

## Creating Advertisements and Message for Samuel Adams & INFJ



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## **Introduction**

Samuel Adams is a craft beer brand of the Boston Beer Company, and the brand name was chosen in honor of Founding Father Samuel Adams. The founder Jim Koch named his beer after Samuel Adams because he shared a similar spirit in leading the fight for independence and the opportunity for all Americans to pursue happiness and follow their dreams.

INFJs refers to people who are Introverted iNtuition Feeling and Judging, and they are energized by the inner world of thoughts and ideas; prefer to work with abstract possibilities and patterns and their influence on relationships, and live toward the future with long-term orientation; make decisions based on personal values and convictions; and they prefer the judging function with a planned orderly way of life. This project aims to redefine Samuel Adams' brand positioning in order to target specifically INFJ consumers, and the following content demonstrates the analysis we did and how we can come up with a suitable message for the consumers.

## **INFJ's Decision-Making Process**

*Need Recognition:* Beer is usually considered to be less formal and less heady compared with other kinds of alcohol such as wine and whiskey. People can drink beer with their friends and family at easy occasions where they can chat while have fun. In order to enhance the possibility for consumers to look for beer, we can have more advertisements of our beer, increasing the exposure to beer as well as Samuel Adams' brand name, which helps to increase consumers' preference towards the brand when they consider a purchase. Also, since beer is

more related with weekend and sports games, we can present the advertisements more frequently before weekends and game days.

*Information Search:* Since INFJs are more likely to be energized by their inner world, they prefer to make decisions on their own even though they can still ask others for recommendations. As a result, we have to maximize the exposure of Samuel Adams brand to the consumers, so we can invest on paid search through various search engine, such as Google and Yahoo!, to make sure the brand always shown up on the top of the list when consumers search for any keyword related to beer. Additionally, since beer is also related to hanging out with friends and vacations, Samuel Adams can use out-of-home billboards to gain more awareness.

*Alternative Evaluation & Purchase:* INFJs often begin evaluating alternatives through the dominant intuition to consider the patterns, possibilities and innovations they can see for the big picture, and run these ideas through considering the consequences on people and relationships as well as the fit of their personal values. They have to clearly consider every possible solution so that they can choose the most acceptable one based on their personal feeling. Thus, the initial evaluating criteria for INFJs is how creative and innovative they find from each alternatives for the occasion, and how does the alternative impact on others. In this case, Samuel Adams should present an image that encourages imagination and innovation to INFJ consumers; also, the messages in the advertisements should focus on the influence Samuel Adams can bring to other people and relationships compared with its competitors. Additionally, since INFJs do not emphasize on the factual and rational evidence, Samuel Adams may not need to make effort to provide various numbers or other facts showing how good is the beer to the consumers, and they might be very subjective in the evaluation process. Furthermore, according to Azzadina et al.

(2012), many of their interviewees consider pricing strategy and credit purchase on the price factors as the most significant factor during their purchase. As a result, Samuel Adams can have some regular promotions and loyalty card that consumers can earn credits for gifts in order to enhance the the consumer preference.

*Post Purchase Evaluation:* With the high shareability of beer -- people are likely to share with others about how does the beer taste and their stories with it, Samuel Adams should put much attention on managing the social media platforms in order to provide a place for its consumers to communicate and share their experience. In this situation, Samuel Adams should organize teams to monitor and respond to consumers' opinions. As beer related to games and going out, Samuel Adams should pay attention to monitor the posts with relative hashtags in order to monitor consumers' review. Also, the brand should create its own hashtag to encourage consumers to share their experience.

### **Brand Redefinition**

Originally, Samuel Adams represents a similar spirit of bring pride, confidence, passion, and optimism like the American Revolution. For INFJs, sometimes they would look like extroverts since they are interested in communication between people and concerned about relationships with others, yet they just enjoy observing the human behaviors and are only emotionally intimated and fulfilled from small groups of close friends. Also, they like to make decisions based on their personal values and influence on relationships. In this situation, we want to define Samuel Adams to be a symbol showing the connection between INFJs and their

intimately close friends. INFJs can share a bottle of Samuel Adams with their friends in any situation and enjoy their time together, no matter how busy is the outside world.

## **Implementation**

In order to implement this idea, we propose an engagement campaign that is set up as a photo contest. In the “Share Your Sams” photo contest, consumers will upload pictures of themselves with friends drinking Sam Adams. They would then link their pictures to a “#shareyoursams” hashtag on Instagram or Facebook, and vote for their favorite pictures. The pictures with the most “likes” would then be offered prizes. We would implement a series of steps that would ensure the success of our brand with our target audience:

1. Sam Adams will set up a hashtag (#shareyoursams) that will feature every submission.
2. Sam Adams will pledge to give out a sizeable amount of prizes from their merchandize stock. These will include coolers, folding chairs, apparel, as well free premium craft beer to the first 500 pictures with the most “likes” on Instagram. Other prizes and benefits could be discussed, depending on how well funded this campaign is.
3. Employees would be strongly encouraged to participate as initial contestants, since they have easier access to our beer. Just to get the ball rolling.
4. Sam Adams will create video, print and online advertisements in order to spread the word about the contest and distribute them through different mediums.
5. Sam Adams will announce winners every week, and feature them on the company’s website, and social media platforms.

6. Sam Adams will use some of the photo submissions as materials for the company's photo contest campaign. One option would be to print the winning pictures on their beer stickers or cartons/cases. Sam Adams will have to make sure participants know their photo might be selected for this purpose.
7. Sam Adams will follow up with contest winners in regards to consumer satisfaction.

### **Appealing mindset**

One of the most appealing parts about our proposed contest campaign is that it's designed to allow our target audience to participate easily. They can enter the contest simply by uploading a picture to social media with the proposed #shareyoursams hashtag. They will find comfort in that they can "like" or vote for as many pictures as they want. INFJs are soft spoken, but decisive and strong. They aim for balance and emotional connection with their chosen brands. They will find it appealing that the winners are chosen by other participants, and that there will be many winners. They will find an emotional connection to our positioning message that encourages intimacy, while establishing a social component.

### **Message strategy & Advertisements**

As INFJs value much on relationship with close friends and they are more likely to be touched by emotional commercials, we aim to show that whenever INFJs need their friends, they can grab a bottle of Samuel Adams and share it with their friends, simply enjoying the time together. In this case, Samuel Adams represents the connection between the intimate friendships. Our advertisements would focus on showing the joyful memories in the friendship, which are all

common situations from the daily life. Also, we use the slogan of “Share your Sams” to demonstrate the togetherness and happiness the consumers can get with the beer. The objectives of the advertisements are to create brand awareness as well as increase the engagement with current consumers. As a result, we choose digital ads, out-of-home billboards and social media platforms in this project.

The display ads on websites can create large traffic to attract new consumers, and Samuel Adams can have targeted audience through fragmented website networks. As for the out-of-home billboards advertising, one of the reasons we choose this is that beer is often related to going out with friends; thus we think having an outdoor advertisements that show contents like camping with Samuel Adams can be effective when consumers are walking and driving outside. Another channel we used is the social media platforms which can help Samuel Adams to both increase its consumer engagement and build brand awareness as well. We plan to show a new video commercial and create a hashtag #shareyoursams to encourage people to communicate with the company, and the top posts liked by others have the opportunity to get a free box of Samuel Adams beer in the cooler. Also, we would use sponsored ads on Facebook and Instagram showing the commercial to enhance the brand awareness to targeted audience.

### **Approach to ensure customer satisfaction**

In order to ensure consumer satisfaction, the first thing to do is to focus on simplicity. We would offer them an easy way to stay engaged with our brand, and give feedback without having to go out of their way to win the prizes. They would not need to sacrifice their comfort in order to be social. We will design a campaign focused on brand engagement and awareness through an

online photo contest: The “#shareyoursams” photo contest. In this contest, Sam Adams drinkers will have a way to post as many pictures as they want, and vote for their favorite pictures online, simply by clicking “like”. They could do this anywhere, making it easier for them to participate in the contest.

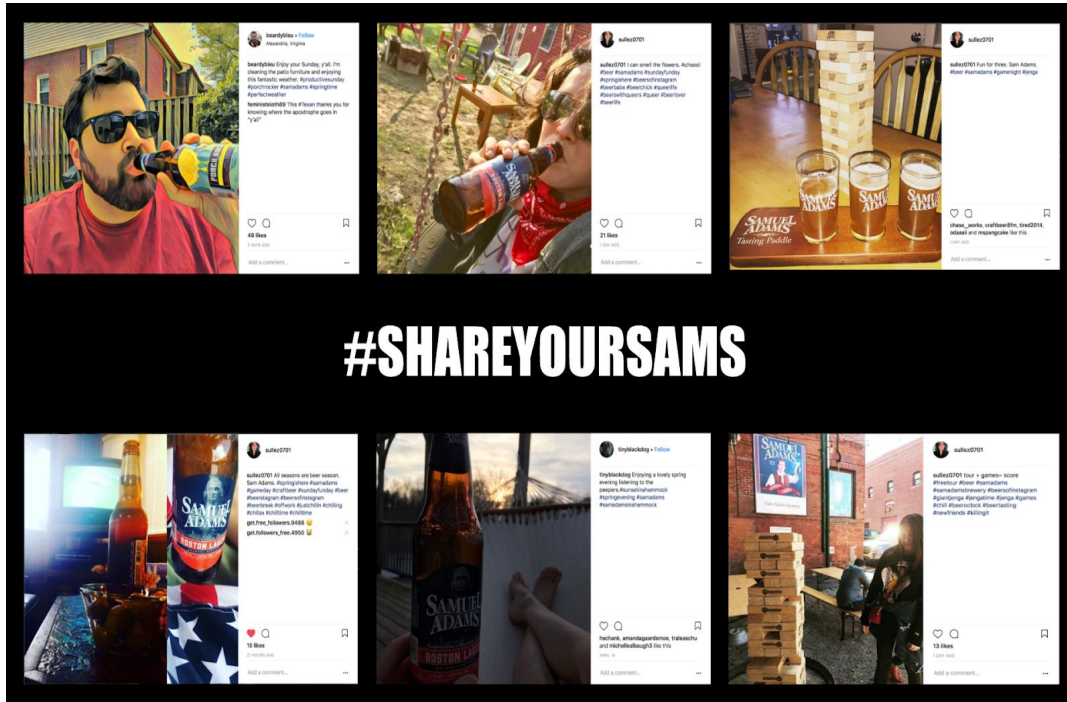
Another thing we can do to ensure customer satisfaction is to offer an attractive amount of prizes, increasing the chances for participants to win. Sam Adams would then need to provide social proof that people are actually winning their prizes. We would announce winners every week through the contest’s Twitter account, or by featuring the winners on the company’s web page. The prizes would vary on value, starting from free cases of beer, to Sam Adams Coolers full of their favorite Sam Adams beer. This would provide an appealing incentive to share their stories.

Sam Adams will then ask the winners to provide their feedback. Questions like “how did you hear about our contest?”; “what encouraged you to participate in our contest?”; “are you happy with your prizes?” or “would you recommend a friend to participate in our contest?” would provide the company with the consumer feedback we need to make sure our campaign is successful.



**Appendix**

**Appendix 1: Display Ads**



Appendix 2: Out-of-home Billboards Ads



Instagram

#SHAREYOURSAMS

PHOTO CONTEST!





Appendix 3: Storyline of Video Ads

Scene	Content	Notes
1	Evening after work, 1 person and 2 dogs sit quietly in the backyard, have a Samuel Adams to relax and comfort	From the character's view--no face, only have bare feet in the camera--to show the character can be anyone
2	At bar, 2 friends hold Samuel Adams beer chatting	Ignore the noisy background and what others are doing
3	Camping with 2 friends, 3 people have BBQ and drink Samuel Adams, sit around the fire to chat	Seasides or in the woods
4	4 people play monopoly in the house and drink Samuel Adams	Indoor
5	Sports night, 5 people sit on couch waiting for the game to start, eating snacks and drink Samuel Adams, betting the	Indoor

	scores and best players	
6	Slogan: Share Your Sams	The whole video looks like a <b>photo memory of friendship</b> , express you can share a bottle of Samuel Adams anytime with your friends

**Reference**

Azzadina et al. (2012) *Understanding Relationship between Personality Types, Marketing-mix Factors, and Purchasing Decisions* Retrieved on 4/28/2018 from <https://core.ac.uk/download/pdf/82815767.pdf>