



Our Space, Your Place: A Communication Strategy for LynLake Brewery

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SITUATION ANALYSIS

Introduction

Located in the heart of the LynLake neighborhood in Minneapolis's Uptown district. LynLake Brewery and its iconic marquee have become a staple part of the culture and lives of those that call Uptown home since it opened its door in September of 2014 (Kaufenberg, 2014). Boasting a wide selection of accessible beers, friendly staff, cool atmosphere, and an all-important rooftop; LynLake Brewery has established a loyal base of patrons who act as strong word-of-mouth advocates for the brewery and its efforts.

However, despite continued success since opening and a loyal base of consumers, LynLake Brewery desires to expand its audience and engage a more beer-focused segment of the craft beer audience. To quote Luke Dutelle, Taproom Manager at LynLake Brewery, "If you keep doing the same thing you get boring, and boring is how you go out of business" (L. Dutelle, personal communication, February 26, 2021). LynLake Brewery's core value proposition does not appeal to its target audience. It must innovate and evolve without compromising its values. If LynLake Brewery continues to only focus on its current customers, in time it will stagnate and risk long-term repercussions to their business. LynLake Brewery must expand its market beyond its current customer base in order to maintain growth and relevance in the marketplace. The target audience of "Beer Connoisseurs" has been identified as an opportunity for LynLake Brewery to grow its business and to gain invaluable insights into the craft beer marketplace that will allow the brewery to continue to evolve its beer offerings, gain recognition, and build notability among craft beer fans. A communications plan will allow LynLake Brewery to convey to its target audience it has evolved and is worth checking out, achieve its business goals, and

build an expanded base of stakeholders who desire to share LynLake Brewery's charm, vibe, and beer with those they hold dear.

LynLake Brewery Background

LynLake Brewery first opened its doors in September of 2014 (Kaufenberg, 2014). Located in what was the Lyndale Theater. The 100-year-old building that LynLake Brewery calls home features exposed brick walls, local artist graffiti, staff curated playlists, and a warm welcoming feeling that "makes every night feel like a Friday night" (L. Dutelle, personal communication, February 26, 2021). Put that all together and throw in an iconic Uptown rooftop, and you have everything you need in terms of location to build an audience and keep them coming back for more.

To understand LynLake Brewery's current audience, one must first understand the makeup of its surrounding area. The Uptown area is predominately white with most of its population being college-educated individuals in their early 20s to mid-30s. They are primarily drawn to the area for its cheaper than Downtown rent prices and its wide array of shops, bars, and restaurants. To the chagrin of some, gentrification has become the norm of Uptown, and LynLake Brewery understands this. These aforementioned individuals make up the core of LynLake Brewery's audience and as a result, their beer selection and business choices are currently made with this audience in mind. The current beer selection of LynLake Brewery tends to trend lighter and more mainstream and accessible in terms of craft beer. LynLake Brewery management has expressed an interest in expanding to more experimental and niche offerings and the brewery has had success when it introduces more unique and non-traditional beer offerings. Though these unique beers have been a success, they are more seen by LynLake Brewery's core audience as a

welcome temporary change of pace, not something that is seen as a new norm (L. Dutelle, personal communication, February 26, 2021).

When considering what draws individuals to a brewery, LynLake Brewery has embraced a strategy of place-making that can be felt the moment one walks in the door (Fletcher, 2016). LynLake Brewery strives to be more than just a brewery where one can sample various beers and learn the process behind the craft. They desire to become a second home for their customers, a place where their troubles can be forgotten even for a moment. Every aspect of LynLake Brewery's atmosphere and strategy is focused on achieving these goals (L. Dutelle, personal communication, February 26, 2021). Dutelle states that it is the "space" that is the biggest strength of LynLake Brewery (L. Dutelle, personal communication, February 26, 2021). When entering LynLake Brewery you are first greeted by the historic building whose warmth and character are amplified by the brewery's design which includes soft yellow lighting in custom bike tire fixtures, dark wooden tables and chairs, and numerous artifacts and trinkets that the staff has collected over the years. In addition to the taproom, LynLake Brewery features an iconic rooftop that gives patrons an inviting view of Uptown, the Minneapolis skyline, and their potential next stop in a night spent with friends and loved ones. Every aspect of the "space" is tailored to creating a sense of warmth, friendliness, and being more than just a brewery. It is a place. One where memories are made, good times shared, and keeps you coming back more often from open to close.

However, it does not matter how beautiful the space is unless there is someone to maintain it and welcome you back. The staff is the masterminds being bringing the atmosphere of LynLake Brewery to life. Whether it is telling you the story behind the beer you are drinking or curating the playlist you are Shazaming, LynLake Brewery management has put a significant emphasis on

not only hiring staff that is knowledgeable about beer and have the necessary service skills but genuinely are people they enjoy working with and want to spend time with (L. Dutelle, personal communication, February 26, 2021). These efforts also contribute to the place-making of LynLake Brewery and counteract many of the stereotypes that individuals have against breweries and those that frequent them (Fletcher, 2016). The staff at LynLake Brewery make an effort to make every guest feel welcome and frequently share their knowledge and passion for beer with anyone who desires to learn more. Breweries and beer fans can, at times, come off as judgmental and sometimes scoff at an individual if they are not drinking a beer that is up to their standards. This is not the case at LynLake Brewery, their focus is creating a place for individuals to come together and enjoy a beer that is made by staff with as much passion for its creation as they have with sharing it with the world (L. Dutelle, personal communication, February 26, 2021).

It is in these two defining aspects that LynLake Brewery's core value proposition can be found. Our space, your place. LynLake Brewery focuses on curating a space that provides its customers a welcoming change of pace from their busy lives. In time, their efforts, actions, and space become a "place" for their customers. One that they hold dear, one that is authentic, and one that from the moment they walk in they can forget everything else and just enjoy the moment.

Looking at the makeup of their current target, their CVP fulfills its goals. These individuals are often in the early stages of their career and their lives are consistently changing and active. It is not uncommon for them to move within a short period of time between apartments even in the same area. There is so much change that the idea of something stable, something that will be there for them is appealing. This is where LynLake Brewery excels. As stated above, they offer the space that can be turned into an individual's place. Despite the effectiveness of their efforts, the audience they wish to

engage does not hold place-making in the same regard. Their focus is on the product that LynLake Brewery offers, their beer. LynLake Brewery must evolve its product offerings and its CVP to engage this audience.

Before diving into the intricacies of the Beer Connoisseurs, it is important to understand who the current stakeholders are and their relationship to LynLake Brewery. The ownership, employees, and suppliers of LynLake Brewery all have a stake in the success of the business and desire it to excel, as do the patrons of the brewery. In addition, the surrounding restaurants and bars also have a stake in LynLake Brewery's success. The area LynLake Brewery is located in is situated well for a night out with friends visiting many different places. Due to the current pandemic, many of the bars and restaurants have closed which has changed the dynamics of the area.

LynLake Brewery views its success as being largely tied to the health of the area. If one bar suffers, they all do. So maintaining the current environment and helping surrounding businesses excel is beneficial for all the businesses near LynLake Brewery. Uptown itself is a stakeholder in LynLake Brewery's success. The area has been significantly impacted during the pandemic and in the wake of the murder of George Floyd. Any business that closes is another loss in appeal to potential residents and investors. If businesses excel then these groups will be more likely to consider Uptown as a place of business or residence. Finally, the craft beer community and nearby breweries are stakeholders in LynLake Brewery. Dutelle states that one of the things he enjoys the most about the industry is the sense of comradery and the research backs this claim (L. Dutelle, personal communication, February 26, 2021). Craft beer has boomed over the past decades and is a multibillion-dollar industry (Watson, 2020). LynLake Brewery is in a unique position as they are the only brewery in the Uptown area. If improve their beer offerings, not only can they draw beer fans to their location, they can also introduce their current audience to a

higher level of product. These consumers then may visit other breweries who in turn gain from LynLake Brewery's efforts.

Now that context has been provided for LynLake Brewery's current audience and situation. It is necessary to look into the dynamics behind the Beer Connoisseur audience they wish to engage. Interestingly enough, these individuals share many of the characteristics of LynLake Brewery's current audience. They tend to be a little older than LynLake Brewery's current demographic, with ages trending towards their later 20s and early-40s. In addition, Beer Connoisseurs tend to be mostly male, whereas LynLake Brewery tends to draw in a more mixed group of male and female patrons. These individuals like residents of Uptown, tend to be highly educated and have a higher than average income. In their career fields, they are likely considered professionals and potentially carry management responsibilities. Both groups are also willing to spend more money on food and beverage if they perceive it to be of higher quality or artisan (Calvo-Porrall, Orosa-González, & Blazquez-Lozano, 2018). Both groups also share a desire to try new things and new beverages (Murray & O'Neill, 2012). The introduction of new beer is often enough for Beer Connoisseurs in the door but may not be enough for LynLake Brewery's current audience. The question of locality is also a differing point between these two groups. For Beer Connoisseurs local beer describes beer that is brewed within the same state of the general region that they live in. Whereas for LynLake Brewery's current audience, more often view local beer as a product that is made in the same neighborhood or community, as they reside (Long, Velikova, Dodd, & Scott-Halsell, 2018).

Looking at the makeup of the Beer Connoisseur demographic and comparing it to LynLake Brewery's current audience, it becomes clear that both groups share more in common than what makes them different (L. Dutelle, personal communication, February 26, 2021). There is,

however, one key difference that seems to be the defining point in what separates these two groups. That is the reason, they go to a particular brewery. LynLake Brewery's current audience views going to a brewery as a way to visit a place with friends and enjoy the comradery and the experience. The beer is a delicious bonus. Beer Connoisseurs desire the same thing, but the main priority is the beer. Whether it is trying new beers, learning about the beer-making process, or talking about beer (Long, Velikova, Dodd, & Scott-Halsell, 2018). The personal appeal of beer is the defining characteristic that separates these two groups. Looking at this difference and how LynLake Brewery can use communications as means to address serves as the foundation for my Capstone project. In short, to engage the Beer Connoisseur demographic, LynLake Brewery must update their CVP to address their needs and then communicate this change to this demographic.

SWOT Analysis

The SWOT analysis below provides further insight into the current situation at LynLake Brewery and what must be focused on in their future efforts if they wish to engage their target “Beer Connoisseur” audience.

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Loyal, well-established customer base • Desirable locale and friendly, comfortable space • Appealing and approachable range of products • Strong-customer centric approach • Established brand identity and social media presence 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Production selection alone is insufficient to draw in customers • Decentralized operations and communication • Lack of staff diversity • Current customer base and persona can be alienating
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Craft beer industry represents major market opportunity • Large number of Beer Connoisseurs in the area • Target audience prioritizes supporting local businesses • Customers are eager to celebrate the return to normalcy 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Unstable political and social situation in Minneapolis • Heavy reliance on area appeal to draw in customers • Civil unrest has created an environment of trepidation • High level of competition in the market landscape

The research I have done for my capstone has focused on learning about brewery appeal, who the typical brewery audience is, and what are ways that breweries engage their audiences. These topics are paramount to understanding the market situation and where LynLake Brewery needs to focus in regards to its communication strategy to engage additional customers and evolve as an organization. In addition, my research brought my topic to life. As a patron of LynLake Brewery and someone who wants it to succeed, the time invested reading formal articles and research about these topics allowed me to build a strong series of recommendations that can be backed up with research and theory. It does not matter how unique and exciting your idea is

unless you have the data to back it up. The data I gathered is invaluable and provided me the insight I needed to develop strong strategies that LynLake Brewery can implement.

In-depth Interview

The first research performed was an in-depth interview with LynLake Brewery tap manager, Luke Dutelle. The focus of the interview was to learn about LynLake Brewery from a business standpoint and understand the organization from an insider perspective. The biggest takeaway from this interview is just how much LynLake Brewery focuses on its place-making efforts. Everything they do is focused on creating the best vibe, setting, and mood for their customers so they keep coming back for more. Dutelle and the staff are very cognizant of these efforts and their effects. LynLake Brewery is very aware of their current situation and understands that if they want to engage this Beer Connoisseur demographic, they will need to not only update their beer offerings but communicate this change to this audience. Fortunately, this interview provided a lot of insight on how they can communicate these offerings. Beginning with their staff, LynLake Brewery is working on getting staff members Cicerone certifications. This will allow the staff to engage customers who are more focused on the beer they offer than their space. These certifications and expanding their beer offerings will also offer further opportunities to educate their current clientele about beer and build a relationship with them as their first foray into the world of craft beer (L. Dutelle, personal communication, February 26, 2021).

Another reoccurring theme in my interview was that of community in many different forms. Dutelle was adamant to state that he does not view the other bars and restaurants as competition but as fellow contributors to the community that each offer something unique and help it grow. This is potential because LynLake Brewery is the only brewery in Uptown, but it is important to

acknowledge that the sentiment of community was very present in the interview. This sense of community has become even more present in recent years with the impacts of both the pandemic and the murder of George Floyd. These events have impacted countless businesses in the area, some of which have closed their doors for good. LynLake Brewery has survived. Even though they survived, LynLake Brewery must now adapt to their new situation. The LynLake area of Uptown caters to individuals who desire to visit more than one bar or barhop. Without as many bars in the area, LynLake Brewery may need to revisit their business strategy if their customers begin to decide to visit different areas to barhop. Dutelle has expressed great interest in collaborating with and building up businesses in the area. However, for the time being, he states that they must focus almost exclusively on keeping their doors open during these uncertain times. Collaboration in the future is something that should be considered as LynLake Brewery navigates through its current situation (L. Dutelle, personal communication, February 26, 2021).

I also learned about the inner workings of the craft beer industry. The craft beer industry is extremely interconnected, with staff and brewers from different breweries constantly visiting each other's establishments and sampling their beer. LynLake Brewery and Dutelle have an opportunity to leverage these connections as they begin their efforts to tap into this market. Word-of-mouth advertising is everywhere in the brewery industry and craft beer scene and must be utilized if they want to excel with this audience. LynLake Brewery has created a sense of community-based in their space, to engage Beer Connoisseurs, they must also create a sense of community around their beer (L. Dutelle, personal communication, February 26, 2021).

The final thing I would like to note about my interview with Dutelle and the follow-up conversations that I have had with him is the tone of the conversations. From the moment, I proposed the project to him, he has been excited and willing to help however he could. There is a

genuine passion for LynLake Brewery not only in Dutelle but in the staff and those who are their core customers. The people involved in LynLake Brewery and those who visit truly view it as something special and as a contribution to their community. As long as that passion is present in their future efforts, I believe they are on the right track to success. I made it a top priority in my capstone and recommendations to highlight this passion because I think it something truly special (L. Dutelle, personal communication, February 26, 2021).

Scholarly Research

Upon completion of my interview, I researched breweries and trying to learn as much about the industry and the scholarship that has been done on the topics surrounding it. These articles make up the backbone of my research and served as the foundation for which I make my recommendations. As stated, it does not matter how exciting or unique your ideas are if you do not have the data to back them up. These readings provided me with insights and data that were invaluable through the entirety of the capstone process.

The first topic that I learned about was the concept of breweries and place-making. To begin it is important to understand what a place and place-marking are. A place is something special, it is described in the literature I read as "profound centers of human existence" and they involve "concentration of our intentions, our attitudes, purposes, and experience" (Fletcher, 2016). In essence, a place is where someone creates those ever-important memories and finds that sense of comfort that so many of us seek. Breweries, like LynLake, are prime examples of this for several reasons. They provide us with an opportunity to spend time with our loved ones, many defining memories of love are born in their halls, and they offer an opportunity as Dutelle put it in my interview "forget the world, for just a moment" (L. Dutelle, personal communication, February

26, 2021). LynLake Brewery has excelled due to their place-making efforts and turning their space into their customers' place. The reading I did also made it clear why so many millennials, who primarily make up their current demographic, are drawn to LynLake Brewery.

As stated above, millennials are drawn to the concept of places because it offers them an escape from their lives. Though not necessarily bad, they can be overwhelming and places like LynLake Brewery offer an opportunity to get away from those feelings (L. Dutelle, personal communication, February 26, 2021). LynLake Brewery like many other breweries has embraced concepts of authenticity, creativity, and innovation (Bachman, Hull, & Haecker, 2020). These in combination with their offerings of a social setting, a sense of place, and a sense of belonging make breweries a clear option for the millennial demographic. In addition, social media and technology also play a role in place-making. Millennials are heavily driven by social media both in regards to posting and the posts they see on social media. The space and atmosphere of LynLake Brewery are ideal for social media posts and draw many individuals in after seeing the brewery in their feed. Finally, in regards to their current audience, the concept of self-concept theory must be considered in regards to LynLake Brewery. Self-concept theory in a business states that "consumer behavior reflects one's view of themselves" (Bachman, Hull, & Haecker, 2020). In short, an individual will likely engage with a brand or a product if they see it as a reflection of themselves. LynLake Brewery's efforts allow this to happen and their consumers see themselves as part of LynLake Brewery and an extension of the place.

One concept which arose that must be addressed is the concept of locality in place-making and breweries. In all the articles I read, locality was a defining factor in place-making (Long, Velikova, Dodd, & Scott-Halsell, 2018). If one wants an authentic experience of a location, breweries often a wonderful way to do so. Breweries often embrace this and center their drink

names, décor, or brand on their location (Fletcher, 2016). LynLake Brewery does not do this outside their namesake. Creating and embracing locality is a potential way to draw in new customers from outside their current neighborhood. LynLake Brewery does not at this time embrace a strategy of locality in their place-making endeavors. LynLake Brewery solely focuses on its space in these efforts. Looking at their neighborhood and using the resources available and things only found in Uptown. LynLake Brewery has an opportunity to enhance its appeal as people who desire an authentic Uptown experience or even Minneapolis experience will look to them as a guide and visit.

In addition to the reading I did on place-making, I also researched the target audience of Beer Connoisseurs to try and better understand their needs and how LynLake Brewery can appeal to them. As stated above, the demographic information for Beer Connoisseurs is not significantly different than the demographic information for LynLake Brewery's current audience. However, if LynLake Brewery wants to engage this audience they need to go beyond their demographics and look at what exactly draws these individuals to a brewery and what is it about craft beer that engages them so strongly. The overarching theme of my reading is that there are two key purchase motivators when it comes to visiting a brewery, the desire to try something local and the desire to try something new (Velikova, Dodd, & Scott-Halsell, 2018).

The desire to try something local makes sense, individuals are naturally driven to support things that are close to them as they can directly see the impact of their money and the time they spend at a location. It is easier to build a relationship with a company or a brand if they are down the street compared to one that is in a different state or even a different company. In addition, Beer Connoisseurs are drawn to local beers because it allows them to explore and learn more about the place they visit or even live in. As mentioned above, Place-making is a powerful tool that allows

individuals to build a relationship with space. However, this space does not necessarily need to be a brewery or a restaurant. It can be a town, city, or even a state. Breweries that embrace a sense of locality in their branding and beer offer unique insights into what makes a location different than the rest. Breweries since they rely so heavily on the local community for supplies and support, also offer travelers to a location the opportunity to learn about those hidden gems that are often missed on popular travel websites (Fletcher, 2016). Knowing a place allows you to take a bit of it home with you or build a deeper connection with it, food and drink from a specific location are a powerful tool to accomplish this. Local beer offers a unique opportunity to get to know a community, enjoy their products, and support those who share a similar passion as you do (Carvalho, Minim, Nascimento, Ferreira, & Minim, 2018). LynLake Brewery does a wonderful job building a community around their space, but it does not feel like a local space or a reflection of the area. There must be efforts made to adapt and promote a sense of locality if they desire to engage this demographic.

A desire to try something new is also a key factor in this demographic. Breweries and bars offer escapes from the real world and allow consumers to, even for a moment, relax. A new beer offers an opportunity to further break away from the norm and experience something for the first time. Memories associated with one's experience of something are powerful and often are easily cemented and maintained, a new beer offers an opportunity to make a memory and create a powerful sense of place with a brewery. Beer Connoisseurs as a demographic are drawn to new things as well because it offers an opportunity to expand their palette and knowledge of beer (Durisin, 2013). This is a demographic that is genuinely intrigued by beer and wants to learn about and experience all that the craft has to offer. LynLake Brewery has had success with its new releases and limited runs of beer as they have been very popular in the past. However, as

LynLake Brewery tends to not necessarily be the brewery of choice for Beer Connoisseurs at the moment, these efforts tend to draw in current customers, not new customers. This is a key insight that LynLake Brewery must take to heart. A communications plan that engages Beer Connoisseurs must show them that LynLake Brewery offers a wide selection of beer and introduces new styles regularly.

COMMUNICATIONS GOAL AND OBJECTIVES

Communication Goal

The communication goal of this campaign is to reintroduce LynLake Brewery to and change the perceptions held by the target audience. LynLake Brewery has gained a reputation in the local beer community that their beer is not up to the standards of beer enthusiasts. The management at LynLake Brewery is aware of these perceptions and is working to address them by introducing new and unique offerings that are more akin to target audience preferences. However, it is not enough to introduce new offerings, these changes and efforts need to be communicated to the target audience. The campaign offers opportunities and strategies to engage this target audience and convince them to give LynLake Brewery a chance. Once in the brewery, LynLake Brewery's products and place-making can take the lead and establish a connection.

Communications Objectives

The objectives I have created are: redefine the brand identity and position LynLake Brewery as a prime destination for beer enthusiasts, share the story and craftsmanship behind the products, and deepen the relationship with customers through interactive activities that build trust and reputation. The first thing that must be taken into account is the obvious nature of the current

world, Covid-19 has impacted many businesses, LynLake Brewery included. In my interview, I learned that LynLake Brewery at this time is more focused on maintaining its current customers than growing its audience. My recommendations focused more on the future when things have normalized further and LynLake Brewery has more opportunity to focus on expanding their business.

Beer Connoisseurs offer a powerful opportunity to expand LynLake Brewery's audience and gain insights on how to improve as a brewery in terms of the product they offer. To effectively engage this audience, LynLake Brewery must redefine its brand position and identity to show Beer Connoisseurs that the products offered by LynLake Brewery are up to their standards and that LynLake Brewery offers a unique experience that fulfills what they look for in a brewery. To engage this audience LynLake Brewery will develop and implement strategies within the next twelve months to redefine the perceptions of LynLake Brewery among Beer Connoisseurs. The strategy will be developed in consultation with LynLake Brewery management and will capitalize on the staff's relationships with other local breweries to collaborate and promote each other at their respective sites.

LynLake Brewery takes great pride in its product and each offering is a reflection of its creativity and space. From the names of the products to their brewery process to the way they are promoted, each beer has a story that LynLake Brewery desires to share. Offering opportunities to learn more about craft beer, and in particular, LynLake Brewery's beer will allow them to deepen their relationship and build loyalty among their target audience and current audience. To accomplish this goal, LynLake Brewery management with developing one piece of educational material within six months that can be distributed among LynLake Brewery patrons. This material will be created with the intent of ease of distribution in mind through various avenues

including social media. Upon distribution of the material, LynLake Brewery will follow up with further opportunities to learn about the craft behind their patrons' favorite beer and look to collaborate with other breweries to expand learning opportunities.

LynLake Brewery is more than its four walls, it is a space for memories to be made and moments to be shared. This space is curated by the staff and its efforts to make LynLake Brewery the best it can be. This is a powerful differentiator in the marketplace. The staff at LynLake Brewery are, along with its location, the strongest resource LynLake Brewery has to offer its consumers. As a result, LynLake Brewery has an opportunity to use its friendly staff as a way to deepen its relationship with consumers while building trust and reputation. To accomplish this goal, LynLake Brewery will look to host a social event in which the customers can engage with one another and the staff over their mutual love of LynLake Brewery and beer. As Covid-19 procedures can make these efforts difficult, the goal is to host this event in the next year.

LynLake Brewery and its efforts have built a space that has become their patrons' place. Too many individuals and families, LynLake Brewery is the site of many treasured memories and moments. To continue to provide these opportunities for the foreseeable future, LynLake Brewery must expand its audience to include those whose top priority when visiting a brewery is the beer first and space second. Communications offer an opportunity to engage these individuals and educate them about LynLake Brewery's offerings and their shared passion for the craft behind the beer. In communicating with Beer Connoisseurs, LynLake Brewery will be able to change their perception of a brewery that is primarily space-focused and shift it to one where both the beer and the space are of equal importance. If successful, a communications campaign will allow LynLake Brewery to change the behaviors of the target audience. They will come to hold LynLake Brewery in the same regard as their favorite spots and share their discovery with

their fellow enthusiasts. This will allow LynLake Brewery to gain valuable insights on beer from this audience, build credibility among craft beer fans, and keep offering every customer that walks under their marquee an opportunity to relax in a place they can make their own.

CAMPAIGN PLANNING

Target Audience Overview

Beer Connoisseurs are the target audience for these campaign efforts. As individuals, the demographics are very similar to LynLake Brewery's current audience. They tend to skew slightly older than LynLake Brewery's current audience and lean slightly more male. In addition, they like the current audience, tend to be more likely to be highly educated, and work as professionals in their field. This results in additional income which is spent on things they enjoy, in this case, craft beer.

The key defining factor of this target audience is their love and passion for craft beer. This audience views themselves as beer sommeliers or cicerones. They take pride in the beers they have tried, their knowledge, and their palette. To Beer Connoisseurs, beer drinking is not just a hobby. It is part of their identity and something that truly engages them on a deeper level.

Whether it be trying out home brewing, attending events pertaining to craft beer, or researching breweries to check out when in a new area, beer is consistently on their minds. As a result, this demographic is also willing to spend more on craft or artisan products as they hold these factors in high regard. They are also adventurous, beer is a journey and they want to experience all the craft has to offer such as novel or unique flavors and limited releases.

When it comes to brewery selection, the beer that is being offered will always be the most important factor for this demographic. The space, location, and other factors may influence decisions but if the beer is not up to their standards they are unlikely to go or give the brewery a chance. Breweries offer Beer Connoisseurs an atmosphere and sense of community that is very important to them. It allows the target audience to engage with individuals who share a similar passion for craft beer in a place whose focus is providing them with a product to enjoy. Finally, the target audience prioritizes supporting local businesses and breweries. Breweries are reflections of the culture and area they are located in and the target audience holds these reflections in high regard. As a result, they will go out of their way to visit a brewery and purchase products from them even if it is more expensive than purchasing beer from a store.

Brand Narrative

The brand narrative of LynLake Brewery focuses on three key facets, connection, community, and universal appeal. These culminate to create the following narrative: LynLake Brewery is more than its four walls. It's a place to celebrate, make memories, and return time and time again. The narrative offers opportunities to engage the target audience of LynLake Brewery while also appealing to their current audience.

The idea of connection is a powerful tool that engages both LynLake Brewery's target and current audiences. The target audience desires connection as it allows them to enhance their relationship with their passion and bring it to life. LynLake Brewery's current audience desires connection because it helps make the space their place. Whether it be the memories they spent with friends, a first date spot, or just an escape from the world. LynLake Brewery's warmth, accessibility, and products offer anyone the opportunity to build their unique relationship.

Community is something sought after by any individual. Humans are social creatures and there are few things better than finding a group of people to share your passion with and see theirs in action. LynLake Brewery offers a sense of community for both its target and current audiences. Their current audience desires community as it allows them to connect to their neighborhood and the surrounding area. People desire a sense of home and that is largely tied to the people in their area, LynLake Brewery embraces these by offering friendly staff whose focus is engaging and making any experience with any customer enjoyable. The target audience desires community because it allows them to enhance their connection with their passion. People love to speak about the things they care about, and LynLake Brewery's efforts to educate its staff about the nuances of beer can enhance this connection.

LynLake Brewery faces a challenge with any brand narrative effort, it must be appealing to both the current and target audience. Though they are similar in terms of demographics, their values and their perceptions of one another create challenges. To address these challenges, it is recommended that LynLake Brewery's efforts to engage the audience take the idea of universal appeal to the heart. LynLake Brewery has something to offer its current or target audience, whether their focus is the space or the product. As of right now, the focus of the organization is on the space. As the brewery is working to expand its offering and cater to a more beer-focused audience, it must ensure these efforts are communicated accurately and do not diminish the experience of the current audience.

LynLake Brewery is more than its four walls, and it is more than the beer it serves. It is a culmination of time, effort, and passion. These are concepts that anyone can identify with and LynLake Brewery intends to offer something for everyone. Whether you are looking for your special place in the world or you are just looking for good beer, LynLake Brewery desires to

provide the best experience possible to both current and target audience members. If this message is communicated and the product improved, then LynLake Brewery is well situated to excel with their target audience and continue to engage their current audience.

Key Messages

When looking at their brand narrative, there are four key messages that LynLake Brewery should focus on in their communication efforts. Each effort is tailored to engage the target or current audiences looking at important focal points that have arisen during research. The four key messages that will be employed in this communication strategy are: "our beer is special", "our space, your place", "give us a shot... please?", and "make every night a Friday night".

The first key message of "our beer is special" is designed to communicate the story and efforts that LynLake Brewery takes in creating its products. Each beer has a story, from being named after a company dog or an idea that came up on the fly by a bartender. LynLake Brewery's products contribute to their uniqueness in the marketplace and are part of what makes them, them. Showcasing these efforts bring life to a brand and will offer their target insight into what makes it stand out in the marketplace while also deepening the relationship with its current audience.

The second message of "our space, your place" is LynLake Brewery's CVP. It encompasses the efforts that they have made and what has worked with their current audience. LynLake Brewery desires to engage a less space-focused audience but they cannot allow their place-making efforts to fall to the wayside. These efforts are a key differentiator in the marketplace and allow LynLake Brewery an opportunity to also engage a less beer-focused audience. The space has

been curated to allow a connection to form and offering this connection as a key message will prompt audiences to see what LynLake Brewery is all about.

The third message of "give us a shot... please?" focuses on the perception challenges that LynLake Brewery faces. LynLake Brewery is well aware of some beer connoisseurs' perception that their beer is not up to their standards. To address this, they are working on improving their offerings and training staff to better engage this audience. However, these efforts must be communicated to the target audience. This message approaches their target audience with a sense of playfulness and humor that LynLake Brewery truly values. LynLake Brewery just desires a shot. Once the customer is in the door and if their offerings are up to their standards, then their place-making efforts can take the lead.

Finally, "make every night a Friday night" is a key message derived from a quote from LynLake Brewery's tap manager. It is his goal and his dream state of the brewery. Looking at the message captures the sense of universal community and connectedness that LynLake Brewery offers. Friday night is a concept that any individual can relate to and offers universal appeal. The target and current audience can see the appeal of the message and LynLake Brewery desires to offer a personalized Friday night to any patron.

Media

For LynLake Brewery's communication strategy, media offers two powerful opportunities. The opportunity to engage their audience and the opportunity to determine the impact of their communication efforts. Each tool must have a targeted approach and be actively tracked to ensure that the efforts LynLake Brewery is taking to engage the audience are successful and corrected if they are not. In addition, LynLake Brewery needs to understand the impact word-of-

mouth conversations have on brewery perceptions and do their best to ensure that customers have positive experiences while at the brewery.

When approaching the idea of engaging their audiences and conveying their key messages, social media offers the best opportunities for LynLake Brewery to excel. LynLake Brewery has an established social media presence that presents itself with the charm and character that the brewery is known for with its audience. Their social media platforms also provide an avenue to announce the implementation of their communication efforts such as the events they are planning or new beer releases. LynLake Brewery's current and target audience both made use of social media regularly so it is imperative to the success of their strategies that LynLake Brewery understands how to use social media as a tool to engage their audiences and promote the efforts they are making to better serve their customer base.

Review websites and beer forums pose an interesting challenge for LynLake Brewery.

Traditional review sites such as Yelp offer insight into what their current audience likely perceives of LynLake Brewery. These sites provide good insights into staff efforts to engage customers and how the brewery as a whole is perceived. To determine the impact of LynLake Brewery's communication efforts with its target audience, they will need to dive into craft beer spaces on the internet. Apps such as Untappd and websites like Beer Advocate offer Beer Connoisseurs an avenue to engage with fellow enthusiasts. These platforms also offer LynLake Brewery an opportunity to determine what the public perception of their product is, as of right now it tends to trend negatively with their current audience. As time passes and their new beers become more readily available, they can use these websites as a means to determine where they are with their products. In addition, they can use these websites to see if the communication

efforts they are taking are working with their target audience and if perceptions are beginning to shift in their favor.

Word-of-mouth communication plays a major role in which both audiences decide if a brewery is worth checking out. The type of communication returns to what each audience determines as important to themselves. LynLake Brewery's current audience will be more likely to visit a brewery if they hear an overall positive experience from someone in their lives regarding the brewery. The space and the products both play a role in if they will visit the brewery. Whereas the target audience will likely lean towards visiting if they hear that the brewery has a good or unique product selection. LynLake Brewery can do very little to control word-of-mouth communication but it can influence it. Since LynLake Brewery takes significant effort in ensuring their staff is well trained and understands the importance of providing a high level of customer service, they are well poised to create a situation where the space and the staff are seen as overall positives in word-of-mouth communication. Their products on the other hand will need to be evolved and showcased to achieve positive word-of-mouth communications from their target audience.

Implementation and Evaluation

Implementation

Communications Objective 1: <u>Establish: Redefine the brand identity and position LynLake Brewery as a prime destination for beer enthusiasts.</u>				
Tactics	Budget	Additional Staffing Required	Implementation Timing	Occurrence Cadence
Implement the following features on the website to address common target audience pain points: <ul style="list-style-type: none"> • Suggested parking map • Webcam streams of taproom rooftop • An “about” page Option A: implement on website Option B: Separate app development	Option A: \$2000 Option B: \$10,000*	Contracted Graphic Designer, Contracted Web Developer, Contracted AV Specialist	Within 12 months	One time implementation, with regular maintenance and updates
Create and implement an “insider’s club” mailing list where customers can sign up to receive discounts and news about LynLake Brewery	\$400 a month \$50 CRM platform \$350 Creative	Part-time Web Developer & Part-time Copywriter	Within 12 months	One time implementation
Implement a calendar on the website which is regularly updated with events occurring at LynLake Brewery	Operational expense	None	Within 6 months	One time implementation and regular updates
Implement a punch card system in which upon the purchase of their tenth crowler, they are awarded one for free	\$100	None	Within 6 months	One time implementation
Perform an SEO audit of website and featured content to ensure engagement of target audience	\$3500*	Digital marketing agency	Within 12 months	One time implementation

Implement a blog to feature content created by LynLake Brewery for their audience	Variable depending on copywriter and piece	Part-time Copywriter	12 months plus	One time implementation and regular updates
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Communications Objective 2: Educate: Share the story and craftsmanship behind the products.				
Tactics	Budget	Additional Staffing Required	Implementation Timing	Occurrence Cadence
Partner with local artists to create promotional art for new releases to be featured on social media and product packaging	\$1500	Freelance artists	12 months plus	Regular occurrence as new product is released
Highlight a beer on a regular basis where the process of creating it is documented and featured monthly	\$1000	Contracted Creative Agency	12 months plus	Monthly
Reach out to local beer and restaurant influencers to invite them to sample the improved offerings and learn about what makes LynLake Brewery a destination worth checking out	Operational expense	None	Within 6 months	Monthly
Establish and document launch campaign procedures for the release of a new product to generate intrigue and WOM promotions. Leverage operational costs in order to keep expenses to a minimum	Operational expense	None	Within 6 months	One time occurrence
Host tasting events in which customers can learn about beer and the process in which it is made	Operational expense	None	Within 12 months	Monthly

Communications Objective 3: Engage: Deepen the relationship with customers through interactive activities that build trust and reputation.

Tactics	Budget	Additional Staffing Required	Implementation Timing	Occurrence Cadence
Partner with local neighborhood businesses to host a fundraising event for a single business hampered by the events over the last year.	\$1000	None	Within 6 months	One time implementation
Social media campaign for next flagship release, customers can submit name suggestions and sample the product before release. A prize basket will be awarded to whoever submits the selected name	\$150	None	Within 12 months	One time implementation
Make efforts to participate in local craft beer events in which LynLake Brewery's products are made available to be sampled by potential customers	\$2000* Estimate* Cost per event to be confirmed	None	Within 6 months	On-going as events open up
Create hashtags, where customers can share #MyLynLake and #MyDumbIdea	Operational expense	None	Within 12 months	One time implementation and ongoing push

Evaluation

Problem Statement	What it looks like when the problem is solved	Communications objectives	Method for evaluating progress against objectives
<p>LynLake Brewery's core value proposition does not appeal to its target audience. It must innovate and evolve without compromising its values.</p>	<p>LynLake Brewery will be seen as a destination for its target audience and a place that they desire to share with their fellow beer connoisseurs.</p>	<p>Establish: Redefine the brand identity and position LynLake Brewery as a prime destination for beer enthusiasts.</p>	<ul style="list-style-type: none"> • Track social media and website analytics. • Perform year-end survey to gauge the success of implemented strategies, potential audience shifts, and consumer perceptions • Compare traffic and revenue to years past to see if the efforts have been successful • Analyze 3rd party website reviews of LynLake Brewery to determine potential customer perception changes
		<p>Educate: Share the story and craftsmanship behind the products.</p>	<ul style="list-style-type: none"> • Track social media and website analytics • Track event attendance • Track success of fundraising event and amount raised • Analyze the impact of attending craft beer events, awards won, and consumer perceptions
		<p>Engage: Deep the relationship with customers through</p>	<ul style="list-style-type: none"> • Track event attendance and success

		interactive activities that build trust and reputation.	<ul style="list-style-type: none"> • Analyze hashtag use on social media • Survey customers to determine how they learned about LynLake Brewery and their perceptions
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The efforts suggested in this communication strategy offer LynLake Brewery a variety of different options in addressing the problem statement and engaging its target audience. LynLake Brewery has excelled in creating an authentic connection with their consumers, going forward this goal of authentic connection remains at the forefront of my recommendations. The strategy offers solutions to common pain points in their target audience and speaks to what they desire in a brewery and how LynLake Brewery can address these needs while maintaining a connection with their current audience.

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Appendix

Luke Dutelle – LynLake Brewery Tap Manager Interview

1. The world, and especially Uptown has changed a great deal over the past year. How has LynLake adapted to these changes and what are some things you think have been particularly challenging?

Covid 19 hit a lot. Balance worker safety and staying open. Uptown: an uptick in violence, social injustice, Uptown became scary. Keeping everyone safe is the number 1 priority doing that while trying to keep ownership and business open. Super adamant about cleaning, letting people know it is clean, it is not for show at all. Other places say it, we do it. Offer information, keep the culture and vibe alive. Aware and worried for everyone's safety but staying open. 1 Covid case with a brewer, not tied to the brewery. Deep clean after. Sometimes the world changes. Had a meeting after Floyd's death, heard the protests going on while during the meeting. It is crazy to think about the history that has happened. The community has really come together to support businesses. Not hard competitive between local businesses, they are all working together.
Uptown coming together

2. Who do you think is LynLake's target audience? Who is the one customer you cannot survive without? What keeps them coming back?

Target audience: College grads, more adult than the U campus, a little cheaper and less hectic than downtown. Keep the place trendy and hip, own music. Simple beer options, lighter. Trying to expand the audience, 20-30 young professionals. Trying to expand a more diverse group of people, not a destination brewery for beer hardcore fans. More inclusive, diverse staff. Trying to get brewers to mix things up to get new people. Bring community around uptown, not just uptown. Trying to work with other groups and donations but tough with profits down. Good staff culture, and be cool to people. The best staff I have ever had, particularly all similar ages and places in life. Similar everything, vibes, sense of humor, going to have a fun shift no matter what. No employee issues. Take the most pride in the staff and people #1. If you have the right people it will do ok. Still work there for the staff particularly. Playlists for the mood, pop-punk, and people love it. Changing the vibe using the music, really sets them apart from other breweries. Different tastes from the safe

3. What kind of customers do you want that you don't currently have?

The customer I want is people who are out searching for more craft beers who like beer. Get a lot of people who drink it on a night out. Don't get a lot of people who are really into beer and enthusiastic about beer. Want to tap into clientele and try to get them into craft beer. Luke loves the beer industry. Super tight-knit and passionate but not cocky. Seeing the support and collaboration between breweries in pandemic and in general. Friendship focused. Love talking about beer and want to bring them in.

4. What do you think is LynLake's biggest strength in the marketplace? How do you communicate this strength to your audience?

Biggest strength 1. The space itself is open and the rooftop is awesome. Fire pits. It is a beautiful space and sells itself. You walk in and it feels cool and like a brewery. A different vibe than a dive bar, or uptown bar. 2. The culture and the staff. Lots of smiles, you can tell the difference between sloppy drunk and buzzed. They are the first stop of the night or only place, just a good time with friends. You walk in and instantly in a good mood. Reviews say the same thing. Staff friendliness is so big. Some people are pompous, they are not. It's a hang-out. People open to close all the time, it feels like the living room, and chat.

5. What do you think is your biggest competition? What do they do well that you wish your business could do?

Updown nearby. They have stuff to do. They are a lot of options for breweries, staff, beer, atmosphere, bigger, smaller. Options make it tricky. If you want to drink and play games. It is Updown, they have their thing. The biggest draw is they have an activity built into what they do. Not a competitive person, he thinks collaboration is more important. He thinks we are better than it is about the money which is not how he believes a business should work. How can we be a positive place for people and bring business to other breweries? Word of mouth is powerful between businesses, building other places up is more important. Muddy waters was a loss, needed coffee. Uptown love is so community-driven, never felt competition between anyone. The only brewery in uptown itself. Lakes and Legends, Sisyphus. Not a ton of brewery competition in uptown. So much support from other businesses.

6. What are some struggles you believe your business faces that are not the result of Covid-19?

Why do you think this is the case?

Biggest struggle. Lack of communication with the business. Walking in her knew it was a thing. Previous bartender. First time as general manager. Ownership is just not there all the time. Lots of moving parts people don't think about. Different marketing from the website person. Brewers talk to him but not marketing. Events talk to him. Communicating everything is hard. Lots of winging it behind the scenes.

Business struggle, bringing in a more diverse community has been hard. Very passionate about changing that. The next wave of hires hopes to change that. The people you bring in will change that. Race, sexual orientation, age. Bring more different people into LynLake. Very loving and open. Start with staff and then create events and collaborations with them. So many different ways to get new people. The new staff is something he is very much looking forward to. It is hard because they are trying their best to stay afloat so their collaborations and donations are on hold at the moment.

7. What is your dream for LynLake, where do you think the business will be at its peak?

The dream is to make every night feel like a Friday night. Feels close. Every night can be a good night to hang out. The vibe, staff, and space are there. Falling short the beer in general needs to be better in the beer world. The craft industry is massive, with so many different flavors. They need to push the limit on what they can do with beer. Get ownership and brewer aboard. Excel in the beer game and bring people in for the beer itself. Help the staff become more knowledgeable. Beer is a hobby for all staff. Luke is trying to teach them more and as much as possible. Cicerone training for the staff. Teach people about different places and beer. Make them more knowledgeable. Make people more excited to drink their beer. The dream is to have a day when a beer is released and there is a line out the door and that can be for any beer. Culture and vibe don't need to change.

8. What do you believe are the persona or key traits of LynLake Brewery? Basically if LynLake was a famous person, who would it be? Why do you think it embodies these? What's the brand personality?

Chris Pratt fits the vibe. A very enthusiastic bunch. Enthusiastic, outgoing, helpful, there for you, empathic. We can learn so much about the people who come in. He wants to make everyone happy, people pleaser. The staff has embraced this. Fun and sarcastic vibe. Dry sense of humor. Marquette is great. Frontpage of Reddit at times. Culturally aware. Friendly outgoing community-driven group of people. Step inside and you immediately feel that. The vibe was similar when he got there in 4/2019 promoted in 1/2020. Wasn't as open and aware. Hasn't been a thing for a while. People being treated well is super important.

Target and Current Audience Interview Guide

Interview parameters: Individuals of each category will be interviewed and asked the questions that pertain to their segment. The goal here is to understand what drives each audience to a particular brewery and what LynLake can do to improve their communications between each group.

Individuals will be placed in each category by answering a series of opening questions:

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery.

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

Individuals will be placed in the category of “Beer Connoisseur” if they select Option 2 for both questions.

Millennials who frequent breweries but are not considered to be Beer Connoisseurs. If the individual is local, they will be asked question #6 pertaining to LynLake Brewery.

Goal: To understand why they choose to visit breweries and what LynLake can do to better engage this audience.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?
2. What is the most important thing when choosing a brewery to visit? Why is that?
3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?
4. How do you learn about a new brewery?
5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

Target Beer Connoisseur Audience

Goal: What do they seek when going to a brewery? What makes a brewery worth going to? What is it about craft beer that engages and excites them? If the individual is local, they will be asked question #6 pertaining to LynLake Brewery.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

2. What is the most important thing when choosing a brewery to visit? Why is that?
3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?
4. How do you learn about a new brewery?
5. Have you been to LynLake Brewery before?
If yes: what did you think?
If no: what do you know about it and why haven't you visited it yet?

Target and Current Audience Interview Notes

Daniel Christensen: Beer Connoisseur

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation. -Selected by respondent

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery.

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another. -Selected by respondent

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Having had craft beer in a can or bottle, from the brewery is better tasting. Designed to be drafted not canned. Genuinely more taste in it, the small business aspect is nice. A family, people, passion. He likes that more than the macro almost machine aspect of big beer. The things he is paying extra for are things he wants more of in society. Its local business, attention to detail, passion, pursuing dreams. All the things he wants to see more of in society.

2. What is the most important thing when choosing a brewery to visit? Why is that?

Most important is the offerings available. If he goes to the place, he does not like the beer. It will be a meh time. Does not like IPAs. Really like experimental beers, porters, and stouts. It is possible he may not like it but he wants to be intrigued by the beer.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

Beer is the biggest thing. How it is served. Options are nice, like flights of beer. Fully customizable flights are a perk. Trying beer is a perk. Food is a plus as well. Medium or better food. Paying for good beer wants decent food. 6/10 or better. The atmosphere is important, and I want to talk to people at the table. Music is nice but cannot be too loud or intrusive.

4. How do you learn about a new brewery?

Generally learns through word of mouth. Has friends who are very into beer that he trusts and will ask about their recommendations. Or spotting something new in town and then wanting to see it.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

He liked LynLake. It offered good beer, nice and open. The table was big enough for the group. Start of the pandemic, it wasn't crowded and we were able to have a conversation. Would visit again.

Andrew Faust: Millennial Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery. -Selected by respondent

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Drinks craft beer, you are getting more of a boutique experience and homebrew experience. You can see their thinking, and you get a more personal and bespoke experience. The taste and the story behind the beer are worth the experience and the money. Goes to a brewery, because of the atmosphere and the ambiance. Tap beer tastes better, they will have new beers you cannot get in-store as well.

2. What is the most important thing when choosing a brewery to visit? Why is that?

Number 1 thing for him, the space and the ability to get in and sit down at a table. He does not want to wait 45 minutes for a table or stand. Having availability is so important.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

The space itself has to be approachable. The beers in general need to be decent, meh beers will result in you leaving quickly after a few. Food is a plus as well, it makes you stick around. Food doesn't need to be high quality, it is good it is a plus. But if they just serve pizza or something to snack on it is a huge plus.

4. How do you learn about a new brewery?

Personally learn through social media, if he is driving around and sees something that also happens. Word of mouth and social media is the biggest. If someone mentions it you can then hang out with them as well.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

I Like LynLake a lot. The space is amazing, the rooftop is awesome. The beers at first weren't great. But they have improved over time. Food is a plus. Pre-Covid was awesome because it was in the heart of Uptown. The brewery is close to a lot of stuff which is a perk for him. A big thing for them. Modist shows cool new beers off a lot. Maybe they need to be better on social media. It is a cool spot, they could improve their marketing and branding as well. Able and Modist have cool logos. How they brand and advertising could be improved. Weird quirky merchandise could be beneficial. "We really take craft beer seriously". This could be an approach.

Joanna Litington: Millennial Audience Member

Interview parameters: ~5 individuals of each category will be interviewed and asked the questions that pertain to their segment. The goal here is to understand what drives each audience to a particular brewery and what LynLake can do to improve their communications between each group.

Individuals will be placed in each category by answering a series of opening questions:

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation. -Selected by respondent

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Drink craft beer because the quality is better. Creativity is fun and you can try different things. If she is going out on a night on the town, and she cannot host or deal with the fuss. A brewery offers the opportunity to hang out, get snacks and drinks.

2. What is the most important thing when choosing a brewery to visit? Why is that?

Lots of different factors. The atmosphere is important, a lot of the time location and the ability to get to it via public transport or walking is important. The beer selection is not super important but there needs to be something to drink. If they don't have something she will like, she will not go. Variety is important. If two breweries have the same selection, will go to the one with better reviews, or is closer. Events can be a plus as well, specials.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

Somewhere a friend likes it, they will go back. The atmosphere is nice as well. If there is a beer she didn't get to try she will go back as well. The food is a plus as well. A brewery is a social experience and that involves food and drinks. If the food is good, she can settle down, she will stay longer. Do expect food to have some variety, something accessible and that is at least passable. Burgers and fries to be at a higher level than normal. If the food is bad, they won't go there. Want food and beer to be equally as good.

4. How do you learn about a new brewery?

Word of mouth is big. Friends from work recommendations, when she finds somewhere she likes. She is not one to really google and look around. Typically if she is discovering something new, it is through friends or she tried a beer elsewhere and now she wants to try it at the source and see what is up.

5. Have you been to LynLake Brewery before?
If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

Has not been to LynLake Brewery, lives out of the area.

George Gertos: Beer Connoisseur

Interview parameters: ~5 individuals of each category will be interviewed and asked the questions that pertain to their segment. The goal here is to understand what drives each audience to a particular brewery and what LynLake can do to improve their communications between each group.

Individuals will be placed in each category by answering a series of opening questions:

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation. -Selected by respondent

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery.

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another. -Selected by respondent

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Drinking craft beer in college as the scene began to grow. Didn't grow up in a beer household, family drinks macro beer. In college, he drank whatever he could. Once he turned 21, Omaha where he lived had a big beer scene. The taste of bitter things is appealing to him. He doesn't like getting super drunk, and he likes beer. It is not for everyone. It is in the same vein as a nice cocktail. The experience and variety are nice. Enjoys liquor but beer is his drink. He has a lot more options with craft beer in terms of buying beer in a 6 pack or at a brewery. It is a value. Same reason as going to a bar. Brewpubs and atmosphere are nice. The experience is a plus. Much rather go if there is an event or activities. Likes when they put on events and find things to do. Likes to engage employees. The bartenders know his taste better than he does. Every time he gets good recommendations.

2. What is the most important thing when choosing a brewery to visit? Why is that?

If he has a choice of different places. Reputation is most important. But it varies. He doesn't go to breweries on his own. He enjoys sharing the experience with other people. Especially people who aren't into craft beer. I like helping people find things they like. Likes when they have a good space and activities as well. They have

weekly events and restaurants will send people down to cook. The food, atmosphere, and beer can all come together. The reputation behind the beer is the biggest thing. Also will try it out if he has any experience with the beer and it was good. If he finds something he likes, he will try to go visit it. Especially if it is local. If he knows he likes he will return. If he has never had an experience, he will look into the one that is best known.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

The beer is really good. Really enjoy the atmosphere, if the place doesn't have a good vibe he won't return. If beer is good, he would rather just buy it elsewhere than go back. Food is a plus. Also really into live music. He thinks breweries are a good space for live music.

4. How do you learn about a new brewery?

The most common way for him is to try stuff from the store. A lot of places offer to build your own 6 packs. Tries to buy different stuff that he hasn't had before. He will look for something new. Local is important. Word of mouth. He has a lot of friends who are into beer, they will introduce beer and breweries to him. Had some people in his life who were really into it. He like to check out different spots with his people.

His family recommends stuff to him as well. Doesn't do a lot of online research or resources. Not his thing. If he is going to a new city, then he will use online resources. But I would rather ask friends who are locals to the city.

Local is important to him. He is not opposed to stuff that is from out of state or not local. For him, he knows what he likes but likes to try new things. There is so much variety with craft beer. You have big players, but it is cool to see what you can find. It is nice to support your local businesses. Holds that in high regard. Looking stuff online, and will see what else the business offers. Neighborhoods are fun to experience. There is a connection with a neighborhood especially if it is put forward by the business. In terms of visiting and events. It really brings out the culture and the vibe. They bring people together. It establishes community engagement. He is a big fan, if it gives him a reason to go back he will. Events and trivia and food can help.

Suburbs are different from the city.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

Has not been to LynLake Brewery before.

Alex Tunney: Millennial Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery. -Selected by respondent

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Drink craft beer, because he doesn't like drinking. Not a heavy drinker, would rather drink something that tastes good. It tastes better, easier to budget if he is only drinking a few. Quality of quantity. Goes out because he is invited, does not go by himself.

2. What is the most important thing when choosing a brewery to visit? Why is that?

Food is important to him when going to a brewery. The atmosphere is also important. Looks for a place for conversations.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

New things he has not had before, will make him return. If there is a new beer or a brewer then he is interested in returning and seeing what they have to offer. Overall, the quality of the food/beer/atmosphere is important to make him want to return.

4. How do you learn about a new brewery?

Follow a local blog, and see what they have to offer. He works elsewhere and not a lot of people he knows personally. Mostly online on google searches.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

Has not been to LynLake Brewery before.

Mano'ike DeLude: Beer Connoisseur

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation. -Selected by respondent

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery.

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another. -Selected by respondent

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Likes the taste, better than macro beer. Higher alcohol content. More variety and flavors. That makes it worth the price. A brewery is a nice middle ground between a bar and home. It is more subdued, but you are still going out. It is like going to a food truck versus going to a restaurant.

2. What is the most important thing when choosing a brewery to visit? Why is that?

The novelty of the beer and the variety of the beer is very important. He wants something different and weird and wants people to try stuff that is different. The reputation and the beer need to taste good. Will go anywhere if the beer is good. The space and atmosphere are nice and good but it really doesn't matter, he cares about the beer.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

Flights, really big on flights. Whenever he goes to a new brewery, he wants to try the tasting flight. Choose your own flight. He wants to try a lot of different things. Food is not necessary but not unwanted. Choose your own flights are big, he wants to try everything. It also will let him introduce people to sampling beer. Growlers keep him a customer after going in. That makes him an every-week kind of person.

4. How do you learn about a new brewery?

Learns mostly through word of mouth or social media posts from friends. Hears on Instagram or Facebook. Sees beer at the grocery store and a different restaurant, if he likes it will want to see it in person and try it in person. Secondary distribution. More end customer social media compared to actual brewery social media. If he is on a road trip it is signage or seeing the places. If he is going somewhere else, he will ask

people first. People are the main source of his info, after that he would start looking at different types of beers that are popular at breweries and go from there. He will buy new local stuff then check them out after if he likes. Does not want to go out of his way, even if the beer is good. Look at getting people there or making it accessible.
Event venue?

5. Have you been to LynLake Brewery before?
If yes: what did you think?
If no: what do you know about it and why haven't you visited it yet?

Has not been to LynLake Brewery

Greg Hodgson: Current Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery. -Selected by respondent

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Taste a place, in the beer. You are drinking the water from a place. You are consuming the grain and additional ingredients from the place. It is about the location the beer is from. It is worth more because the materials cost more, done on a smaller scale. You are paying for something special. Going to a brewery the beer is as fresh as you are going to get it. If you want to experience what the brewer intended this is the closest thing you can to experiencing that.

2. What is the most important thing when choosing a brewery to visit? Why is that?

The most important thing is not being crowded. It can be busy, but not crowded. Does not want to yell over people to have a conversation. It is important because when he has beer it is to experience and relax. If he has to yell it goes against this goal.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

If they have a special or unique beer, then he will return. They all have the standards but if they have a fun take on something normal that will bring him back. Dangerous

Man, offers something special and is crowded will go back. Returns for new releases if he has a good experience there.

4. How do you learn about a new brewery?

Usually, googles “breweries near me”. Or word of mouth, usually people ask him. Driving around and see something new also brings him in.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven’t you visited it yet?

Don’t know anything about it. The biggest challenge the parking and getting down there. Would love to try them all but Uptown is challenging to get to and the parking is hard to work with.

Kate Faust: Current Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery. -Selected by respondent

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

She likes craft beer especially IPAs. Breweries are fun and you can get of your house and see stuff. Worth the extra money, because it is local and supporting them and their passion.

2. What is the most important thing when choosing a brewery to visit? Why is that?

She has to be able to drink the beer. That is important. She has to like the atmosphere and doesn’t want it to be super busy. Doesn’t want to wait. Outdoor space is important.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

The atmosphere, if it is cool she is likely to go back to it. The ambiance, if they have good food or a food truck. The beer is big as well, if it has one she likes she will come back.

4. How do you learn about a new brewery?

Instagram, she follows a bunch of food bloggers and sees new stuff through that. She follows breweries as well for updates.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

She really likes LynLake. The rooftop is nice, quick to get a beer. The beer is good as well. The rooftop is really the winner. The space is really nice as well. Can bike there and go there. It is worth it to go there. Closest to you. Parking is a challenge if they lived far away, used to live there so she knows. If they gave ideas to park that could be helpful.

Mike Hayes: Current Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery.

Option 2: The beer offerings and reputation. -Selected by respondent

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

Drinks craft beer because of the story behind it. It tastes better, and you can have more of an experience compared to the macro beer. The brewery offers an experience as well and you can talk with friends and the bartender. Local is a big part of it, likes to buy local stuff and he likes the Minnesota hometown aspect.

2. What is the most important thing when choosing a brewery to visit? Why is that?

The space is important, he wants to make sure there is enough room to hang out and talk. The beer is important as well. If the beer sucks it is not that big a deal.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

Knowing about the beer and having a good staff/bartender is a plus as well. Likes to talk to them as well. Recommendations and have a good conversation with them as well. Having a person who wants to be there. The staff needs to know about the beer and have their own insights.

4. How do you learn about a new brewery?

Instagram (friends) and then going to events and seeing breweries at the events as well. Art a whirl. Word of mouth plays a big part as well. If a brewer recommends something he is likely to try it out.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

Likes it, not the first brewery that comes to mind. He likes the space, he goes there for the experience and the beer is almost secondary. Parking is a hassle as well. Good location for foot traffic and locals but hard from the outside.

Hannah McFarland: Current Audience Member

Which of the following is most important to you when selecting a brewery to visit?

Option 1: The space, atmosphere, or location of the brewery. -Selected by respondent

Option 2: The beer offerings and reputation.

Which of the following is most likely to keep you at the brewery longer than you initially planned?

Option 1: You get lost in conversation with your friends as you take in the atmosphere and space of the brewery. -Selected by respondent

Option 2: You get lost in conversation chatting with the bartender about their beer offerings and sharing your list of favorites with one another.

1. Why do you drink craft beer? What makes it worth the extra money? Why do you visit a brewery instead of just drinking it at home?

The atmosphere is a big reason for not drinking at home. Drink craft beer because it is better. Put more effort and energy into it. They are doing it because they have a passion. Worth the money because you can taste the passion, and you are helping the local community, not a corporation.

2. What is the most important thing when choosing a brewery to visit? Why is that?

Location, the convenience of getting there is a big. If she lived close to LynLake this would be great. But she would need to make a day of it to get down here, especially if it is a busy time. Likes the idea of walking to the brewery.

3. When visiting a new brewery, what are some things that make your experience memorable or entice you to return?

The quirky things that make them, them. The wheels, the bikes. Even if the beer is bad. Hooks at the bar. The beer needs to be good, not memorable but passable. The atmosphere and the little details are what she wants to see. Because she wants to share them.

4. How do you learn about a new brewery?

Word of mouth, Instagram, food blogs she sees. Peoples stories. Follows blogs about people checking out places in the cities.

5. Have you been to LynLake Brewery before?

If yes: what did you think?

If no: what do you know about it and why haven't you visited it yet?

She has been to LynLake, she thinks the space is awesome. It has a great feel and vibe. Good design choices and very warm.