

Submission #4

Distribution and Promotion

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March 27th, 2023

Marketing channels

The marketing channels used at the new Flying Monkeys location will be a retailer channel for the beer sold at the restaurant and a wholesaler channel for the food sold there. The beer will go through the producer intermediates at the brewery in Barrie, then be transported to the restaurant in Toronto and bought and consumed by the customers. This channel type will save the business money since the producer intermediates are within the same company and are already producing the same products. Plus, many of the beers sold at each location will experience a similar volume, and the producer will know to have those ingredients readily available. Constant communication will still be necessary but will be easily accessible. As for the food, a wholesaler channel will be used because the food will be grown or produced and sent to a wholesaler where the retailer (restaurant) can buy the items in bulk and then be sold to consumers when they order from the menu. This type of channel saves the restaurant money because the food is bought in large quantities, which results in a lower price for the restaurant. The communication between the channel members at the wholesaler and the retailer (restaurant) will need to be easily accessible so that the restaurant never runs out of food items.

Marketing Coverage

We will use exclusive coverage as our products are consumer specialty goods, and consumers can only access our service inside our restaurant location (Lamb et al., 2022, p. 252-253). An exclusive distribution setup is often more affordable and easier to create and maintain, making this coverage a good choice for Flying Monkeys to sell their products online exclusively (Lamb et al., 2022, p. 252-253). Another benefit to using exclusive coverage is that it often comes in

handy as many retailers and wholesalers prefer this method as it protects the dealer from the direct competition as well as allows it to be the main beneficiary of the manufacturer's promotion efforts in the desired geographic area (Lamb et al., 2022, p. 252-253).

Physical functions

The physical functions involved in the supply chain will require trucks to bring beer from the brewery and another truck to bring food from when wholesaler to the restaurant in Toronto. The transportation of beer will take approximately 2 hours to arrive from the brewery, and it will be able to hold all 16 types of beer that are offered on the menu. The dependability will rely on communication between the restaurant and the brewery to ensure the beer is made on time and ready for pick up at the designated times. The time of day and season will affect the time it takes for the beer to arrive, as traffic into Toronto can be backed up during busy times and if there are poor weather conditions. The cost associated with the beer transportation will include truck rental, gas, and the hourly pay to the employee driving the truck. As for food, the transportation will be from a local wholesaler in Toronto. Communication between the restaurant and the wholesaler will be important to ensure that the proper amount of food is available and that the food is of high quality, won't come spoiled, is packaged securely, and is at a safe temperature. When produce is not in its peak season, the price of the ingredients may vary. This won't affect the cost of the menu items but will be at an extra cost to the restaurant during those times. Overall, keeping consistent communication with staff at the restaurant and with the brewery and wholesaler will ensure an organized system for always ordering the correct amount of each item and ensuring there is as little waste as possible.

Warehousing

We believe that warehousing our products after production prior to transportation can allow our beer to come out fresh for our customers. This will be maintained by our production

intermediaries who are present at the Barrie location. The issues we must consider when storing goods are the temperature of the beer, security measures, and protective packaging for the beer cases. Our warehouses must be at 36-40 degrees Fahrenheit to store the beer and keep its quality. (What temperature should a keg be? 2021) The warehouses must also have security cameras and alarms so only staff may enter. Lastly, the beer cases need to be protected in cases while they are being transported and while they are being stored to prevent breakage and/or spoiling.

Inventory management

Since customers have several different influences on their buying behaviour, they are often influenced to visit restaurants on holidays and special occasions like New Year's Eve, St. Patrick's Day, Canada day, Halloween, Labour Day, and other holidays or special occasions (Rosenfeld, 2021). These are the type of occasions where Flying Monkeys would need to make sure they have extra inventory to meet their high demands. For inventory management, we will need to organize the inventory, keep stock levels as low as possible, monitor the sell-through rate, track all inventory, and safeguard against mistakes by having two employees in charge of inventory to double-check each other work to avoid errors, have employee accountability by making sure they are well trained and understand the process, automate reordering and use technology to forecast demand (Jenkins, 2021). To put this all into place, we will ensure each employee knows what they are responsible for well before when it comes to high demands for holidays and special occasions.

Retailing decisions

The type of retailer that we chose for our customer product is an independent retailer because of the uniquely crafted beer that Flying Monkeys has. We chose this because the majority of our target market is located in Barrie, and our target market associates this craft beer with the

restaurant/bar environment that the main Barrie brewery location provides. The restaurant provides live music and events and food service as well, which attracts people to the brand that flying monkeys have created. The image and characteristics of the product are unique and funky, and the consumer feels this as they enter the restaurant and experience their beer. These characteristics are brought to life through neon signs, colourfully written chalkboards, painted seats, vintage telephones, and antique radios throughout the area. This retail distributor fits the image of flying monkeys and therefore it makes sense that this is the only distributor. At these retail locations, flying Monkeys offers their exclusive beer but also food and overall pub experience. The price range for beer that we expect to change is around \$7.50 - \$9.50 for 12oz and for food it could be anywhere from \$8.95-\$35.95. We know that consumers of flying monkeys craft beer are willing to pay a premium for these goods as they understand the difference between craft and draft beer. The exclusivity that they offer is due to this specific retail model which only operates one or two stores in their target area; this is positive for the 'small' business that they are. In this sense, it would not be logical to market internationally however a second location could be opened in Toronto.

Communication objectives

Our communication objective is to raise awareness for our new restaurant location in Toronto. For the new location, we don't need to be carried by intermediaries due to the popularity of our existing location, but promoting through channels such as social media, flyers, and radio ads is important. We want to use the popularity and credibility of Flying Monkeys in Barrie to help promote our new location and use social media platforms such as Instagram, Tik Tok, and Facebook for marketing to large groups of our target market all at once. We can provide extensive product information, update our posts anytime, and host contests. Our product carries a sense of familiarity since it's carried in retail stores already as well, so creating encouraging product trials isn't as necessary as promoting where the new location is. Flying Monkey's

individuality and “in your face” style already stand out against competitors, so we decided to offer promotions at the new location that aren't available in Barrie.

Promotional elements

Our promotional elements are a mix of marketing strategies that help us market our location to large audiences. Craft beer is commonly marketed through word of mouth as it's a specialty product, with sampling often involved. When opening our new location, the credibility of Flying Monkey's in Barrie and having our beer in retailers such as LCBO gives us an advantage and safety net against competitors. A national advertising campaign won't be necessary. We will use revenue from our current location to fund an advertising campaign spreading through the GTA using mass communication as one of the marketing strategies so that we can communicate our product to large audiences. One of the ways this will be done is through radio contests on stations local to the GTA such as 107.5 Kool FM. Offering an incentive will pique consumer interest as well as generate excitement via word of mouth. Incentives will feature free dinners, beer cases, and Flying Monkey merchandise, and our contests consist of quizzes about our current Flying Monkey location, products, and company history. Keeping all our questions and incentives associated with our current and new Toronto location will keep listeners focused and remind them of our credibility. This is also an example of us using a pull strategy. With our product having a community already built around it a sales representative isn't needed, just product follow-through. Building relationships with local Toronto partnerships will help spread word of mouth within the craft beer community as well, such as nearby restaurants interested in distributing our beer. Since our product is a restaurant location, we believe it requires a mix of push and pull strategies. Aside from us pulling consumers in with our radio contest we will also be using social media as our push strategy to push our beer and food menu. Using social media will give us the opportunity to connect with our audience and request consumer feedback. The goal of our social media campaign is to give consumers the choice to vote for new beer flavors.

The votes will be based on majority rules, but votes are only valid if you like, share, and tag 3 friends on our post. This not only raises awareness but gives our consumers the feeling of having a choice within our business.

Word-of-mouth

To harness word-of-mouth communication to get people talking about our product's features, benefits and its competitive superiority, we would bring in radio ads, social media contests and social media posts. For the radio ad, we would like to start this before our new location opens up in Toronto, we would bring in clues of where Flying Monkeys new location may be located to start drawing the attention towards the opening and to get customers talking with friends and family. For social media contests, we would get consumers involved by potentially taking the best photo of their food/drinks where they have to tag two friends to enter and get a chance to win free appetizers the next time they come in, this will help bring awareness on our social media platforms, like Instagram and Facebook. For social media posts, we would engage our consumers by asking questions to get them to engage in conversation.

Achieve marketing objectives

To achieve our promotion and marketing objectives, we will use radio and social media ads and contests, as mentioned before. This will be used to achieve more customers at our newly opened Toronto location and help engage word-of-mouth communication. We will create wacky posters to set us apart from other competitors to support our slogan, "normal is weird," and to promote the restaurant's opening and events such as live music, bringing in and attracting new consumers. We will also offer samples of our craft beer as well as other competitors' beer without labelling them as part of our beer flight so they can compare flavours, this will help contribute to show how our product stands out from others. Since our beers are already on the market and we have an existing location in Barrie we can use reminder advertising through that

location. Since we are opening a new location and offering a new product, we can also use reinforcement branding to reassure consumers of our product quality. We will not have to worry about advertising costs as it is limited because social media is free. We will be able to afford the radio ad costs using revenue from our existing business.

Target audience

Our identified target population is mainly made up of millennials and members of generation X, with a diverse mix of males and females. Because attending college and/or earning a postgraduate degree are typical completions in these areas, postsecondary attainments are frequently observed throughout individuals (EnviroNics Analytics, PRIZM, 2023). Target audience employment tends to be in the service sector due to educational credentials, but older millennials and members of Generation X have a high proportion of white-collar jobs that pay an average of \$7,500 to \$9,100 per month (EnviroNics Analytics, PRIZM, 2023). The target group's vibrant social life, which includes frequenting dine-in establishments, neighbourhood bars with live music, restaurants, and art galleries, among other activities, may be a factor in motivating their consumption behaviours. For the benefit of our target market, our new dine-in with a bar side location has a lot to give and expand. Our goals for our advertising campaign are to reach and extend the market to Gen Z and females to increase the number of consumers. Our goal, with the opening of our new location, is to boost beer sales by 50% by the end of the first year, which leans on the more product aspects contained at our restaurant location.

Key selling points

- Our commitment to crafting the world's craziest beer flavors. Flying Monkey has made it a goal to craft the world's wildest beer, and with this challenge comes intrigue from consumers that competitors do not have.

- Craft beer that's not just for men. Often when going into a brewery, it's a man's world, at Flying Monkeys we want men and women alike to feel empowered and enjoy our "Normal is weird" atmosphere. This is done through hosting "Lady's Nights".
- Specialty products in a specialty environment. Flying Monkey is well known for its live music that switches every night and wild menu that changes by the season.

Media advertising

We will use direct mail, such as radio, as it is a great way to reach our older audience. We will have radio ads for the new location and a contest that people need to call to win prizes to bring them to the new location. These ads will run the week before the location's opening and two weeks after. The ads will be run in the GTA, costing \$230 daily for a priority ad for the week leading up to the opening and \$115 for a regular ad for two weeks after the opening, totalling \$3,220 (Ad Standards, 2022). Additional radio ads will be used around promotional times surrounding holidays such as Canada's Day, Halloween, and New year's. Social media is our main platform to reach our target audience with frequent Instagram and Facebook posts to reach our Gen X and Millennial audience and TikTok to reach our Gen Z audience. This type of media will encourage our target audience to share and help to communicate with them by creating posts that ask questions such as "what do you love about craft beer?" or "what is your favourite Flying Monkeys beer?". Posts like these will gauge conversation and help the company know what we are doing well and how to improve. These posts will be made a few times throughout the week and around the holidays. We will also be using these social platforms to create contests to win a free flight of beer if they interact on the post by tagging a friend will create more engagement and could entice new customers to want to check out the new location. These ads will also run in the GTA and will cost \$12.07 per 1000 clicks on Facebook (Shopify, 2022), \$700 per 1000 clicks on Instagram (DeFazio, 2022), and a minimum of \$500 on

TikTok (Geyser, 2020). These ads will also run for a week before opening and two weeks following, with additional contests made during peak holiday times and themes surrounding those holidays.

Advertising message

The use of direct mail, much like radio advertising, was found to be the most appropriate media for our older population of millennials and gen z. Our radio advertisements will announce the “normal is weird” tagline and tell listeners that the new Flying Monkeys location offers a distinctive atmosphere and our craft beers. To further highlight the distinctiveness of our restaurant/products, we will use a lifestyle/fantasy exceptional style and incorporate company keywords like our slogan and company name. We'll then run a contest where people can call in to win prizes that will bring them to the new location. With the incentive to bring people to try out our new location, we can produce a survey for target markets, regarding questions to identify the pros and cons the tv broadcast delivered regarding calculating the effectiveness of the campaign. For our younger millennials and gen z target groups, social media platforms like Facebook, Instagram, and TikTok are most suitable to reach these target groups during our campaign. As a rapidly innovative generation, radio ads can become boring, and having ads on multiple social media platforms can cause a more effective campaign. We can create contests to engage the initial interaction to connect with outsiders (by tagging a friend) to gain our products. To evaluate the effectiveness of this campaign, we can interview customers brought in by our online campaigns by asking their thoughts on our vibrant-unique atmosphere, food and beer products. We can further create short interview reels regarding these conversations, which can also help promote our brand and lead us on how to improve on our current situation.

Public relations

Since our new restaurant is unlike the other restaurants in the city of Toronto, Public relations can become an effective mechanism while advertising as a new restaurant. As we plan to hit our target markets through radio and social media contests and additional public relations, we can consider sponsorship throughout local festivals, fairs, sporting events and entertainment sources like clubs in Toronto that match our brand's funky theme. The unique celebrations found through festivals and fairs are a great chance for our brand to connect with the unique people that our restaurant caters to. Choosing a summer festival, for example, "Toronto's Festival of Beer", can allow maximum exposure to our target markets, as these fairs only target loyal beer drinkers. Adding on, having an annual appearance will create huge exposure to new customers and allow our brand to be engaged with the public instead of just being another restaurant on the side of the street. Another public relation we can consider is cost-efficient sporting events like having partnerships with sports such as darts and horse racing, as these sports found the highest beer consumers during these sports (Price 2023). As the demand for advertising throughout these sports is not comparable to the NBA or NHL, we can have monthly appearances at dart and horse racing events local to the new restaurant location to enhance customer experience and allow our customers to gain and connect to a sense of community within our restaurant and brand.

Personal selling

We do not plan to implement a personal selling salesforce, but personal selling can be seen in how the bartenders and servers sell our products to the customers. Having well-trained staff who are enthusiastic and knowledgeable about our products will encourage customers to try more beer, whether ordering more to drink or trying a new flavour. Plus, having staff remind customers about specials on menu items and asking if they want another drink or something to eat will help sell more of our products and act as good customer service.

Sales promotion

- **Kris Padilla** Some techniques appropriate for flying monkey consumers may be contests, games, or events held downtown. They could promote certain nights like trivia, contests, raffles or karaoke with prizes such as free pints or appetizers. This would draw in locals and make the business more involved with the community. The target audience likes the experience of going to the Flying Monkeys brewery; therefore, these in-person games would work well with a crowd that fits with the characteristics of the brand; outgoing and funky. If consumers stay longer because of events at night, they will buy more beer, which will become more of a social event.

Promotional calendar – Emily Craft-Kogan

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