

EFFINGUT BREWWORKS CASE STUDY

ABOUT THE BRAND

Since 2014, Effingut Brewerks has been known for its love of experimentation to create legendary craft beers. Effingut

is located at 5 locations accross Pune & Mumbai.

In Pune you can fine Effingut at - Koregaon Park, Baner and Kharadi.

In Mumbai - Colaba and Bandra

Social Media Stats:

Facebook:

Pune - 17, 982 Followers

Mumbai - 2,009 Followers

Instagram:

Pune/Mumbai - 4,736 Followers

Twitter:

Pune/Mumbai - 2,252 Followers



HURDLES FACED BY THE BRAND:

- Insufficient Reach
- Inconsistent Brand Identity

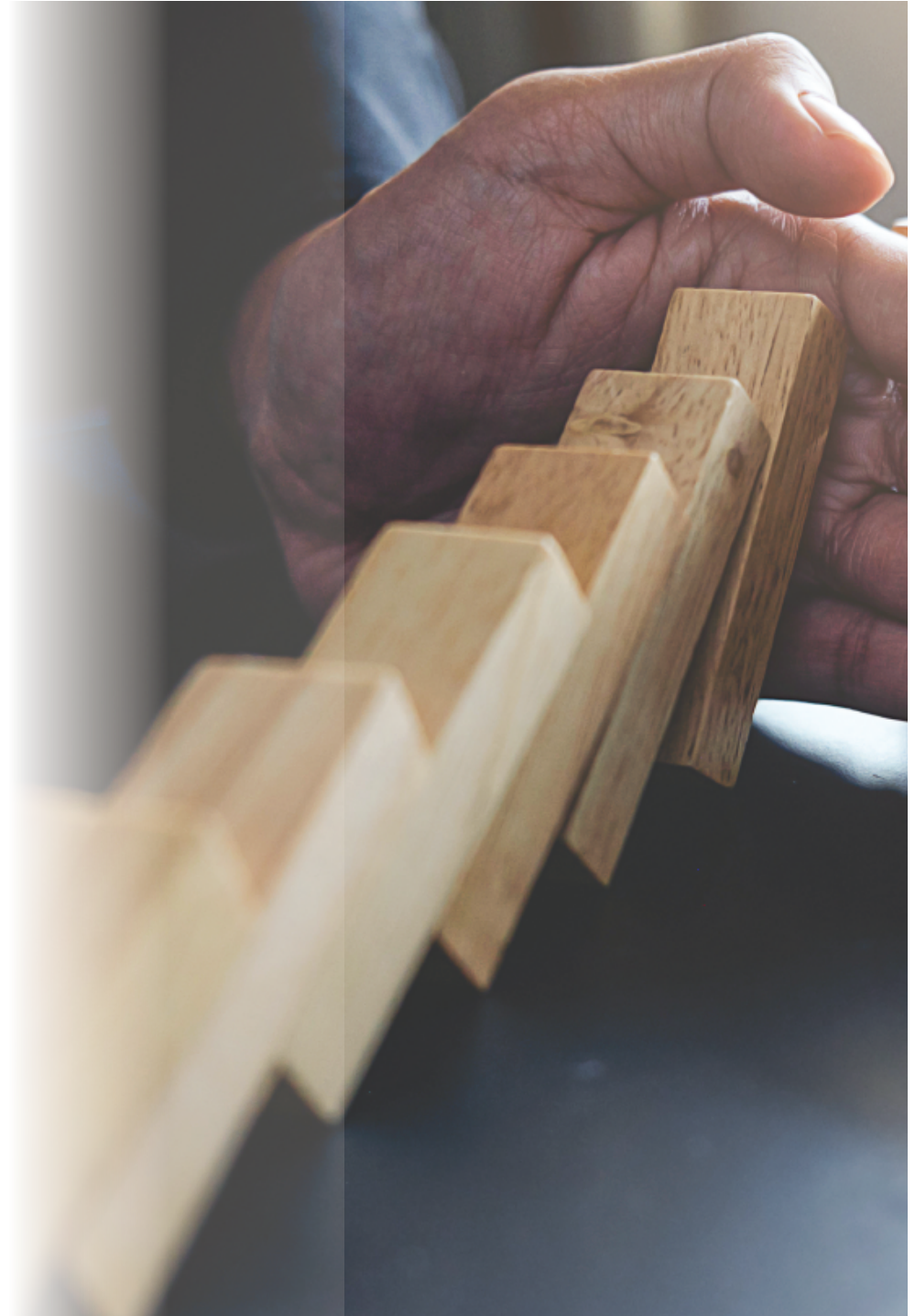
OUR SOLUTION:

For "Insufficient Reach" we:

- Thoroughly researched the Pune/Mumbai Craft Beer consumers
- Based on the research and Facebook's Audience Insights, we created multiple "Audience Sets"
- An "Ad Plan" was created to test different Ad Campaigns
- A winning combination of Audience Sets, Ad Format, Ad Placement and Creatives was and is implemented on a monthly basis For

"Inconsistent Brand Identity" we:

This brand with its high volume of creatives per week, needed thoughtful consideration with regard to maintaining the brand identity. We had to thread the fine line between being fresh and different with each creative that went up, while not losing out on what the brand was.



OUR SOLUTION:

To this end we implemented the following:

Live Music creatives:

Grungey and rustic

Drink Posts:

Hyper realistic Photo Manipulation with the actual brew images mixed in with elements depending on the brew being promoted.

Clean and Crisp

Food Posts:

Warm and simple, keeping the food as the highlight while using text just as a descriptor that would occupy less than 8-10% of the space on the image

Event Posts:

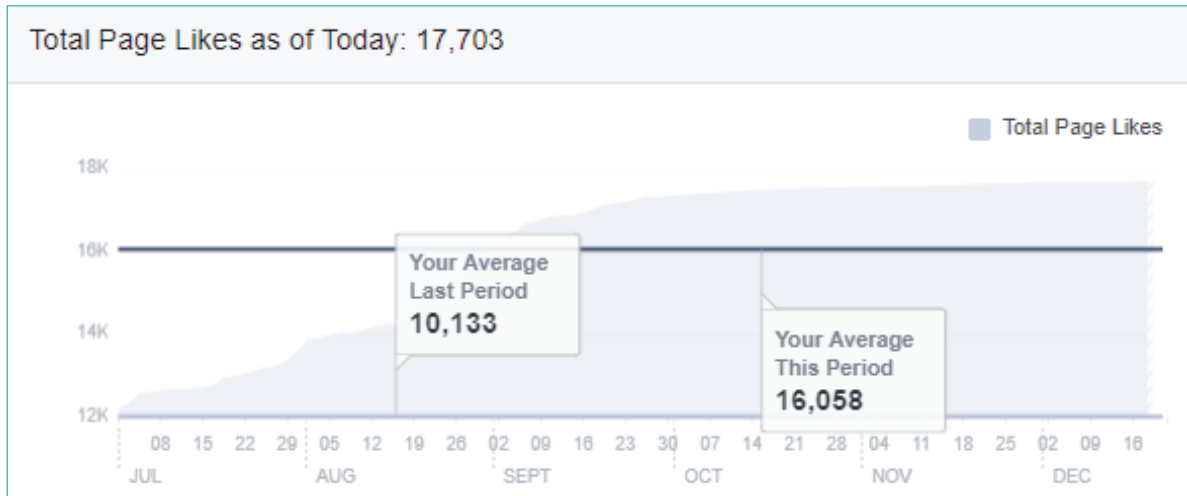
Depending on the theme of the event we created a bespoke style that would be uniform throughout the events prints, social media posts

Even though these styles were different what we maintained was the text layouts, the use of fonts and colours and any other collaterals.

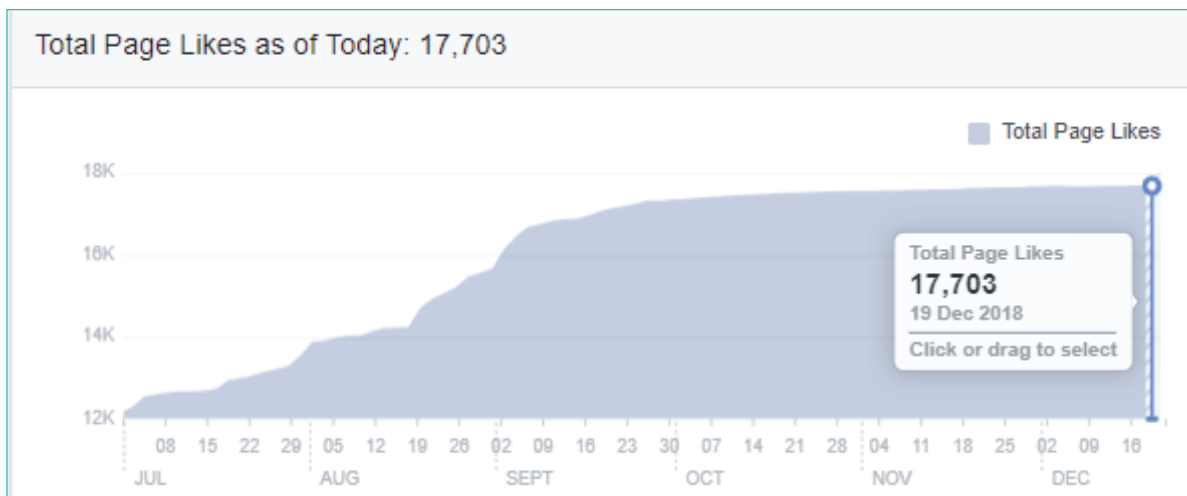


THE RESULT:

Total Page Likes (August 2018 - December 2018)



Average Page Likes (August 2018 - December 2018)



THE RESULT:

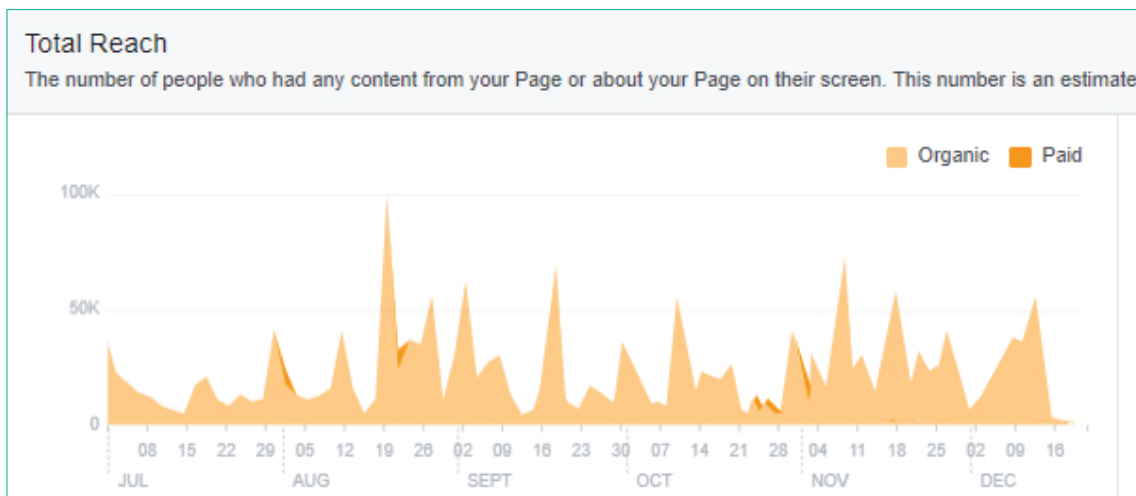
The success of different post types based on average reach and engagement

Exclude Targeted Posts ▾

Reach Post clicks Reactions, comments & shares ⓘ

Type	Average Reach	Average Engagement
Photo	3,473	215 48
Video	2,283	396 12
Link	1,714	97 9

Total Page Reach (August 2018 - December 2018)



CREATIVE SHOWCASE:

Campaign:

Launch of a New Mead

Post #1

Caption:

Guess what's brewing in the King's Landing?

Hint: We've decapitated jars of honey and skinned Barley husks alive.

Winter is here, folks

Post #2

Caption:

Were you able to guess what was brewing in the King's landing of Effinteros? No?

Here's one more hint - Its a nice winter Christmas-y mead.

Leave your guesses in the comments below.



CREATIVE SHOWCASE:

Campaign:

Launch of a New Mead

Post #3

Caption:

#NewBrewAlert #OnTapNow

After all the guessing, here it is, Heefty Braggot of the House Braggot, First of his name, the full-bodies hybrid, King of the Meads and the Craft Beers, Khal of the great Honey Ocean, Breaker of the monotony, and Father of all Brews.

It is a perfect winter warmer fit for the Christmas spirit. The honey ferments to a beautiful bouquet on the nose. Hops balance out the sweetness with the malt providing back bone to the beer.

Its on tap now, so you should get it while its hot (only proverbally hot, for the Hefty Braggot will be served chilled)

Video link:

<https://www.facebook.com/effingut/videos/975545749302297>

Campaign's Total Reach: 20,910+ (Campaign is still running)

Campaign's Total Engagement: 883+Comments & Shares

(Campaign is still running)



CREATIVE SHOWCASE:

Topical Posts



CREATIVE SHOWCASE:

Topical Posts

2009

~~f*+^%in good beers~~

~~Effin good beers~~

~~Effin Gut beers~~

Effingut

2019



Koregaon park

Baner

Kharadi

Colaba

Bandra

IT ALL STARTED WITH AN IDEA

#10YEARCHALLENGE



WE WISH YOU A

HEFTY-MERRY CHRISTMAS



THIS

DHANTERAS

INVEST IN

G O L D



CREATIVE SHOWCASE:

Generic Posts



EFFINGUT
Legendary Craft Beers

**MR. BREWAGI - "MAN WHO CAN BREW BEER,
CAN ACCOMPLISH ANYTHING"**

PRESENTING THE EFFINGUT MENTORSHIP PROGRAM'S
FIRST MENTEE - **THE 13TH TAP**

THE 13TH TAP
CRAFT BEER

The advertisement features two glasses of beer. The larger glass on the left is filled with a golden beer and has a white beard and mustache graphic on it. The smaller glass on the right is also filled with beer and has a red circle graphic. The background is a grey pattern with a large red sun and white stripes.



EFFINGUT
Legendary Craft Beers

EARLY BIRD

THE EARLY BIRD ALWAYS CATCHES
THE BEST BIDS

CALL TO BOOK YOUR EARLY BIRD PASSES NOW
PUNE: +91 76200 38888 | MUMBAI: +91 20 7117 9491

The advertisement features a dark background with a glowing light source at the top. The text is in large, bold, white and orange letters. There are also some decorative elements like confetti and a small bird icon at the bottom.



OUR GLASSES ARE
LACED
WITH
HOPS & DREAMS

EFFINGUT
Legendary Craft Beers

The advertisement features a tall glass of beer with a thick head of foam. The glass has a white and black pattern on it. The background is dark with some blurred lights.

socio loca
WHO'S TELLING YOUR STORY?



+91 8080237140



www.socioloca.com



info@socioloca.com



SocioLoca



@SocioLoca



@socio_loca