

Ninkasi Sustainability Social Media Campaign

Possible Hashtags:

#GreenLiving
#LoveYourEarth
#BrewYourDestiny
#ThisIsYOURWorld
#TogetherWeCan
#RecycleYourBeer
#NinkasiMeetsGaia
#WhatWouldGaiaDo

Description of the campaign

The Ninkasi sustainability social media campaign will aim to promote all ways of sustaining a healthy environment and protecting the Earth whether it's renewable energy, recycling, reducing CO2 emissions, sustainable agriculture etc. This campaign will be greatly directed towards Ninkasi's target audience and will bring in more consumers from the same demographic to find interest in Ninkasi's lifestyle and culture of better living, improving the community, and social connectivity. The campaign will focus on bringing people together in hopes of achieving one thing: reducing our carbon footprint and overall sustainable living that will help our environment.

In this campaign, people will post a picture on Instagram, Twitter, and Facebook of themselves drinking their favorite Ninkasi beer while doing something that promotes sustainability and green living. They will tag @NinkasiBrewing and will include one of the hashtags above in order to be considered for the competition. The top three pictures posted (voted on by Ninkasi staff) will win free Ninkasi beer for a full year. The campaign will be advertised on all social media outlets at least a week in advance and will drive people to the Ninkasi website for more information on the entire campaign. There will also be a new type of beer created for this campaign, which will be creatively connected to the campaign and the idea of local sustainability.

The actual social media campaign itself will last two weeks and will end with an event at the Ninkasi Tasting Room, which will end the campaign on a good note. This event will include local music, an informative session where we invite a local leader in sustainable growth to talk to the public, and the release of the new beer which will be provided to

the public for the first time. To better engage with people at the event, people will be able to receive free Ninkasi merchandise for answering questions correct about ways of protecting the environment. A possible name for the new strain of beer could be “*Ninkasi meets Gaia*” (Gaia being the goddess, creator and giver of birth to the Earth). The event at the tasting room will be shown and promoted on all social media outlets. Another good idea for the campaign would be sponsoring and tabling at events that have the same goal in mind of promoting sustainable green living. These events would show the public that Ninkasi is having an active role in the community with this issue and these events could also be promoted and shown on all social media outlets. 10% of the sales from the new line of beer and 25% of the sales at the event at the tasting room will go to a non-profit that works to promote green living, sustainability, and renewable energy etc. Also, the bottle itself will be environmentally friendly and developed in a way that is sustainable for the environment. It will be noted on the bottle to make sure you recycle after use as well. The reason I want this campaign to focus on sustainability is to diversify Ninkasi’s ways of giving back to the community as I have noticed that a good amount of Ninkasi’s giving has gone to beer enthusiasts who support the community. I believe that supporting sustainability will be another great way to really bring the community together!

Who is the target audience?

- Urban city goers
- Non-profits concerned with environmental sustainability
- Local and non-local markets
- Existing consumers and new people from the same demographic
- “Hipsters”
- Community driven individuals
- Open minded individuals
- People more likely to engage in public forum/discussion
- Intellectually curious individuals
- Individuals more likely to challenge the status quo
- Individuals who have chosen to engage in “green living”
- People who go out of there way respect the environment and love the Earth
- People who support local consumerism

- People who appreciate good people, good food, and good beer
- Individuals likely to engage with arts and music

What is the goal of the campaign?

The goal of the campaign will be to enhance social media presence, create good relations with the public and the community, and boost impressions towards Ninkasi branding in order to overall increase quarterly sales for Ninkasi Brewing Company.

In terms of social media presence, the goal will be to see increased engagement on Instagram, Twitter, and Facebook. It will increase the amount of followers and likes on Instagram. It will increase the amount of followers, favorites, and retweets on Twitter and it will increase the amount of likes, follows, and tags on Facebook. We will also see wide spread engagement with the hash tag we decide to use throughout various social media outlets.

In terms of the public and the community, Ninkasi will have an even better and stronger reputation with the public and we will start to see an expansion of positive press throughout the public about Ninkasi and a new wave of engagement and excitement. The goal will be to increase sales from increased impressions in the market and everyone will hear about the new exciting things Ninkasi is doing.

How will I measure that goal?

I will measure increased social media engagement depending on the different types of social media outlets I will be using. I can efficiently measure how much engagement has increased over time with these different outlets by using web analytics. With twitter, I will measure followers, favorites, mentions, and retweets. With Instagram, I will measure likes, followers, and tags. With Facebook, I will measure followers, tags, and likes.

I will measure better relations with the public and the community and increased impressions towards Ninkasi branding with increased quarterly sales based on different demographics and regions as well as the amount of positive press towards Ninkasi in the media.

What types of social media would I use and how?

I would use many different social media platforms to promote this campaign in different ways. The platforms I would use are Facebook, Twitter, Instagram, Pinterest, and YouTube. For the Facebook, Twitter, and Instagram platforms, people will post their pictures and tag Ninkasi in their posts, which will drive others to Ninkasi's social media platforms. Ninkasi would post relevant posts on all platforms regarding the campaign throughout the entire campaign process. Ninkasi would also create a video that tells the story of the campaign and why we did it and post it on YouTube for people to see. This video would also be put on the Ninkasi website for people to see as well. A storytelling video could go a long way as of creating a positive buzz in the market and spreading news of what Ninkasi is doing and why. This video could be shared throughout many different platforms as well. Pinterest would be used to post interesting content that is relevant to the issue of sustainability, which could include infographics, pictures, etc. The pictures posted on Pinterest could show activism in the community and the entire process of the campaign depicted with Ninkasi branding.