

## **Niche Marketing**

### **Entry: Jax Ale Trail**

#### **TARGET AUDIENCE**

Jacksonville may be known for a lot of things, but until the Jax Ale Trail launched it definitely was not for craft breweries! Consumers are traveling to experience craft beer we had a perfect opportunity to package our beer related activities. With no other passport of its kind in the state of Florida, there was an opportunity to expose those traveling beer enthusiasts to Jacksonville's craft beer scene, so that's where the campaign was focused. Demographics were men 21-44 in the southeast.

#### **OBJECTIVE**

Visit Jacksonville developed a brand new tourism product and the first of its kind in the state of Florida, the Jax Ale Trail. The Jax Ale Trail gave us an opportunity to promote all of the beer related activities and breweries in the city while at the same time giving visitors a unique destination experience that can only be enjoyed in Jacksonville.

Our objective during this campaign was to not only attract visitors to Jacksonville, but to create an awareness of the booming craft beer industry in Jacksonville, with eight local breweries and two more projected to open in the next year. Our goal for this campaign was and continues to be to create a memorable experience that takes a visitor on a craft beer adventure throughout our city. We wanted to take advantage of the trend of people traveling to experience craft beer and since Jacksonville's breweries were excited to partner, we decided to combine forces with our local breweries and develop a program that would be attractive to visitors.

We launched the program in December 2014, in the first six months, the trail generated great publicity for Jacksonville as Florida's premier craft beer destination with more than 14,000 passports distributed at the eight local breweries along the trail and over 400 completed and turned in by visitors from 25 different states and five different countries.

Additionally, to grow awareness Jax Ale Trail media kits were sent to 60 media contacts that focus on beer or dining.

#### **IMPLEMENTATION**

If you build it, they will come. With that premises in mind, the Jax Ale Trail and the Jax Ale Trail Craft Brewery Passport are a program that invites beer lovers on a self-guided tour of the eight existing craft breweries across the city of Jacksonville, as well as local restaurants that brew their own beers and other beer attractions. The Trail is an innovative way to promote existent emerging attractions by making the visitor feel like they do not have to do a lot of work to enjoy our craft beer. The trail gives visitors a taste of Jacksonville's beer culture and a chance to experience all of the different areas of Jacksonville. The

passport is free, and can be picked up at any of the breweries, as well as, the Visit Jacksonville Visitor Centers in Downtown or at the Jacksonville Landing.

Visitors on the trail are able to collect a stamp at each of the local craft breweries, with four stamps on your passport you will receive a Jax Ale Trail beer koozie, and visit all eight breweries to earn a koozie and a Jax Ale Trail T-shirt. After completing the Ale Trail, a visitor can stop by in person to our visitor center locations or mail their passport to receive their prize(s) along with keeping their original stamped passport for a one of kind souvenir. All their information is stored and used to mail them updates on the trail.

To promote the trail we developed a secondary site, [www.JaxAleTrail.com](http://www.JaxAleTrail.com), that contains maps to all the craft breweries, tour(s) information, all activities on the trail, and the rules for receiving your free Jax beer swag after completing the passport.

For marketing the program we developed a strategic plan that included digital marketing (banner ads, re-marketing & native), social media, public relations, media FAMs and print advertising. The media plan created had to have a solid media mix that would be seen and complimented across many different mediums. We wanted to make sure we had both organic and paid growth among our audience. We targeted the southeast United States focusing on large drive markets including Atlanta, Tampa and Orlando. We specifically built this program to be interactive and to get our local breweries engaged in tourism and promote the program via their media channels. We created a specific hashtag to promote and track the success of the campaign. The hashtag was #JaxAleTrail with a secondary hashtag of #DrinkYourTrailOff which is the slogan of the Jax Ale Trail.

## **RESULTS**

That campaign has been a huge success, see our finding below since we launched the Jax Ale Trail in December 2014.

- Digital Banner Ads & Re-targeting: Impressions: 4,536,741, Clicks: 1,521, CTR: .03%
- Re-marketing ads were the most successful with a .60% click-thru rate
- Digital Native Advertising: Increased new unique visitors to the website by 84% Average time on the website: 2:22, Clicks: 10,309
- Social Media posts using #JaxAleTrail: Twitter: 1,000+ posts, Instagram: 1,011 Posts
- PR (January-February 2015): Approximant earned stories: 43 Approximant Media Value: \$70, 352.87
- Print Advertising: Orlando Magazine (Circulation: 31,383 Impressions: 125,532), Tampa Bay Magazine (Circulation: 31,279 Impressions: 125,116), Atlanta Magazine (Circulation: 67,385 Impressions: 269,540), The Local Palate (Circulation: 50,000 Impressions: 140,000)

Results from the first six months:

- 14,000 distributed passports
- 416 completed Jax Ale Trail Craft Beer Passports
- 32% all of passports completed were from outside of the Jacksonville area and 22% were from outside of the state of Florida
- Completed passports include visitors from 25 States (AL, CA, FL, GA, HI, IA, IL, IN, LA, MA, MD, ME, MI, MN, NC, ND, NJ, NV, NY, OH, PA, SC, TX, UT, VA) and 5 Countries (USA, Canada, France, Brazil, Scotland)

### **BUDGET/COSTS**

The budget included production of collateral and prizes, media kit production and shipping, and advertising. Please see the breakdown below:

The campaign budget included:

- microsite website creation \$XXX
- collateral production \$XXX
- Media kits production and shipping \$XXX
- advertising for the Jax Ale Trail \$XXX: print – XXX, digital display banners & retargeting - \$XXX, native advertising - \$XXX