



# Leinenkugel Product Extension

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## Overview

1. Product extension offering 3 seasonal flavored ciders
2. Sold in 12-packs retailing for \$13.99
3. Product will initially be sold in 4 states all in the Midwest region (Minnesota, Wisconsin, Michigan, and Illinois)
4. 10-month long campaign



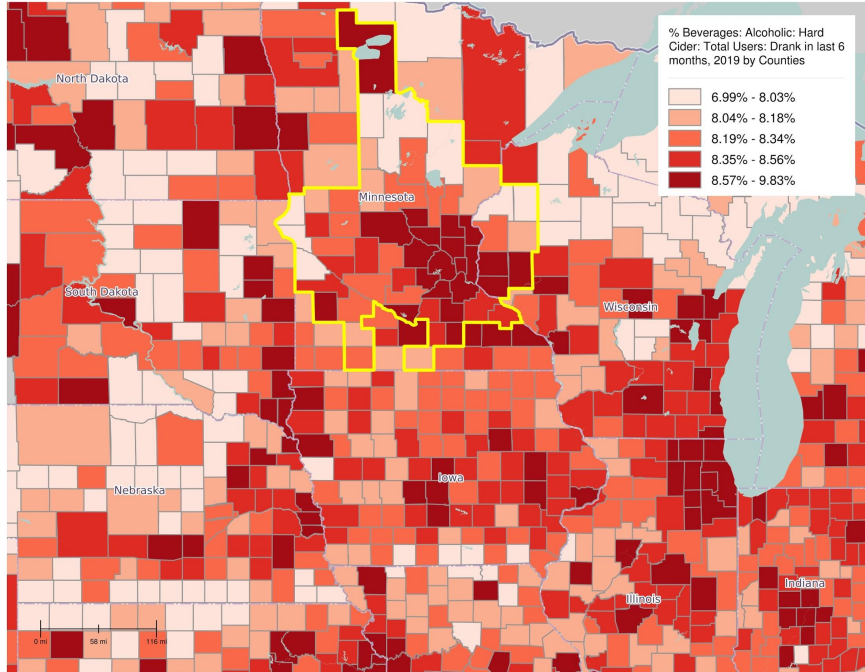
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# Situation analysis

1. Market is geared towards beer and seltzer production
2. Currently market is oversaturated with seltzers
3. Challenges include:
  - a. Convincing current beer /cider drinkers to try our product
  - b. Integrating cider into summer months
  - c. Seasonality of products limiting sales
4. Opportunities include:
  - a. Pre-established brand and parent company
  - b. Differentiating product
  - c. Attracting a new market segment



# Assumptions and Research



1. Regional Brand Recognition- Initial Launch in Minnesota, Wisconsin, Illinois, and Michigan



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# Assumptions and Research

1. Launch Dates
2. Loyalty Program and Advertising
3. Assumptions



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# Goals

1. Create a positive reputation for this product internally
2. Have a successful launch
3. Maintain positive brand reputation externally



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## Objectives - Goal 1

1. Create positive awareness through marketing and advertising. Measure success using employee communication open rates. We will know if we are successful if more than 75% of employees open the internal electronic communication.
2. Receive support from those within the organization. Will measure by assessing collaboration efforts, and outreach. Measurements will be gathered by Feb. 15th assuming late March launch.



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## Objectives - Goal 2

1. Will sell 1.43 million units, will measure by comparing new product numbers to old product numbers. We will know if we are successful within the first quarter.
2. Will sell products in 50% of stores Leinenkugels is currently offered in. We will adjust this number after the first quarter based on our sales numbers.





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## Objectives - Goal 3

1. Generate positive thoughts and feedback from external individuals. Will measure in customer views, advertisement “clicks” and “impressions” on a monthly basis.
2. Conduct surveys with customers one month before phase out. Will review feedback every two months and make revisions based on input.



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# Strategies and Tactics - Goal 1

1. Receive intranet site views from 50% of employees 4 weeks before launch
2. Send weekly emails explaining product features, advertising tactics to create “hype” around new product before launch
3. Attach surveys within our weekly product recap email allowing employees to provide feedback



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## Strategies and Tactics - Goal 2

1. Ensure product is distributed to the high-sale locations
2. Offer samples in first month of launch
3. Place product in premier locations, measure sales in comparison to stores where product may not be in premier location
4. Advertise using social media in urban markets who focus heavily on Facebook and Instagram



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## Strategies and Tactics - Goal 3

1. Run online social media ads and obtain feedback from the various platforms used (Supports **Goal 2** as well)
2. Run surveys through Leinenkugel's loyalty program to obtain customer feedback
3. Conduct social media surveys via Instagram stories or Twitter polls



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## Total Marketing Budget for 2021 Product Launch:

# \$2,000,000

### Main Cost Breakdown:

- Shelf Space: \$937,500
- Display Shelving: \$332,500
- Flyer Ads: \$300,000



# Timeline

Timeline for Product Release ▼	21-Jan ▼	21-Feb ▼	21-Mar ▼	21-Apr ▼	21-May ▼	21-Jun ▼	21-Jul ▼	21-Aug ▼	21-Sep ▼	21-Oct ▼	21-Nov ▼	21-Dec ▼	22-Jan ▼
Spring/Summer Launch			Start Ads	Launch	Live	Live	Live	Phase Out					
Fall Launch							Start Ads	Launch	Live	Live	Phase Out		
Winter Launch									Start Ads	Launch	Live	Live	Phase Out
Timeline for Advertising Initiatives	21-Jan	21-Feb	21-Mar	21-Apr	21-May	21-Jun	21-Jul	21-Aug	21-Sep	21-Oct	21-Nov	21-Dec	22-Jan
Replace 1 SKU on shelf with incoming product					PLACE ON SHELF	PLACE ON SHELF	PLACE ON SHELF	Let what's on shelf sell out					
Pay for additional SKU and reintroduce product taken off the shelf									PLACE ON SHELF	PLACE ON SHELF	Let what's on shelf sell out		
Continue to pay for additional SKU											PLACE ON SHELF	PLACE ON SHELF	Let what's on shelf sell out
Display Shelves										Live	Live	Live	Phase Out
Social Media Sponsored Ads			Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	
In-Store Samples				Live	Live			Live	Live	Live	Live		
Placement in Liquor Store Fliers					Live				Live		Live		
Misc:													
Internal Surveys	Launch	Live					Launch	Live		Launch	Live	Launch	Live
Customer Surveys							Launch	Live		Launch	Live	Launch	Live
Digital Coupons					Live				Live		Live		
In-Store Coupons					Live				Live		Live		
Email Flyer				Launch	Live			Launch	Live	Launch	Live		

\*Assuming successful introduction to market, timeline will be restructure for 2022

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# Q&A

