

KING
COIL
DISTILLERY



x Shooting Stars



Welcome!

Thank you for being here with us today!

Agenda

Shooting Stars

Meet The Team

Our Goal

Competitors

SWOT

Research

Target Audience

Consumer

Business Problem

Truth & Tension

Main Idea

Brand Sound

Brand Style

Media Objectives

PEO Media

Creative Executions

Budget

Wrap up



Shooting Stars ✨

Shooting Stars was created on January 16th, 2023.

Our mantra is "the sky's the limit".
Creating stories for our clients to tell time
and again, that will inspire everyone to take
a seat and listen.



Meet The Team ✨



Anna Cleveland
Account Manager



Jen Nguyen
Brand Strategist



Mason Goebel
Creative Director



Claire Page
Copywriter



Hannah Heitzman
Art Director





OUR GOAL:

We Will Make King Coil A Minnesota Star.





Who are King Coil's competitors?





King Coil Competitors



- Royal Foundry Distillery
 - Royal Foundry Distillery is a small distillery located in Minneapolis, MN.
 - They specialize in "what brits are known for". meaning they make gin, single malt whiskey and barrel aged rum.



- Brother Justus
 - Located in Northeast Minneapolis, MN.
 - Brother Justus specializes in American single malt whiskey.



- O'Shaughnessy Distilling
 - Located in Southeast Minneapolis.
 - O'Shaughnessy distilling specializes in making Irish and American whiskey.
 - They also have specialty lines of Vodka and Gin.



- Studio Distilling
 - Located in St. Paul, MN.
 - Studio distilling focuses on creating both whiskey and gin.



- Earl Giles Distillery
 - Located in Northeast Minneapolis, MN.
 - focuses on making syrups and cocktail mixers
 - specializing in wood-fire pizzas.



Competitors : Why?

Promotions, Discounts,
And Events.

Distinguished
Distilleries

Specialize In Craft
Cocktails And Fine Liquors.



SWOT KING COIL

STRENGTHS

- SPECIALIZES IN GIN
- ROMAN STYLE PIZZA
- ATMOSPHERE

OPPORTUNITIES

- STRONG BRANDING
- SPECIALIZED COCKTAILS
- INTERACTIVE CUSTOMER INVOLVEMENT

WEAKNESSES

- EXPENSIVE
- LACK OF BRAND RECOGNITION

THREATS

- COMPETITION FROM OTHER DISTINGUISHED DISTILLERIES
- CROWDED MARKET



Research: Procedure Consumer Profile

SIMMONS

GOOGLE FORM

Anonymous

23 respondents

Median 32~45 Age range

15 Questions

MN based

Demographic

Attitudes

Psychographics

MINTEL

FROM OUR SURVEY + RESEARCH, HELPED US UNDERSTAND OUR TARGET MARKET AND SHAPE OUR CREATIVE SCOPE



Research Findings

**AGE RANGE: 30 TO 42 YEARS OLD
20 FEMALE VS 3 MALE
RESPONDENTS**

**62% WILLING TO SPEND BETWEEN
\$50-\$150 ON A NIGHT OUT**

**69% THEY GO OUT ABOUT TWICE A
WEEK**

**100% SAID THE REASON THEY GO OUT IS TO
SOCIALIZE WITH FRIENDS AND TRY NEW PLACES**

**52% PREFERRED A MORE INTIMATE SETTING
COMPARED TO 39% LIKED A MORE UPBEAT**

8% LIKED BOTH

**69% PREFERRED IF AN ESTABLISHMENT
HAD FOOD**

**50% WOULD VENTURE NO MORE
THAN 30 MILES ON NIGHT OUT**



Main Interview Takeaways

LIVE LIFE TO THE FULLEST.

- Catered luxury experience
- Willing to spend more money to have fun

TREATS THEMSELVES

- Work hard to be able to
- Enjoy feeling fancy and an extravagant evening when they go out

CARE ABOUT THEIR MONEY

- Make a comfortable living
- Will not spend more than \$20 for an alcoholic beverage on a night out.

SPEND THEIR TIME WISELY

- Willing to travel to go to a restaurant or bar
- Travel 30 mile radius at max



Consumer Thoughts



"I LOVE COCKTAILS, BUT I'M NOT WILLING TO SPEND MORE THAN \$15 DOLLARS FOR ONE".

~ CARLY (F 27)

"I WOULD TRAVEL FURTHER THAN 30 MINUTES TO GET DRINKS IF I HEARD GREAT THINGS ABOUT IT".

~ SYDNEY (F 29)

"I GO OUT TO BE SOCIAL WITH FRIENDS, OR JUST TO BE ABLE TO RELAX WITH SOME DRINKS."

~ MARISSA (F 30)

"I LOVE WHEN BAR HAS ROTATING SPECIALTY DRINKS OR ELSE IT GETS BORING AFTER THE FIRST TIME".

~KATIE (F 29)



Who We're Targeting.

→ **MILLENNIAL WOMEN (27-42)**

MIL·LEN·NIAL

RELATING TO OR DENOTING PEOPLE BORN BETWEEN THE EARLY 1980S AND THE LATE 1990'S.



ENGAGING
SOCIALY
OVER DRINKS



LUXURIOUS
EXPERIENCES



TRYING OUT
NEW
DRINK/FOOD
LOCATIONS



INTERACTIVE
EXPERIENCES





Meet Emily

Emily is a 33 year old female, who is born and raised in Minnesota. Post graduation from St. Thomas she went on to work at RBC to be a financial advisor and lives in the highland park neighborhood of St. Paul near her alma mater. Emily is a lover of food, good cocktails and fun times with friends and family. An avid concert go-er, with a desire to be exploring, she finds herself always looking for a new fun adventure in her city. Ever since Covid-19 she has gotten more of an itch to go out and find her place. She is looking to have that spot where she knows will always be there for a good time with friends or a spot to grab a bite and chat with her family.





Business Problem

TRIAL:

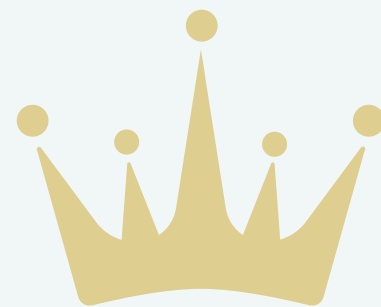
GAINING AWARENESS FOR KING COIL
WHILE SIMULTANEOUSLY GETTING PEOPLE
THROUGH THE DOOR.



Truth & Tension

TRUTH

FINDING A SPECIAL PLACE TO GO
OUT CAN BE HARD BECAUSE ALL
PLACES ARE SIMILAR



TENSION

PEOPLE CAN FEEL UNDESERVING
OF A ROYAL TREATMENT

How does King Coil step in?



Main Idea

CLAIM YOUR THRONE.



Why?

CLAIM YOUR THRONE:

WITH #CLAIMYOURTHRONE, IT DRIVES EVERYONE TO KING
COIL SO THEY HAVE A ONCE IN A LIFETIME CHANCE TO
EXPERIENCE WHAT ITS LIKE TO BE ROYALTY.

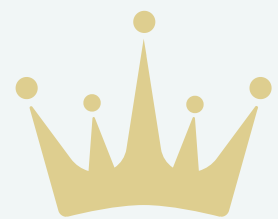




Brand Sound

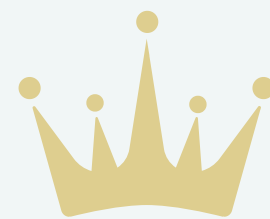
HOW DO WE WANT TO SOUND?

Elegant



Portraying King Coil's voice as elegantly as its consumers and the mid-century modern interior.

Sophisticated



Maintaining a sophisticated tone just as royalty does allows our consumers to feel worthy and of high-quality just as King Coil proves through its experience and spirits.

Inviting



Making sure all people at King Coil feel invited to Claim their throne and feel welcome no matter what.



Brand Style

COLORS



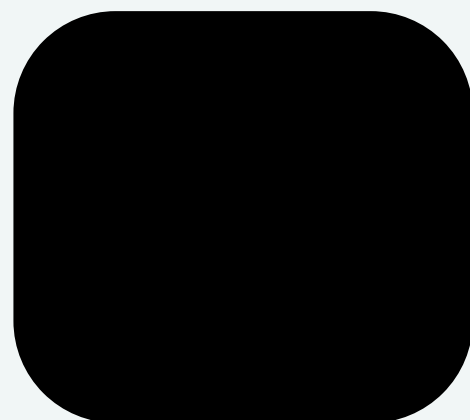
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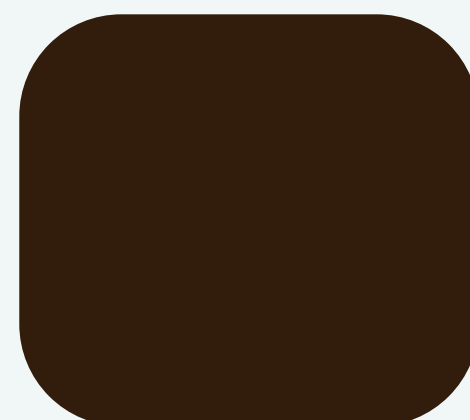
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#DECE8F



#321D0C

FONTS

Catchy Mager ; Catchy mager

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now : Now

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Media Objectives

Awareness

Create awareness of King Coil through interactive campaigns and advertising.

Conversions

Create conversations between King Coil and its consumers as well as consumer to consumer.

Engagement

Obtain long-term engagement with King Coil and consumers.

Consumer

Appeal to new consumers while also drawing the attention of Lake Monster consumers.

Establishing a media objective involves determining a goal for
the reach, cost, circulation, frequency, and penetration.

With an increase of each media objective, it will help King Coil solve their business problem.



Paid, Earned & Owned Media

Earned

- Social media engagement

People will begin to engage in King Coils social posts gaining them earned media

- Reposts, comments on socials

People will comment and repost about our social interactive ads to help broaden King Coils earned engagement media

PAID

- Billboard

King Coil will pay for brand recognition through their billboard advertisement that will be located on highway 94 right near Vandalia St. exit.

- Instagram & Facebook ads

King Coil will invest in push ads on both their facebook and Instagram accounts to reach their target market with their interactive advertisements

- Chair collaboration

King Coil will pay for rollout of punch cards and billboards. This will help King Coil gain paid media with their collaboration of the loyal customers at DPM

Owned

- Social media posts

King Coil will post organic content to their feed to keep followers up to date as well as grow following.

- Store recognition

clients of DPM will have brand recognition with King Coil from the collaboration

A detailed line drawing of a cocktail glass, possibly a coupe or martini glass, filled with a liquid. A slice of citrus fruit, likely a lemon or orange, is perched on the rim of the glass. The drawing is done in a sketchy, artistic style with cross-hatching for shading.

Creative Ideas



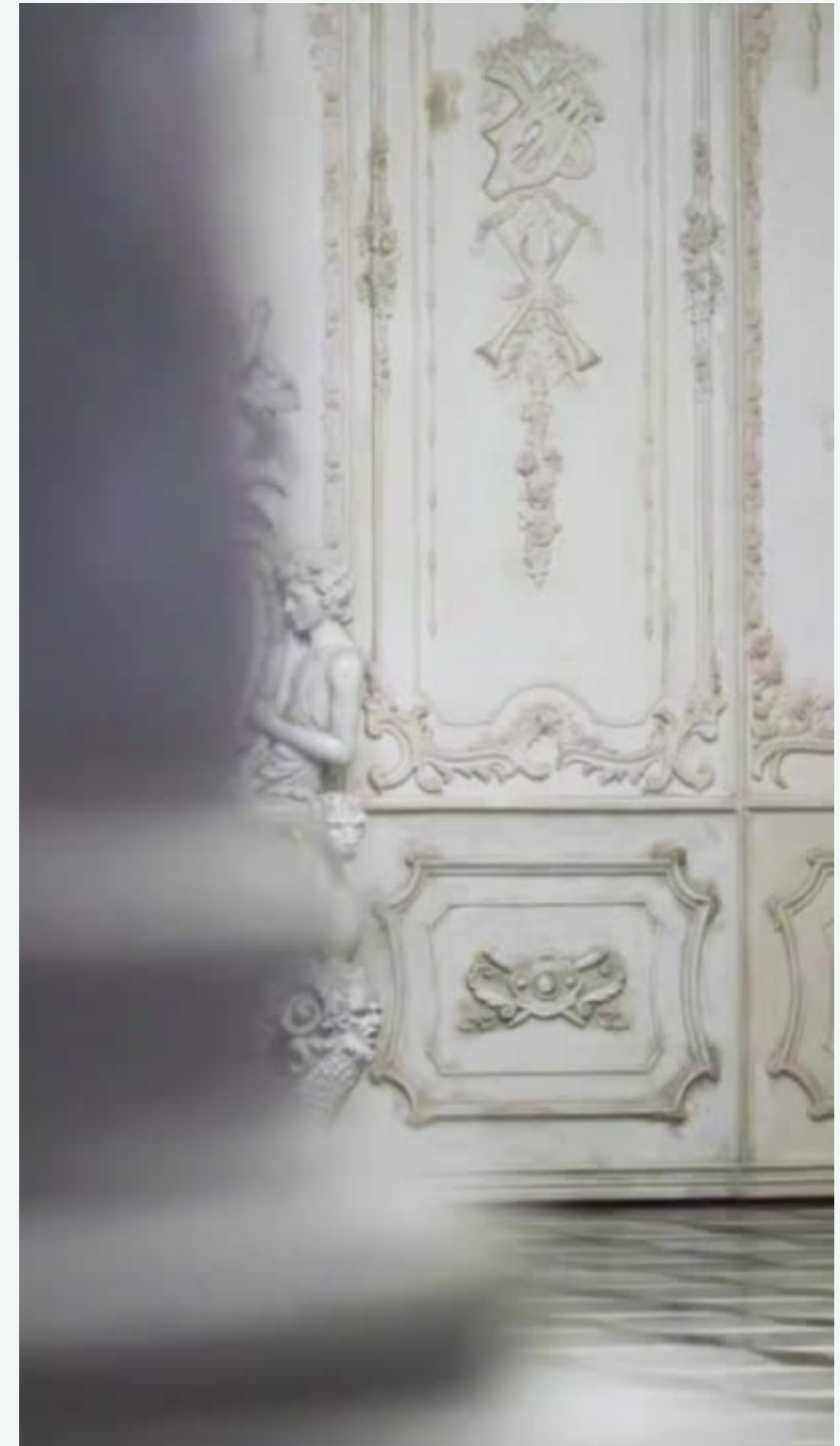
A billboard advertisement for King Coil Distillery. The central graphic features a blue throne with ornate gold-colored armrests and a backrest. On the throne's backrest, there is a small crown icon above the text "KING COIL" in a bold, sans-serif font, with the word "Garnet" in a smaller script font below it. Two human hands are positioned on either side of the throne, palms facing each other as if reaching towards it. In the bottom left corner of the billboard, there is a small green logo of a king's head wearing a crown. Below the throne graphic, the text "#CLAIM YOUR THRONE." is written in a bold, sans-serif font. Underneath this, in a smaller sans-serif font, are the words "AT KING COIL DISTILLERY" and "ST. PAUL, MN".

#CLAIM YOUR THRONE.
AT KING COIL DISTILLERY
ST. PAUL, MN

NOBLE SPIRITS

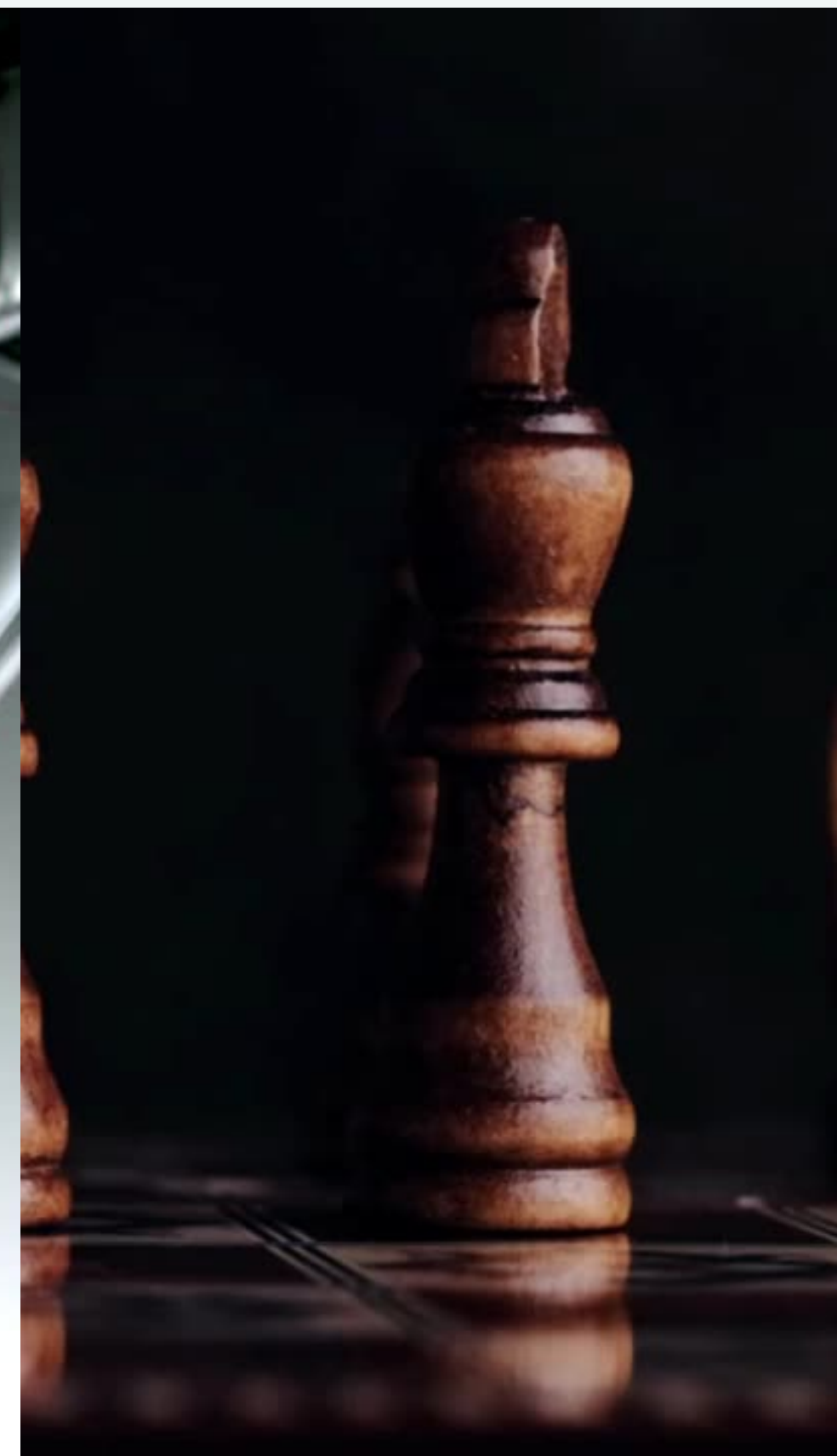
- King Coil host a series of tasting events
- Social promotion/paid ads
- Reels include a CTA & sign up linked in caption

#CLAIMYOURTHRONE





NOBLE SPIRITS



THE QUEST FOR THE CROWN

- Create the ultimate scavenger hunt
 - Engagement
 - Foot traffic
 - Fun
 - Different
 - Interactive
- Hide physical King Coil discount crowns around the union park and surrounding area
 - Involve the community
- Parks, trees, community fields, and other community spaces within a 10 mile radius of King Coil
- Each crown will contain various discounts to redeem at king coil
 - Valid starting opening day
 - Use before September 1st, 2023



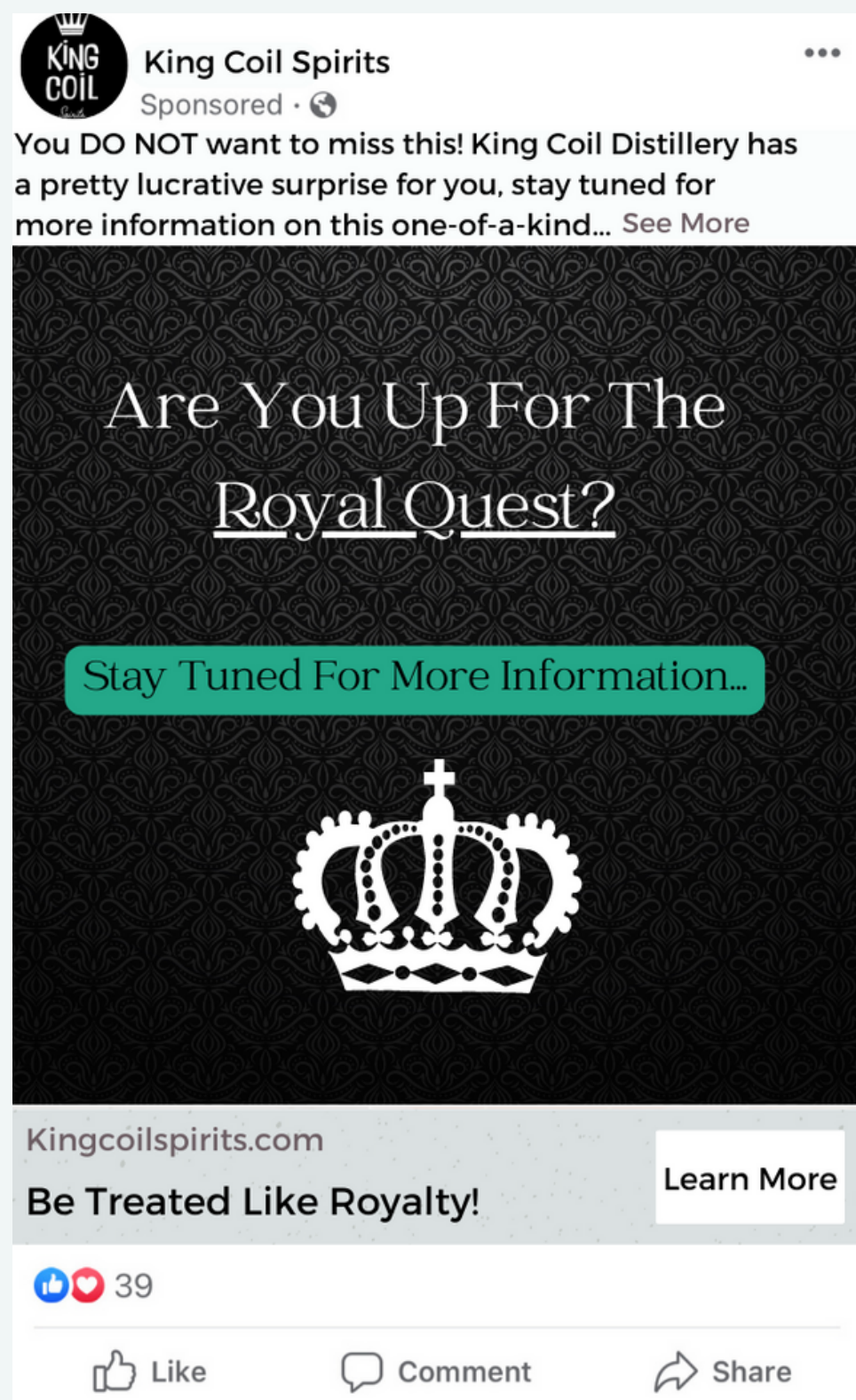


THE QUEST FOR THE CROWN

SOCIAL MEDIA EXECUTIONS

- Paid and organic advertising on Instagram and Facebook
- Promote Hunt through teaser posts
- Reveal clues of the hunt through riddles that connect to claiming your throne at king coil
- Engagement can be tracked through social media hashtag;

#CLAIMYOURTHRONE



SAMPLE SOCIAL MEDIA TEASER



SAMPLE SOCIAL MEDIA CLUE

CLAIM YOUR THRONE WITH DMP

"LOUNGE LIKE *ROYALTY*"

- Partner with local furniture store, DMP Furniture
 - Cater luxurious seating for your guests
 - Chairs, Sofas, Rugs, Tables,
 - Customers can feel the comfort of their throne
 - Feeling of luxury and royalty
 - Potential for partner discounting
 - Punch cards
 - Partnered drinks
 - Billboard
-
- Owned Media:
 - Instagram Posts
 - Facebook Posts
 - Paid Media:
 - Print Advertisements





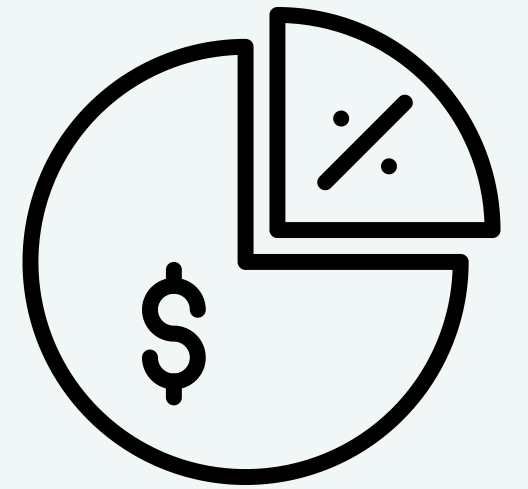
BATTLE OF THE BARTENDERS

- An Instagram and Facebook social media promotion
- Livestream event
- Winning cocktail will be offered on the menu for the month
 - Engages customers in event
 - Allows feelings of royalty and importance
- Will achieve more foot traffic and social media traffic
 - Creates a competitive atmosphere





Budget Breakdown



INSTAGAM

- REEL 1+2+3+4
- Battle of Bartenders
- DPM x King Coil
- Quest of the Crown
 - = \$80

FACEBOOK

- REEL 1+2+3+4
- Battle of Bartenders
- DPM x King Coil
- Quest of the Crown
 - = \$57

DPM x KING COIL

- IN STORE
- Punch cards
- = \$10,000

BILLBOARD

- St. Paul
- HW 94 & Vandalia St. exit
- "Claim Your Throne"
- \$2,500

BUDGET
\$50,000

\$12,637 Spent.
Left overs will be used to
optimize DPM x King Coil

Wrap up



Gain Foot Traffic Through Interactive Advertising



Obtain A One-Of-A-Kind Reputation Within The Market



Create And Maintain Customer Relationships



Build Brand Awareness





You Won't Be Disappointed With These Results. ✓

We Have Recognized
Competitors And
Completed Thorough
Research.

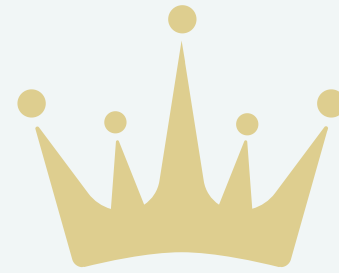
We are fully equipped to carry out this campaign. We have done the necessary research and observation to find where King Coil integrates into the market.

We Are Different
From Other Agencies.

Shooting Stars is committed to giving King Coil Distillery the attention it deserves.

We Cater To King Coil's
Target Audience's Needs,
Wants And Experiences.

With our intuitive and immersive campaign strategy we are able to create a bias understand of King Coil and what they bring to the table that people have been missing.



King Coil,
it's time to claim your throne
with Shooting Stars.

