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# *Fuzzy Rabbit Campaign Strategic Brief*

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# OBSERVATIONAL FINDINGS



## OBSERVATIONAL

- 1 The first thing our researchers noticed was the audience within the establishment. We segmented them into two groups to further advance the mission of our campaign. The groups consist of: “Young Professionals” (25-30) and “Empty Nesters” (40-50). This is relevant to the campaign targeting athletes because we are focusing on non-collegiate athletes.
- 2 Another important feature noted was the atmosphere of Stonecloud. This is a brewery, not a bar. Individuals come for a casual drink, either with friends or by themselves. The “coffee shop” vibe makes this a space to decompress, finish work, play board games, or catch up with friends. This is vital for removing the stigma around “getting a drink with friends” being only alcoholic.
- 3 The final observation worth noting was the ambience of the weekly trivia night hosted by Stonecloud. Groups of people came to enjoy each other’s company, with a competitive spirit, in hopes to win the grand prize of a 4-pack of Fuzzy Rabbit. This is an essential component to our campaign due to the high volume of traffic.

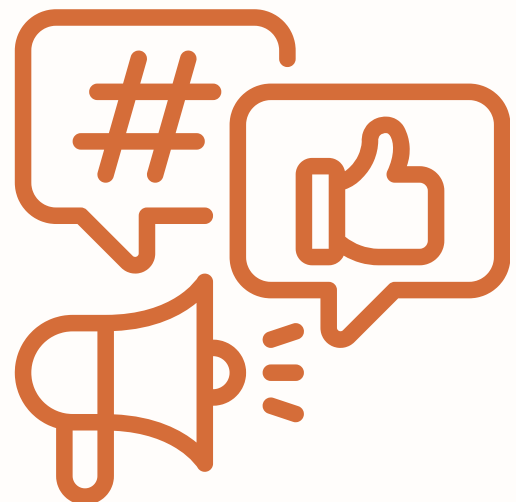


# SOCIAL FINDINGS



## SOCIAL

- 1** Instagram and Facebook are the most used social platforms by Stonecloud Brewing Co. The Instagram account has 4k followers, while Facebook has 11k followers. While Facebook provides a wider reach, Instagram's engagement indicates it might be the better platform for showcasing relationships and brand loyalty. This is important to keep in mind, so that we can post to the best social media platforms to get the highest engagement.
- 2** One reason why Instagram does better is because they use the collaboration feature to make posts with accounts they work with. These collaboration posts tend to get better engagement with likes and shares. We can use this element to our advantage such as partnering with The Mid South when they have their bike race in Stillwater. This will also align with one of our target audiences.
- 3** Most posts tend to not get a multitude of comments. This can cause there to be a problem with having a high response rate for this company. Seeking to have higher engagement and getting more comments on posts can be better monitored now that we can cater our posts to a certain demographic. This can be helpful in knowing if we are targeting the correct people.



# RESEARCH BRIEF



**Project Name:** Fuzzy Rabbit Awareness Campaign

**Client:** Stonecloud Brewing Co.

**Project Date:** Oct - Nov 2024

## Client Overview

- Stonecloud Brewing Co. is a successful taproom in downtown Stillwater.
- Stonecloud Brewing Co. opened its doors in the summer of 2022 in Stillwater after having years of success in Oklahoma City.
- This taproom offers 27 beers on draft in their indoor space with eight in the outdoor area.
- There is a stage for live music, various yard games and food trucks for customers to enjoy.
- Formerly only known for its alcoholic offerings, it has introduced the Fuzzy Rabbit line, a non-alcoholic hops sparkling water.

## Social Media Presence

- Stonecloud does not obtain consistent engagement on their Instagram and Facebook social platforms.
- Stonecloud's Facebook has more followers while Stonecloud's Instagram account gets better engagement.
- Instagram uses the collaboration feature to co-create posts with the entertainment platforms that they bring in.
- Instagram will get the best engagement when paired with the channels of the musical artists that play.
- Stonecloud can improve its engagement rate with customers commenting and sharing posts.
- Boosting the engagement rate will help reach the target audience to be able to sell more of the Fuzzy Rabbit product.

## Customer Perception

- Stonecloud has an overall well-perceived social media platform.
- Stonecloud has a Google rating of 4.8-stars with 177 reviews.
- The positive attitude toward Stonecloud, will benefit the company in its introduction of the Fuzzy Rabbit.

## Environment

- The ambience of Stonecloud is relaxed and laid-back with a coffee shop feel.
- This is not a "bar" where people go to party and get drunk.
- This is a place people come to decompress, meet with friends, read a book, or finish up some work.
- Individuals that do not partake in alcoholic beverages can enjoy this space for the atmosphere and company while enjoying a Fuzzy Rabbit.

## Target Audience

- There were age groups ranging from young professionals (25-30) to empty nesters (40-50).
- Relevance: The young professionals and empty nesters have decided alcohol, and the hangovers, aren't all they're cracked up to be, so a non-alcoholic beverage is the way to go.
- Each ordered a beverage and attended with the intention to compete in the Monday night trivia.

## Trivia Night

- There was a stark change from 6 p.m. - 7 p.m. on a Monday evening, due to Stonecloud's weekly trivia night.
- The music got much louder and so did the crowd, in preparation for trivia to ensue. This enhanced the positive atmosphere of Stonecloud and the comradary.
- The trivia prize was a 4-pack of Fuzzy Rabbits.

## Competition

- Stonecloud's primary competitor is Iron Monk in Stillwater.
- Iron Monk also offers non-alcoholic beers, so staying ahead on marketing with them will help reach the target audience more easily.



# SMART OBJECTIVES



## OBJECTIVE 1

The demographic we are focusing on is **athletes**. Going to Stonecloud Brewing Co. to drink from the Fuzzy Rabbit line will allow athletes to be able to go out and be social with friends **without actively consuming alcohol hindering their performance**.

Note, this involves athletes of our target audience. Young Professionals (25-30) and Empty Nesters (40-50). The Mid South is an endurance festival hosted in Stillwater, and Stonecloud can use this to its advantage for Fuzzy Rabbit awareness and loyalty.

Designated Drivers must stay sober, but by consuming Fuzzy Rabbit, they don't have to feel awkward about drinking water. They can **enjoy a beverage while also staying responsible**.

## OBJECTIVE 2

Increase Fuzzy Rabbit sales by 3% over the next 2 months.

## OVERALL CAMPAIGN OBJECTIVES

The overall campaign goal is to **remove the social pressure** from the stigma of consuming alcohol and "grabbing a drink." The primary goal is to provide a beverage, Fuzzy Rabbit, for people to partake in while being in a social setting where others are consuming alcoholic beverages.



# MEDIA & MESSAGING



## MEDIA

The media used for this campaign will include social media posts, a button and a billboard. These vast media sources will allow us to reach our target audience. We will focus primarily on social media since this has been Stonecloud's best reach.

## MESSAGING

The primary messaging this campaign intends to reach is athletes can enjoy a beverage with friends or colleagues without the social pressure of having to purchase an alcoholic beverage. This will include a tagline like "You Can Come Too" and others.

This can be used for both target age groups because both have high volumes of athletes. Many are runners, bikers, or avid gym-goers. Everyone should be able to participate in the way they feel most comfortable.

