

GREENSBORO PRIDE

# BEER CAMPAIGN





# Purpose

The purpose of this campaign was to build excitement over the first-ever Greensboro Pride Beer as well as awareness and engagement on our Facebook page.

There was no budget for this campaign, so all marketing was organic. This was a short, 5-day long campaign.



# Objectives

01

## Announce New Beer

We wanted to announce the new beer to the community in a way that would foster both excitement and beer sales. A percentage of sales went to Greensboro Pride.

02

## Surprise Element

We wanted to build the element of surprise with the beer release.

03

## Incorporate Social Media

We wanted to increase user engagement on the Greensboro Pride Facebook Page

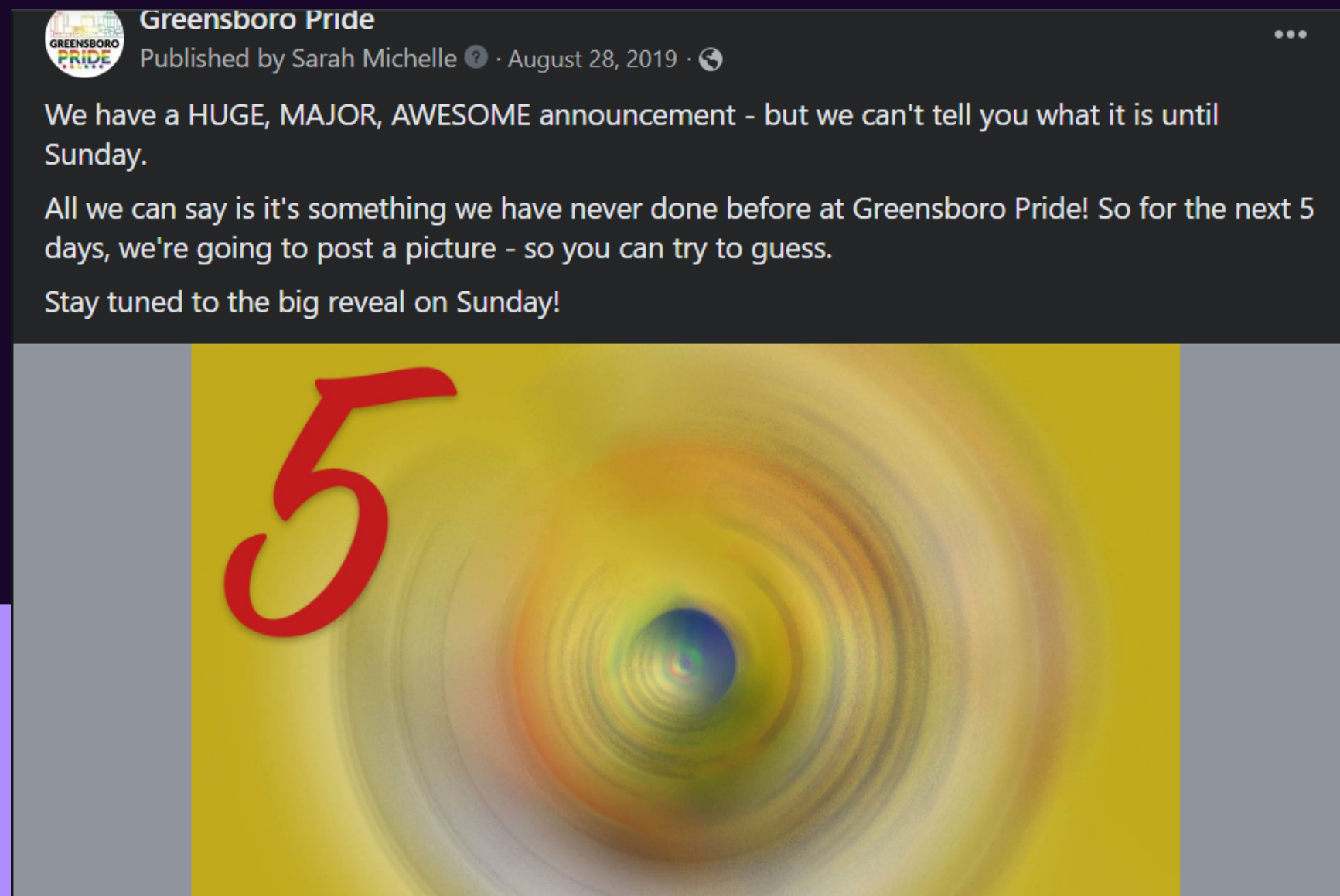
04

## Raise Awareness

In addition to the beer, we wanted to raise awareness for the upcoming Greensboro Pride Festival.


# The Campaign

We created a drip campaign over a five-day period leading to the release date. We started with a highly blurred image of the beer can and reduced the blurriness each day leading up to the official announcement. The campaign also included a news release to local media outlets.



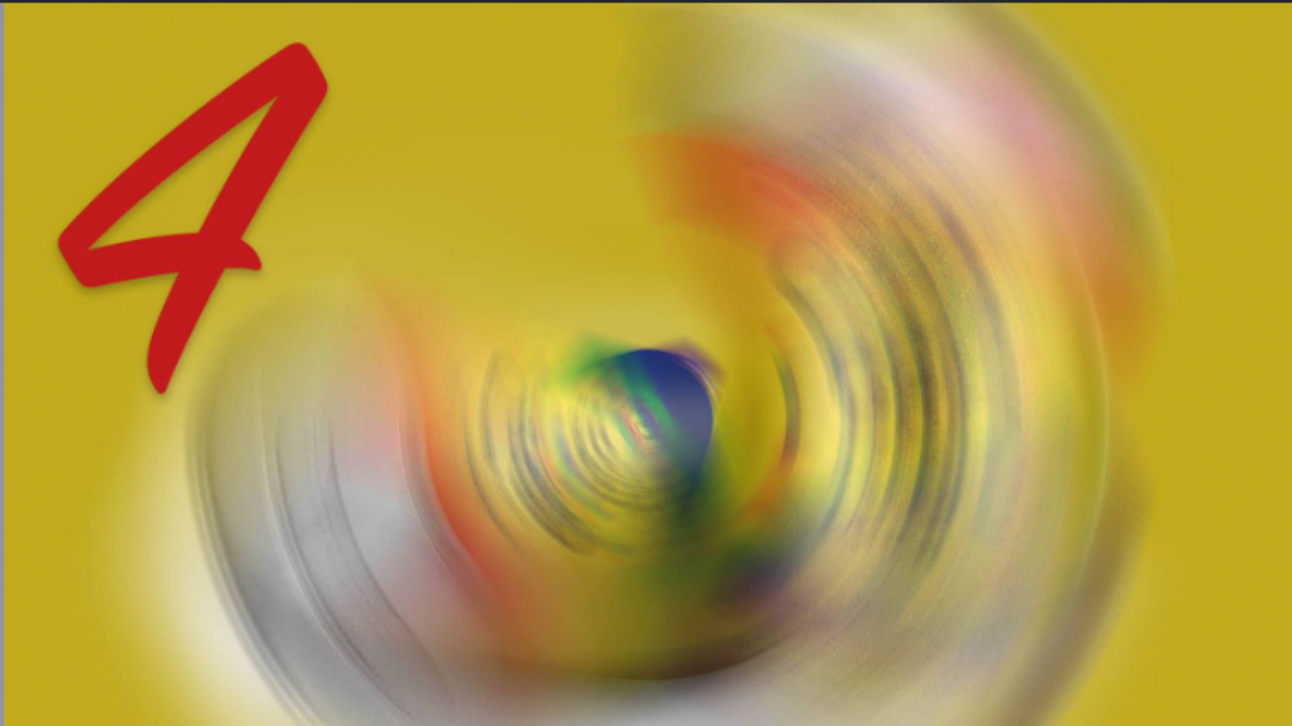


# The Campaign

**Greensboro Pride**  
Published by Sarah Michelle · August 29, 2019 ·

Our SUPER BIG ANNOUNCEMENT is getting closer! Every day this week, we're posting a picture as a little hint to what that announcement is.

Post your best guesses in the comments section, and stay tuned for the official announcement on Sunday!



**Greensboro Pride**  
Nonprofit Organization

Send message

**Greensboro Pride**  
Published by Sarah Michelle · August 30, 2019 ·

It's something we've never had before at Greensboro Pride - and you're going to love it! So let's see those guesses on what our big announcement will be! Here's today's sneak peek! Big announcement coming Sunday at noon!... [See more](#)



**Greensboro Pride**  
Nonprofit Organization

Send message

# The Campaign

Each day, Facebook users were asked to guess what we were announcing. By the second-to-last day, many people had figured it out, though we declined to confirm or deny any guesses.





# The Campaign

On the final day, we showcased the full can design, as well as tagged the businesses where people could purchase the Pride Beer

It's finally here! The big announcement you've been waiting for!

For the first time ever, GREENSBORO PRIDE has our very own beer, thanks to [Bombshell Beer Company](#)!

Check out the can!

AVAILABLE NOW at [Boxcar Bar + Arcade](#), [Little Brother Brewing](#), [beerthirty](#), [Jake's Billiards](#), [Lindley Park Filling Station](#), [Lowes Foods](#), [Lao Restaurant+Bar](#), [Darryl's](#), [The Bearded Goat](#), [Bites and Pints Gastro Pub](#), [Crafted - the Art of the Taco](#), [Crafted - the Art of Street Food](#), [Mellow Mushroom](#), [Goofy Foot Taproom](#), [Cellar 23](#), [Bestway Grocery](#), [Westerwood Tavern](#), [Beer Co.](#), and [Beer Co. Graham](#), [Deep Roots Market](#)







EMBARGOED UNTIL NOON ON SEPTEMBER 1, 2019

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#### NEWS RELEASE – EMBARGOED

##### **Greensboro Pride Announces First-Ever Pride Beer**

North Carolina-Based Bombshell Beer Company Created a Special Pride Beer

**GREENSBORO, NC** -- Greensboro Pride is excited to announce its first-ever Pride Beer, just in time for their 2019 festival. Holly Springs-based [Bombshell Beer Company](#) brewed *GSO Pride Lager*, which they call “an easy drinking lager with Raspberry and Green Apple.”

The GSO Pride Lager is available starting today, September 1, 2019. It will be the featured drink at the [Greensboro Pride Beer Garden](#) at [Little Brother Brewing](#) during the 2019 Greensboro Pride Festival. The Festival will take place on Sunday, September 15, 2019 from 11:00 a.m. – 6:00 p.m. along South Elm Street in downtown Greensboro.

“This is an exciting opportunity for us,” says Alternative Resources of the Triad/Greensboro Pride Co-Chair Paul Marshall. “We are always looking for new partnerships to make Greensboro Pride bigger and better than ever. We are thrilled to bring a new flavor to Pride this year.”

GSO Pride Lager is available for a limited time at Boxcar Bar + Arcade, Little Brother Brewing, beerthirty, Jake’s Billiards, Lindley Park Filling Station, Lowes Foods Jamestown, Lao Restaurant + Bar, Darryl’s, The Bearded Goat, Bites + Pints Gastro Pub, Crafted – The Art of the Taco, Crafted – The Art of Street Food, Mellow Mushroom Greensboro, Goofy Foot Taproom, Cellar 23, Bestway Grocery, Westerwood Tavern, and Beer Co. in both Greensboro and Graham.

“We appreciate Bombshell Beer Company and Greensboro Pride Committee Member Courtney Shafer Luppino for creating this special brew for our festival. We also love supporting North Carolina businesses, so this is a perfect pairing,” says Alternative Resources of the Triad/Greensboro Pride Co-Chair Kayt Stewart. “We can’t wait for everyone to come out and try this special celebratory Lager.”

A portion of proceeds from GSO Pride Lager sales will support the Greensboro Pride Festival.

Confirmed 2019 Sponsors include Ralph Lauren, Blue Ridge Companies, 100.3 KISS FM, Biltmore Greensboro Hotel, Boxcar Bar + Arcade, Bombshell Beer Company, Caddy LLC, City of Greensboro, Cone Health Foundation, Greensboro Children’s Museum, Greensboro ComiCon, Greensboro Downtown Residents Association, Lincoln Financial Group, Little Brother Brewing, Merrill A. Bank of America Company, Oscar Oglethorpe, Procter & Gamble, Replacements, Ltd., Truliant Federal Credit Union, SunTrust Bank, and YES! Weekly.

## NEWS RELEASE

We sent out a news release to local media outlets embargoed until noon on September 1, 2019, the same time we would be making the beer announcement on Facebook. We also reached out directly to one of our media sponsors so they could time their web story release to coordinate with our social media announcement.





# The Results



01

## Social Media Growth

Engagement increased by more than 30% over the course of the campaign and followers increased by roughly 20%.

02

## Beer Sales

Several locations sold out of beer cans within four days of the announcement, and all sold out within a week, leaving only tap available at a few locations.

03

## Earned Media

We received media coverage from the two main newspapers in our community as well as stories on all of the local TV news stations.

03

## Festival Attendance

The 2019 Greensboro Pride Festival drew in approximately 15,000 people, a 25% increase over the prior year.

**THANK  
YOU**