heavy beers (3)
- Other (4) _____

Q6 I like (click all that apply)

- Hoppy beers (1)
- Malty beers (2)
- Fruit beers (3)
- Honey beers (4)
- Wheat beers (5)
- Saisons (6)
- Other (7) _____

Q7 Pick your three favorite beer styles:

- Amber ale (1)
- Barley wine (2)
- Bitter (3)
- Blonde Ale (4)
- Bock (5)
- Brown ale (6)
- Cream Ale (7)
- Doppelbock (8)
- Dunkel (9)
- Dunkelweizen (10)
- Hefeweizen (11)
- Helles (12)
- American IPA (13)
- Imperial IPA (14)
- Kolsch (15)
- Lambic (16)
- Mailbock/Helles (17)
- Oatmeal Stout (18)
- Oktoberfestbeir/Marzenbier (19)
- Pale Ale (20)
- Pilsner (21)
- Porter (22)
- Red Ale (23)
- Imperial Stout (24)
- Saison (25)
- Scotch Ale (26)
- Witbier (27)
- Weissbier (28)
- Weizenbock (29)
- Other (30) _____

Q8 My current level of interest in craft beer is

- Very Disinterested (1)
- Disinterested (2)
- Neutral (3)
- Interested (4)
- Very Interested (5)

Q9 I prefer using _____ to get information about breweries/craft beer.

- Facebook (1)
- Instagram (2)
- Snapchat (3)
- Twitter (4)
- Other (5) _____

Q10 I am willing to spend _____ on one glass of craft beer.

- 3\$-4\$ (1)
- 5\$-6\$ (2)
- 7\$-8\$ (3)
- 9\$-10\$ (4)
- 11\$-12\$ (5)
- 13\$ or more (6)

Q11 I tend to prefer:

- Beer of high quality, regardless of the price. (1)
- Cheaper beer, regardless of the quality (2)

Q12 On average, I consume _____ craft beers per week.

- 0-2 (1)
- 3-5 (2)
- 6-8 (3)
- 9 or more (4)

Q13 On average, I drink craft beer:

- 5-7 times per week (1)
- 2-4 times per week (2)
- Once a week (3)
- A few times per month (4)
- I rarely drink craft beer (5)

Q14 I tend to prefer beers that are

- Light and refreshing, (1)
- Medium bodied and "sessional", 5-8% (2)
- Heavy and high in ABV >8% (3)

Q15 I think _____ would make people more willing go to breweries. (click all that apply)

- Food trucks (1)
- Tastings (2)
- Live music (3)
- Poetry (4)
- Karaoke (5)
- Trivia (6)
- None of these options (7)
- Other (8) _____

Q16 To me, the craft beer in Harrisonburg is:

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q17 To me, the craft beer in Harrisonburg is:

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q18 To me, the craft beer in Harrisonburg is:

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q19 I choose craft beer because of the:

- Taste/Quality (1)
- Alcohol Content (2)
- Price (3)
- Other (4) _____
- I do not usually drink craft beer (5)

Q20 I do not choose craft beer because of the:

- Taste/Quality (1)
- Alcohol Content (2)
- Price (3)
- Other (4) _____

Q21 I choose macro beers (Budweiser, Miller, Coors, etc.) because of the:

- Taste (1)
- Alcohol Content (2)
- Quality (3)
- Price (4)
- Other (5) _____

Q22 I do not choose macro beers (Budweiser, Miller, Coors, etc.) because of the:

- Taste (1)
- Alcohol Content (2)
- Quality (3)
- Price (4)
- Other (5) _____

Q23 How likely are you to go to a live music performance at a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q24 How likely are you to go to a trivia night at a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q25 How likely are you to go with your college friends to a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q26 How likely are you to go to a karaoke night at a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q27 How likely are you to go to a beer tasting at a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q28 How likely are you to go with your family to a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Q29 How likely are you to go to a poetry slam at a local brewery?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

End of Block: Taproom Questions

Start of Block: Brewing supplies

Q30 Do you brew beer at home?

- Yes (1)
- No (2)

Skip To: Q32 If Do you brew beer at home? = No

Q31 I brew beer at home because ____ (Insert written response)

Skip To: Q34 If I brew beer at home because ____ (Insert written response) Is Displayed

Q32 If you do not brew beer, have you ever considered brewing beer at home?

- Yes (1)
- No (2)

Q33 I do not brew beer at home because ____ (Insert written response)

Skip To: End of Block If I do not brew beer at home because ____ (Insert written response) Is Displayed

Q34 I have brewed beer in the last ____.

- Week (1)
- Month (2)
- Quarter (3)
- Year (4)
- Decade (5)

Q35 My current level interest in brewing beer is ____?

- Very Disinterested (1)
- Disinterested (2)
- Neutral (3)
- Interested (4)
- Very Interested (5)

Q36 I would be willing to travel ____ for brewing supplies.

- 0-20 Miles (1)
- 21-50 Miles (2)
- 51-100 Miles (3)
- 100+ Miles (4)

Q37 On average, I put ____ into brewing beer a week.

- \$0-\$25 (1)
- \$26-\$50 (2)
- \$51-\$75 (3)
- \$100+ (4)

Q38 On average, I brew ____.

- Weekly (1)
- Every Two Weeks (2)
- Once a Month (3)
- Once Every Few Months (4)
- Once a Year (5)

End of Block: Brewing supplies

Start of Block: Homebrew classes

Q39 Have you ever taken a beer making class?

- Yes (1)
- No (2)

Q40 Would you be willing to take a beer making class?

- Yes (1)
- No (2)

Q41 How interested would you be in learning to brew in a supervised environment (brew on site)?

- Very interested (1)
- Interested (2)
- Neutral (3)
- Uninterested (4)
- Very Uninterested (5)

Q42 How likely are you to go to a brew on-site event with an organization you're a part of?

- Very likely (1)
- Quite likely (2)
- Somewhat likely (3)
- Neither likely nor unlikely (4)
- Somewhat unlikely (5)
- Quite unlikely (6)
- Very unlikely (7)

Appendix B

Semi-Structured Interview Questions

1. How old are you?
2. What do you do for work? Are you a student?
3. What type of beer do you typically drink? Why?
4. What type of beer do you prefer to drink if price is not a factor?
5. How often do you consume craft beer in a month? How often do you consume macro beer?
6. What is your current level of interest in craft beer?
7. What is your experience with craft beer? Have you ever tasted homebrewed beer? What are your perceptions of homebrewed beer?
8. Why do you like craft beer? Why do you not like craft beer?
9. When going to a bar or brewery how much do you typically spend?
10. How much money would you be willing to spend on beer?
11. you like to spend on beer on a regular basis?
12. Do you prefer beers with light, medium or higher percentage of alcohol?
13. Have you ever home brewed? What is your homebrew experience like?
14. Would you ever try homebrew? If so, how much money would you put into it? If they said yes to homebrew, what do they enjoy about it?
15. Would brew on site events be of interest?
16. (Explain the three aspects of The Friendly Fermenter – homebrew shop, brew on site, and tap room) What type of events would make you want to go to the Friendly Fermenter?
17. See which type of event would people report saying they would like to go to more (beer tasting, live music, poetry, karaoke, trivia)
18. How do you decide what bar to go to?
19. Does social media have an influence to make you want to go somewhere? If so, which one?



The Friendly Fermenter

Situational Analysis

Erin Brown
Arie Olivetto
Ciara Conley

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS GRAPHIC (SWOT)



STRENGTHS

Location

The Friendly Fermenter is located in downtown Harrisonburg near a number of other popular restaurants and breweries. This is a strength because there will always be a lot of foot traffic in that area therefore there is a greater chance of passerbys to come in. People can easily travel from one business downtown to the Friendly Fermenter. There are residence areas downtown who receive increased visibility and easier access leading to more customers.

Quality of beer

All of the beer is brewed on site and is of great quality because Shawn is such an experienced brewer. This is a strength because many people who come to the city to go to local breweries are looking for quality beer over price. Higher quality beer gives a higher quality experience leading customers to come back. With other competitor breweries downtown, maintaining quality beer of is of great strength and value.

Price of beer

While the quality of the beer is high, the price is still reasonable and surprisingly lower than what other breweries charge per pint. This is a strength because although Harrisonburg attracts a lot of tourists, it is still a college town and most students are less willing to pay large amounts of money for beer. A lower price of beer makes being a frequent customer more feasible. If someone is wanting to go to a brewery, it is more attractive to go to The Friendly Fermenter for its lower prices and just as quality beer over another brewery.

Good feedback from customers

The Friendly Fermenter currently has five stars on every single one of his reviews on Facebook (42). People continue to comment on the Facebook page about their positive opinions and experiences at The Friendly Fermenter. Many people will visit a business' facebook page when searching for a place to visit and the fact that The Friendly Fermenter has such great reviews will lead to more new customer visits.

WEAKNESSES

Lack of social media

While Shawn is active on both Facebook and Instagram, he only has 760 followers on Facebook and 193 on Instagram. This is a weakness because social media can have an impact on where people choose to go. Less social media followers might deter people from coming because it might not have the clout necessary for credibility. The more people show interest in a business, the more likely it is that other people will want to explore the popularity.

Poor website

The Friendly Fermenter official website still has not been updated since it has opened and is not interactive. The website has very little information in comparison to other brewery websites. The website has poor graphic aesthetics which lessens the credibility of the establishment. For a customer that has never been to The Friendly Fermenter, the website is the first impression they will receive. If the website is disorganized, outdated, less impressive, that will be their impression of the business. This poor impression can lead people to think less of the Friendly Fermenter and potentially never visit.

Lack of parking lot

While there are two parking garages downtown, The Friendly Fermenter does not have its own parking lot. This could detract customers that would want to make a quick and convenient trip. New customers could potentially be confused about where to park and end up not visiting because of the inconvenience. The lack of a parking lot could have a bigger impact on people with disabilities.

OPPORTUNITIES

Room to grow community involvement

Especially during the holiday season, many local businesses in Harrisonburg do fundraising for a number of organizations, which helps strengthen community ties and draws in more business. This is a huge opportunity because Harrisonburg is such a small area and community involvement is extremely important in gaining support from the locals. Community involvement can brand The Friendly Fermenter's image as being a Harrisonburg icon as well as being a impactful business for the community.

JMU Expanding

JMU has announced that it is looking to expand and have already began building new dorms, dining halls and a hotel. This expansion brings more students and families to the town of Harrisonburg and in turn leads to more foot traffic and overall interest in the area. This expansion is an opportunity to turn new students and their families into customers. These new customers could be inclined to tell their friends and families leading to even more awareness of The Friendly Fermenter.

Beer Tourism

While having four other breweries in Harrisonburg increases competition, it also brings in more business. Harrisonburg is now a mecca for beer enthusiasts to travel to with its richness in breweries. The Friendly Fermenter has its own niche in terms of breweries with its brewing classes and brewing supply shop therefore it a more attractive option to beer tourists looking for a unique experience.

THREATS

Other breweries in the area

While the other brewers in the area helped Shawn get his business up and running, their business is still a threat to The Friendly Fermenter. The other breweries in the area have already built solid reputations and maintain a steady flow of customers. This is a threat to The Friendly Fermenter because those people might be reluctant to visit another brewery. New customers in the craft beer industry have the ability to research breweries and the internet clout they have established makes it more difficult for The Friendly Fermenter to build a reputation.

Lack of knowledge about craft beer and homebrewing

Typically, students become of legal drinking age their last two years of undergrad. Students have not been exposed to the plethora of beers that go beyond macro beers until late in their college career. This causes a lack of awareness and knowledge about craft beer in general, making it difficult to bring in new customers to the craft beer industry. Craft beer can be an acquired taste, and without experience to gain this tasting knowledge, an uninformed student population is not likely to visit a brewery. Being unaware of the craft beer industry also increases an individual's likelihood of not homebrewing and buying goods from the Friendly Fermenter.

Lack of knowledge about The Friendly Fermenter

What makes The Friendly Fermenter unique is the brew on site classes, homebrew products and the taproom. While the business just opened in September, the general majority of potential customers are unaware of The Friendly Fermenter. This is a threat because if people do not know about the business, they are not going to go there.

No food

One aspect of The Friendly Fermenter that sets it apart from some of the other local breweries is the fact that it does not have food. Typically, people want to eat food while they consume alcohol, so this may deter customers that are looking to do so. Because the other breweries have food, The Friendly Fermenter is perceived to be lacking in an aspect that its competitors do not. If a customer who goes to a brewery with food does not like beer, they could still have an enjoyable time because of the food. This may deter groups of friends that have an individual that doesn't drink. If an individual does not enjoy the beer they had at the Friendly Fermenter, there is not food to compensate like the other breweries.



The Friendly Fermenter

The Campaign

November 6, 2017

Erin Brown
Arie Olivetto
Ciara Conley

GOALS AND OBJECTIVES

Goal: Build a stronger reputation for The Friendly Fermenter, Harrisonburg craft beer and facilitate interest of home brewing among James Madison University students

Objective 1

Increase the number of James Madison University students who come in to drink at The Friendly Fermenter between January 2018 - May 2018 by 20%.

Objective 2

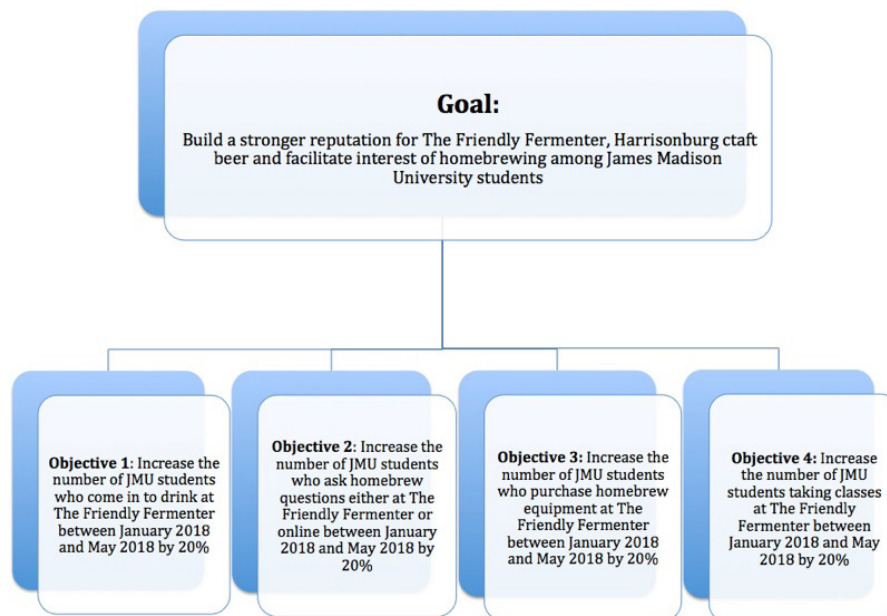
Increase the number of James Madison University students that come in to ask homebrew questions and purchase homebrew equipment at the Friendly Fermenter between January 2018 - May 2018 by 20%.

Objective 3

Increase the number of James Madison University students that purchase homebrew equipment at The Friendly Fermenter between January 2018 - May 2018 by 20%.

Objective 4

Increase the number of James Madison University students taking classes at The Friendly Fermenter between January 2018 - May 2018 by 20%.



STRATEGIES AND TACTICS

Objective 1 Strategy 1 Raise awareness about the type of beers he has on tap

Tactic 1: If people show Shawn they liked his Facebook and Instagram, they receive a free sample during the month of January.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: Weak

Implementation date: This tactic will be implemented during the month of January. This will allow students and other Harrisonburg locals to like the Facebook page, Instagram and keep up with The Friendly Fermenter's plans for the rest of the campaign.

Tactic 2: Short Facebook Live Video of Shawn starting the beer brewing process of his next upcoming beer in order to create buzz about what is to come.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented every month on the first Monday afternoon at 5:00 pm starting the first of January

Objective 1 Strategy 2 Raise awareness about the events that will be held at the Friendly Fermenter

Tactic 1: Create a facebook event "Free Pint Friday": Offer one half price pint of their choosing after someone purchases a flight

Target publics: People older than 21 years of age

Budget: High

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented the first Friday of every month between January and May. Because of the lower budget, it would not be possible to offer this deal every Friday.

Tactic 2: Opinion Leader Photos: Reach out to people in the Harrisonburg area who have a lot of followers on Instagram and ask them to post about upcoming events at The Friendly Fermenter.

Target publics: People older than 21 years of age

Budget: High

Audience reach: Narrow

Persuasive impact: Medium

Implementation date: This will be implemented on the 10th of every month from January 2018 to May 2018

Objective 1 Strategy 3 Use social media to motivate people to come in

Tactic 1: Monthly educational video on one of his beers that month that includes the brewing processes and ingredients

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented on the 3rd of every month.

Tactic 2: Bi-monthly Facebook post informing people to come in at 5:00pm to learn about the specific ingredients and brewing processes of one of his beers and pass out simple graphics on one aspect of his brewing process or ingredients.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented every other Monday afternoon at 5:00 pm starting the first of January

Tactic 3: Host a social media contest in the form of a daily photo challenge where patrons post a photo on social media of them drinking at The Friendly Fermenter using the hashtag #GetFriendly. This contest would span over a week. The more they participate, the more chances they have of winning a prize. Shawn could operate this contest on his own, or with the help of his employees.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Medium

Implementation date: This tactic would be implemented twice, once starting on January 1st and once starting on March 1st. This could kick off the campaign by capturing people's interest quickly. Also, there would be a break in between the two contests so people could see that the first winner received a prize and would be more inclined to participate in the second contest.

Objective 2 Strategy 1 Persuade the relative ease of home brewing to students

Tactic 1: Create a social media graphic to show the amount of items you need to homebrew and post it on Instagram and Facebook

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: Weak

Implementation date: This tactic will be implemented the second Friday of February.

Tactic 2: Create a social media graphic to show the relative size of items needed to homebrew and post it on Instagram and Facebook

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: Weak

Implementation date: This tactic will be implemented the last Friday of February.

Objective 2 Strategy 2 Use social media to motivate people to ask questions on social media

Tactic 1: Short Facebook Live Video of Shawn explaining a beer brewing process of one of his beers in order to create buzz about what is to come and allow people to comment throughout and after the video

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented every Monday morning until May 2018.

Tactic 2: Shawn can inform people in person and online through his posts and videos to ask him questions through Facebook messenger

Target publics: People older than 21 years of age
Budget: Low
Audience reach: Narrow
Persuasive impact: Weak

Implementation date: This tactic will be implemented multiple times between January 2018 and May 2018.

Objective 2 Strategy 3 Use social media to motivate people to ask questions in person

Tactic 1: Homebrew trivia night

Target publics: People older than 21 years of age
Budget: High
Audience reach: Narrow
Persuasive impact: Weak

Implementation date: This tactic will be implemented on the first Wednesday in March.

Tactic 2: 1 minute homebrew video. The video will use one of his products and encourage people to come in to ask questions on the homebrewing processes.

Target publics: People older than 21 years of age
Budget: Low
Audience reach: Narrow
Persuasive impact: Weak

Implementation date: This tactic will be implemented on Saturday, February 24, 2018.

Objective 3 Strategy 1 Raise awareness about the homebrew products at The Friendly Fermenter

Tactic 1: Create a social media graphic showing the perfect 'student' starter kit to homebrewing and post it on Instagram and Facebook

Target publics: People older than 21 years of age
Budget: Low
Audience reach: Broad
Persuasive impact: Weak

Implementation date: This tactic will be implemented the last Friday of February.

Tactic 2: 1 minute homebrew video. The video will use one of his products and discuss the uniqueness of its ability and how Shawn can show you how to use it.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented on Saturday, March 20, 2018.

Objective 3 Strategy 2 Raise awareness about the price of the homebrew products at The Friendly Fermenter

Tactic 1: 1 minute homebrew video. The video will use one of his products and encourage people to ask questions about the homebrewing processes either in person or online

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented on Saturday, January 27

Tactic 2: Post signs around The Friendly Fermenter informing people about the price of the homebrew products

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented multiple times between January 2018 and May 2018

Objective 3 Strategy 3 Educate on how to use the homebrew products at The Friendly Fermenter

Tactic 1: 1 minute homebrew video. The video will use one of his products and explain parts of homebrewing in general. He will encourage people to ask questions about the homebrewing processes either in person or online

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented on Saturday April 7, 2018

Objective 4 Strategy 1 Raise awareness about the homebrew classes

Tactic 1: Create schedule on website where you can see what classes are being offered

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: High

Implementation date: This tactic will be implemented mid January.

Tactic 2: Post weekly on Facebook about the upcoming homebrew classes with a link that allows people to sign up

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: High

Implementation date: This tactic will be implemented every week from January 2018 to May 2018

Objective 4 Strategy 2 Persuade people that homebrewing is a team building exercise

Tactic 1: Offer couples homebrew classes

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: High

Implementation date: This tactic will be implemented three weeks before Valentine's Day on January 24 2018, March 30 and April 30.

Tactic 2: Offer club/organization homebrew classes

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: High

Implementation date: This tactic will be implemented the first Sunday of February, March and April.

Objective 4 Strategy 3 Raise awareness about the hobby of homebrewing

Tactic 1. Use National Homebrew Day to increase class participation. On May 7, 2018 offer for people who sign up in time to observe while Shawn brews beer at The Friendly Fermenter. The cost of attendance will be \$15 per person and they will receive a pint of the beer brewed on that day.

Target publics: People older than 21 years of age

Budget: Low

Audience reach: Broad

Persuasive impact: Weak

Implementation date: This strategy will be implemented on Monday, May 7 because of National Homebrew Day.

Tactic 2: “Some Friendly Competition” - Homebrew competition at The Friendly Fermenter

Target publics: People older than 21 years of age

Budget: High

Audience reach: Narrow

Persuasive impact: Weak

Implementation date: This tactic will be implemented on Saturday, March 24, 2018. This event will take place on a Saturday because it will give the average worker time to prepare on Friday.

Tactic 3: Have four feature stories about students that brew beer at James Madison University.

Target publics: James Madison University students

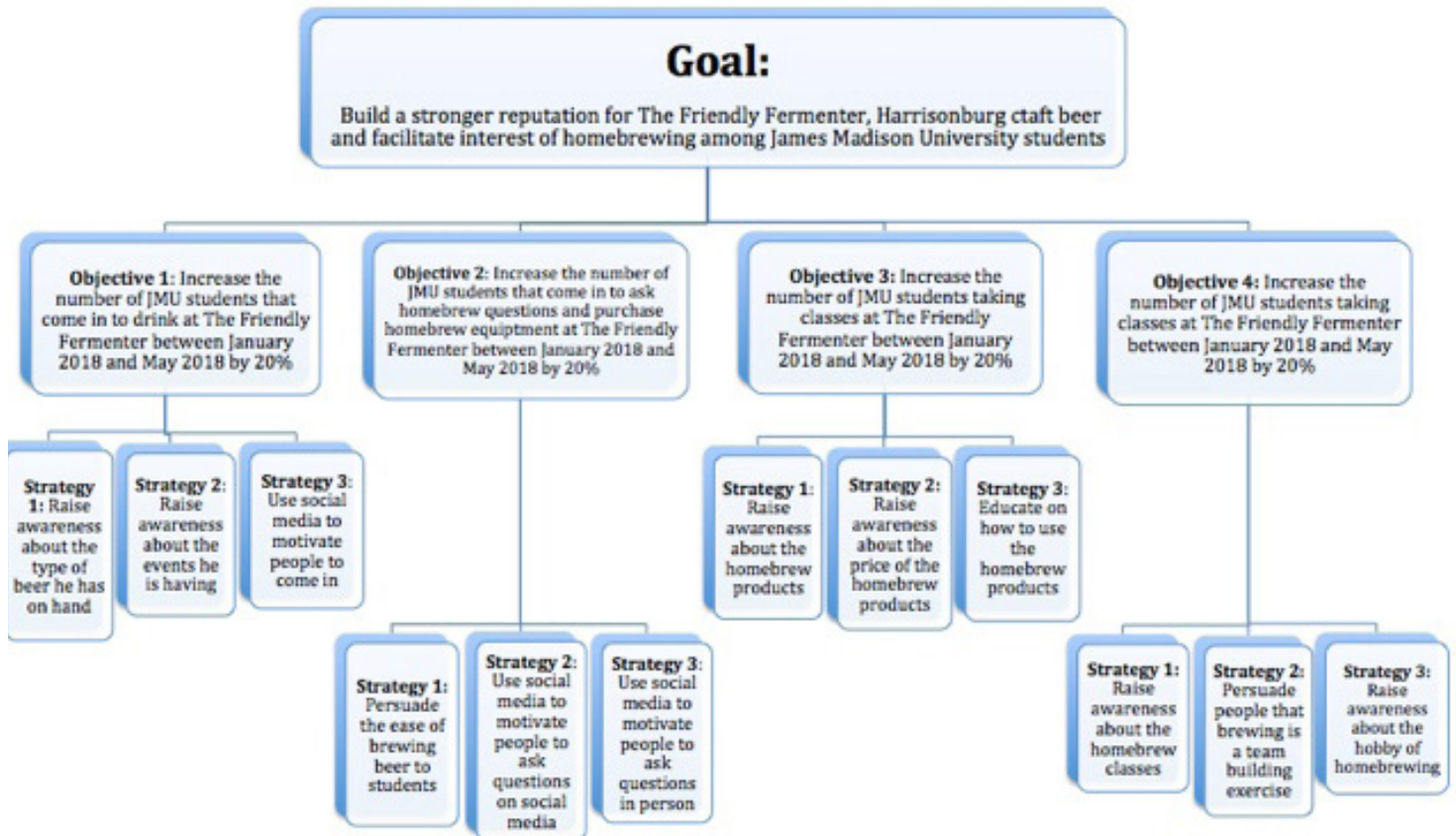
Budget: Low

Audience reach: Broad

Persuasive impact: Medium

Implementation date: This strategy will be implemented on January 15, February 15, March 15 and April 15.

CAMPAIGN BREAKDOWN CHART



STRATEGIES AND TACTICS CALENDER

Get Friendly Strategy and Tactics Calendar

		January					February					March			
Strategy	Tactic	1/1/18	1/8/18	1/15/18	1/22/18	1/29/18	2/5/18	2/12/18	2/19/18	2/26/18	3/5/18	3/12/18	3/19/18	3/26/18	
Strategy 1 Objective 1	Tactic 1														
	Tactic 2														
Strategy 2 Objective 1	Tactic 1														
	Tactic 2														
Strategy 3 Objective 1	Tactic 1														
	Tactic 2														
	Tactic 3														
Strategy 1 Objective 2	Tactic 1														
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Strategy 2 Objective 2	Tactic 1														
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Strategy 3 Objective 2	Tactic 1														
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Strategy 1 Objective 3	Tactic 1														
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Strategy 2 Objective 3	Tactic 1														
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Strategy 3 Objective 3	Tactic 1														
Strategy 1 Objective 4	Tactic 1														
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Strategy 2 Objective 4	Tactic 1														
	Tactic 2														
Strategy 3 Objective 4	Tactic 1														
	Tactic 2														
	Tactic 3														

Get Friendly Strategy and Tactics Calendar cont.

		April					May				
Strategy	Tactic	4/2/18	4/9/18	4/16/18	4/23/18	4/30/17	5/7/18	5/14/18	5/21/18	5/28/18	
Strategy 1	Objective 1										
	Tactic 1										
	Tactic 2										
Strategy 2	Objective 1										
	Tactic 1										
	Tactic 2										
Strategy 3	Objective 1										
	Tactic 1										
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Strategy 1	Objective 2										
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Strategy 3	Objective 3										
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Strategy 1	Objective 4										
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	Tactic 2										
Strategy 2	Objective 4										
	Tactic 1										
	Tactic 2										
Strategy 3	Objective 4										
	Tactic 1										
	Tactic 2										
	Tactic 3										

BUDGET TABLE

Tactics/Key Publics		Detail	Per item cost	Total projected	Actual projected Cost
Objective 1- Strategy Statement 1					
Tactic 1	People older than 21 years of age	Liked on Facebook & Instagram, receive a free sample during the month of January.	\$0.00	\$0.00	\$0.00
Tactic 2	People older than 21 years of age	Facebook Live Video to create buzz about what is to come.	\$0.00	\$0.00	\$0.00
Strategy Statement 2					
Tactic 1	People older than 21 years of age	“Free Pint Friday”: Offer one pint half off after the purchase of a flight	(½ Flight Cost per person)	\$3.00/\$4.00 per flight 50 people: \$150-\$200	\$3.00-\$4.00 per flight 50 people: \$\$150-\$200
Tactic 2	People older than 21 years of age	Opinion Leader Photos	\$0.00	\$0.00	\$0.00
Strategy Statement 3					
Tactic 1	People older than 21 years of age	Monthly educational video	\$0.00	\$0.00	\$0.00

Tactic 2	People older than 21 years of age	Bi-monthly Facebook post informing people to come in at 5:00pm to learn about brewing process	\$0.00	\$0.00	\$0.00
Tactic 3	People older than 21 years of age	Host a social media contest in the form of a daily photo challenge #GetFriendly	\$0.00	\$0.00	\$0.00
Objective 2- Strategy Statement 1					
Tactic 1	People older than 21 years of age	Persuade the relative ease of home brewing to students	\$0.00	\$0.00	\$0.00
Tactic 2	People older than 21 years of age	Social media graphic to show the relative size of items needed to homebrew and post it on Instagram and Facebook	\$0.00	\$0.00	\$0.00
Strategy Statement 2					
Tactic 1	People older than 21 years of age	Liked on Facebook & Instagram, receive a free sample during the month of January.	(Cost of Sample Per Person) 50 people: \$50	\$1.00 per free sample (flight sample or full beer)	50 people: \$50
Tactic 2	People older than 21 years of age	Facebook Live Video to create buzz about what is to come.	\$0.00	\$0.00	\$0.00

Strategy Statement 3					
Tactic 1	People older than 21 years of age	Homebrew Trivia night	\$0.00-\$25.00 (Dependent on process)	\$0.00-\$25.00 (Dependent on process)	Lowest Cost \$1 Highest Cost \$25
Tactic 2	People older than 21 years of age	1-minute homebrew video.	\$0.00	\$0.00	\$0.00

Objective 3- Strategy Statement 1					
Tactic 1	People older than 21 years of age	Create a social media graphic showing the perfect 'student' starter kit to homebrewing and post it on Instagram and Facebook	\$0.00	\$0.00	\$0.00
Tactic 2	People older than 21 years of age	1 minute homebrew video. The video will use one of his products and discuss the uniqueness of its ability and how Shawn can show you how to use it.	\$0.00	\$0.00	\$0.00

Strategy Statement 2					
Tactic 1	People older than 21 years of age	1 minute homebrew video. The video will use one of his products and encourage people to ask questions about the home brewing processes	\$0.00	\$0.00	\$0.00

Tactic 2	People older than 21 years of age	Post signs around The Friendly Fermenter informing people about the price of the homebrew products	(Cost of Printing Per Sign)	\$.10-1.2 dollars per page	Lowest: \$.10 Highest: \$30
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Strategy Statement 3

Tactic 1	People older than 21 years of age	1-minute homebrew video. Explaining parts of homebrewing	\$0.00	\$0.00	\$0.00
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Objective 4- Strategy Statement 1

Tactic 1	People older than 21 years of age	Create schedule on website where you can see what classes are being offered	\$0.00	\$0.00	\$0.00
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Tactic 2	People older than 21 years of age	Post weekly on Facebook about the upcoming homebrew classes with a link that allows people to sign up	\$0.00	\$0.00	\$0.00
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Strategy Statement 2

Tactic 1	People older than 21 years of age	Offer couples homebrew classes	\$0.00	\$0.00	\$0.00
Tactic 2	People older than 21 years of age	Offer club/organization homebrew classes	\$0.00	\$0.00	\$0.00
Strategy Statement 3					
Tactic 1	People older than 21 years of age	Use National Homebrew Day to increase class participation.	\$0.00	\$0.00	\$0.00
Tactic 2	People older than 21 years of age	Homebrew competition at The Friendly Fermenter	(Cost of Home Brew Kit that will be offered)	\$15-\$40 (Kit Cost)	\$15-\$40 (Kit Cost)
Tactic 3	People older than 21 years of age	Have four feature stories about students that brew beer at James Madison University.	\$0.00	\$0.00	\$0.00
Total (50 People) Estimated Cost: \$150-\$655					
Cap: \$800					



EVALUATION PLAN

Objective 1: Increase the number of James Madison University students who come in to drink at The Friendly Fermenter between January 2018 - May 2018 by 20%.

Active: Post a survey online for JMU students between the ages of 21 and 25 pertaining to whether or not they have attended The Friendly Fermenter to drink. This survey will be posted in January and May in order to compare results.

Objective 2: Increase the number of James Madison University students who ask homebrew questions either at The Friendly Fermenter or online between January 2018 - May 2018 by 20%.

Active: Keep numbers on how many JMU students ask questions each month either in person or online and compare the numbers gathered in January with the numbers gathered in May to see if there is a 20% increase.

Objective 3: Increase the number of James Madison University students who purchase homebrew equipment at The Friendly Fermenter between January 2018 - May 2018 by 20%.

Active: Keep numbers of how many JMU students come in each month to buy homebrew products between January 2018 and May 2018 and compare the numbers to see if there is a 20% increase from January to May.

Objective 4: Increase the number of James Madison University students taking classes at The Friendly Fermenter between January 2018 - May 2018 by 20%.

Active: Keep numbers of how many JMU students come in each month to buy homebrew products between January 2018 and May 2018 and compare the numbers to see if there is a 20% increase from January to May.

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The Friendly Fermenter

#GetFriendly

December 11, 2017

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