

Project	Shock Top 2015 IMC: Fun Craft Connection	Date: September 17, 2014
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**Why do we want new advertising?**

Shock Top is Labatt's big bet in the battle against Micro Craft. Micro Craft is growing rapidly, with the proliferation of brands eroding Labatt's share. These tiny powerhouses are strong regionally, winning through local craft connection models (local footprint, experiential, non-traditional).

While Micro Craft is a strong opponent, Shock Top has the small brewer/ craft credentials to compete, and the resources to win and change the game in the fragmented craft segment. We captured our target's attention with the validated "Speaks for itself" campaign. Now we need a significant transformation to redefine flavour in craft with our delicious, approachable liquid, and cement Shock Top's position as a fun, *flavourful* craft brand.

**Problem:** Shock Top needs to grow volume by 40% in 2015 (macro volume), while maintaining micro / craft credentials.

**What we want:** A disruptive local craft connection plan that delivers on "flavoursome taste, to drive Shock Top penetration with Experience Maximizers in the "Reward Myself" need state.

**Objectives**

- **Volume:** Grow volume by 40% in 2015
- **Penetration:** Drive P4W from 0.6 (2014) to 1.0 (2015)
- **Imagery:** Statistical increase on "flavoursome taste"; maintain "is from a small brewer"

**Who are We Talking To? Matt**

**Consumer Insight:** I like to reward myself by trying different, flavourful beers, but I'm intimidated by most craft beers because they're too pretentious and complicated.

**Brand Ideal:** Shock Top exists to inspire people to "live a life a full of flavour".

**Think:** Shock Top is a fun, flavourful craft beer.

**Feel:** Shock Top lightens my mood and makes me feel carefree.

**Do:** Try Shock Top.

**They should believe it because:**

- Unfiltered Belgian style wheat beer, with hints of citrus and coriander
- Performs against 'reward myself' & 'craft' purchase drivers: refreshing, easy to drink, fun to drink, flavoursome taste
- The surprisingly refreshing taste of a wheat beer full of flavour
- Shock Top has craft credentials: 75 % of consumers believe Shock Top is from a small / unknown brewer
- A family of flavourful variants (Belgian White, Chocolate, Raspberry White, Lemon Shandy, Spiced Pumpkin)

**Mandatories**

- Local craft connection model - always on, with Q2 focus.
  - Hero: Belgian White
  - Anchored in functional benefits (i.e. unfiltered)
  - Include XM / festival plan

**Considerations**

- How do we tactically activate Shock Top around new drinking occasions (2-3 trade periods per year, i.e. Halloween)?
  - Consider if we focus on Belgian White, flavour variants, or family (open to range of options)
  - Seasonal variant cadence: Winter - Chocolate; Summer - Lemon Shandy; Fall - Spiced Pumpkin
- Incorporate a serving ritual

**Budget:** \$2.7MM all in (media 1.5MM, XM 0.7MM, production 0.5MM) + trade \$1.1MM (retail 1MM, on premise 0.1MM)

**Timing:** Brief Sept 17; Tissue w/o Sept 29; IMC Presentation TBD; Validated connection plan Dec 12; In market 2015

**Who decides:** Brand - [REDACTED]; Trade - [REDACTED]; [REDACTED]