
Hats Off

Copy Testing & Campaign Evaluation



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Barq's Overview



- Founded in New Orleans in 1890
- Acquired by Coca-Cola
- “Drink Barq’s. It’s good.” → “Barq’s has bite.”
- Halted sales and decreased market share

Barq's Problems



- Broad target market
- Virtually no social media presence
- Low brand awareness
- Strong competitors



Barq's Target Market: Demographic

- Males
- 25-34
- College grads or working non-college grads
- Making 75k-100k



Barq's Target Market: Psychographic

- Working 40-50 hours
- Not married
- Work for a corporation
- Use smart phones
- Enjoys going to restaurants, tailgating, fantasy sports leagues, taking educational courses, going to bars/clubs, going to museums/state fairs/aquariums, listening to music (Based on highest Simmons index numbers)



Barq's Target Market: Geographic

- **South/Southeast:** North Carolina, Georgia, Louisiana, Texas, Oklahoma
- **North:** Pennsylvania, Massachusetts, Virginia, Washington D.C.



Mug Root Beer

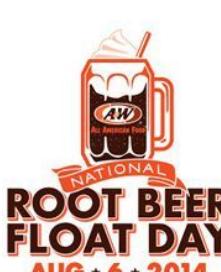
April 14, 2016 ·

"Is it my turn to pitch?" -Dog



Competitors Target Market: Demographic, Geographic & Psychographic

- Males
- Family men, usually with children
- 25 +



Advertising Objectives:

- Generate 80% brand awareness
- Increase brand recall among target
- Change brand perception

Marketing Objective:

- Gain 5% market share

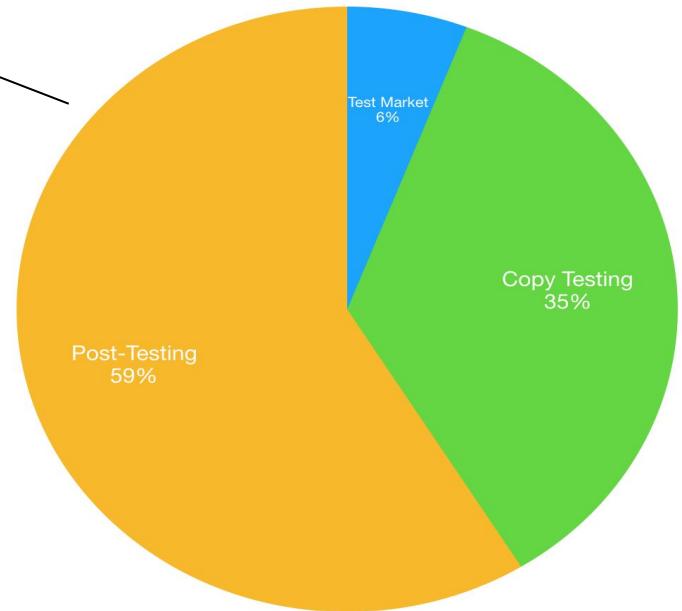
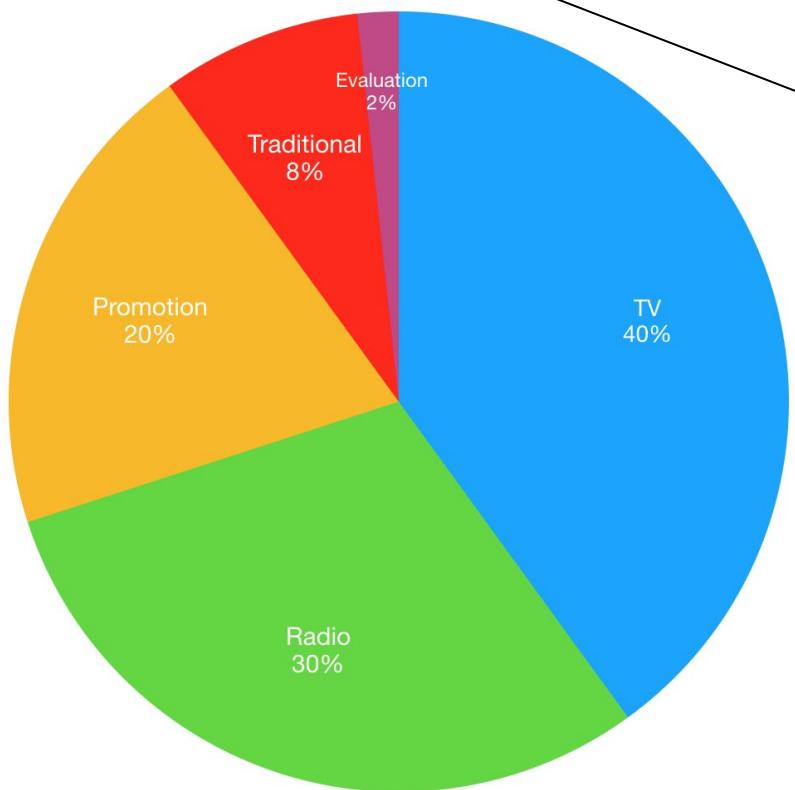


The tagline:

Love your roots.

\$50 million

January 2018 - December 2018



Media Mix

How can we stand out among competitors?



Radio Ad

5:30 a.m.-8:00 a.m. & 4:30 p.m.- 7:00 p.m.

Aug-Oct, Feb-May



National TV Ad

ESPN, CBS, Spike, TBS, NBC, FOX

Run from 7-10 p.m. Aug-Oct, Feb-May

Media Mix

How can we stand out among competitors?



Summer Sweepstakes

Anyone who posts using #LoveYourRoots is entered in a drawing for a \$5,000 cash reward. Weekly winners entered into grand prize drawing:

A 6-day trip to Atlantis! #ExploreOtherRoots



#LoveYourRoots Social Media Campaign

Featured hometowns and what locals love about living there. The campaign will feature original content and reposts of social media users.

Media Mix

How can we stand out among competitors?



#LoveYourRootsDay Sponsored Day of Community Service

In selected big cities across the nation, Barq's will sponsor local service activities and fundraising days. March 2018- October 2018

#LoveYourRoots Denver Day: Local city clean up with free lunch and root beers provided by Barq's.



Owned and Earned Media

Owned

Insta, Facebook, Snapchat, Twitter, Youtube

Content from #LoveYourRoots across all platforms. Increase dialogue with consumers.

Website renovations.

Earned

Shares, likes, hashtag usage and general consumer interaction on our page among our target.

Positive brand coverage through community service and fundraising events.



Repost from Max Smith: "Atlanta is a place where you feel like you're in this HUGE city, but it still offers the comfort and warmth of a small town. My favorite thing to do is walk around downtown on Sunday evenings and try a new local restaurant. Peace, love, and ATL! #loveYourRoots" What do you love about your hometown? Let us know for a chance to be featured on our Facebook, Twitter, and Instagram! #LoveYourRoots #Barqs



Like

Comment

Share

35

24 Shares



#LoveYourRoots



Test Market

Phase One: 6 months before launch

Phase Two: 6 weeks before launch



Test Market Phase One

Techniques:

- Online survey
- ~5,000 participants within target (Men, 25-34)
- Each paid \$10

Barq's Test Market

Purchase and Repurchase Intent

How likely are you to repurchase Barq's root beer?

1 2 3 4 5 6 7 8 9 10

Not likely

Extremely likely



Test Market Phase One

Gather data and opinions on current brand perceptions, brand awareness, current advertising efforts, and current purchase intent

Behavioral: Have you purchased Barq's in the past? What is your intent to repurchase?

Cognitive: Have you seen Barq's ads before? If so, do their current ads grab your attention?

Affective: Do you like Barq's current tagline? How does their current advertisements make you feel, and why?



Test Market Phase Two

Test Market Locations:

- New Orleans, LA
- San Antonio, TX
- Atlanta, GA
- Oklahoma City, OK
- Washington D.C.
- Philadelphia, PA
- Boston, MA
- Charlotte, NC
- Norfolk, VA
- Chicago, IL

Techniques:

- Focus Groups
- ~1,000 participants
 - 100 men from 10 cities
- Each paid \$50



Test Market Phase Two

Test attitudes of Barq's 2018 campaign before it launches to minimize risk of failure, maximize message potential, and ensure our strategies resonate with our target

Media: Participants are shown sample media from 2018 campaign and give feedback on likeability, memorability, and selected vehicles

Do you pay more attention to digital or traditional ads?

Behavioral: How likely are you to participate in a sweepstakes giveaway? Do you regularly interact with brands on social media? Why?

Affective: When a brand sponsors a community service event, does that change your perception of the brand?

Copy Testing

Using attitude testing, we are measuring how the tone, layout, wording, and creative strategy make the consumer feel about Barq's

We will use monthly copytesting to ensure we are communicating memorable, enjoyable, engaging ideas about the brand

Find out if main advertising objective (raise brand awareness by 80%) could be met with this campaign



Copy Testing: Objectives

Twice a month, data will be gathered to test immediate and long-term results of the campaign

Marketing Objective:

- Collect sales data to track purchasing trends and monitor market share activity.
- Survey sent to consumers to gather intent to repurchase

Advertising Objective:

- How many people are participating in our #LoveYourRoots campaign
- Click-through rates
- Hashtag usage
- TV ad and brand recall



Copy Testing: Techniques

An online survey will be posted to Barq's owned media and sent to 2018 consumers. The survey will consist of attitudes tests that track sentiments toward the campaign.

Cognitive: Have you seen our 2018 ads? Have you heard them? Do you recall what they said?

Affective: Based on the new campaign, what's your opinion of Barq's brand?

Behavior: After understanding the meaning of the campaign, what is your intent to purchase?

Post-Testing

Post-testing will be completed at year's end to compare data from the original test market to the post-campaign data

This helps us determine if our advertising and marketing objectives were met

Likability tests and emotion tests will be used to determine if our audience liked #LoveYourRoots and enjoy the feelings associated with Barq's



Post-Testing: Objectives

Advertising Objectives:

- Using the test market to compare, how does our audience feel about Barq's now?
- How much social media interaction did we attract?
- How many people were reached by our TV ads?
- Is audience more likely to be brand loyal now than before?

Marketing Objectives:

- Did we increase market share by 5%? Look at compiled sales data and denote overall success.
- AdTracker data



Post-Testing: Techniques

Online Surveys

Online Surveys will be digitally sent to 1,000 consumers in our target who we predict were reached by our ads in 2018.

Man-on-the-Street Interviews

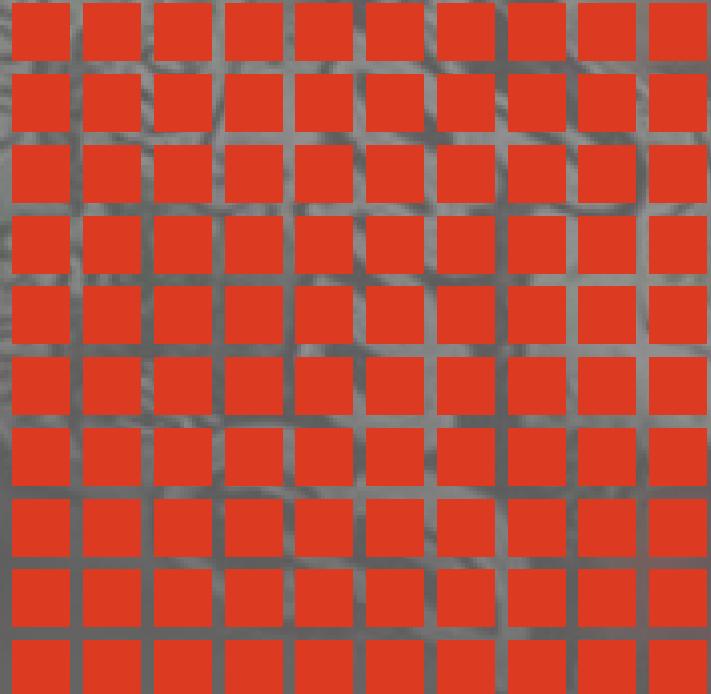
Man-on-the-Street: 100 in-person interviews outside of common purchasing locations (i.e. grocery store or gas station)

Focus Groups

Focus Group: Contact past participants of test market, and find new participants within the target. Will be held in same sample cities, and 3 new cities.

Expected Outcome

Using these evaluation methods, we hope to gather an abundance of information before, during and after the campaign. Throughout the evaluation, we will ask specific questions that relate to marketing and advertising objectives to make sure the campaign is staying relevant, warm and not overdone.



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Thank you!