

**Target Audience:**

ACME Craft Brewery's (ACB) target audience are locals from the Grey-Bruce County area.

**Media Relations Plan**

*6 Months – April 2020 to September 2020*

**April 2020**

Media/Brewery Tour | April 24

- Includes offering an opportunity for media to socialize, tour the brewery, engage with employees, meet the brew master and taste the beer. This tour would include renting a bus to bring media to and from the brewery in Grey-Bruce County. A media kit would be sent out with them with information, b-roll footage, photos and tasting notes.

Social Media / Website

- If any media outlets cover the tour, share any articles through ACB's social media channels and post to ACB's website through a news landing page and an email subscription newsletter to maximize exposure.

**May 2020**

Re-opening Event | May 24

- Pitch to Bruce County News to be featured as an activity and event on its landing page, "What's around town?"
- Invite local media to a cutting the ribbon event. Cover locals coming to the brewery to experience tastings, food and good conversation and opportunity for the Grey-Bruce County area.

Social Media / Website

- Share customer experiences and employee stories post-event through ACB's own social media channels like Facebook, YouTube and Instagram and website for publicity and exposure.

**June 2020**

Influencer Engagement | June 19

- Invite influencers Chris Treschak, Drew Williams and Nick Mirka for a special brewery tour and experience in the Grey-Bruce County area for a potential partnership and feature on their web series, "Tales from the Trails."

**July 2020**

Radio interviews/Public service announcement tie-ins

- Brewmaster to be interviewed on current topics, trends and ACB's beer crafting process. Information on ACB's maple syrup and walnut lager and dark honey ale to be mentioned.

## August 2020

### Newsletter

- Issue a newsletter, "What's up with ACB" detailing the events, initiatives and tasks ACB has accomplished so far. This would include the re-opening of the brewery, presence at any events or future events, newly formed partnerships and customer experiences.

### Content from Brewmaster

- Create a blog post with content from the Brewmaster giving their opinion on a topic related to beer and brewing.
- Pitch to media to feature an op-ed or feature from the ACB Brewmaster on a topic related to the artistry and craftsmanship of the beer industry.

## September 2020

### Partnerships with local community initiatives, events and programs

- Pitch to local media to cover ACB's presence at local events in the Grey-Bruce County area demonstrating commitment to community and amity.

### Making it onto a list

- Pitch to online craft beer publications for the fall beer list recommendations with an emphasis on ACB's maple syrup and walnut lager and dark honey ale.

## Media Matrix

### Print

<b>Outlet / Media Category</b>	<b>Outreach Strategy</b>	<b>Spokespeople / Tools</b>	<b>Timing</b>
Local/Craft Beer Publications  Outlets: <ul style="list-style-type: none"><li>- Huffington Post: Ryan Tessier</li><li>- Globe and Mail: Christopher Waters</li><li>- Toronto Star: Josh Rubin</li><li>- The Post: Wayne Newton</li></ul>	Third Times the Charm  Position beer (lager and ale) as the representation of classic craft beer craftsmanship and artistry.  Position ACB as the next authentic brewery experience in the Grey Bruce County area	Pitch  Media tour  Beer tasting notes  ACB backgrounder on lager and ale beer  Samples of maple syrup and walnut lager and dark honey ale.  Tour guide/spokesperson: ACB Brewmaster and ACB guide/aid.  Still images of brewery/craft beer	Pitch week of April 25 for media tour on May 1 - stories to run a week later leading up to launch day on May 24

Online

<b>Outlet / Media Category</b>	<b>Outreach Strategy</b>	<b>Spokespeople / Tools</b>	<b>Timing</b>
<p>Online Craft Beer Publications</p> <p>Outlets:</p> <ul style="list-style-type: none"> <li>- TAPS Magazine</li> <li>- Cottage Country Beer Trail</li> <li>- Brewers Journal</li> <li>- Ontario Craft Brewers</li> <li>- The Growler</li> </ul>	<p>Third Times the Charm</p> <p>Emphasize ACB as an industry leader through award winning recipes and initiatives.</p> <p>Position beer (lager and ale) as the representation of classic craft beer craftsmanship and artistry.</p>	<p>Pitch</p> <p>Beer tasting notes</p> <p>Backgrounder on ACB/Craft beer history</p> <p>Content (feature, blog post or op-ed) by ACB's Brewmaster on beer crafting topics and industry trends.</p> <p>Still images of ACB beer and brewery</p>	<p>Pitching on an ongoing basis according to industry trends and seasons – Pitching should be conducted at max two weeks in advance for coverage of a certain week / mostly through the month of August</p>

TV

<b>Outlet / Media Category</b>	<b>Outreach Strategy</b>	<b>Spokespeople / Tools</b>	<b>Timing</b>
<p>Local TV</p> <p>Outlets:</p> <ul style="list-style-type: none"> <li>- Tails from the Trails web series (Chris Treschak, Drew Williams and Nick Mirka)</li> <li>- CTV News (Nick Dixon)</li> <li>- Global News (Danica Ferris)</li> </ul>	<p>One Beer at a Time</p> <p>Position ACB as the next authentic brewery experience in the Grey Bruce County area.</p> <p>Position beer (lager and ale) as the representation of classic craft beer craftsmanship and artistry.</p>	<p>Pitch</p> <p>Beer tasting notes</p> <p>Backgrounder on ACB history, initiatives, events, product story and experiences.</p> <p>Backgrounder on craft beer (General information, current trends, statistics)</p> <p>B-Roll footage: Include crafting process/brewery</p>	<p>Pitch week of May 29 with expectation of coverage mid or end of June – Coverage should expand up to or around Canada Day.</p>

*Radio*

<b>Outlet / Media Category</b>	<b>Outreach Strategy</b>	<b>Spokespeople / Tools</b>	<b>Timing</b>
<p>Local Radio</p> <p>Outlets:</p> <ul style="list-style-type: none"> <li>- Bayshore Broadcasting (In control of most local radio in the Grey Bruce Country area)</li> <li>- 91.3 FM Bluewater Radio</li> <li>- 680 News: Scott Burnett</li> </ul>	<p>One Beer at a Time</p> <p>Position ACB as team-player and member of the Grey Bruce County area helping the community.</p> <p>Position beer (Lager and Ale) as the representation of classic craft beer craftsmanship and artistry.</p>	<p>Pitch</p> <p>Talking notes on beer (lager and ale) process.</p> <p>Backgrounder on current trends in the beer industry.</p> <p>Media advisory to encourage coverage of presence the day of event.</p> <p>Spokesperson: ACB Brewmaster and/or ACB aid.</p> <p>Public service announcement tie in - presence at local event</p>	<p>Pitches will take place on an ongoing basis according to Grey-Bruce County event Calendar. Pitch a week before a local event to encourage attendance and visitors.</p>

**Key Messages**

1. The original ACB team is dedicated to deliver the same legendary craft beer and lager it is famous for.
2. ACB is a locally run business in the Grey-Bruce county area dedicated to helping the community.
3. ACB honors the artistry and craftsmanship of brewing craft beer behind its award-winning recipes.