

# Big rock marketing assignment

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**Key Benefits and Positioning** It is in a company's best interest to use key benefits to distinguish their products from their competitors by providing an innovative product or service by utilizing their marketing plan. In addition, product positioning is one of the essential elements in marketing that every company should be able to do properly in order to present a meaningful image in their consumer's mind that is also a positive reflection of the company. Big Rock considers these elements when implementing their marketing plan and created their beers with simplicity and elegance.

**Key Benefits:** To set them apart from the competition, Big Rock has adopted different marketing strategies to improve as a company as well represent their company's integrity and to overall reach their goals. The following are some of the key benefits that differentiate Big Rock's Traditional Ale from their competitors. **Distribution:** Big Rock distributes their products across the nation in nine provinces and three territories in Canada and is also available in Korea.

Traditional Ale is available in pubs, bars, and restaurants across Alberta on tap for a decent price attracting those that just want to enjoy an affordable premium beer on a night out with close friends. **Draft Offering:** Another advantage of offering Traditional Ale on draft allows visitors from other countries to try a product that has been brewed locally within the community. Many locals have the privilege to dine at Big Rock's Grill where they can find the wide variety of ales and lager Big Rock has to offer.

**Local and Additive free:** Big Rock takes great pride in serving beer made with local ingredients with no additives, preservatives or pasteurization that was

targeted to a health conscious psychographic. Unlike most of the other beers, Traditional Ale provides consumers with a natural choice. Big Rock was one of the first beer breweries to start in Alberta and is titled as, “Canada’s leading craft brewer” (“ Big Rock”, 2011). Many tourists are surprised with the unique flavor Traditional Ale offers and many describe a visit to Big Rock’s brewery as an extraordinary experience that everyone should try at least once.

Quality: In today’s society, the beer market is one of the most diverse and competitive markets we see. Canadians are known for loving their beers, enough so as to be a stereotype of culture. Alberta-based Big Rock Brewery distinguished itself early on by creating a beer in the rich, English-type of beers rather than the less-satisfying American-style offered during the time. Ed McNally imported a German brew master, Bernd Pieper, and invested in the best quality ingredients possible, grown “ in his own back yard” in Southern Alberta to produce all their beers including Traditional Ale.

Twenty five years later, Big Rock maintains this same sense of quality before quantity, ensuring that every batch of beer tastes just right (“ History”, 2011). Positioning: In order to be able to reach their target groups, Marketers position products in the market that would appeal to their target groups and to present a particular image relative to the consumer. Big Rock started off with only three flavours: Traditional Ale, Big Rock Bitter, and Cock o’the Rock Porter, when they first launched in small town Lethbridge in 1985. Traditional Ale remained as a popular choice around Alberta’s pubs because it was preferred by many consumers.

Big Rock kept their traditional roots and generated their name after a multi-tonne granite glacial deposit located outside of Okotoks, Alberta (“ History”, 2011). The two founders, Ed McNally and Berne Pieper wanted to create a beer their local community would appreciate. Traditional Ale was brewed to be rich, full-bodied brown ale in the English style, a beer that provides distinct flavours that the standard Canadian pub fare has yet to offer. Big Rock’s Traditional Ale is positioned in the beer market as a great tasting, all natural English style ale perfect for any occasion produced with the best malt barley in the world.

Big Rock has access to fantastic water right off the Rockies, really high mineral content that is perfect for making ales. The artwork featured on Big Rock labels also stands out among the other beer bottles. When it first opened, Ed hired Dirk Van Wyk, a local artist, to create original labels for each product, a tradition that continues to this day. The labels were intentionally designed to look like they were hand-made so the customers experience the home made feel of the beer. Each label has a story to share with their consumers.

Traditional Ale developed a close connection within the community. To Locals, it’s “ Trad”. For them Trad presents a big, complex taste and perfect balance. Big Rock has established itself as a strong alternative to “ Big Beer”, as well as spreading its roots deep into the Calgary community. This section illustrates the key benefits Big Rock drew on to separate from the many other beer companies, along with characterizing the company as a traditional one, where many consumers within the community appreciate the great quality Traditional Ale has to offer.

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