

Utica Club



Promotion Plan

Juliann Bertone
Luke Elmers
Meryl Luzzi
Mary M. Marsden





REPOSITIONING STRATEGY



Drinking Utica Club beer is a Utica tradition and we feel that this is one of the brand's strongest assets. The label and packaging are unique and have a vintage feel that most beers do not have. We feel that changing the labels and image of the brand will deter its current consumers and end a long-standing tradition. That being said, we would like to introduce Utica Club to new audiences as the beer it is, with a twist.

The twist? Meet Uncle Charlie! As the new spokesperson for the Utica Club brand, Uncle Charlie will bring humor and recognition to a brand that has never left the upstate New York area. He is old upstate New Yorker at 88 years young. His first taste of beer was from a Utica Club can in 1933, the day Prohibition ended. He's a likeable guy yet rough around the edges, and serious yet everyone seems to chuckle when he talks. Uncle Charlie knows what's going on and knew it before you were born. And of course he's been in the Utica Club since Prohibition days. That's what we like to call a loyal and devoted drinker.

TARGET AUDIENCES

Primary Target Market:
Future Uncle Charlies & Aunt Rosies

Also known as the dedicated drinkers, these are 21-25 year old college students looking to consume cheap beer. They drink beer at least twice a week and are looking for a brand that is inexpensive and tasty with a cool image. As mentioned in the repositioning strategy we want these future aunts and uncles to join in the Utica Club tradition and make it their own brand.

Secondary Target Market:
Uncle Charlies

These are current Utica Club drinkers. We want to remind our loyal customers why they have been loyal all these years. We hope to keep their business by promoting the tradition and making light of the beer's old-fashioned looks and taste.

Branching out of the woods

Uncle Charlie knows his loyal customers are scattered throughout the woodsy Utica area, but it is time to expand. With the repositioning of Utica Club we plan on expanding the targeted region to include all of the New England and Mid Atlantic regions. The New England region consists of Maine, New Hampshire, Vermont, Maryland, Rhode Island and Connecticut. The Mid- Atlantic region consists of New York, New Jersey and Pennsylvania. All of these states are already distributed to by Utica Club's parent brand Saranac and therefore could easily be distributed. These two regions are also filled with college campuses and students who have never had the chance to experience Utica Club.

COMPETITORS



Our key competitors for our primary market, Keystone Light and Pabst Blue Ribbon, are both well known by our target market, "The Future Uncle Charlies and Aunt Rosies." They are inexpensive and are available anywhere beer is sold. For our customers, availability and convenience are ranked as most important. Students and other young adults ages 21-25 do not want to spend time looking for the product; they would rather just spend time drinking it. Although our competitors all have relatively the same taste and possess the same standard of quality, Utica Club is not as established in the college setting. It does, however, have a respected brand name since it is from the makers of Saranac. This works to our advantage,

because Saranac's brand equity is very high, especially in the upstate New York area.

Our key competitors for our secondary market, Schlitz and Miller High Life, are well known amongst the "Uncle Charlies." Just like Utica Club, they have been loyal to these brands for years, perhaps even since prohibition! Our promotions are geared to just remind this market of our product. Both Miller High Life and Schlitz are known nationwide, whereas Utica Club is mostly consumed in upstate New York. This campaign is designed to expand our distribution to the New England and Mid-Atlantic States in order to better compete with the brands mentioned above.

COMPETITIVE ANALYSIS

Competitive Analysis I	Utica Club	Keystone Light	Pabst Blue Ribbon
Product			
Price	5	5	5
Quality	1	1	1
Availability	2	5	5
Image	2	4	4
Packaging Versatility	4	2	2
Product Line Variety	2	1	3
Company			
Awareness	1	5	5
Market share	2	5	4
Brand Loyalty	4	3	3
Brand equity	4	2	2
Salesperson			
Knowledge/expertise	5	3	4
Pricing authority	3	4	5
Customer orientation	4	4	5
Presentation skills	5	3	4
Competitive Analysis II	Utica Club	Schlitz	Miller High Life
Product			
Price	5	5	5
Quality	1	3	2
Availability	2	3	5
Image	2	2	4
Packaging Versatility	4	2	2
Product Line Variety	2	2	1
Company			
Awareness	3	3	4
Market share	1	3	3
Brand loyalty	4	2	4
Brand equity	4	3	3
Salesperson			
Knowledge/expertise	5	4	5
Pricing authority	3	2	3
Customer orientation	4	4	4
Presentation skills	5	5	5

SALES FORCE INCENTIVES



Sales force promotions are aimed to motivate the team, focus sales efforts on key products and improve and reward outstanding performance. Typically, these promotions include bonuses, contests, awards, incentive trips and meetings. The sales representatives must achieve certain goals in order to qualify, such as having the best sales in a quarter.

In order to maintain consistency throughout our campaign, we would like to give the sales force something that Uncle Charlie would approve of. Our two highest sellers of the year for each of the two regions will receive one week's vacation of their choice at a cabin on Lake George, NY where Uncle Charlie also spends his time off.

The cabin is situated on Warner Bay and is a waterfront property with a dock. Although the interior design is consistent with a cabin feel, its amenities are designed for a much more luxurious vacation. The cabin sleeps twelve, allowing our top salesperson to bring family or friends. Its location lends to plenty of water activities, shopping, restaurants, beaches, hiking trails, golfing, etc. while still maintaining seclusion to ensure relaxation. Chocolate, fruit, liquor and snack gift baskets will be waiting for the representative and his or her friends and family upon arrival. The winners each year will also gain regional recognition by receiving an award for the best sales representatives that year. This will be announced in the company newsletter and email. Winners will also receive a plaque for their office.

TRADE PROMOTIONS



Trade promotions for Utica Club beer are incentives offered to resellers to encourage them to buy more of our product and promote the beer more aggressively. Marketing strategies, such as the presence of Uncle Charlie, can help build demand among resellers. Some of our goals include gaining new distributors in the New England and Mid-Atlantic region, strengthening relationships with current distributors, influencing resellers to promote Utica Club beer, increasing reseller purchases and inventory, avoiding any price reductions, coordinating efforts with consumer promotions, and defending market share from our competitors in the beer industry.

For our already existing, as well as the newly added distributors, we will present them with bar coasters and a hanging mobile featuring Utica Club cans, bottles and the face of Uncle Charlie. These will be a humorous reminder that Uncle Charlie is an avid Utica Club drinker and wants you to join him. We will also send them Uncle Charlie posters customized with the bar or beer supplier's name or logo. This poster will state the pricing on Utica Club beer.



TRADE PROMOTIONS

"YOUR BEER SUCKS."



Draft	\$3.50
Bottle	\$3.50
Can	\$3.50



We will also provide beer distributors with Uncle Charlie pins to be handed out at bars. These pins can be placed anywhere and do not only represent Utica Club brand loyalty, but also the fan following of Uncle Charlie himself.

Since Utica Club beer should try to adhere to the retro/old-fashioned approach, we think it's best to opt out of paying for any slotting or shelving fees whatsoever. We want Utica Club to be positioned next to our competitors who are currently also on the bottom shelf. Uncle Charlie despises having to bend down to pick

up a case of his beloved beer, but you will not find him complaining about the price.

In order to provide more incentive for resellers to order Utica Club in bulk, we will offer a buy-back allowance. In any case that the resellers do not sell as much beer as they would have liked or if the beer expires before they can sell it, Utica Club will agree to buy back the excess inventory. This will encourage bars and beer distributors to stock the beer in a relatively risk-free manner.

CONSUMER PROMOTIONS



Contest:
Uncle Charlie's Garage Give Away

Utica Club consumers will receive a contest code inside their beer's packaging. All they have to do is go online to Uncle Charlie's website and Uncle Charlie himself will tell them if they have won. This will increase traffic to the Utica Club website and make Uncle Charlie's presence and attitude known! The prizes available for giveaway are some of Uncle Charlie's favorite things like a retro radio, his "Members Only" jacket, his beloved hat collection, his La-Z Boy and the grand prize... his Ford Woody Wagon.

Point of Purchase:
Woody Wagon Display

To promote our Uncle Charlie's Garage Giveaway contest, we will use a cardboard cut-out Woody Wagon as our point of purchase display. It will be approximately 5' by 5' so that it can fit on the end of store aisles. The Woody Wagon will have Uncle Charlie in the driver's seat and the back will be filled with Utica Club beer available for purchase. The display will be sure to catch consumer attention with its retro vibe.



DIGITAL

AskUncleCharlie.com

The hub of activity for our consumer promotions will be a new microsite, AskUncleCharlie.com. This site will feature a "live" feed of Uncle Charlie on webcam (which will really consist of footage created by us). Users can ask Uncle Charlie any advice they want to see what age-old wisdom he will give them. After a question is submitted, a randomized response plays in the video

window. Because the footage will be constantly playing -- even if Uncle Charlie isn't saying anything -- it will create the illusion that he is directly responding to your question.

The site will tie directly with promotional activities in its use of a "special code" section, where consumers can enter the code they find in their case of Utica Club beer to retrieve a specially recorded message from Uncle Charlie and to redeem any prizes they may have won.

ASK UNCLE CHARLIE . com

HOME | STORE | PICTURES | CONTACT

Share This: [Twitter] [Facebook] [Digg] [StumbleUpon] [Delicious] [LinkedIn]

Ask Uncle Charlie all of your burning and intensely personal questions:

ASK!

Uncle Charlie's Tweets:

- "My holiday shopping is all covered... I sent Thank You cards to my wife and my bartender!" [Dec 5, 12:03pm]
- "I saw an orange slice in someone's beer tonight. Since when do people get fruit with their beer?" [Dec 1, 9:53am]
- "Can the internets deliver Utica Club to my house?" [Nov 25, 10:15pm]

User Uploads: [Image of Uncle Charlie]

Have a special code?
If you found a special code in your case of Utica Club beer, enter it here to retrieve your message from Uncle Charlie: **SUBMIT**

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Some Sample Twitter Updates from Uncle Charlie (see above for others)

"I told my wife we can't go to Vegas for our 50th Anniversary. They don't even sell Utica Club all the way over there!"

"Don't you dare touch the peanuts sitting at the bar. They put them out for me."

"Why do bars all of a sudden think these drunks are qualified to choose the music for the rest of us to hear?"

"What do I do for a living?? I sit on that barstool every night. Now get out of my seat."





Front

Back

The site will also pull updates from Uncle Charlie's Twitter account and will display any photos submitted by users of the Utica Club iPhone app (described on the next page). An ecommerce system will be integrated with the site to provide customers with the opportunity to purchase Utica Club or Uncle Charlie merchandise. This will be built with the ability for future expansion, in the

event that more merchandise items are developed over the course of the campaign.

Lastly, the site will be tied into major social media networks (e.g. Facebook, Twitter, Digg, etc.) to encourage users to spread the word -- and so that Uncle Charlie can have a presence on those sites as well.



iPhone App: Become Uncle Charlie

In addition to our online digital efforts, we also plan to develop an iPhone application specifically for Utica Club. The application will combine "augmented reality" technology with the iPhone's built-in camera, allowing users to superimpose preselected images over their bodies. After taking a photograph, they have the option to upload the picture to AskUncleCharlie.com, where it can be commented on and rated by other users.

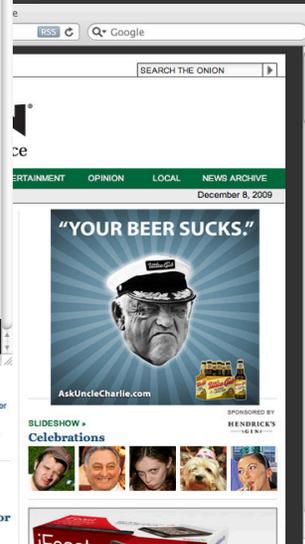
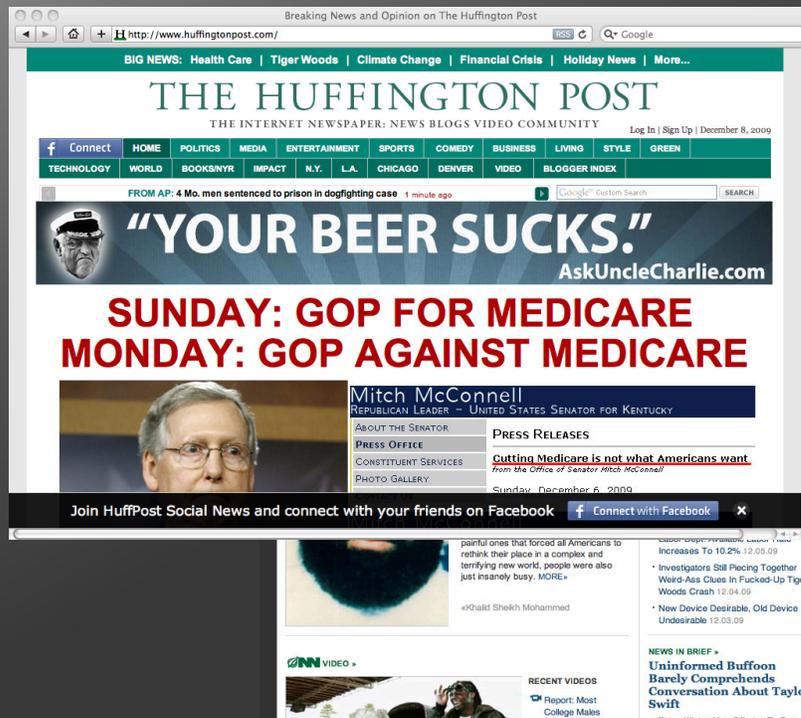
The application will provide a variety of options when it comes to images that you can place over yourself. Items will include: an image of Uncle Charlie's face that will be placed over your face; an image of Uncle Charlie's hat that will be placed on your head; images of merchandise sold on AskUncleCharlie.com that will be placed on your head, legs, or torso (as applicable); a can or bottle of Utica Club that will be placed in your hand; a case of Utica Club that will be placed in your hand; and speech bubbles containing quotes from Uncle Charlie that will float over your head.

OTHER PROMOTIONS

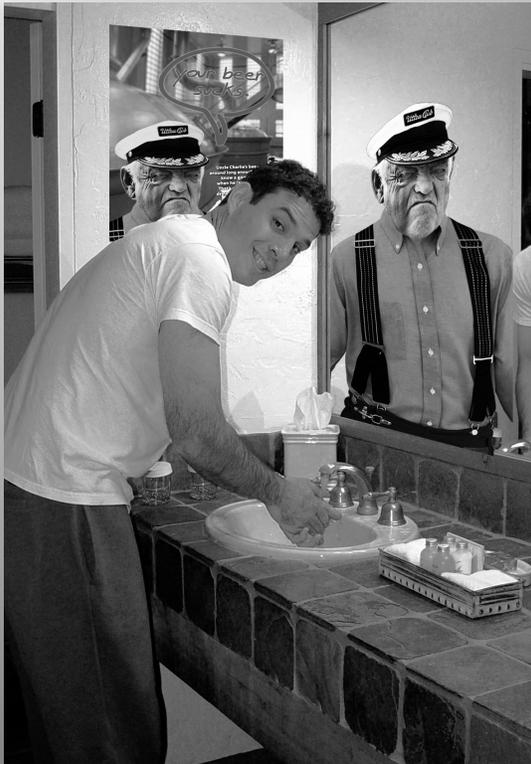
Our promotional campaign will receive some support from advertising as well, primarily on the Internet. Because our primary target spends such a large amount of time engaging with media online, we thought it would be appropriate to place ads on popular sites that they use (examples here are the Huffington Post and the Onion).

These ads are not intended to function as a selling proposition for Utica Club; rather, we hope that they will help drive traffic to AskUncleCharlie.com, where users can engage more closely with the brand and where we can begin to build a relationship with them.

On the more traditional side, we will make printed advertisements available to download from the web. These can be circulated digitally, or printed and placed in bars and other local public spaces.



OTHER PROMOTIONS



We also plan to use radio spots as another form of traditional advertising. These will feature the voice of Uncle Charlie ranting and offering advice about life... and beer. Radio spots will be localized within the major cities in our geographic target.

Custom wall graphics will be used to provide additional promotional support. Designed to adhere to smooth surfaces such as walls, mirrors, and windows, the graphics will be used on surfaces with which customers frequently interact. The Uncle Charlie wall clings can be used on the walls of bars, bathroom mirrors, bathroom stalls, or even beer refrigerators in retail spaces.

Lastly, we will expand brand messages to the Utica Club staff by producing "Uncle Charlie's Utica Club Manifesto" -- a booklet that will highlight the goals and vision for the Utica Club brand. This will be distributed to Matt Brewing Company employees in a custom Uncle Charlie tote bag filled with other brand-related collateral.

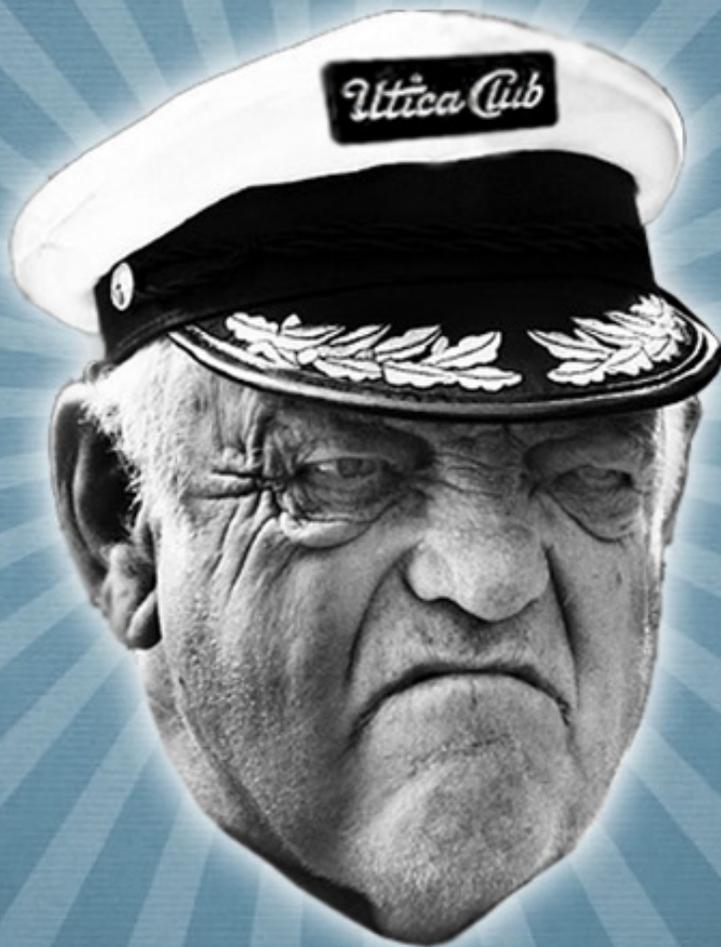




BUDGET SUMMARY

Sales Promotions:	<i>Total</i>
Lake George Cabin	\$18,000
Top Seller Plaque	\$200
Cabin Gift Baskets	\$5,000
Trade Promotions:	
25,000 2-sided Bar Coasters	\$2,065
1,000 Hanging Mobiles	\$2,000
3,000 Color Posters	\$360
50,000 Buttons	\$8,000
Buy-back Allowance	\$25,000
Consumer Promotions:	
Retro Radio	\$50
Laz-E Boy Chair	\$200
"Members Only" Jacket	\$55
Collection of 3 Hats	\$50
Ford Woody Wagon	\$30,000
POP Displays	\$12,500
Other Promotions:	
Uncle Charlie Website	\$25,000
iPhone Application	\$12,000
1,000 36" Wall Graphics	\$58,990
500 "Utica Club Manifesto" Booklets	\$2,500
500 Tote Bags	\$3,200
Advertising - Internet and Radio Ads	\$30,000
Grand Total:	\$235,170

Utica Club



Thank You!

December 9, 2009
Sales and Sales Promotion
Prof. Kurt Komaromi

