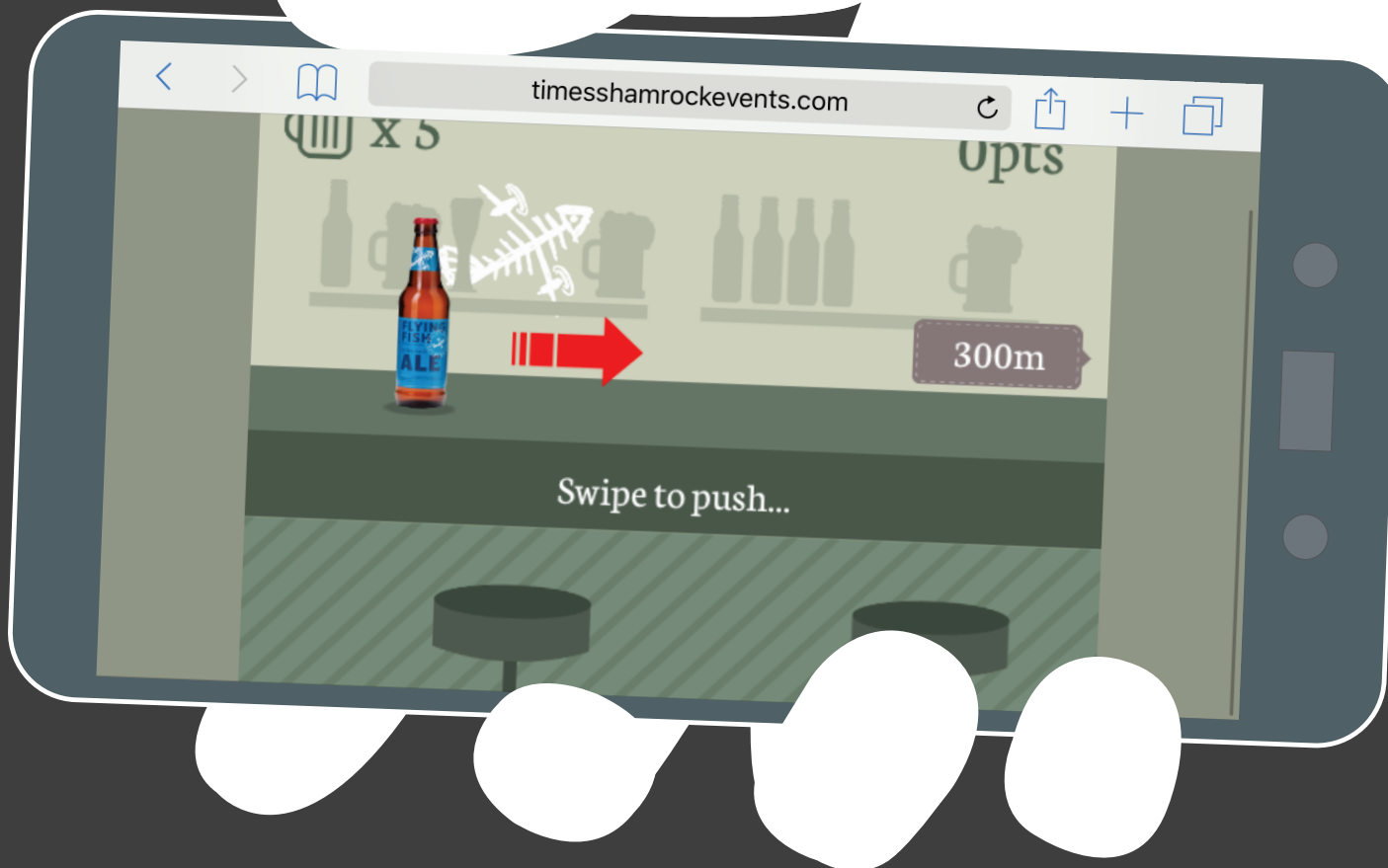


SOCIAL MEDIA

Proposed Strategy

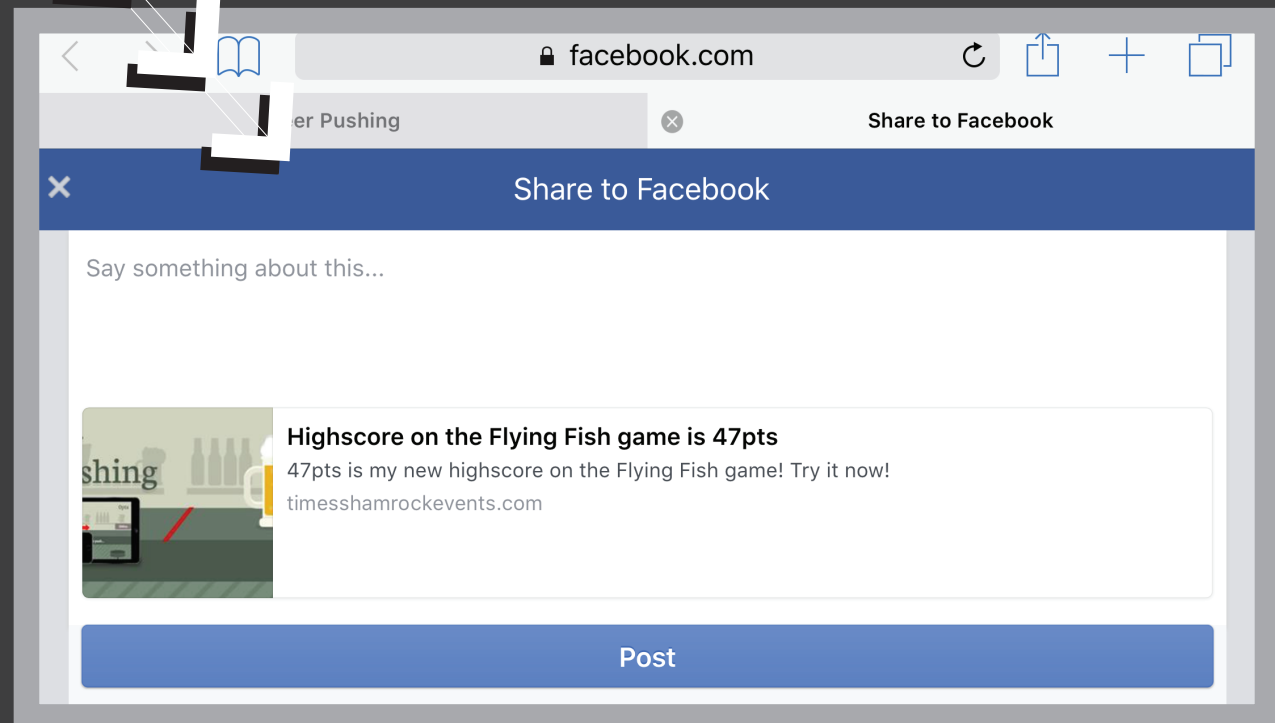
Encourage engagement through contests by sending users to: <http://timessham-rockevents.com/game/> (temporary url)  
via Facebook contests / tasting handouts.



Works on both  
mobile and desktop.



**Users share their high-scores on Facebook / Twitter / Google + creating new avenues to attract additional users as their friends will be able to see their activity.**



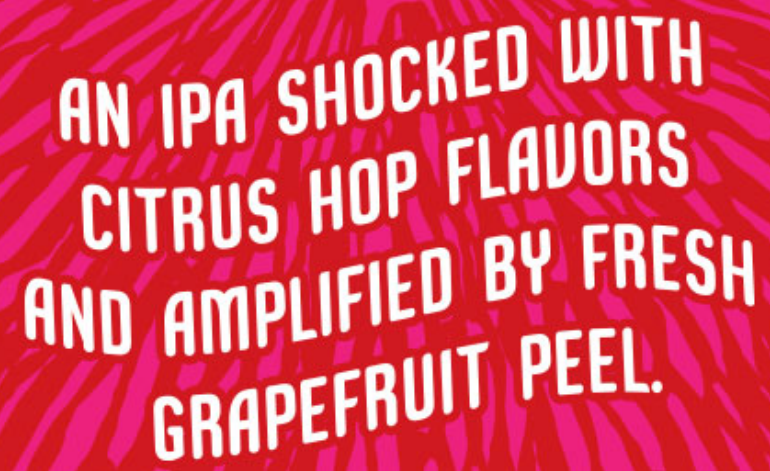
FLYING FISH

Proposed Strategy



Magic Hat ELECTRIC PEEL

## Shocks of citrus hop flavors



**AN IPA SHOCKED WITH  
CITRUS HOP FLAVORS  
AND AMPLIFIED BY FRESH  
GRAPEFRUIT PEEL.**

Cornell.edu

“Names with descriptive items sell better  
and lead you to believe that they  
taste better”

The researchers cite a study where they changed the names of restaurant menu items to make them more descriptive; the seafood filet became Succulent Italian Seafood Filet and red beans and rice became Cajun Red Beans and Rice. Sales of these items went up by 28% and they were rated as tastier, even though the recipe was identical. Diners were also willing to pay an average of 12% more money for a menu item with a descriptive name.

**NYTimes.com**

“The Influence of Expectation, Consumption and Revelation on Preferences for Beer,” appearing in the December issue of Psychological Sciences, one of the field’s leading research journals. In the study, Dr. Lee and two M.I.T. researchers, Shane Fredrick and Dan Ariely, found that they could change beer drinkers’ taste preferences by telling them about a secret ingredient in a beer before they drank it.

## “Knowing the Ingredients Can Change the Taste”

In one of their experiments, the researchers changed the menu item names to make them sound more appealing. When they used the basic term Seafood Filet to sell the entree, customers weren't impressed. When the same entree was sold under the name Succulent Italian Seafood Filet, more customers ordered it. The same phenomenon occurred when they changed Red Beans and Rice to Cajun Red Beans and Rice. They saw a 28% sales increase for a basic bean and rice entree because customers were now viewing the food as tastier, even though the recipes were the same.

“Flowery language boosts sales  
of menu items”

**PsychologicalScience.org**

People's judgments of foods and drinks are formed not just from their sensory experiences — what the researchers call “bottom-up” processes — but also from their “top-down” interpretations. Coke is rated higher when served in cups with the brand on the label than it is when it is served unlabeled. People's preference for a favorite beer disappears in comparison taste tests when the beers' labels are removed.

“What we know (or believe) about something beforehand will directly affect how we experience it”

If that knowledge comes after the fact, as a revelation, its biasing effect on our judgment may not be as strong.

Marketing Purpose  
Statement

Description of flavor increases experience.  
Campaign should help the user visualize the taste.

Personification

Think about the taste

Attitudes and Values

Transcending taste expectations

Brand Essence

Engage the senses: Describe the flavor to allow the user to visualize the taste and create a craving.

Daylight Savings IPA: Hints of **mango** and **grapefruit**

Farmhouse Summer Ale: **Belgian pale malt** and **7% wheat**.

Abbey Dubbel: **Fruity** nose, **malty** in the middle and an **almondy** dry finish

Extra Pale Ale: **Munich** and **Pacific Northwest hops**

Red Fish: **Crystal** and **cara-red malts** give the beer a malty background

Hopfish IPA: Hop **bitterness** / malt **sweetness**

# Perfect Balance

Daylight Savings IPA: Hints of **mango** and **grapefruit** in *perfect balance*.

Farmhouse Summer Ale: *Perfect Balance* of **Belgian pale malt** and **7% wheat**.

Abbey Dubbel: **Fruity** nose, **malty** in the middle and an **almondy** dry finish in *perfect balance*.

Extra Pale Ale: **Munich** and **Pacific Northwest hops** in *perfect balance*.

Red Fish: **Crystal** and **cara-red malts** give the beer a malty background

Hopfish IPA: Hop **bitterness** / malt **sweetness** in *perfect balance*.



# Flying Fish balances



A diagram titled "Flying Fish balances" showing three overlapping circles. The left circle is light orange and contains the text "Malts", "Hops", and "Yeast". The bottom circle is dark purple and contains the text "Community" and "Quality". The right circle is dark grey-blue and contains the text "Flavors".

**Malts**  
**Hops**  
**Yeast**

**Flavors**

**Community**  
**Quality**



HINTS OF  
Mango  
&  
grapefruit  
IN PERFECT BALANCE



THE BEER FEATURES A COMBINATION OF EUROPEAN MALTS TO BALANCE THE HOPS, MAKING THIS QUITE DRINKABLE AND QUITE VERSATILE IN PAIRING WITH FOOD.

[FLYINGFISH.COM](http://flyingfish.com)



"Perfect Balance" provides an opportunity for many visual varieties , allowing us to target different demographics.

### Grungy



### Clean



### Handwritten



GORILLA MARKETING

# Proposed Strategy



A good description influences cravings and decisions.

Compete with beers in untapped locations using a series of posters in local bars that simply says "WhatsInYourBeer.com"

Each Flying Fish beer is highlighted, helping to persuade the customer who checks the website from the bar. Create a craving through describing flavor.



WhatsInYourBeer?.com

