

SFVodka

The Challenge

We want to introduce SFVodka to a wider audience and position the vodka as “The Spirit of the City.” If we ask what is the benefit to the consumer we think that consumers want something that is as unique, honest, and authentic as San Francisco. Who or what defines the spirit of the city? Good food. People. Geography. Trailblazers and pioneers. SFVodka touches on all of these.

Consumers don't *need* another vodka but they do want SFVodka.

How do we set in motion a process that introduces SFVodka to new consumers, build brand awareness, which in turn drives on-premise sales, that then drives off-premise sales and start this self-feeding loop.

We were looking for THE idea and have come to think more along Obama's “all of the above” approach. Small incremental steps – like a flywheel effect - will increase awareness, driving demand and build momentum. The momentum continues until we approach critical mass. So, with a mix of the tried and true, a more aggressive social presence and some guerrilla marketing we think we can make some serious inroads into pushing SFVodka to the forefront of the vodka drinking public.

The Family Story

The Smiths have an interesting story. Let's build upon it. There's no saying we can't spin it a little this way or that and craft a story that is as compelling and interesting as any out there. Hangar One is a good vodka. It's very successful. And the one thing that people know about it is that it's made in an old Navy aircraft hangar. The Smith's story is at least as compelling and their vodka is better. Let's work on the story, sex it up and get it out there.

On-Premise Tastings

These are the most obvious and lowest cost promotions available. Bartenders are the gatekeepers to consumers. These are also professionals who enjoy being ‘in the know’ and like to learn about new products. Unlike other on premise tastings the bartenders actually meet the distiller and gain a personal connection to the brand. Will is very passionate about his spirits and this is an obvious benefit. Because this is so cost effective (read: almost free) SFVodka should pursue this aggressively.

The initial strategy should rely on a hyper-focus of building awareness neighborhood by neighborhood. As bars and restaurants add SFVodka to their back bars it gives us leverage to reach out to neighborhood retail outlets with metrics, e.g., “Since Balboa Cafe down the street added SFVodka they’ve seen sales increase X% month over month.”

A neighborhood that we may want to focus on initially is the Marina. Unlike other neighborhoods, such as the Mission and South of Market the Marina has a high concentration of bars frequented by neighborhood locals (as opposed to the Bridge and Tunnel crowd). Concentrating in the “Triangle” area of the Marina, for example we could connect bar patrons with retail outlets, and possibly some cross promotions.

To promote our hyper-local strategy we would reach out to representative bars in San Francisco neighborhoods and invite bartenders to create a neighborhood drink: a vodka cocktail that exemplifies that neighborhood. A bartender from Foreign Cinema may, for example concoct a cocktail with a dash of jalapeno as an ingredient, as a nod to the Mission’s Hispanic heritage. Patrons are invited to vote and comment on the cocktails on the SFVodka Facebook page. This drives awareness of the brand, connects with our target audience in a meaningful way and also drives traffic to the bars that matter most, those that sell SFVodka.

On Premise is a little easier to grow than off premise so at the outset it seems like on-premise should be the primary driver. We may want to pursue creating an “event” like a dinner that invites bartenders to Treasure Island for a tasting. This could be expensive and risks poor attendance but worth pursuing a bit more.

Off Premise Tastings

Retail is more difficult to make inroads but there are a few retail outlets that regularly hold tastings, K&L Wine Merchants (SF, Redwood City and Hollywood) hold spirits tastings. Venues such as these would be a perfect fit for SFVodka.

Social Media

SFVodka needs a much more robust and engaging social presence. This is an area where we could really help. Producing a calendar that dictates how/where you would populate social media will be a huge help. Engaging the customer base via Twitter and generating a conversation, introducing offers on Facebook and Foursquare will promote brand loyalty and using all of the above will help

educate: “Where to buy,” upcoming events, etc.

To begin with we should get a baseline of analytics to measure efficacy going forward. To set up tracking we could use:

Google Analytics – It’s free, feature-rich, and relatively easy to use if you’re just starting out with analytics.

Newsbeat– Get real time analytics information about your content. Not free, but you do get to try it first.

Add this - Allows you to add a super convenient bar of buttons to share your content for each major social media platform, and then track sharing. Also free.

We should reach out to the influencers - liquor bloggers (BoozeBusiness.com), chefs, bartenders, etc. and Tweet them aggressively. We would follow them and entice them to follow us.

Create Media

As budget allows we would create videos of bartenders discussing why they’re passionate about their jobs, their favorite cocktails, etc. and post them on the SFVodka website, Face Book, etc. The bartenders would in turn help drive their customers to our sites.

Various Thoughts:

- “Like” SFV on Facebook and get \$5 off. These consumers would also get special invites to tastings and events.
- SFVodka would “Like” bars and restaurants in a type of cross-pollination. SFV would receive a halo effect from the followers of high-end bars as those patrons see SFVodka pop up on various bars’ Facebook pages.
- Similarly, SFV would follow high-end bartenders and influencers, such as Tony Abou-Ganim (**The Modern Mixologist**) on Twitter.
- Will and Andrea should begin to Tweet religiously and start to add real content to their Tweets. Retweet interesting articles, and content from other sources. Give your followers a reason to *want* to read your tweets.
- Devise a signature cocktail that would be promoted on Facebook and the SFVodka homepage (and everywhere else moving forward). This could be

the winner of a bartender neighborhood cocktail contest.

- Host a virtual tasting online (TBD).

Guerrilla Marketing

We need to think of some big ideas that generate buzz. One is **SFVodka on Ice**; under cover of night we install large (maybe huge) blocks of ice in very public places. In the middle of the block of ice is a single bottle of SFVodka. Frozen above it is a placard that reads, "Drink me. SFVodka." People waiting for their morning bus or street car will be standing next to an enormous block of ice holding a bottle of vodka. Although unstated people are welcome to free the bottle any way they see fit. And, when they do they'll be rewarded with a free bottle of vodka.

If we went really large - say 10 or 12-foot tall blocks of ice we may be able to get some local press coverage. Regardless, we would plan on videotaping people's reactions and posting an edited tape on the SFVodka website, social media and YouTube.

We could target specific neighborhoods – the Marina for example – and locate the SFVodka on Ice in several spots as a kickoff to a hyper-local campaign.

[Because of liquor laws the bottles would be filled with water but on the bottom of the bottle would be a coupon good for a free bottle as well as a list of retail outlets.]

Pop Up Lounge

At popular bus stops we create a pop up lounge. The bus bench now has cushions; there is a small table, maybe a newspaper or magazine rack – all sponsored by SFVodka.



Post It Art

We commission someone to create a large Post-It mural of SFVodka in a very public place.

Free Parking.

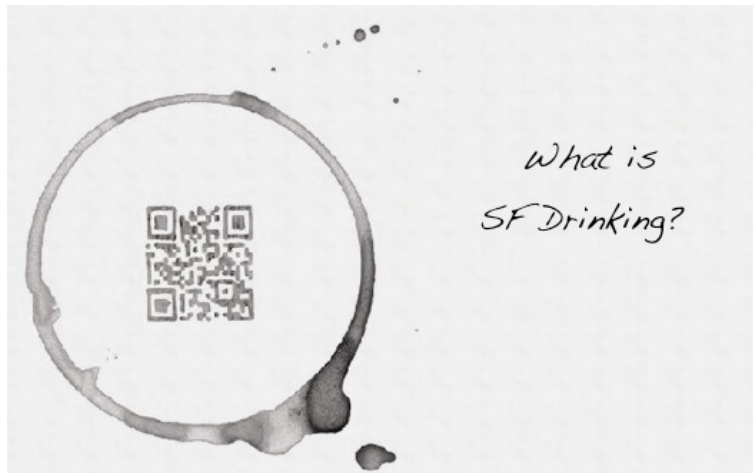
We can find uniquely San Francisco moments and touch consumers. For example, parking in SF is a nightmare. We would have people go to expired parking meters, pay them and leave cards under windshield wipers, “We saw you were running late so we paid your meter for you. You're welcome. SFVodka.”

Advertising (Future state promotions)

- Sand Art. To tie into the three variants (Baker Beach, China Beach and Ocean Beach) we commission an artist to produce sand art and promote people to produce their own sand art (need to check on spirits regulations to minors)



- “What is the Spirit of San Francisco?” We invite people to submit their candidates of those people and moments that exemplify the spirit of the city. We begin to align the uniqueness of San Francisco to the vodka in the minds of the taste forward audience we are appealing to.
- QR Codes. A series of posters and handbills around the City or coasters placed in bars read, “What is SF Drinking” with a QR code. People who scan the QR code as they wait for the bus, for example see an SFVodka message.



- BART animations. We create a simple animation that plays inside of BART tunnels. A long series of still photos are installed on the walls and as trains pass they're viewed like a flipbook.