

Free case study about offbeat brewing company

[Business](#), [Marketing](#)



The avenues to reach the consumer in this age and time are many as besides the traditional mediums (TV, Radio, Magazines, and Outdoors, etc.) social media and digital marketing has given brands and organizations a new way to connect with their target market.

It is thus imperative to filter the information needed with regards to the consumer's choices as they are changing quickly due to the choices available and the information that needs to be kept are as follows:

- Age
- Occupation
- Marital Status
- Hobbies
- Drinking Habits

The information mentioned is to be assessed in terms of the product that is being discussed i. e. beer.

Age represents the consumers who are legally allowed to consume beer, occupation helps in assessing their day and night patterns in terms of drinking, being a family entity with the tasting rooms marital status helps in identifying family people. And last but not the least hobbies in view of the big idea of offbeat brewing are paying tribute to artists.

The information gathered will help in inducing trial in the primary target market by leveraging the brand's key assets i. e. the unique flavor and variety of beer. Achieve an emotional connection with the primary target market.

Thus with the impact of social media and dealing with the consumers digitally 24/7, it is of prime importance to trigger the brand's features and be

able to activate the consumer with the brand in a more managed manner. Offbeat Brewing is a cutting edge company with a product is not only beer, but an idea creating an emotive connect with likeminded people artists primarily and the communities in general.

As a business entity, Offbeat is active on the social media front namely twitter, face book and you tube and thus any interaction in terms of messages and visits can be kept for future references in terms of marketing plans (Our Story, 2012).

With the Tasting Room where families are also invited it is imperative to have details of people visiting offbeat for future references and most importantly creating a connect with new consumers in essence as the company is built with the help from family and friends.

Thus developing the brand's equity by building a brand identity that is different as well as resonates with core consumers. Pay tribute to existing and loyal consumers and further build offbeat's brand equity (Patrick Spenner and Karen Freeman, 2012).

The information in essence required to create new market and cater to the needs of the current market starts from the Psychographics that will determine the personality & attitude, Demographics which will set aside the age and gender.

Also, information regarding needs and motivation and a competitor analysis will help in gauging the significance of information.

Works Cited

Offbeat Brewing Company, Our Story 2012 Web. Date of access. 2 February 2014

<https://assignbuster.com/free-case-study-about-offbeat-brewing-company/>

Patrick Spenner and Karen Freeman, Harvard Business Review. To keep your Customers, Keep it Simple 2012. Web. Date of access. 2 February 2014