



Green Flash Brewing LTO Recap

September 22 – October 31 2017

Objective

Growler USA partnered with Green Flash Brewing Company, based in San Diego, CA, to create a beer- and cause-based, system-wide limited-time-offer for our brewpubs. The purpose of this LTO was to associate Growler USA with another well-known craft brewer, align with their very successful Treasure Chest cause marketing campaign, generate a sense of urgency to enjoy their limited-release brew – as well as their more well-known brews that align well with the fall season.



Benefits of Promoting Treasure Chest

- Promotion of participating locations on Green Flash website and in national Green Flash newsletters
- Support and exposure via national PR campaign
- Access to database of digital and printable Treasure Chest graphics for promo
- #TREASURECHEST2017 social media campaign
- Swag kit with two cases of pint glasses, shirts for bar staff, coasters, sunglasses, and tattoos included with each keg



Featured Brews



Treasure Chest

Bright and tropical IPA infused with passion fruit tea..



Sea to Sea Lager

Unfiltered Zwickel lager layered with German Pilsner malts.



West Coast IPA

A tantalizing menagerie of hops with pine, citrus, and floral.

Co-Branded Merchandise and Cost

- T-Shirt Production –
- Print Material –

Pricing omitted
for company
privacy.



In-Store Print Materials

Green Flash

TREASURE CHEST

RAISE A GLASS to find A CURE

with


GROWLER USA

SEPTEMBER 22ND THROUGH OCTOBER

GROWLER USA • TRUE TO THE BREW

#TREASURECHEST2017

Proceeds benefit **preventcancer**



BEERS ON TAP

	6.5 % ABV 50 IBU IPA WITH PASSION FRUIT
	8.1 % ABV 95 IBU DOUBLE IPA
	4.0 % ABV 23 IBU GERMAN ZWICKEL LAGER

Special Offerings

TREASURE CHEST IPA - Salad Dressing - WITH PASSION FRUIT	and	BLACKENED MAHI-MAHI TACOS - paired with - TREASURE CHEST IPA
--	-----	--

TEXT GREENFLASH TO 55678 TO WIN A
GRIZZLY COOLER


Green Flash



Prize:

GRIZZLY COOLER

(APPROX. RETAIL VALUE \$305)

Text-to-Win Consumer Giveaway

Green Flash set up a consumer text to win campaign on our behalf. Each pub was provided with materials to support this program (two flyers, two posters per pub). We were essentially looking for another angle to engage with our consumers and have some fun with the program!

There were over 1,000 text-to-win entries.

FPO NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO LEGAL U.S. RESIDENTS OF THE STATE OF CALIFORNIA WHO ARE 21 YEARS OF AGE OR OLDER. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. Sweepstakes begins at 12:00:01 a.m. on August 8, 2017 and ends at 11:59:59 p.m. September 4, 2017. For official rules, how to enter, and prize drawing dates, please visit www.jag2win.com/GREENFLASH/. Sponsor: Green Flash Brewing Company, San Diego, CA 92121.

BERLINE Social Media Recap

October 2- October 29

Facebook Takeaways

- We averaged a .12% CTR on 898 clicks.
 - Creative 1 (2 weeks): 55% of clicks, .12% avg. CTR, \$4.04 CPM
 - Creative 2 (2 weeks): 45% of clicks, .12% avg. CTR, \$4.51 CPM
- Each location attracted at least 37 clicks.
- Shorten ad scheduling– only 68 clicks before noon.
- 779 people took an action.
- 42 Button Clicks (See Menu, Learn More).
- Locations averaged 38 GRP's. Outliers included Katy (53) and Louisville (20).
- Spend: \$3,330.61

Facebook Campaign Performance Summary

Location	Population	Reach	Impressions	GRP's	Clicks	CTR	People Taking Action
Austin-UT	270,000	49,681	95,574	35	86	0.09%	76
Centennial	220,000	38,257	80,031	36	95	0.12%	79
Charlotte	150,000	25,832	52,408	35	52	0.10%	48
Gastonia	80,000	14,141	33,214	42	56	0.16%	43
Honolulu	200,000	38,906	73,005	37	87	0.11%	87
Indian Trail	130,000	22,302	42,054	32	53	0.12%	48
Kathleen	69,000	13,856	30,114	44	37	0.12%	35
Katy	100,000	25,606	52,821	53	82	0.14%	71
Louisville	130,000	24,738	25,598	20	57	0.11%	50
Macon	100,000	20,288	44,159	44	62	0.14%	43
Omaha	170,000	33,897	69,564	41	76	0.11%	69
Phoenix	170,000	32,714	65,926	39	59	0.09%	49
Rogers	110,000	21,859	45,923	42	51	0.11%	45
Tulsa	96,000	18,289	38,276	40	45	0.11%	36
		380,366	748,667	38	898	0.12%	779

Creative

- Through creative and copy, we sought to spread awareness of the Treasure Chest brew for consumption, by capturing the charitable component and aligning local Growler USA pubs with the cause.
- There were two creative executions that ran during this campaign. Each ran for a two-week period with identical budgets.
- The images were provided to us from Green Flash Brewing Co. and BERLINE altered them to match ideal Facebook parameters.



Growler USA

Written by Berline Socialmedia [?] · September 28 · 🌐

👍 Like Page



Great Brew. Better cause. Got a passion for doing good? We've got a passionfruit IPA called Treasre Chest that raises money to fight breast cancer. Drink some good and do some good at Growler USA.



The Brew That Gives Back

View LIVE beer menu here.

GROWLERUSA.COM

[See Menu](#)



Growler USA

Written by Berline Socialmedia [?] · October 13 at 12:20pm

Like Page



Great Brew. Better cause. Got a passion for doing good? We've got a passionfruit IPA called Treasre Chest that raises money to fight breast cancer. Drink some good and do some good at Growler USA.



The Brew That Gives Back

See what we're doing for the cause.

GROWLERUSA.COM

[Learn More](#)

Creative Performance Recap



- 55% of clicks
- .12% avg. CTR
- \$4.04 CPM



- 45% of clicks
- .12% avg. CTR
- \$4.51 CPM

Location-Based Advertising Takeaways

- The budget was delivered in full for two, two-week flights.
- Remaining budget was switched from audience to proximity targeting on Oct. 20.
- Users were more engaged with the 300x250 banners.
- Warner Robins, Phoenix and the Indian Trail locations drove the most efficient CPV.
- Spend: \$10,593.87

LBA Campaign Performance Summary

Impressions	Clicks	CTR	Spend
1,836,032	8,959	0.49%	\$ 10,593.87



Sales Recap

- A total of 300 Case Equivalents (42 kegs) of Green Flash brews were purchased by Growler USA during the promotional period.
- As of October 31, Growler USA has purchased a total of over 500 CE's (71 kegs) during 2017, up from 135 CE's (19 kegs) from 2016.





Green Flash LTO

Key Learnings

- Five southeast locations lost out on some of the excitement around the kickoff of the partnership due to keg delays, including Tulsa, Warner Robins, Charlotte, Katy, and Rogers.
- Some pubs went through kegs extremely quickly, while others saw kegs sit longer due to lack of awareness or popularity of the Green Flash brand in their area.
- Cause marketing campaign was received very positively and drove consumer and PR interest.
- Newly established relationship with Green Flash allowed for system-wide allocation of rare keg in their portfolio (Alpine Brewing's "Pure Hoppiness").