



**Matutu Craft Beer - Portfolio**  
**Cook Islands Agency**

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# Matutu Craft Beer - Portfolio

## Our Challenge:

Our challenge with Matutu Craft Beer is to create a branding campaign for their brewery that increases brand awareness both within the Cook Islands and in their newest market, New Zealand. We predict that this branding campaign will allow for infiltration into the global beer market, beginning in New Zealand with intentions of expanding to other countries.

## Parameters:

### Budget:

Our budget will be small, mostly because Matutu Craft Beer is a very small company. However we plan to use our budget very strategically. We plan to create a new logo, get seven billboards to be placed in the top seven DMA's across the world, and make other promotional materials as well as merchandise. We also plan to utilize cost-effective ways to have stronger outreach and gain valuable impressions.

### Deadline

We hope to complete this rebranding pitch by December 2017 to then be realistically implemented within the next 36 months.

## Our Research:

We took the time to research craft beer consumers, competitive products, as well as the market of beer.

### Consumer Research:

The typical consumer of Matutu Craft Beer is an 18-year-old male who is a resident of the Cook Islands or a tourist. This demographic has taken to social media as a means of defining themselves and they enjoy creating their own unique content (What Marketers Need to Know About Millennials in 2016). Typically, residents of the area make around \$12,600 a year and mostly reside on Rarotonga, which holds about 74% of the population (Up Close and Personal). Rarotonga is home to a couple hotels and resorts to capitalize on the booming tourist industry (Countries and Their Cultures). Roughly 50,000 tourists visit the Cook Islands each year, making Matutu Brewery a hot spot for visitors (Countries and Their Cultures). Globally, the craft beer consumer is a 21 to 24-year-old male of white ethnicity, which is quite different than that on the Cook Islands (Who Drinks Craft Beer). However, most of the differences can be pinpointed on the variance of drinking ages between different countries. These consumers also typically live in suburban areas and the majority make between \$100,000 and \$149,999 per year (Who Drinks Craft Beer). In New Zealand, the craft beer scene is booming due to the bitter, aromatic flavors of the hops they have in their beer (Wright, n.d.). Many New Zealanders consume craft beer because of the local aspect a lot of their breweries offer.

**Product Research:**

Matutu Brewery is located on the Cook Islands in Vaka Takitumu on the island of Rarotonga (Dorrell, A., n.d.). On this island, Matutu beers are available for purchase in all reputable cafes, resorts, bars and restaurants in Rarotonga. Only a select few outer islands serve Matutu beer in their cafes and resorts (Dorrell, A., n.d.). The two different beers Matutu offers are craft beers, which are defined as beers that come from a small, independent and traditional brewery (Lucs, Nick, 2015). The brewery itself is in a very small building almost not noticeable to the naked eye, and therefore visitors really have to look for it. Matutu brews two different types of beers, a Mai-Lager and a Kiva Pale Ale. The Mai Lager has a crisp, bitter taste with estery aromas and flavors creating a full-bodied tasting beer. Kiva Pale Ale is also a full-bodied tasting beer with fruity flavors similar to other pale ale's (Dorrell, A., n.d.). The product is used for recreational drinking while on the island of Rarotonga. At Matutu Brewery, the beer is always fresh and the company is always welcoming to customers (Dorrell, A. n.d.).

**Market Research:**

Matutu's competition consists of other brands of beer; domestic, craft and imported. These include brands like Coors, Miller Lite, Heineken, Budweiser, Bud Light, Dos Equis, Corona, Modelo, Michelob, PBR, IPAs and other craft beers. These bigger companies also offer a range of different brews. For example, Modelo sells Modelo Negra and Especial, which are dark and light beers. When on the Cook Islands, consumers are given the option to choose between a Matutu beer or a more well-known imported brand. Matutu also offers a brewery tour that is very competitive compared to brewery tours in America. This tour offers a 20-40 minute tour for only \$10. During the tour, visitors are allowed free tasting of two different beers (Cook Islands, 2017). On a global scale, the demographics of craft beer drinkers have formed the market to mainly consist of millennials followed by members of Generation X. Psychographics for craft beer drinkers are very diverse. Women who drink craft beers consider themselves to be more adventurous than others; however they also think that beer companies only think of them as an afterthought from a marketing perspective, mainly appealing to men and others in their main demographic (Brewer's Association). Following this idea, "many purchasers of craft beer identify with brands that are independent, local and align with core concepts including authenticity, community and sustainability," (Brewer's Association). This aligns perfectly with Millennials seeking out good core values within different companies, not just looking for the product with the lowest cost. Since Millennials make up the largest portion of craft beer consumers, it is important to note their different lifestyle choices from Generation X. Millennials have also thrown the idea of brand loyalty to the wind, taking the time to learn more about the brand's issues surrounding that product, which makes them more likely to select from a larger variety of brands and keep themselves accountable for using better ingredients and resources (D. Green). This lack of brand loyalty

can be seen in New Zealand, as there are 194 craft breweries in the area, making the infiltration of Matutu Craft Beer in New Zealand a little more competitive, which we aren't afraid of (ANZ Business Insights, n.d.). According to ANZ Business Insights, now is the best time to be a craft beer connoisseur (ANZ Business Insights, n.d.). Matutu offers a premium craft beer experience that enhances the island lifestyle from a place well-known by New Zealand travelers, where craft beer brands are also well-received.

### **Key Audience:**

Travel enthusiasts are the most important of Matutu's audiences because the Cook Islands are a hot travel spot for New Zealanders. Matutu's Craft Beer selection offers a local brew experience which most travelers take part in simply because the beer is not offered anywhere else. We decided to target New Zealanders because that is the best location we to expand the brand to currently, as they may have already had exposure to the brand.

### **Current Understanding of Matutu Craft Beer:**

Our current understanding of Matutu Craft Beer is that they are a multi-family-owned business who work to make their beer an iconic part of the Cook Islands experience. The beer is brewed in a locally-ran brewery located in Rarotonga. They offer a Kiva Pale Ale and a Mai Lager.

### **Matutu's Brand Essence:**

The staff at Matutu's brewery pride themselves on crafting beer using fresh and local ingredients. The brewery provides a native traveling experience as the beers can only be found on the Cook Islands, making them unique and intriguing to those who visit (Matutu Brewing Co., n.d.).

### **Our Strategy:**

We plan to increase our brand awareness in New Zealand by leveraging the benefits of our client's beer over their top competitors and other popular breweries. We believe that Matutu's unique blend of flavors can be promoted in a sense that lures beer consumers to the brand. Our goal is to tie a tropical experience to consuming Matutu beer. To do this, our advertising strategy is simple: "don't just drink a beer, experience it." We plan to use our ads to build on the experience of drinking Matutu beer.

### **How We Plan to Execute:**

We will implement social, promotional and rebranding tactics to build a relationship with New Zealand consumers. We want our client's product to be successfully sold within this new target area over the next 36 months. We will place advertisements within magazines, television, radio, outdoor transportation and the digital realm. We also believe that opening up a section of their website for global consumers to purchase their product would be smart, as this would allow for previous tourists and consumers of the beer to purchase it and become lifelong customers after their stay on the Cook Islands.

### **Current Social Media Standings:**

Matutu has a functioning Facebook page that visitors of the Island can “like” and follow for updates and photos. They frequently update their profile with pictures from island visitors on brewery tours. Matutu does not have a Twitter or Instagram, so one of our challenges would be to establish an account for those two platforms because they are growing in social media popularity for millennials. For Instagram, we’d want to stick with a good aesthetic that flows well for the audience. Cool, calm and island-like photos will be good for our client’s instagram account. These pictures will showcase the beer in its native environment, while also sharing experiences customers have with the brand. This style of photos would also help build a lifestyle around the Matutu brand. We will use Twitter to interact with consumers.

### **Promotional Materials:**

Matutu’s current logo could use enhancements, which we address in our section about the bottle’s design below. We would also like to take their logo and make it into another profit stream for Matutu by creating a line of merchandise. Our ideas for promotional materials include koozies, T-shirts, hats and stickers. These would both spread the word about their brand while also contributing to their profit ratios. The merchandise would be a part of our in-store branding efforts.





### **Bottle Design:**

Matutu's previous logo design resembled a teardrop and gave a bland and unattractive impression of the company. A company's logo should grab customers' attention. We felt that the symbols, colors and patterns of the logo should be representative to the lively environment that encompasses the Cook Islands. This will make it more appealing to potential customers, particularly tourists. We came up with this idea considering the brand's location on a coastal island and our ideas to bring the lively coastal spirit into their company. We opted to recreate the bottle logo in order to liven up their brand image. The new and improved logo for Matutu Beers that is pictured below incorporates a more island-like theme. It is simplified from the original logo and brings in more of the elements we'd like the brand to highlight.



### **Website Redesign:**

Matutu's current website is dull and outdated. Their page is easy to navigate, but there is not much information on it and it is not aesthetically pleasing. The website needs larger font, more background information on the brewery, brewers and how they got started, more pictures of visitors and more easy-access to contact information. Additionally, we want to produce content for our client's site that would include videos, high-quality photos and a section that would match visitors' taste preferences to the perfect beer blend for them. It could also be very beneficial to open up an online store to distribute the product on a global level.

## Magazine Advertisement

We will place magazine ads both in AA Directions and Cuisine Magazine. Based on our research, these magazines are very popular in New Zealand.

### Magazine Ad 1:

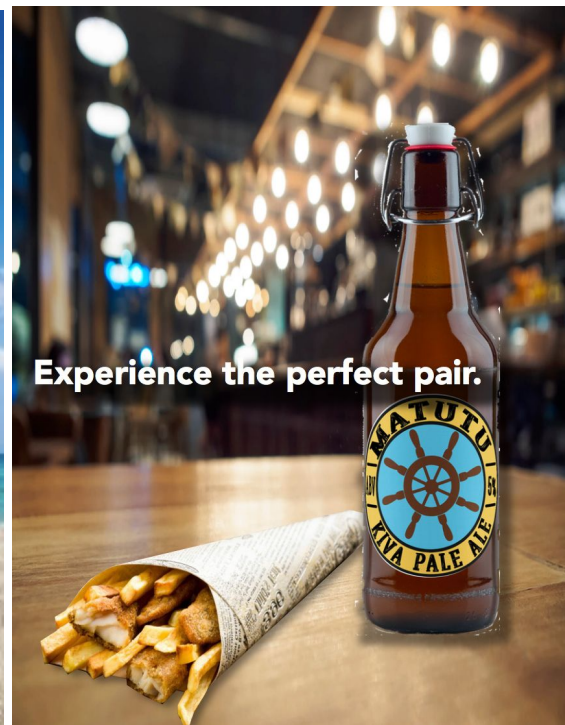
AA Directions is the first magazine we chose to place our ads in because it has 723,000 reads per issue (Nielsen). AA Direction offers excursion ideas for travelers, and each issue of the magazine is published at the start of each season. Featuring different recommended travel destinations for each season, AA Directions will allow for us to show a different advertisement for each season (AA, 2017). We think this magazine would be a great fit for our ads because it is a magazine that travel enthusiasts will read to get ideas for their next excursion. Putting our ads in this travel magazine will spark travelers' interest and will hopefully bring more traffic to Matutu Brewery Company as well as the Cook Islands.

### Magazine Ad 2:

Cuisine Magazine is the second magazine we chose. This magazine has 348,000 reads per issue (Nielsen). Cuisine is a bi-monthly food and wine magazine based out of New Zealand. This magazine has featured recipes, restaurants and other food-centralized travel excursions (Wikipedia). The travel feature of this magazine is why we believe it would be a perfect fit for our ads. We would have our ads placed in the travel section to attract travel enthusiasts to Matutu Brewery Company in the Cook Islands.



Ad 1



Ad 2



## Radio Advertisement

The next medium we plan to place our ads in is radio. Below are the scripts for our radio ad as well as two 10-second radio tags:

### Radio Advertisement Script:

#### Overview:

When making this radio advertisement we wanted to emphasize the experience that comes with drinking Matutu Beer. The narrator in this ad is describing the experience that encompasses drinking a Matutu Beer. He makes it sound like a dream that everyone wishes they were experiencing. He then begins to explain what is making this scene so perfect, Matutu Beer. The announcer tells the audience that they can now experience this perfect scene from afar because Matutu Beer is now available in select restaurants, bars and grocery stores. The ultimate goal of this advertisement is to make the Matutu experience sound like something people can't live without.

SFX UP: FADE IN WITH SOUNDS OF THE OCEAN

Announcer: (male VO, calm and relaxed) Picture yourself on a beach in the Cook Islands.

SFX: SEAGULL SOUNDS AND HEAVIER WAVES COME IN FOR A MOMENT

Announcer: Sand in your toes, cool island breeze running through your hair, laid back in a lounge chair, the relaxing sounds of the ocean all around you.

SFX: BEACH SOUNDS STOP

Announcer: Now imagine you could experience all of this with just one sip.

SFX: BEACH SOUNDS COME BACK IN

Announcer: Matutu Craft Beers offers an experience like no other. With the crisp and bright flavors of their Pale Ale and Lager brews, you will find yourself transported to the relaxing environment of the Cook Islands that Matutu calls home.

SFX: DRAMATIC PAUSE

Announcer: Want to experience this for yourself? You can now find Matutu Craft Beers in select local restaurants and bars, or you can swing into your local grocer to pick up your own piece of the islands with Matutu Craft Beers.

SFX: SOUND EFFECTS OFF

Announcer: Don't just drink a beer.

SFX: SOUND OF BEER CAP BEING TAKEN OFF AND THE BEER CONDENSATION BEING RELEASED

**Announcer:** Experience it, with Matutu. Join Matutu Craft Brewery for The Taste of the Islands event November 10th at 7 PM at the Piha RSA Morepork Kitchen in Auckland for your opportunity to taste what the Islands have to offer. For more information visit [MatutuBeer.com](http://MatutuBeer.com)

**10-second Live Radio Tags:**

These radio tags will be played at the ‘Taste of the Islands’ event Matutu will sponsor in New Zealand. This event will be held at Piha RSA Morepork Kitchen in Auckland. The goal of this event is to showcase the “perfect pair” of Matutu Craft Beer with different specialty dishes. The venue is on a beach which is the perfect location to bring the experience of Matutu beer to.

**DJ:** This event has been brought to you by Matutu Craft Beers. Don’t just drink your beer, experience it with Matutu.

**DJ:** We’d like to thank our sponsors, Matutu Brewery, Castaway Resort, Muri Beach Club and Piha RSA Morepork Kitchen for helping make everything happen today!

## Television Advertisement

Television is the next medium we plan to place our advertisements in. We've scripted two commercial ideas that emphasize the experience that comes with drinking Matutu beer. Below are the scripts:

### 15 Second Advertisement:

#### Overview:

Our goal with this television advertisement is to show consumers how one sip of Matutu Beer can completely change your day. This ad starts with a dreary beach scene; it is raining and there is a man looking miserable sitting on a beach chair, drinking a domestic beer. A waitress walks by and hands the man a Matutu Beer, after one sip the rain stops and the day instantly becomes brighter. We believe this shows how just one sip of Matutu's beer can change an individual's entire experience from bad to good.

#### Video

#### Audio

Open with a rainy beach scene	
WIDE: Man sitting on a beach chair in the rain looking sad and miserable while drinking a domestic beer.	<u>SFX</u> : heavy rainfall and thunder
CU: Man shakes his head	<u>NARRATOR</u> : Did your perfect beach day not go as planned?
MED: An attractive waitress in a swimsuit walks about with a tray of Matutu Beer and hands the man a bottle of it.	<u>NARRATOR</u> : Well, you can change your experience with just one sip!
MED: Man cracks open the bottle of Matutu Beer and the rain stops as he takes a sip of the beer.	<u>SFX</u> : Island music begins to play
CU: Camera pans into the man's eyes to show his vision of a perfect beach scene.	<u>NARRATOR</u> : Don't just drink beer, experience it, with Matutu.

### **30 second ad:**

#### **Overview:**

This second advertisement depicts a depressing and boring office scene. A woman offers her coworker coffee and he declines, saying he could use a beer. The woman shrugs and walks away as the man secretly pulls a beer out of his desk and takes a sip. The secret case of beer paired with a scenery change represents the ‘experience’ drinking Matutu beers comes with. We want this advertisement to spark consumers’ interest in our product because of the dramatic change that occurs in the man’s day after he drinks the beer.

#### **Video**

#### **Audio**

<p>Opens with a depressing office scene. Everyone is wearing monotone colors and looks miserable.</p> <p>CUT-TO: Woman approaching man at his cubicle.</p> <p>Wide: Pam shrugs and walks away. John opens his desk drawer to reveal a secret.</p> <p>CU: The desk drawer is full of a six-pack of Matutu Beer.</p> <p>MED: When no one is looking, John quickly takes a sip of a Matutu Beer.</p> <p>CU: Zoom in to the corner of John's desk on a picture of him at the beach</p> <p>CU: John transports into beach scene</p> <p>MED: The sun is shining, the waves are rushing into shore, there are numerous people laughing and having a good time, all with Matutu Beer in their hands. John is having a great time.</p> <p>CU: John is in a tropical swimsuit in a lounge chair drinking a Matutu Beer and smiling.</p> <p>WIDE: Aerial shot of John on his lawn chair basking in the enjoyment the beer has brought him too. Scene begins to go hazy and goes back to the office scene, John in the same pose as he was on the beach.</p> <p>MED: Boss walks away, zoom in to John taking another sip of beer.</p>	<p><u>SFX</u>: Keyboards typing, scanner making copies, printer printing and phone ringing.</p> <p><u>Pam</u>: Good morning John, do you want some coffee?</p> <p><u>John</u>: Thanks for the offer, Pam, but I could really use a beer.</p> <p><u>NARRATOR</u>: Break away from the same old routine.</p> <p><u>SFX</u>: File drawer opening in John's cubicle</p> <p><u>NARRATOR</u>: Taste the experience that'll turn your boring office day into a mini-vacation.</p> <p><u>SFX</u>: Beach music begins to play as the sound of waves crash on the shore.</p> <p><u>SFX</u>: Boss' voice and office noises gradually begin to fade in.</p> <p><u>Boss</u>: John... John... JOHN! Put your feet down, this is a workplace, not a beach.</p> <p><u>John</u>: (to camera, with a chuckle) If only she knew.</p> <p><u>NARRATOR</u>: Matutu Craft Beers: Don't just drink a beer, experience it.</p>
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## **Digital Advertisement**

Below are examples of three digital ads we would like to implement:

### **Video Pre-Roll Ad:**

We plan to create an interactive video advertisement that will play before videos on Youtube. We chose to utilize this form of digital advertising because we found that only 15% of New Zealand businesses take advantage of this platform currently (social media usage in New Zealand). However, New Zealand consumers are 64% more likely to purchase a product after watching or interacting with it. For these reasons, we believe utilizing advertising via YouTube will be the perfect medium for Matutu Craft Beer. This advertisement will use different data points from the user to determine a setting to place the user in. Examples of settings to be placed in include; a boring office scene, a rainy beach, a bad first date, etc. In each of these scenes, it will be apparent that the viewer's situation isn't ideal at first; however, when the viewer clicks on the Matutu beer, the scene will change, taking that viewer to a more-favorable tropical scene. We want the change in scenes to highlight different features of the beers to viewers based on their interests we pull from their data points. This type of advertisement will require viewers to interact with it which makes it more engaging and differentiates it from other advertisements out there. Additionally, it will connect that the Matutu's beer makes the experience they're seeing on the screen change with our tagline, "don't just drink a beer, experience it." The ad will also feature a link to visit our website, as well as our hashtag #ExperienceMatutu.

### **Website Banner Ad:**

We found that 3.4 million New Zealanders utilize the internet across a week span (Nielsen). We chose to make a banner advertisement because it gives us an opportunity to interact with potential consumers on their favorite websites. These banner advertisements can be placed on websites such as Facebook, Twitter or any website that will allow outside content to be placed. We can leverage many different types of advertisements for these banner ads. For example, promoting our beer with food pairings, showing how it may act as a getaway or simply just using our slogan, "Don't just drink a beer, experience it." This form of advertising will allow consumers to see our product in a different way that is more relatable to them, no matter which website they engage in. If a user's web browser is on a recipe website, our banner advertisement would display our food pairing advertisement saying, "Good beer goes with good food. Experience Matutu." If a web browser was on Facebook, our banner advertisement would imply that Matutu beers can "take you places." Options for this form of advertising are almost limitless and would allow for Matutu to be show in environments similar to that user's lifestyle.



### Facebook Sponsored Post:

We chose to use a Facebook Sponsored Post that is customized to an individual as our last form of digital advertising. Facebook is great about showing its users ads based on the things the individual has already liked, viewed, searched and interacted with. We chose this form of digital advertising because we believe it is one of the most effective ways to get someone's attention long enough to get a message across. The individual profile we chose to tailor our post to is an individual who likes to cook, shares posts about pairing the perfect wine with each dinner dish, has their own cooking blog, interacts with food blogs or watches cooking-related videos.

### Facebook Video Post Script:

#### Video:

WIDE: Open to restaurant patio with couple sitting at a table in the middle of the scene. Waiter begins to approach table

MED: Waiter at table, couple out of focus in the foreground

CU: Man holding menu, looking at the beer section

MED: Waiter with bustling restaurant out of focus in the background

MED: Man and wife at table, nod at each other.

Scene fast forwards to the waiter bringing out the Matutu Beers and fish and chips.

CU: Tight on the beer with the food

#### Audio:

SFX: There is a slight breeze blowing through the trees and people are laughing and having a good time.

SFX: The sound of silverware clinking against plates can be heard.  
Waiter: "Are you ready to order?"

MAN: "What beer do you recommend off of this list?"

WAITER: "Our most popular beer right now is Matutu Beer, I highly recommend it and would pair it with our signature fish and chips. It's the perfect pair."

MAN: "Well then, I think we will both have a Matutu Beer and some of your signature fish and chips."

NARRATOR: "Experience the Perfect Pair by drinking a Matutu Craft Beer"

## Outdoor Advertisements:

We opted to enforce the advertising methods we have placed in entertainment-centered mediums by creating two advertisements to be placed within the bus transportation system in New Zealand. For our first advertisement, we decided to place it on a bus stop, because of the fact that the people of New Zealand commonly utilize the bus systems for transportation. For this ad, we wanted the text to be very large and attention-grabbing, specifically on the product's name. The tagline we developed throughout the campaign, "Don't just drink beer, experience it," is also present. We think this ad will be highly effective at grabbing a consumer's attention while they wait at the bus stop. We hope it will inspire them to think of being taken to a new experience by drinking a Matutu Craft Beer. We also believe that this ad will link potential customers to the product if they had seen other ads, thus building stronger brand awareness.



We opted to place the second advertisement on a bus to place more emphasis on that highly-used method of transportation (Hall, 2007). Since we are utilizing this method of advertising on the exterior of a bus, we wanted to parallel our message with transportation. Matutu Craft Beers transport a consumer somewhere, and buses transport people places. By using the phrasing, “Matutu Craft Beer... it’ll take you places,” we tie these concepts together. We think this advertisement will be a great way to gain impressions within the new market and get consumers thinking about our product within their daily lives.



## **Further Questions:**

### **What benefit are you promising, what's your selling argument?**

- We are promising a better brand essence for our client. Another promise that we plan to make happen is that by the end of this rebranding, Matutu will be immersed into the larger beer market in New Zealand. We want Matutu to capitalize on its experience and how drinking their beer can bring the tropical island vibe to wherever the consumer might be. We feel that tying in this experience heavily to Matutu's brand will bring positive brand image as well as help consumers identify with the brand in the future.

### **Who are you making it to?**

- We are promising these benefits to the owners of Matutu Brewery Co. and their consumers, specifically to reach the more global audience they are currently not addressing.

### **Why should they believe you?**

- Our team is dedicated to providing the best client experience. We are dedicated to working hard to serve the brand, keeping its desires in mind when determining the best target audience and campaign goals. We'd like to show the impact that Matutu has had within the Cook Islands already, as well as have outside consumers think about tropical adventures they could experience while thinking of the brand.

### **What is the product you are advertising?**

- The products we are advertising are Matutu's two brewed beers: the Mai Lager and the Kiva Pale Ale. These two products differ in beer color and taste. The Mai Lager has a crisp, bitter taste with estery aromas and flavors creating a full-bodied tasting beer. The Kiva Pale Ale is also a full-bodied tasting beer with fruity and earthy flavors similar to other pale ales.

### **Where is it sold?**

- Matutu Beer is currently sold exclusively on the Cook Islands in all reputable cafes, restaurants, resorts, stores and of course, the brewery. However, we would like to help the company to eventually expand and sell Matutu Beer in New Zealand by the end of this campaign. If this campaign were successful in expanding Matutu's market to New Zealand, we would look to expand further in the future.

### **What is its status in the marketplace?**

- Since Matutu is the only beer brewed on the Cook Islands, it has a good status within the islands. However, since tourism plays such a large role within the economy of the Cook Islands, we would like to see Matutu stand out from other more-familiar types of imported beers. This would cause tourists to be more inclined to purchase into the experience of the islands with a Matutu Craft Beer. Our end goal for the brand is to have a positive image with consumers as well as to be associated with having a good time on a coastal environment.

### **What is the problem you are trying to solve or the challenge you need to overcome? In other words, what is your objective? Is it awareness, trial, to drive traffic? Is it to connect at the moment of purchase? Is it to earn market share, change opinion, or capture data? Is to mobilize existing customers? Get influencers to advocate?**

- The problem we are trying resolve is the lack of brand awareness for Matutu Beers. Our objective is to increase brand awareness through the use of an integrated advertising

platform in order to introduce our client into a larger market. Primarily, our goal is awareness, as we would like to make Matutu a household name in the long run. This goal would also come with gaining a larger market share and driving traffic toward purchasing Matutu beers. Additionally, we would also like to see the brand grow to have a larger selection on the market, growing to include a variety of different flavors and offerings.

**What action are you striving to inspire?**

- We are striving to inspire people to purchase a Matutu Craft Beer, and for them to share their experiences they've had while consuming the beer. Our hope is that consumers' interest will be sparked through word of mouth communication and enforced through paid media so they will purchase Matutu Beer.

**With whom are you engaging?**

- We will be engaging with avid beer drinkers, some who already know about Matutu Beer and some that don't. We will also be engaging with the beer market as a whole.

**What do they think about our brand now?**

- Consumers view Matutu Brewing Company as a company with uncompromising, quality-driven craftsmen who brew beers with excellent flavor. One customer explained Matutu as, "fresh beer and a sustainable business in a great market."

**What do you want them to believe or to do? Do we need to change perception, opinion, frame of reference?**

- We want consumers to believe that Matutu Beer is a higher quality beer than its competitors in the market. Since most of our audience hasn't been exposed to the brand previously, we want to inspire our current customers to share their experience.

**What is the driving brand idea?**

- Our driving brand idea is not just drinking Matutu Beer, but experiencing Matutu Beer.



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