

Basic Problem:

- Our basic problem is the lack of exposure MAM has in the brewing industry. To drive membership, we must inform our target market of the benefits and what MAM essentially does for its members. The beer industry already has associations for brewing beer, but they are missing out on the manufacturing side of the industry.
 - We will measure our success with tackling our basic problem, with direct email surveys. One to gather information on the knowledge of MAM before the campaign and one after the campaign is over.

BIG Idea:

- **MAM, Brew your Way to Benefits #BEMAMSTRONG**
 - Our big idea tackles our basic problem, informing St. Louis breweries that they are in fact manufacturers and that they can gain benefits by joining MAM. We will have more details on our channels, but I think the tagline targets brewing companies specifically, while also giving it a southern twist using the MAM abbreviation.

Primary Objective(s):

- When it comes to our primary objectives we would say that it is to inform the microbreweries in the St. Louis area while also informing them how a mutual relationship with MAM would be beneficial to both parties. Our objective is to bring awareness to the microbreweries and inform them that they are in fact a manufacturer, and increase the number of St. Louis microbrewery memberships with MAM.

Creative Execution:**Media Channels:**

- **Direct Emailing**
 - With a direct e-mailing strategy, we are hoping to deliver a targeted message to microbreweries. This low-cost strategy will potentially help us drive up membership, and get them asking those all important questions, 'Who is MAM? And how can they help our company?'.
- **Social Media**
 - **MAM Website:**
 - Connect with the target audience and educate them about the job MAM is doing
 - Save time and budget
 - Grow more opportunities
 - **Facebook**
 - Update post faster and make creative content to stay relevant with target audience
 - Low cost strategy
 - Increase engagement with existing customers
 - **LinkedIn:**
 - A professional social media that helps connect with other business
 - Find quality leads and turn them to real customers
 - Help managing overall reputation
- **Event Targeting (Guerrilla)**
 - There are five options for events that we can target in the St. Louis area. Depending on when the campaign launches, would be the event we choose to target. St. Louis Microfest (MAY), St. Louis Brewers Guild Heritage Festival (JUNE), St. Louis Craft Beer Week (JULY), Brew Fest by

Budweiser (AUG), Craft on Tap (AUG). With targeting one of these events, we can reach our target market in a one stop shop environment. We want to look into having a booth, or walking around and handing out flyers and stickers.

- **Billboard**

- We chose to utilize a billboard as a media channel because it is not only eye catching but it can be informative when it comes to raising awareness. With a billboard displaying our hashtag and message with a creative font and big picture we are able to be a conversation starter throughout a community when placed in a busier part of town.

Budget: \$5000 - 30day