

Marcus Giancola — Assignment 2: Bench Brewing Company

1. Paid

- PR Function: Social Media Communications
- Specific Media Type: A Paid Ad Campaign on Instagram
- Content Description:
 - I will create three different sponsored Instagram posts — each one highlighting one of the three new flavours of the seasonal line of craft beers.
 - The first post will emphasize *Hearthside Niagara Cider* and will feature a high-quality, close-up image of a couple drinking the beverage while decorating their Christmas tree. The bottom of the image will state “Taste the Holiday Season” in Bench Brewing’s signature font with the accompanying logo in the bottom right corner.
 - The second post will accentuate *Frosty Falls Ale* and will include a high-quality, close-up image of an individual drinking the beverage in a building in Niagara Falls that overlooks the iconic waterfall in the background. The bottom of the image will state “See the Holiday Season” in Bench Brewing’s signature font with the accompanying logo in the bottom right corner.
 - The third post will accentuate *Niagara Noel Ale* and will include a high-quality, close-up image of a group of friends drinking the new flavour in a living room filled by Christmas décor, a lit fire, and laughter. The bottom of the image will state “Feel the Holiday Season” in Bench Brewing’s signature font with the accompanying logo in the bottom right corner.
 - The three ads will include familiar holiday décor such as Christmas trees, mistletoes, snowflakes, and ice to underscore the theme associated with the limited-edition flavours. In addition, each post will also incorporate Bench Brewing’s brand colours (green and white), be naturally lit, and feature the product in use, as Instagram suggests (Meta, 2024).
 - All Instagram ads will also be linked to the Bench Brewing website where customers can order beer online.
- Tactic Explanation:
 - These three sponsored posts will work together in a timely manner to drive Bench Brewing’s goal forward by establishing the new beer flavours in various physical and emotional settings, sparking uniqueness and exclusivity. By including an individual, a couple, and group of friends across each ad, all audiences will feel welcome to try the new flavours and become integrated into the excitement and joy that the holiday season stimulates. By paying for these Instagram ads, Bench Brewing Company’s will not only increase their reach but also increase website traffic, guaranteeing that this craft beer becomes the new go-to in the coming months through meaningful PR.

2. Earned

- PR Function: Media Relations
- Specific Media Type: Pitching the new beer flavours and their associated meaning to the holiday season to various local news outlets such as NewsNow, the Welland Tribune, and the Niagara Falls Review.
- Content/Pitch Description:
 - When pitching to each of these news outlets, I would first call attention to the new flavours the company is marketing and give a brief description of each.
 - Subsequently, I would list some key facts about the brand to give the media an idea of how they operate day-to-day, highlighting their sustainably sourced beverages and established relationship with surrounding communities.
 - Finally, I would reinforce the importance of recognizing local businesses during the holiday season while calling attention to the limited-time flavours and the organization's goal of bringing families closer together during the holiday season through festive flavours.
 - More specifically, I would tailor each pitch to the respective news outlet in a way that may better assist in securing media coverage. For example, when contacting NewsNow, I would ensure that I elicit Bench Brewing's proximity to the news outlet and how beneficial it would be for both parties to distribute media regarding the new beer flavours.
- Tactic Explanation:
 - By pitching to these carefully selected media outlets, news coverage in several cities in the Niagara Region have a chance to be secured, maximizing awareness of the new flavours and positioning Bench Brewing as a brand that consumers feel they must purchase from for all of their holiday gatherings. This type of earned media will allow for a timely response among audiences as they have the chance to be influenced by the special offer Bench Brewing is offering and share the new flavours with their family and friends.

3. Shared

- PR Function: Social Media Communications/Internal Relations
 - This following method falls under social media communications as the exclusive sale will take place on social media. However, this method also falls under internal relations as it specifically targets and involves all Bench Brewing staff.
- Specific Media Type: Internal Staff Facebook Group Sale from Dec 26th–Dec 31st
- Content Description:
 - I will craft a series of four Facebook three-slide photo carousel posts to be uploaded on December 26th, 27th, 30th, and 31st, respectively, that advertise an exclusive, limited time discount during the last days of Bench Brewing's

holiday flavours campaign that can only be accessed through the staff Facebook group. For the remaining six days of the campaign, all Bench Brewing staff will receive 30% off on the limited-edition holiday craft beer flavours.

- All three Facebook posts will consist of a three-slide photo carousel with each slide containing a high-quality image of each new beer flavour. As the user scrolls through each slide, one word will appear in large bold letters at the top of each one.
- In the first post on December 26th, the first slide will display “SIX,” the second slide will display “DAY,” and the third slide will display “SALE.” Similarly, in the second post on December 27th, this carousel will display the words “PREPARE,” “FOR,” “THE WEEKEND,” respectively. On the following Monday (December 30th), the carousel will display the words “NEW,” “YEARS,” “30%,” respectively. Finally, on December 31st, this carousel will display the words “ONE,” “LAST,” “CHANCE,” respectively.
- These photo carousels entice all individuals working for Bench Brewing to try the three new flavours, encourages them to swipe through each slide to reveal the message, and influences them to partake in the last-minute deal.
- Each post will also include a caption that outlines how, in order to receive the discount, the beer must be purchased at Bench Brewery so that employee status is recognized.
- All Facebook posts will also be linked to the Bench Brewing website where internal staff can purchase beer online.
- Tactic Explanation:
 - These four short, visually appealing, clear, and concise posts will drive home the message for internal staff to support this campaign and assist in meeting Bench Brewing’s goal of clearing out all holiday beer stock. By adding employees to an exclusive Facebook group and allowing them to see multiple visually appealing posts, internal audiences are sure to be captivated by what their workplace is offering. The unique, timely and local event will ensure that Bench Brewing employees feel appreciated for their continued efforts in supporting the brand’s mission, and in turn receiving a well-deserved discount for doing so. At the same time, Bench Brewery will be able to receive some last-minute profits from another group of individuals in both in-person and online settings.

4. Owned

- PR Function: Community Relations
- Specific Media Type: Visual Content and Customer Stories

- Content Description:
 - Starting December 1st, the home page of Bench Brewing’s website will be transformed to match the holiday theme and promotions that will be occurring on their Instagram and Facebook. Instead of the video of fizzing beer that currently headlines their Home Page, I would work alongside graphic designers and video editors to alter the video to make the fizzing beer freeze at the end in order to establish the holiday theme on their website (*Home | BenchBrewing*, n.d.). Directly underneath this video and their current message “Every Drop Counts,” I would add another linked message that says, “Try our limited-time holiday flavours NOW!”
 - As the user scrolls through the homepage, they will be able to see a high-quality image of each new holiday beer flavour one-by-one with an accompanying description of each. Once the user reaches the bottom of the Home Page, I would include several positive customer reviews that would describe how the customer used the new flavours at different types of holiday events.
 - In addition, the entire Home Page would be filled with holiday-themed décor such as Christmas trees, mistletoes, snowflakes, and ice to match the media uploaded to Bench Brewing’s other platforms.
- Tactic Explanation:
 - Implementing this visual transformation and including brief customer stories on the main page of Bench Brewing’s website will ensure that users are enticed to purchase the new flavours, ultimately meeting the company goal of clearing out all holiday stock. Given that the company website is linked on all paid and shared social media tactics outlined above, the website may serve as the final destination for many customers to purchase the beer. That being said, it is crucial that the website aligns with the holiday theme that is distributed across all other media in order to maintain the same look and feel. This way, customers will once again be greeted with the same visuals and feelings on another online platform will encourage to participate in the local, timely, and significant event. By strategically modifying Bench Brewing’s website for the month of December, customers will feel welcomed by the holiday season in a new way and join the trend of tasting the holiday season.

Work Cited

Home | *BenchBrewing*. (n.d.). BenchBrewing. <https://www.benchbrewing.com/>

Meta. (2024). *Create successful Instagram posts*. Instagram. <https://business.instagram.com/instagram-post-tips>