



RASCA TARGET MARKET STRATEGY

CONTENTS

INTRODUCTION	2
MARKETING OBJECTIVES AND PERFORMANCE METRICS FOR RASCA	3
Marketing Objectives	3
Performance Metrics	6
Why RASCA Needs a Target Market Strategy	7
RASCA Market Segmentation Strategy	11
RASCA CUSTOMER OUTREACH	12
RASCA Positioning	14
CONCLUSION	22

INTRODUCTION

Amidst the evolving landscape of the Canadian brewery sector, RASCA Brewery's marketing objectives and strategies take centre stage. The industry has seen a shift in consumer preferences away from traditional light and premium beer brands, with a surge in demand for locally brewed craft beers. RASCA is well positioned to seize these fresh opportunities, targeting specific consumer demographics and tailoring its products to meet their preferences. The Canadian beer industry, responsible for significant contributions to the economy, underpins RASCA's growth strategy. With approximately 85% of beer consumption being domestically brewed, the industry employs 149,000 Canadians, generates \$5.3 billion in labour income, and contributes \$13.6 billion to Canada's GDP. In 2022, approximately 2.1 billion litres of beer were sold in Canada, showcasing the continued significance of this industry. RASCA's systematic target marketing approach, grounded in market research, segmentation, and positioning, positions it for success in a highly competitive sector. By aligning products and messaging with the defined target audiences, RASCA aims to increase sales, enhance customer satisfaction, and play a pivotal role in sustaining the Canadian beer industry's economic impact.

MARKETING OBJECTIVES AND PERFORMANCE METRICS FOR RASCA

These marketing objectives and performance metrics will help RASCA evaluate its marketing efforts and ensure that the brand resonates with its target audience while achieving growth and market share in the competitive craft beer industry.

MARKETING OBJECTIVES

- Increase the amount of knowledge that the beer industry, customers, and the biker, racer, older man, and discerning craft beer enthusiast community have about RASCA Brewery and its offerings.
- Increase market share by attracting a broader customer base including traditional craft beer enthusiasts, adventure seekers, and individuals seeking quality with a mix of variety in their beer choices.
- Highlights RASCA's unique selling points such as its association with power, excitement, and adventure as well as its commitment to quality and traditional brewery methods.
- Increase sales volume by capturing a larger scale of the craft beer market and converting customers through communication support and product variety.

SCOPE OF THE STUDY

Market Research: RASCA Brewery conducted extensive market research to identify consumer preferences and trends in the Canadian brewery sector. This research informed the company's target market strategy and product offerings.

Market Segmentation: RASCA Brewery segmented the market based on consumer demographics and preferences, tailoring its products and messaging to meet the needs of specific target audiences.

Brand Positioning: RASCA Brewery positioned itself as a brewery that embodies adventure, excitement, power, and commitment to quality, heritage, and diversity. This sets it apart from breweries focused solely on producing standard brews.

Marketing Mix: RASCA Brewery developed a marketing mix that includes experiential, digital, and traditional marketing to reach its target audience. This includes hosting beer-tasting events, social media outreach, and strategic product placement.

Performance Metrics: RASCA Brewery established key performance indicators to measure the success of its marketing efforts, including market share, revenue growth, customer satisfaction, brand awareness, and the effects of collaborations.

KEY DELIVERABLES

Marketing Objectives:

The study specifies the marketing objectives for RASCA Brewery, which include increasing brand awareness, expanding the customer base, highlighting unique selling points, and increasing sales volume.

Performance Metrics:

RASCA Brewery measures its marketing efforts through various performance metrics, such as market share, revenue growth, customer satisfaction, brand awareness, and the effects of collaborations.

Market Segmentation Strategy:

The study details RASCA Brewery's market segmentation strategy, which aims to attract a broader customer base, including traditional craft beer enthusiasts, adventure seekers, and individuals seeking quality and variety in their beer choices.

Customer Outreach:

RASCA Brewery's customer outreach efforts are designed to resonate with its target audience, including bikers, racers, older men, and discerning craft beer enthusiasts. The brewery seeks to increase knowledge about its offerings and attract a larger scale of the craft beer market.

KEY PERFORMANCE INDICATORS

Keep track of the portion of the craft beer market that RASCA holds and contrast it with those of other players in the industry.

Track revenue growth, distribution expansion, and sales statistics across many markets.

Surveys, reviews, and feedback analysis can be used to gauge customer satisfaction, repeat purchase behaviour, and customer rates.

To gauge the rise in brand awareness, keep an eye on brand mentions, social media reach, website traffic, and social media interaction.

Analyse the effects of collaborations by keeping tabs on brand visibility at joint events, customer acquisition via channels, and event attendance.



WHY RASCA NEEDS A TARGET MARKET STRATEGY

A target market is a certain demographic that a company hopes to attract with its goods or services. This group may have shared traits like age, gender, educational attainment, interests, or geographic location that increase their likelihood of showing interest in and purchasing from a firm. Identifying a target market is crucial when creating a marketing plan because it allows companies to concentrate on customers most likely to purchase their goods or services. Thus, businesses may better focus their messaging, offerings, and pricing by better understanding their target market's requirements and preferences. This will help them boost sales and profitability as more customers will be satisfied. For the brewery RASCA, target marketing offers precise advantages over mass marketing as it aids resource allocation and improves marketing efficacy. The brewery can tailor their products and messages by locating and utilising customer segments and improving customer satisfaction. It is necessary to categorise the Canadian beer market to carefully assess the nature of the product and the competitive environment. As a result, the beer industry exhibits considerable diversity, offering various customer options, and using mass marketing may ignore certain customer demands. A discussion of efficient market segments also mentions how they help businesses cater to a certain clientele. However, targeting local demographics, such as older males, vacationers, and those between 18 and 65, makes perfect sense, given the brewery's proximity to the coast. The brewery can adjust its products and messaging to the specific interests of these categories thanks to a concentrated strategy. Moreover, competition is important in determining the segmented market's viability. The beer industry in Canada shows an increase in customer patronage of unique and special brews.

Therefore, optimizing target segmentation allows the brewery to position itself against other competitors while offering special products and meeting the brewery's differentiation and market responsiveness.

Numerous factors, such as market size, development potential, and compatibility with the brewery's product offerings, must be considered when choosing a prospective target market for the business. Demographic characteristics like age also influence the attractiveness to those between 18 and 65, while psychographic factors influence preferences for craft and speciality beers. It is important to consider geographic closeness, particularly for the local and tourist markets.



TABLE 1: SWOT ANALYSIS OF COMPETITORS

Strength Proximity to Shores Diverse Product Ranges Unique Flavors	Weakness Limited Marketing Experience Reliance on Seasonal Peaks Small Production Capacity
Opportunities Growing Craft Beer Trend Untapped Tourist Market Increasing Beer Diversity Trend	Threats Intense Competition in Craft Beer Market Regulatory Challenges Economic Fluctuations

Because of the brewery's proximity to the shores of Canada, it is strategically positioned to target residents and tourists. Local older men (aged 18-45) represent a stable market with established preferences, while tourists (18-65) offer an untapped segment seeking unique local experiences.

TABLE 2: SEGMENTATION

Profile Characteristics	Young Adults and Older Men Racers Bikers	Tourists
Geographics	All the 10 provinces in Canada	New Tourists and Adventure Seekers in Canada
Demographics	Men Aged 18-45, residing in the local area.	Aged 18-65, visitors to the shores.
Psychographics	Appreciate traditional flavours, seeking quality, variety and distinct craft beers.	Seek local experiences, adventurous, and open to diverse beer offerings.
Behavioural Characteristic	Regular patrons, loyal to familiar tastes.	Likely to experiment with new flavours, influenced by travel experiences.

RASCA MARKET SEGMENTATION STRATEGY

The RASCA brewery will use the two major market segmentation strategies.

Segment Marketing Strategy:

Contrarily, this type of marketing strategy encourages RASCA to develop different products that meet the needs of RASCA varied target market. This will increase our consumer base and help RASCA develop brand recognition. The brewery's skills in producing distinctive and high-quality beers that appeal to established preferences are used to their advantage since the older males in the country enjoy traditional beer flavours like pale, amber, and brown ale. Additionally, the tourists enjoy a variety of distinct flavours, such as fruit-infused ales, spiced winter beers, and honey and lavender Saison, demonstrating the brewery's capacity to provide a distinctive local experience and capitalise on the expanding beer tourism industry. Therefore, the segment profiles emphasise diverse product offerings, proximity to the market, and the ability to cater to traditional and adventurous beer preferences.

Niche Marketing Strategy:

RASCA adopts This marketing strategy to cater to a consumer base that is exclusive, particularly for old rich men who enjoy cruise shipping, vacations and celebrating wins and beautiful moments with family and friends.

RASCA CUSTOMER OUTREACH

RASCA has developed a unique form of outreach to their consumers, their target audience usually have groups or communities on all social platforms and scheduled events which makes it easier to reach them, we use both experiential, digital, and traditional marketing to reach them.

Experimental:

Organizing, hosting, or sponsoring a beer-tasting event at sports rallies. This is catered for by strategically placing and setting up a mini bar where they can come in and taste the product.



TABLE 3: PRODUCTS ON THE MARKETING STRATEGY

Products	Products Within Segment Market Strategy	Product Within Niche Market Strategy
Beer	RASCA Pale	RASCA Aurum
Wine	RASCA Amber	RASCA Rustic
Whiskey	RASCA Fruits Ale	Connoisseur
Rum	RASCA Brown ale RASCA Lavender Saison	RASCA Regale

RASCA POSITIONING

Brand positioning is the process of giving a brand a unique place and image in the minds of potential customers. Setting a brand apart from rivals in the market entails defining and articulating its distinctive value proposition and competitive advantage. RASCA is positioning itself as a brewery that embodies the essence of adventure, excitement, power and commitment to quality, heritage, and diversity. This sets it from breweries focused solely on producing standard brews.



RASCA POSITIONING STRATEGY STATEMENT

"Brewed by the shores, our craft captures the essence of Canadian summers. Tailored for the discerning tastes of seasoned men, the adventurous spirits of tourists, and the diverse palates of a wide age range, our brews offer a unique blend of tradition and innovation, embodying the spirit of the Canadian coast."

RASCA's positioning statement effectively conveys its connection to culture and history by emphasizing that its beer is brewed Naturally, connecting it to heritage and the natural world. This is driven by RASCA's goal of catering to a different consumer with a distinctive blend of history and innovation. Finally, it connects the company to the spirit of the Canadian shore, strengthening its link to adventure and the beauty of coastal Canada. This positioning establishes RASCA as a distinct and compelling option for consumers.



RASCA'S CONSUMER PERSONA

The RASCA's buyer persona will have 3 major fiction characters, each focusing on the segmentation strategy and products highlighted in Tables 2 and 3.

- Colby is a 26-year-old rider, he earns 100, 000 annually, he loves to race, he likes to party, he drinks beers, he seeks adventures daily, he is always with his friends and community to celebrate.
- Michael is 60 years old; he is retired, he enjoys catching up with old-time friends and family, he drinks whiskey and rum, he has a deep connection with nature and tradition.



RASCA COMMUNICATION TEAM TRAINING

It is important to note that effective communication is a critical component of any successful marketing strategy. A well-trained communication team can help ensure that the company's messaging is consistent, clear, and resonates with the target audience. Communication team training will include:

Messaging: Ensuring that the communication team understands the company's brand positioning, unique selling points, and target audience. This will help them develop messaging that resonates with the target audience and effectively communicates the company's value proposition.

Communication Channels: Training the communication team on the various communication channels available, including social media, email marketing, and traditional advertising. This will help them select the most effective channels for reaching the target audience.

Tone and Voice: Establishing a consistent tone and voice for all communication channels. This will help ensure that the company's messaging is consistent and reinforces the brand positioning.

Crisis Communication: Providing training on crisis communication to ensure that the communication team is prepared to handle any negative publicity or crisis situations that may arise.

RASCA CAPACITY BUILDING

In the context of marketing and business development, capacity building can encompass various aspects that contribute to the overall growth and effectiveness of the organization. Here are some potential areas of capacity building that would be relevant to RASCA Brewery:

Production Capacity:

Ensuring that the brewery has the necessary production capabilities to meet the potential increase in demand resulting from successful marketing efforts. This may involve investing in equipment, optimizing production processes, and workforce training.

Distribution and Logistics:

Building the capacity of the distribution network to effectively reach and serve the target market. This could involve expanding distribution channels, optimizing logistics operations, and ensuring timely delivery of products to various market segments.

Sales and Marketing Skills:

Providing training and development opportunities for the sales and marketing teams to enhance their skills in customer engagement, brand promotion, and market penetration strategies.

Customer Service and Relationship Management:

Building the capacity to effectively manage customer relationships, address customer inquiries, and provide exceptional customer service, which is crucial for retaining and growing the customer base.

Innovation and Product Development:

Fostering a culture of innovation and continuous improvement to develop new and appealing products that resonate with the target market segments identified in the strategy.



RASCA CRISIS COMMUNICATION PROTOCOL

It is important for any organization to have a crisis communication plan in place to effectively manage any negative publicity or crisis situations that may arise. A crisis communication protocol typically includes the following elements:

Identification of Potential Crises:

Identifying potential crises that could impact the company's reputation, operations, or stakeholders. This could include product recalls, safety incidents, legal issues, or negative publicity.

Crisis Communication Team:

Establishing a crisis communication team that includes key stakeholders from various departments, such as marketing, legal, and operations. This team should be responsible for developing and implementing the crisis communication plan.

Messaging:

Developing clear and consistent messaging that addresses the crisis situation and communicates the company's response. This messaging should be tailored to the specific crisis and the target audience.

Communication Channels:

Identifying the most effective communication channels for reaching the target audience, such as social media, email, or traditional media. The crisis communication team should be prepared to respond quickly and effectively through these channels.

Training and Preparation:

Providing training and preparation for the crisis communication team to ensure that they are prepared to handle any crisis situation. This may include scenario planning, media training, and crisis communication drills.

Hence, a crisis communication protocol is an essential component of any organization's risk management strategy. By having a plan in place, RASCA Brewery can effectively manage any negative publicity or crisis situations that may arise, protect its reputation, and maintain the trust of its stakeholders.

CONCLUSION

RASCA Brewery recognised the value of adopting a systematic strategy to cater to the varied demands of a larger target market. The market study indicated that geography and cultural linkages significantly influence customer decisions. Thus, it was decided to highlight the brewery's proximity to the coast and its infusion of Canadian summer vibes. The decision was also affected by the association of the product with social and cultural circumstances. The strategy's emphasis on tradition, quality, and innovation was driven by older men's taste for tried-and-true beers with a dash of uniqueness. Lastly, the statement pledges to reflect the Canadian experience considering traveller expectations that real, local goods be sought after.

In conclusion, a detailed market study, segmentation, and positioning underpin RASCA brewery's target marketing approach, placing it for success in a cutthroat sector. A targeted and successful strategy is ensured by matching the goods and messaging with the defined target audiences, which ultimately helps to enhance sales and customer happiness.



**RASCA TARGET
MARKET STRATEGY
2023**