

The Pintley Difference

A Marketing Case Study with Great Divide Brewing


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**GREAT
DIVIDE** BREWING CO



PINTLEY

www.pintley.com



Great Divide's goals are ambitious.

Not only do they want to become Denver's go-to hometown microbrewery—a challenge in a city full of great beer—they also want to increase customer interaction with their brand nationally, all while maintaining an approachable, consistent brand voice.

Key Metrics:

During January 2011, the program created...

- Over **223,000** brand and product exposures
- Over **850** positive brand mentions on Facebook and Twitter
- Over **220** tasting notes
- Over **2500** wishlist additions

Other Key Metrics:

- Pintley users have 156% more Facebook friends than the average Facebook user
- Pintley users have 25% more Twitter followers than the average Twitter user
- Pintley's cost per action is about \$0.15, between 85% and 97% less than the typical cost per action

Seeking a New Approach

America's beer drinkers are becoming increasingly immune to typical forms of marketing. Research on the subject has been abundant and clear: as the number of entrants in an industry increases, customer attention and loyalty can decrease dramatically. With over 1600 craft and microbrewers currently operating nationwide and more opening their doors every week, Hanna Laney—Great Divide's Marketing Coordinator and a self-described "Word Nerd"—knew they needed to take an untraditional approach in order to succeed in cutting through the marketing clutter. "We have used print advertising and continue to use some, but we find that, in a world of increasingly diverse marketing options, advertising may not be the best bang for our buck," she noted. "One of my favorite things about Great Divide is that we make non-traditional beers," Hanna said, "seeking out and using non-traditional marketing platforms is a great way to highlight and stay true to our unique spirit."

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—Hanna Laney
Great Divide Brewing Co.

A Novel Solution

As part of the company's efforts to realize its marketing goals, Great Divide agreed to collaborate with Pintley on a one-month pilot of Pintley's new Partners Program. During January of 2011, Great Divide would use the Pintley platform to encourage existing customers to share positive sentiment about the brand on Twitter and Facebook and to prompt new customers to buy and review their products.

“I hope to see an increased buzz surrounding our entire portfolio, an increased interaction and connection with our social media platforms and measurable, quantifiable data surrounding our target consumers, audience and customers,” Hanna explained at the outset of the pilot.

Over the next few weeks, hundreds of Pintley users participated in the points program, earning points from Great Divide for tweeting about the brand, posting about their favorite Great Divide beers on Facebook, and writing and sharing taste notes with their friends. Pintley’s action-based approach also created a permanent brand legacy. The notes and posts Pintley’s users wrote not only became part of Google’s search index, but Great Divide gained access to a growing repository of positive brand sentiment it can now leverage in future promotional efforts.

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Both Pintley and Great Divide were startled by the results of the pilot. In just over four weeks, the program produced over 850 positive brand mentions on Twitter and Facebook, creating more than 223,000 potential exposures to the brand. Users wrote over 220 taste notes and added Great Divide beers to their wishlists more than 2500 times. “We have seen an onslaught of ratings and taste notes,” Hanna said, “which is awesome!” One of the key reasons for the program’s success was the level of influence of Pintley’s users, who are significantly more connected on Facebook and Twitter than the typical users of those services.

Exposures per \$1 Spent



On average, Pintley users who participated in the program had over 156% more Facebook friends than typical and over 25% more Twitter followers. Perhaps most strikingly, almost 400 individual Pintley users took actions on behalf of Great Divide during the month, creating a dramatic grass-roots movement that generated hundreds of thousands of personal testimonials for the brand.

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with a pragmatic appreciation for the bottom line.”

—Hanna Laney
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The program stacked up incredibly well against other typical forms of beer marketing. Compared to print advertising rates in the leading beer magazine, Pintley produced over 430% more exposures per dollar spent. ¹ Compared to the cost of a booth at the Great American Beer Fest—without including travel, product, or other expenses—the difference was over 1200% more exposures per dollar. ² Based on Pintley’s pricing plans, the cost per action (CPA) was less than \$0.15; while measuring average CPA rates is difficult because of the variation in the type of actions involved, typical rates for comparable actions range between \$1.00 and \$5.00 per action, a savings of between 85% and 97%. “Pintley represents the best of both worlds—non-traditional marketing strategy with a pragmatic appreciation for the bottom line,” Hanna said.

At the end of the pilot, Pintley sent Hanna a survey to evaluate Great Divide’s experience with the Partners Program. When asked if she’d recommend the program to other brewers, Hanna responded emphatically. “Yes,” she said, “Pintley Partners gives breweries the opportunities to control their destiny.”

¹ Calculation is based on the price of a one-fourth-page advertisement and the quoted circulation for the leading beer magazine.

² Calculation is based on the 2010 retail booth price at the Great American Beer Festival, excluding all other expenses.



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