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COPPER CREEK BREWING CO.

Research, Insights, & Strategy

KEY FACT

- Copper Creek embodies the essence of Athens, Georgia. With its local taste, homegrown personality, and individual color, Copper Creek provides its customers with the Athens' experience. The town's oldest brewpub boasts unique beers that are never canned and fresh food that is never frozen.

PROBLEM

- Copper Creek has been overshadowed by competitors and forgotten by its target market. Other restaurants and breweries have captured the local Athens feel and advertise themselves to Copper Creek's ideal demographic. As a result, these new spots are considered popular while Copper Creek has become forgotten and expired.



TARGET AUDIENCE

- Athens townies
- Normal town folks
- Blue Sky-esque crowd
- Anyone 21+
- Anyone who enjoys ballin' specials (\$2 pints, 60 cent wings)
- Older college demographic
- Beer enthusiasts
- Young adults without children
- People interested in night-life but not necessarily “partiers”
- Value Athens culture, music, local fresh food, prefer small towns, local business





RESEARCH NEEDS

- We need to better understand our target market by conducting primary research.
- We want to discover our target consumer's values, current thoughts toward Copper Creek, and how they choose where they eat and drink.

KEY RESEARCH QUESTIONS

- How often/which days do you eat out in Athens?
- What factors best determine your restaurant choice?
- What is your favorite place to eat/drink in Athens?
- Have you ever heard of/been to Copper Creek?
- How would you describe Copper Creek?
- What is your overall opinion of Copper Creek?



RESULTS

94% of responders were **college students**

Most responders eat out in Athens once (33%) or twice (30%) a week

They are most likely to eat out on **weekends**. (76%)

During the week, most popular nights are Thursday and Friday.

Majority of responders are “somewhat likely” to purchase an alcoholic beverage with their food (46%)

Menu and **price** were highest ranked for factors when choosing where to eat

Many people mentioned **food** and **atmosphere** when naming their favorite restaurant

Many people mentioned drink selection, **atmosphere**, and price when naming their favorite drink spot

All were willing to spend at least \$10 for dinner, many willing to spend \$20+.

70% have heard of Copper Creek

73% have **never been** to Copper Creek

58% know where it is located

RESULTS

47% haven't visited CC because they “**haven't gotten around to it**”

53% ended the survey saying they have “**no opinion**” overall of Copper Creek.

When asked to name their favorite restaurant, most responses were Athens staples (such as Trappeze & Last Resort), or **Mexican/Latin spots** (such as Taqueria Del Sol, Taqueria Tsunami, and Cali N Tito's.).

Top named favorite places to drink in Athens were Rooftop/Georgia Theatre, All Good, Fuzzy's, Pauley's, Creature Comforts, and Terrapin.

Our responders described Copper Creek as: **hipster**, rustic, **old-school**, cool, earthy, niche, and townie.

INSIGHTS

Majority of respondents have heard of Copper Creek but have never been.

Our target **needs to be given a reason to go to Copper Creek.**

Students who aren't 21 yet won't go to Copper Creek to drink because they know they can't use fake IDs there. Copper Creek needs to **promote the food menu to attract younger crowd**, and show that it's not just a place to drink.

College students view Copper Creek as a niche space meant for the older and townie crowd. Cooper Creek needs to **show themselves as a welcoming and not intimidating environment.**

Majority of college students want to eat somewhere with a good atmosphere, and aren't choosing Copper Creek because they think it's too "cool/hipster" and are afraid they won't fit in. The **target audience should switch** to primarily be college students, and secondarily Athens townies, since the spot is already perceived to attract locals.

The "hipster" perception of Copper Creek makes the average person feel unwelcome. Copper Creek needs to switch their vibe **from hipster to unique** but accepting.

College students in Athens love Mexican food. But who doesn't?

Athens residents love to drink places that younger kids can't drink at with a fake ID. Copper Creek should find ways to promote their beer to the older crowd through different messages and channels.

Most responders have no opinion of Copper Creek in general. As the only BrewPub downtown, let's give them something to talk about!

STRATEGY

Awareness isn't the issue with Copper Creek- it's giving Athens eaters and drinkers a **reason to choose Copper Creek** over another restaurant or brewery. College students **value atmosphere** when choosing a restaurant, view Copper Creek as an older crowd kind of place, and don't feel like they are welcome if they are under 21.

We need to **change their perception** by showing them that Copper Creek has a friendly atmosphere that is inviting to college students and offers more than just drinks. Copper Creek needs to **embrace their uniqueness** with a campaign that showcases their fun, diverse, & young side, as well as their food. Copper Creek needs to **make some noise** and **shake things up** by giving Athens something to talk about, and a reason to choose Copper Creek for both food and drink. They have no specific loyal market, so they have nothing to lose.

Moral of the story: Stop waiting for your fancy invite and get your ass over here! We've got quality food and home-brewed beer, so bring your friends & have yourself a night. Four years in Athens goes quicker than you think, so don't just get around to it, get to it!

COMMUNICATION OBJECTIVE

- Advertising will **remind** consumers that Copper Creek is still relevant and **convince** that they actually have multiple advantages over its competitors: great fresh food, authentic Athens environment, beer that is home-brewed and poured straight into your glass, and affordable prices.

PROMISE

- Copper Creek promises its consumers an authentic, small-town, easy going pub scene to enjoy fresh and local food and beer.

SUPPORT

- Copper Creek boasts 16 years of pub history and loyal customers every step of the way. The brewpub is built on great customer relationships, not just their fresh beer and delicious food. The history and the loyal customers speak for themselves.