

Missouri Association of Manufacturers

IMC Campaign

MAM, Brew your Way to Benefits #BEMAMSTRONG

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Meet our Team



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Background/History

The Missouri Association of Manufacturers (MAM) is an independent, nongovernmental, voluntary organization that was founded in 1993, located in Springfield. MAM's mission is to promote, preserve and advance manufacturing in the state of Missouri; While also representing the economic, political, educational, and social interests of Missouri manufacturers and their employees, and supporting the improvement of the local economy and environment (7).



Objectives



THIS CAMPAIGN FOR MISSOURI ASSOCIATION OF MANUFACTURERS SPANS 30 DAYS WITH A BUDGET OF \$5,000 DOLLARS AND WILL INCLUDE 3 MAIN OBJECTIVES:

1. CREATE AND LAUNCH A COHESIVE CAMPAIGN THAT HIGHLIGHTS MAM'S BENEFITS OF BEING A MEMBER, WITH A MAJOR EMPHASIS ON GOOD INSURANCE RATES FOR SMALL BUSINESSES.
2. INCREASE ENROLLMENT FOR MAM MEMBERSHIPS IN THE TARGET MARKET. WE ARE STRIVING FOR AT LEAST $\frac{1}{3}$ OF THE TARGET MARKET TO JOIN MAM. WE WILL MEASURE INCREASED BUZZ AND ENROLLMENT WITH A SURVEY WE WILL SEND OUT BEFORE AND AFTER THE CAMPAIGN.
3. GENERATE BUZZ AND MORE RECOGNITION FOR THE COMPANY MAM IN THE BREWING INDUSTRY IN MISSOURI. THIS CAN BE MEASURED WITH THE SURVEY, BUT WE WILL ALSO BE MONITORING TRAFFIC TO THE MAM WEBSITE AFTER THE GUERILLA MARKETING EVENT, WHICH WILL INCLUDE FREE KOOZIES WITH A QR CODE LINKING THEM TO THE MEMBERSHIP PAGE ON MAM'S WEBSITE.



Situation Analysis

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SWOT Analysis



Strengths

- MISSOURI ASSOCIATION OF MANUFACTURERS IS THE ONLY ORGANIZATION REPRESENTING THE INTERESTS OF MANUFACTURERS IN MISSOURI.
- PARTICIPANTS HAVE THE ADMISSION TO USE THE LOGO OF MADE IN MISSOURI USA, WHICH ALLOWS CUSTOM ARTWORK UNDER THE LIMITATIONS OF LOGO NOTICES AND GUIDELINES.
- MEMBERS OF MAM ENJOY MULTI MEMBERSHIP BENEFITS INCLUDING ATTENDING EVENTS, ACCESSING MAM'S ONESOURCE PROGRAM THAT LINK TO NUMEROUS CUSTOMIZED MANUFACTURING PROGRAMS, BENEFITS, RESOURCES, CONSULTANTS, AND EXPERTS WHO HAVE COMMITTED TO GROWING THE MANUFACTURING SECTOR.
- MAM HEALTHSOURCE (MAMHS) PROVIDES EMPLOYERS AFFORDABLE HEALTH INSURANCE PRODUCTS WITH ROBUST BENEFITS.(6)

Weaknesses

- MISSOURI ASSOCIATION OF MANUFACTURERS HAS UNDER 200 OF THE 6,476 MANUFACTURERS IN MISSOURI. A BIG WEAKNESS FOR MAM IS LACK OF EXPOSURE. NOT MANY PEOPLE KNOW WHO MAM IS AND THE BENEFITS OF BECOMING A MEMBER.
- CUSTOMER'S LACK OF UNDERSTANDING OR KNOWLEDGE OF WHAT QUALIFIES AS A MANUFACTURER.
- THE TARGET AUDIENCE IS TECH SAVVY, WHICH IS TECHNICALLY A STRENGTH, BUT NARROWING DOWN WHICH CHANNEL TO COMMUNICATE WITH THEM COULD POTENTIALLY BE DIFFICULT, IF EVERY BREWERY USES A DIFFERENT CHANNEL TO PROMOTE AND COMMUNICATE WITH THEIR CUSTOMERS. SOME BREWERIES ONLY LIST PHONE NUMBERS, WHILE OTHERS ONLY HAVE A FACEBOOK PAGE. ALONG WITH THAT, IT WILL BE HARD TO DIRECTLY TALK TO THE HEAD OF LARGER BREWERIES IN ST. LOUIS, SUCH AS ANHEUSER BUSCH.
- THE HEALTH INSURANCE PLANS ARE THROUGH COX, A NETWORK LOCATED IN SOUTHWEST MISSOURI. WILL ST. LOUIS BREWERIES WANT TO GET INSURANCE THROUGH A NETWORK OUTSIDE OF THEIR LOCAL NETWORKS.(11)
- MISSOURI CHAMBERS OF COMMERCE ALSO OFFERS INSURANCE PLANS FOR SMALL BUSINESSES, SO SETTING THEMSELVES APART FROM THE COMPETITION IS ALSO A WEAKNESS. WHAT MAKES MAM BETTER THAN THEIR COMPETITORS.



SWOT Analysis



Opportunities

- FROM ALL CORNERS OF THE STATE, MICROBREWERIES HAVE BREWING BATCHES IN PRODUCTION AND ON TAP. MANY OF THEM OFFER TOURS AND TASTINGS WHILE OTHERS INCLUDE GREAT DINING FOR THEIR CONSUMERS. AS OF 2017, THERE WERE A TOTAL OF 81 MICROBREWERS IN THE SHOW-ME STATE, WITH 11 IN ST. LOUIS ALONE (16).
- OPPORTUNITIES FOR A MICROBREWERIES THAT JOIN MAM INCLUDE, EXPANDING THEIR NETWORK TO INCLUDE OTHER MANUFACTURERS AND MICROBREWERIES, HAVING ACCESS TO SOCIAL MEDIA CAMPAIGNS, ACCESS TO REVENUE SHARE PARTNERSHIPS, AND CONNECTIONS TO OTHER TYPES OF MARKETING SUPPORT.
- THE STATE OF MISSOURI HAS BEGUN REOPENING EVENTS FOR LARGER CROWDS AND WITH THAT BEING SAID THE OPPORTUNITY FOR MAM TO HOST AND ALSO HAVE A BOOTH AT LARGER EVENTS IS THERE.

Threats

- THERE ARE VARIOUS THREATS IN OWNING A MICROBREWERY AND FOR THOSE WORKING WITH THEM AS WELL.
- DECLINE IN NUMBER OF MANUFACTURERS OVER ALL (17).
- NUMBER OF CLOSINGS AND NUMBER OR REOPENING, LESS FOR MAM TO TARGET
- STRONG COMPETITION FROM COMPETING FIRMS LIKE:
- MICROBREWERIES HAVE LIMITED FUNDING TO JOIN ORGANIZATIONS LIKE MAM BECAUSE THEY ARE RUNNING THEIR OWN PRODUCTION AND DON'T HAVE AS MUCH FUNDING AS A REGIONAL ONES.
- ONE OF MAM'S THREATS TO WORKING WITH A MICROBREWERY INSTEAD OF A REGIONAL BREWERY IS THEIR CLIENTS ARE MORE LIKELY T BE ON THEIR OWN WHEN IT COMES TO THE RUNNING AND PRODUCING FOR THEIR BUSINESS.
- AS MENTIONED IN THE COMPETITIVE ASSESSMENT SOME OF THE THREATS CAN ALSO BE COMPETITORS. THOSE BEING THE MISSOURI CHAMBER OF COMMERCE, MISSOURI PARTNERSHIP, AND THE NATIONAL ASSOCIATION OF MANUFACTURERS.





Target Market

MAM, Brew your Way to Benefits #BEMAMSTRONG



The target market for the campaign is generation Y microbrewery owners in the St. Louis, MO area that MAM has identified as potential clients. Michael Eaton provided a list of breweries they wish to target and 18 of them are microbreweries. You can reference each of these microbreweries on page 10. Generation Y, known as millennials, were born between 1981-1994/6. They are currently between 25 and 40 years old (5). Based off of research found we chose to focus on generation Y because the majority of microbrewery owners are millennials. With craft numbers rising we have also found that, “Craft has been growing its consumer base steadily over the past decade. Nielsen Harris data (presented to members earlier this year) shows that the percentage of the 21+ population that drinks craft has risen from 35% in 2015 to 44% in 2020. These demographics are likely to continue improving in 2021—and for the next several years—as an aging millennial population stays in or moves into the core craft age range” (9).

List of Microbreweries

2nd Shift Brewing
Alpha Brewing Company
Earthbound Brewing LLC
Ferguson Brewing Company
Brewhub Tap Room
Brick River Cider Company
Catherdral Square Brewery
Griesedieck Brothers Brewery

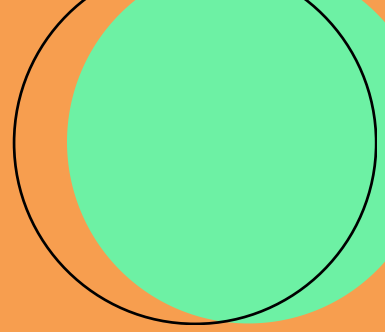
Heavy Riff Brewing Company
Center Ice Brewery (Ice Brewing Ctr)
Morgan Street Brewery
Reverence Brewing
Six Row Brewing Company
The Schlafly Tap Room (St Louis Brewery LLC)
St Louis Hop Shop
Perennial Artisan Ales
Twisted Roots Brew Pub
Urban Research Brewery

Characteristics of Generation Y

The characteristics of a person from the Generation Y are as follows:

- Gen Y is tech-savvy.
- Gen Y values flexibility.
- Gen Y seeks work-life balance.
- Gen Y is results-oriented.
- Gen Y seeks rewards and praise.
- Gen Y challenges the routine.
- Gen Y enjoys collaboration.
- Gen Y is ambitious **(13)**

Target Audience Profile



Meet Margret



(8)

Margaret is a 32 year old, African American, born September 20, 1989, who decided to open her own microbrewery. She lives in St. Louis, Missouri, and decided to open her brewery down the street from where she resides. Her decision to open a microbrewery was due to wanting to be independent when it came to shares within the company and make a workplace where everyone contributed in making it successful. She wanted to work with others who has a passion for brewing as much as she did. While her business has already begun to rise she wants to expand it even further. She is looking for someone to help her to connect better with those around her community and find more valuable and reliable resources in expanding her business.

Competitive Assessment

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Brewers' Association of America

- They have a district specifically for the St. Louis area.
- The Brewers Association is an organization of brewers, for brewers and by brewers. More than 1,900 US brewery members and 38,000 members of the American Homebrewers Association are joined by members of the allied trade, beer wholesalers, individuals, other associate members and the Brewers Association staff to make up the Brewers Association.
- Purpose: To promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts. **(3)**

American Homebrewers Association (4)

- Founded in 1978 by homebrew instructor, author, and past Brewers Association President Charlie Papazian in Boulder, Colo.
- Hosts the world's largest amateur beer competition
- They offer:
 - AHA club insurance program provides both general liability and liquor liability coverage for homebrew clubs and their members.
 - Online Seminars
 - National Homebrew Competition: The world's largest home-made beer, mead and cider competition.
 - Great American Beer Festival® Pro-Am Competition: Team up with breweries for this unique competition held each year at the Great American Beer Festival.

National Association of Manufacturers

They offer the following:

- Access to COVID-19 Resources
- Litigation
- Manufacturing Institute **(2)**
 - grows and supports the manufacturing industry's skilled workers for the advancement of modern manufacturing.
- Manufacturing Leadership Council **(1)**
 - is the world's first member-driven, business leadership network dedicated to helping senior industry executives identify the opportunities



Positioning

Missouri Association of Manufacturers provides various benefits to its members whether they are a large company or a small mom and pop shop. The benefits are clear... stellar insurance plans, networking opportunities, community inside the Missouri manufacturing industry. St.Louis Breweries will have access to manufacturing channels that they previously would not have had the opportunity to connect with. Joining Missouri Association of Manufacturers will be the opening door for St.Louis breweries to expand and network throughout Missouri.



Measurement



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With this campaign, the plan is to communicate the message effectively and cohesively to prospective members. To accurately measure effectiveness, tracking of the following results during and after this campaign through the following methods:

- Progress with the campaign will be measured by a few key points.
 - The first point of measurement will be the traffic brought in to the website.
 - The next point of measurement will be measuring engagement.
 - The third point of measurement will be a survey before and after the campaign has run.
 - The final way of measurement will be with customer lifetime value. This formula can be pulled and inserted into a current customer relationship management database.

**CLV is measured by $(\text{Annual Revenue Per Customer} \times \text{Customer Relationship In Years}) - (\text{Customer Acquisition Cost})$

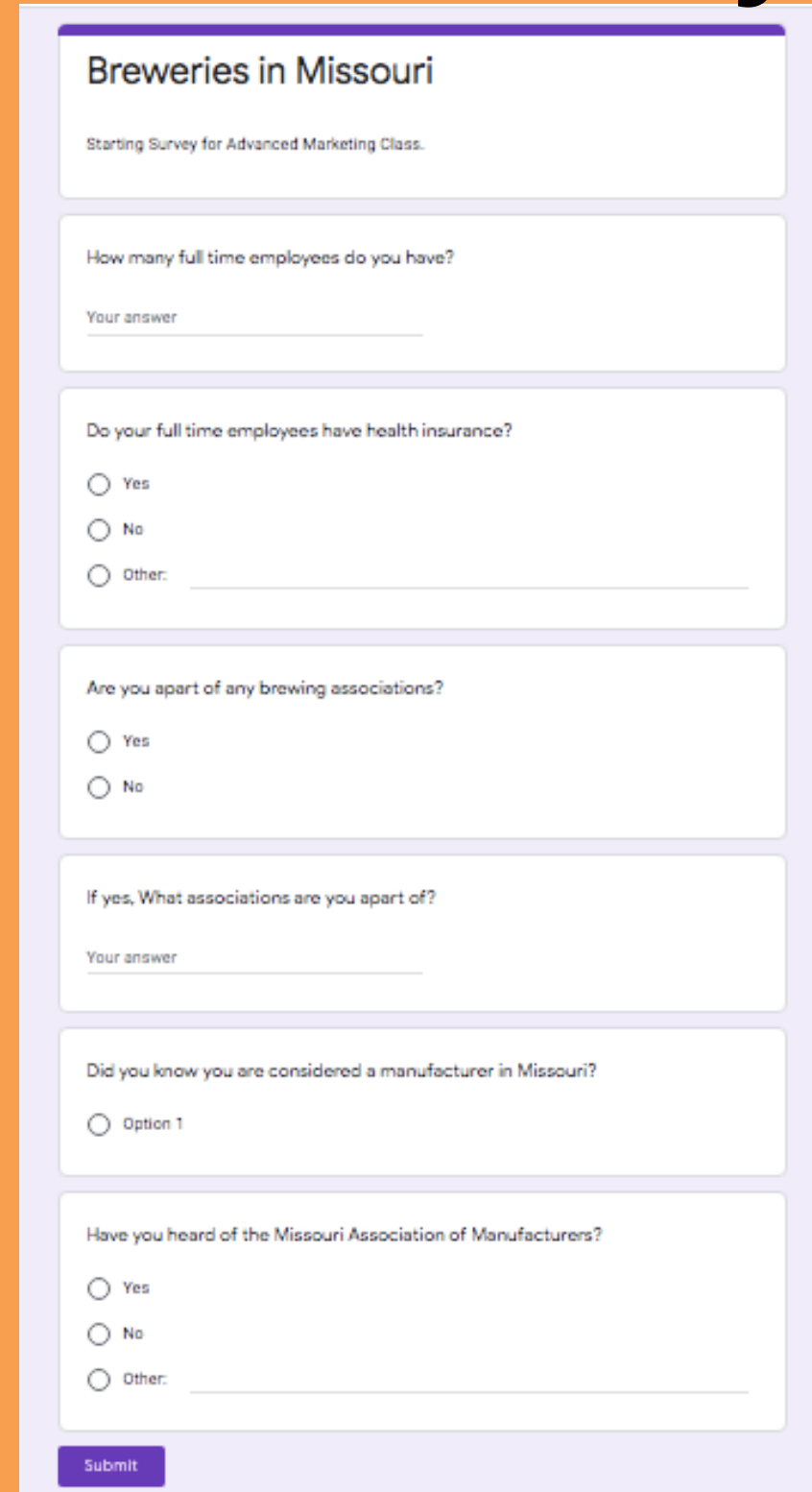
[Link to Pre-Survey.](#)

[Link to Post-Survey.](#)

Questions of Survey

1. How many full time employees do you have?
2. Do your full time employees have health insurance?
3. Are you apart of any brewing associations?
4. If yes, What associations are you apart of?
5. Did you know you are considered a manufacturer in Missouri?
6. Have you heard of the Missouri Association of Manufacturers?

Mock Survey



Breweries in Missouri
Starting Survey for Advanced Marketing Class.

How many full time employees do you have?
Your answer _____

Do your full time employees have health insurance?
 Yes
 No
 Other: _____

Are you apart of any brewing associations?
 Yes
 No

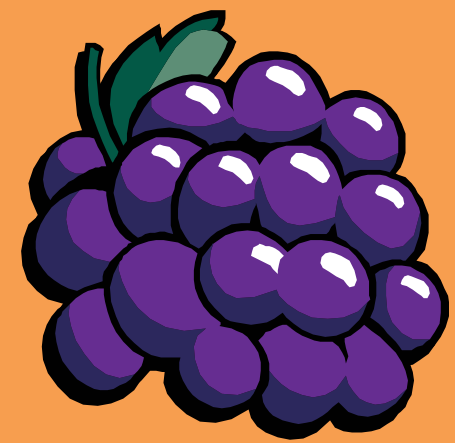
If yes, What associations are you apart of?
Your answer _____

Did you know you are considered a manufacturer in Missouri?
 Option 1

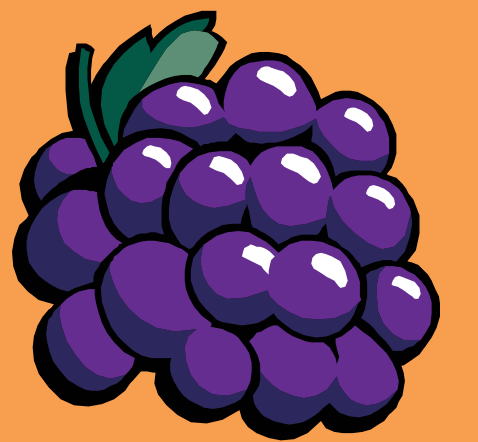
Have you heard of the Missouri Association of Manufacturers?
 Yes
 No
 Other: _____

Questions of Survey

1. Have you Heard of the Missouri Association of Manufacturers(MAM)?
2. If Yes, How Did You Hear about MAM?
3. Are you a Member of MAM?
4. If No, Why Not?



Promotional Strategy





Creative Strategy



The creative strategy is centered around one motto:

MAM, Brew your Way to Benefits #BEMAMSTRONG

With this overarching message, our campaign will encourage prospective microbreweries to view the Missouri Association of Manufacturers (MAM) as a community that can help them achieve more.

To appeal to the target markets, this motto will be the “catch-line” and focus of the marketing materials. This idea tackles the basic problem, informing St. Louis breweries that they are in fact manufacturers and that they can gain benefits by joining MAM. There will be more details given on the selected channels, but the tagline targets microbrewing companies specifically, while also giving it a southern twist using the MAM abbreviation.



Media Channel Selections



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- Within this campaign, the media that will be used will mostly consist of digital media. Which will consist of using Social Media, Event Marketing, and Emailing. More in-depth usages will be discussed on a later pages.
- The main goal of these selections will be to implement the message that with MAM you get the most out of your benefits, while being informative that Microbreweries are in fact manufacturers.



Media Channel Selections



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Email

- With a direct e-mailing strategy, the hope is to deliver a targeted message to microbreweries. This low-cost strategy will potentially help drive up membership, and get them asking those all important questions, ‘Who is MAM? And how can they help our company?’.
- With this strategy, the platform that was chosen was MailChimp. And with this platform, the most basic plan is free and wont use any of the \$5,000 budget.



Example Email

Emails will work as the official communication platform for upcoming events, newsletters, etc.

MAM, Brew your Way to Benefits #BEMAMSTRONG

[View this email in your browser](#)



Hi Earthbound Brewing LLC,

We're glad you're here!

With MAM, you will have advocates for a better manufacturing economy while providing education and training, affordable healthcare and ancillary products, regulatory updates, B2B networking and a whole lot more!

Why should you become a MAM member?

MAM has over 25 years of promoting, preserving and advancing manufacturing throughout the state of Missouri. Members also gain access to MAM's ONESource program, which was designed to provide a direct link to numerous customized manufacturing programs, benefits, resources, consultants, and experts who have committed to growing the manufacturing sector.

MAM hosts events to address the current and upcoming issues that manufacturers face by providing experts in the identified topics. Members receive special member attendee pricing on all MAM hosted events.

Member Benefits

- Awards and Recognitions
- Best Practice Sharing
- Collective Strength and Buying Power
- Expert Consultants
- Events and Conferences
- Health Plan Benefits and Discounts
- Industry Resources
- Legislative Advocacy
- Manufacturing and Economic News
- Networking Opportunities
- Strategic Partner Alliances
- Training and Educational Workshops
- Workforce Development

[Join MAM today!](#)

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The only organization dedicated solely to representing the interests of manufacturers in Missouri.

Our primary purpose is promoting, preserving and advancing manufacturing.

Our website is:
<https://www.mamstrong.org/>



Media Channel Selection

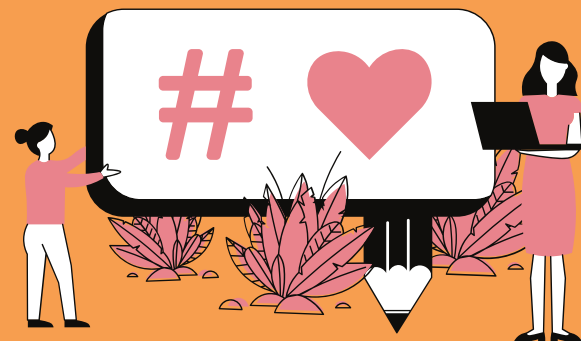


Social Media



Facebook

1. Update post faster and make creative content to stay relevant with target audience
2. Low cost strategy
3. Increase engagement with existing customers



LinkedIn 

1. A professional social media that helps connect with other business
2. Find quality leads and turn them to real customers
3. Help managing overall reputation



Media Channel Selection



MAM, Brew your Way to Benefits #BEMAMSTRONG

Event Marketing (Guerilla)

- The campaign will target a mass beer tasting event in St.Louis called St.Louis Brewers Heritage Festival. The event will take place on Saturday June 3rd. There are 30 local St.louis Breweries participating in this event.
- We will be sending 4 employees to the event to hand out flyers, and free Koozies to potential clients and people at the event. This will be a influential way to expose potential customers to Missouri Association of Manufacturers. A list of the participating breweries are on the next page.

Participating Breweries

- 2nd shift brewing co
- 4 hands brewing co
- 4204 main st. brewing co
- Alpha brewing co
- Anheuser-busch research pilot brewery
- Augusta brewing co
- Bastard brothers brewing company
- Big muddy brewing
- Bluewood brewing
- Cathedral square brewery
- Charleville brewing company & tavern
- Civil life brewing company
- Crown valley brewing and distilling co
- Earthbound beer
- Excel brewing company
- Exit six brewery
- Ferguson brewing company
- Griesedieck bros
- Gumbo flats brewing company
- Heavy riff brewing company
- Jackson street brew co
- Kirkwood station brewing co

St. Louis Brewers Heritage Festival

- Main & mill brewing company
- Mark twain brewing co
- Missouri beer company
- Modern brewery
- Morgan street brewery
- Narrow gauge brewing co
- O'fallon brewery
- Old bakery beer
- Peel brewing co
- Perennial artisan ales
- Point labbadie brewery
- Public house brewing co
- Recess brewing
- Schlafly beer
- Six mile bridge beer
- Square one brewery & distillery
- St. nicolas brewing company
- Steampunk brew works
- Stubborn german brewing co
- Third wheel brewing
- Tin mill brewing co
- Trailhead brewing co
- Two plumbers brewery & arcade
- Urban chestnut brewing co
- Wellspent brewing co
- White rooster farmhouse brewery
- William k busch brewing co



MISSOURI ASSOCIATION of
MANUFACTURERS

MAM, BREW YOUR WAY TO BENEFITS



- DIRECT LINKS TO NUMEROUS CUSTOMIZED MANUFACTURING PROGRAMS.
- ACCESS TO BENEFITS, RESOURCES, CONSULTANTS, AND EXPERTS WHO HAVE COMMITTED TO GROWING THE MANUFACTURING SECTOR.
- INSURANCE DISCOUNTS FOR 2 OR MORE FULL TIME EMPLOYEES.

#BEMAMSTRONG

BREWRIES ARE ELIGIBLE TO JOIN THE MISSOURI ASSOCIATION OF MANUFACTURERS.



SCAN ME

A detailed flyer design on a red background. It features a list of benefits in a white box on the right. Below the list is a small icon of a beer bottle. At the bottom left is a QR code with the text "SCAN ME" below it. The background is decorated with several white gears of different sizes. At the top, there is a logo for the Missouri Association of Manufacturers. The main headline "MAM, BREW YOUR WAY TO BENEFITS" is in large white letters.

This graphic will be apart of the flyers and koozies for the Guerilla Marketing Event. The design is suppose to represent Missouri Association of Manufacturers collaboration with St.Louis Breweries. The design purposely creates an arch like structure to emphasis the St.Louis target market, along with the gears for the manufacturing side of the brewing industry.

MAM LOGO



MISSOURI ASSOCIATION OF
MANUFACTURERS

CAMPAIGN TAGLINE



**MAM,
BREW YOUR
WAY TO
BENEFITS**



CAMPAIGN HASHTAG



#BEMAMSTRONG

BREWERIES ARE ELIGIBLE TO JOIN THE
MISSOURI ASSOCIATION OF MANUFACTURERS.



SCAN ME

QR CODE LINK TO WEBSITE



- DIRECT LINKS TO NUMEROUS CUSTOMIZED MANUFACTURING PROGRAMS.
- ACCESS TO BENEFITS, RESOURCES, CONSULTANTS, AND EXPERTS WHO HAVE COMMITTED TO GROWING THE MANUFACTURING SECTOR.
- INSURANCE DISCOUNTS FOR 2 OR MORE FULL TIME EMPLOYEES.

FLYER FOR GUERILLA MARKETING EVENT.



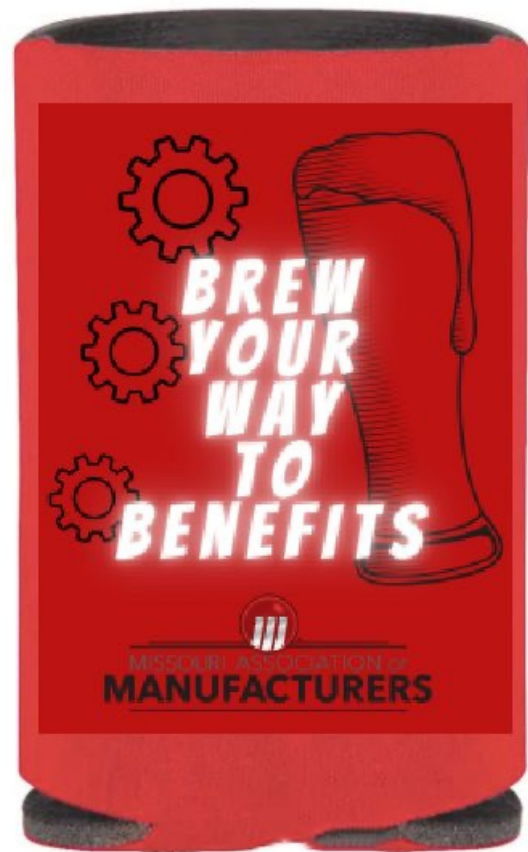
STELLAR BENEFITS



MANUFACTURING ELEMENT



**QR CODE
LINKING
TO THE
MEMBERSHIP TAB
ON MAM'S WEBSITE**



**PRICING
FOR
200 KOOZIES**

STEP 2: ENTER YOUR QUANTITY

QTY	200+	500+	1,000+	2,500+	5,000+
PRICE	\$1.33	\$1.19	\$1.15	\$0.95	\$0.93

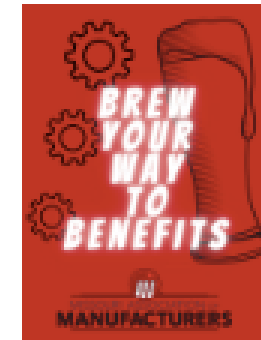
200

× \$1.33 EA

STEP 3: ADD CUSTOM IMPRINT – FREE PROOF INCLUDED. WE WILL SEND YOU A PROOF BEFORE YOU ARE CHARGED

Upload Art

Add Text



BREW Your Way to Benefits.jpg
JPG (243.93 kB)



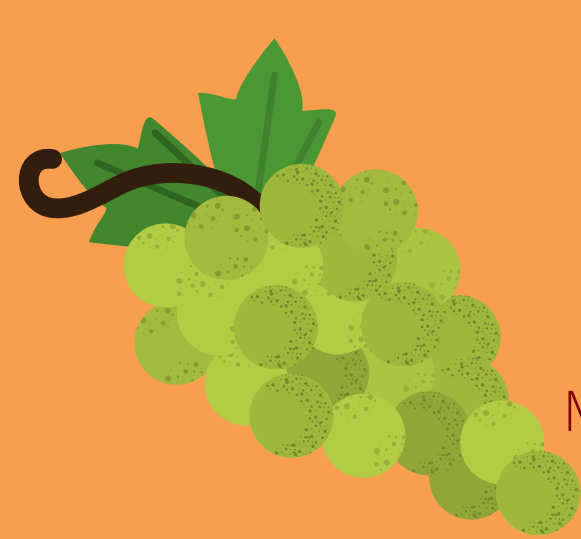
STEP 4: ADDITIONAL NOTES (OPTIONAL)

Comments, Questions, or Special Instructions

Comments, Questions, or Special Instructions

PRODUCT TOTAL \$266.00
FULL COLOR SETUP CHARGE \$58.00
TOTAL \$324.00

(10)



Execution

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Schedule

MAM, Brew your Way to Benefits #BEMAMSTRONG
30 Day Campaign - June 1-30

June 3rd St. Louis Brewers Heritage Festival

The 11th Annual St. Louis Brewers Heritage Festival is the premiere showcase of the St. Louis beer scene. This festival features over 100 styles of beer from over 50 greater STL area breweries (12).

Monday Tuesday Wednesday Thursday Friday

Social Media Post	Email Newsletter	Social Media Post	Email Newsletter	
Social Media Post	Email Newsletter	Social Media Post	Email Newsletter	
Social Media Post	Email Newsletter	Social Media Post	Email Newsletter	
Social Media Post	Email Newsletter	Social Media Post	Email Newsletter	





Budget Explanation

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30

Event	$\$324(\text{Koozies}) + 45(4)(\text{tickets for event}) + 500(\text{travel expenses}) =$	\$1,004
Email		\$0
Social Media	$(\$20 * 30 \text{ days}) + (\$20 * 30 \text{ days}) =$	\$1,200 ⁽¹⁵⁾
Print	$1,000 \text{ flyers} * .12/\text{flyer} =$	\$123 ⁽¹⁴⁾
Total		\$2,327



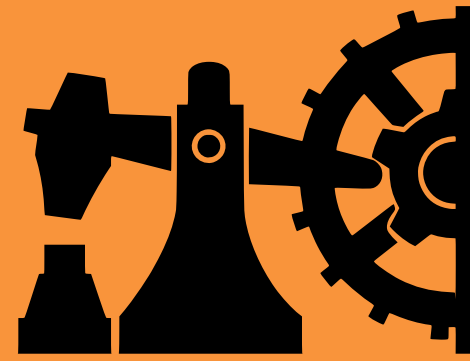
Conclusion

MAM, Brew your Way to Benefits #BEMAMSTRONG

The Missouri Association of Manufacturers is known for going above and beyond for their members in every aspect of interactions with the manufacturers in the state of Missouri. With the objectives in mind, this campaign covers the basic problem the Missouri Association of Manufacturers is facing. Through consistent messages and visual elements, all of the materials in this campaign work together to create a cohesive picture of the Missouri Association of Manufacturers.

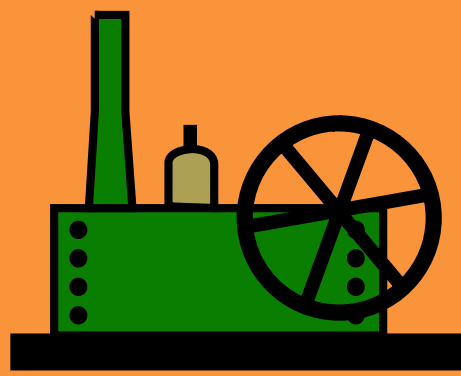
This team is thankful to get the opportunity to put this philosophy into a campaign to be carried out during the course of the semester. We know that the Missouri Association of Manufacturers is only as incredible as the community it creates. That is why we know the Missouri Association of Manufacturers will thrive.

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