Taylor Stickles

Regina Bell

PRS340

1 November 2017

Narragansett Beer Proposal

Narragansett Beer is a product of the Narragansett Brewing Company, which was founded in 1888 by six local businessmen. What started as a small brick brewing house soon grew to become New England’s largest beer brewery. Recently, Narragansett Brewing Company celebrated its 125th anniversary and is now the country’s 37th largest craft brewery, and New England’s 5th largest brewery. Narragansett Beer is available in 18 different states and is served in two-thirds of all establishments in Rhode Island. The past 12 years have proven to be a major growth period for Narragansett Beer, which was almost non-existent by the year 2005. Although the Narragansett Brewing Company’s history is filled with many impressive successes, it had its fair share of hardships. The company withstood problems as huge as the 1920s Prohibition and changes in ownership, but came out even stronger in the end.

Today, the Narragansett Brewing Company produces its award-winning beers at a brewery in Rochester, NY. The Narragansett Beer “family” consists of a variety of flavorful, refreshing classic American lagers and ales. They also promote “limited release” and “mash-up” beers, such as the “Town Beach Day Pass IPA” and the “Allie’s Donuts Porter.” Every variety and flavor of Narragansett Beer has a unique packaging and name. The product clearly stands out from other beers because of its decorative cans and catchy names. The classic Narragansett Beer can is easily recognizable and the limited releases and new flavors are just as eye-catching and creative.

The trademark “Hi-Neighbor. Have a Gansett” tagline was created after World War II when an extensive advertising campaign was launched to reinstate the love of beer and develop a friendly brand within the community. At this time, Narragansett Beer began to establish its footprint in the community through advertisements and its relationship with Major League Baseball. This campaign was a major step in developing strong, lasting community relations: “By the mid sixties, the Narragansett Brewing Company was providing steady pay, good benefits and free beer to some 850 workers. The company culture not only spawned lifelong friendships and good times, but also encouraged beer drinking during the workday.” (Narragansett Beer) Narragansett Beer soon became New England’s leading choice in beer due to its happy, neighborly brand image and its major footprint within the local community.

Currently, Narragansett Brewing Company is focusing on their unique “Made On Honor” campaign, which highlights the passionate artists, chefs, and retailers who inspire the community. The company reiterates that they would not be where they are today without the help and support of the community. The Narragansett Brewing Company aims to give back to the community by supporting the crafts of these passionate, inspirational people. The company stated in a description of their “Made On Honor” campaign: “We’re here because of the help and support of our community. We will never forget that. We feel that it is our responsibility to pay that support forward and help our community grow.” (Narragansett Beer) The Narragansett Brewing Company currently has strong community relations because of their desire to showcase local talent and give back to the community that helped them become as successful as they are today.

While the Narragansett Brewing Company already has a strong, positive presence in the community, there is always room for improvement. Currently, the company markets its product line to a general audience. They focus on having strong community relations, which leads them to market their beers to the community as a whole. To become even more successful and direct with their marketing, they should target a few specific audiences within the larger community. Veterans, Hispanics, and working women are three different groups with a significant presence in Rhode Island. Narragansett Beer should use specialized marketing techniques to target these groups and attract them to their product line.

* **Veterans:**

According to the United States Census Bureau, there are over 66,000 veterans living in Rhode Island. A large percentage of veterans are over the age of 65, and persons 65 years and older make up roughly 15% of Rhode Island’s population. Additionally, there are almost 10,000 veteran-owned firms in Rhode Island. With that being said, veterans have a significant presence in Rhode Island and are a population that should be targeted.

Traditionally, veterans are strong, selfless people who are passionate about their country. They have deep-rooted values of dedication and sacrifice for the freedom and protection of all American citizens. They care deeply about their families and communities and are proud to have served them. Narragansett Beer can capitalize on this general understanding of veterans by targeting them through marketing campaigns. The company should expand its “Made On Honor” campaign to include veterans. The title of the campaign would be appealing to veterans because they value integrity and deserve to be honored by the community. Expanding on the idea of “honor” and showing veterans that the community respects and appreciates the sacrifices they have made for this country would attract them to drink Narragansett Beer.

* **Hispanics:**

Hispanics and Latinos comprise roughly 15% of Rhode Island’s population, making them the largest minority group in the state. They are the second largest group only to “White alone,” which comprises around 73% of the population. Hispanics make up a large amount of the overall minority population, which has a significant presence in the state. There are almost 15,000 minority-owned firms in Rhode Island, which shows that Hispanics also have a strong business presence. Hispanics and Latinos are a growing population and should not be overlooked by marketing.

Hispanic culture is often rooted in tradition and family values. As revealed by the U.S. Census Bureau, they are a working and growing population in the state. However, since they are a minority group, they are often overlooked in advertising and not targeted specifically by marketing. Since they currently are a growing population, much of this public is not completely acclimated to American culture yet. Narragansett Beer can use this understanding of Hispanics to build a relationship with the population. The product line should continue to be sold in bars and restaurants, which working people are likely to occupy. The Hispanic community could be targeted with marketing that informs them about Narragansett Beer and familiarizes it. They could also attract this population by using Spanish translations in their advertisements and on their products. Narragansett Beer should make the Hispanic community feel comfortable embracing their products by appealing to their cultural values and language.

* **Working women**

Women make up approximately 51% of the total population in Rhode Island and roughly 62% of females over the age of 16 are a part of the civilian labor force. Additionally, women own over 30,000 business firms in the state. The percentage of women in the workforce increases every year. Women are becoming a strong force in Rhode Island and make up a public that should be targeted.

Many beer companies often market their products towards men, associating them with “manly things,” such as relaxing after work and watching sports. However, the majority of women also work long days and want to relax, as well. Since women are establishing a strong presence in business and the workforce, they should also be targeted with marketing. Narragansett Beer should recognize the power women hold, especially in business, and use that to their advantage with their marketing campaigns. They should acknowledge this power and show respect for all the women who work by advertising their beers as a way to relax after a long day of work.

In order to strengthen their community relations, Narragansett Beer should consider adapting the strategies of other successful companies. CVS is a company with a significant presence in Rhode Island and strong community relations. They place emphasis on their corporate social responsibility, which relates to their purpose of “helping people on their path to better health.” (CVS) Their website provides a detailed outline of their corporate social responsibility, “Prescription for a Better World,” which focuses on making quality healthcare more affordable, accessible, and sustainable. (CVS) CVS strongly supports giving back, which is done through the CVS Health Foundation and the CVS Health Community Grants Program. The community counts on CVS to provide the necessary products to keep them healthy and happy. In their delivery of these products and emphasis on giving back to the community, CVS has built a trustworthy reputation with the public.

Another way CVS builds tremendous trust and likeability with the public is by holding events like the CVS Health Charity Classic. This golf tournament takes place in Rhode Island and raises money for local non-profit organizations. It is a very community-centered event, which helps maintain CVS’s good relationship with the public. The golf tournament has a strong impact on the local Rhode Island community and has raised over $20 million for charities since 1999. (CVS) The event triggers ample media attention, which reflects the company in a positive light and promotes goodwill.

CVS has many competitors, such as Wal-Mart and Rite Aid, but is a highly successful company due to its strong community relations. They sell products that can be found in many competitors’ stores, so they must rely on their brand name and good relationship with the public to have high customer retention. Narragansett Beer could benefit from following CVS’s strategies of giving back to the community and hosting charity events to raise money for local non-profit organizations. Whether or not a company donates to charities and gives back to the community is a major deciding factor when people are selecting which company to purchase their products from. Since there are many competing beer companies, Narragansett Beer needs to stand out from the crowd by focusing on giving back to the community.

Citizen’s Bank is another company with a significant presence in Rhode Island and strong community relations. They focus on giving back and helping the community through corporate giving and partnering with local non-profit organizations to assist those in need. Citizen’s Bank also demonstrates that they support all members of the community by sponsoring “Pride” festivals in Providence and Boston. The company values diversity and the well-being of the community: “Citizens’ involvement in Pride Month is yet another example of the impact we can make when we leverage the wonderful diversity in our organization to better serve our customers, colleagues and communities.” (Citizen’s Bank) Citizen’s Bank strengthens their community relations through their emphasis on giving back, helping, and supporting all members of the community.

Narragansett Beer should adapt some of the Citizen’s Bank community relations efforts to strengthen their relationship with the local community. They could partner with local non-profit organizations to show that they care about giving back and supporting the local community. It is important for companies to demonstrate that they support all members of the community, especially the ones that are often overlooked. For example, Citizen’s Bank Pride festivals are an effective way to show support for the LGBT community, which is not always supported by other organizations.

Ben and Jerry’s is a company that is known for its strong national presence and commitment to their mission statement: “Ben & Jerry’s operates on a three-part mission that aims to create linked prosperity for everyone that’s connected to our business: suppliers, employees, farmers, franchisees, customers, and neighbors alike.” (Ben & Jerry’s) The company makes their mission statement very clear and well-known, as there is ample information about their values and community service provided on their website. Along with producing delicious, high-quality ice cream, Ben & Jerry’s also aims to make their mission known to the community: “Central to the Mission of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that commands deep respect for individuals in & outside the Company & supports the communities of which they are a part.” (Ben & Jerry’s)

In addition to their popular mission statement, Ben & Jerry’s also actively supports social justice issues. There is an entire page on their website dedicated to explaining the many different issues they support, such as racial justice, LGBT equality, fairtrade, and GMO labeling. They even incorporate some of the social justice issues that they support into the names of their ice cream flavors to create impactful campaigns. Ben & Jerry’s successfully integrates their support of the community into the marketing of their products, making them a highly likeable company.

Narragansett Beer should adapt some of Ben & Jerry’s community relations efforts to better their company. Supporting many different social justice issues is a great way for the company to validate that they truly care about the well-being and happiness of all members of the community. Additionally, incorporating important causes into product lines is an effective way to show support for charitable organizations while still generating profit for the company. Partnering with local non-profits is an effective way to support the community and give back. Narragansett Beer should also develop a clear mission statement that explains the company’s purpose and dedication to bettering the community. This is essential in developing brand awareness and establishing good community relations.

Starbucks is another national company with strong community relations. Their webpage dedicated to their community efforts states: “Bringing people together, helping provide education and employment opportunities and making a difference in people's lives – it's all part of being a good neighbor and a sustainable company. Starbucks, even as a public company, has always believed that we can balance profitability and a social conscience.” (Starbucks) In addition to giving back through community service, they emphasize the importance of diversity and inclusion, veterans and military support, and youth education. Starbucks also focuses on the helping the environment and being a sustainable company. They often have promotions that encourage customers to use reusable cups and mugs instead of plastic ones to help reduce waste. By proving that they care about the community and the environment, Starbucks sets itself apart from its competitors who only focus on selling coffee.

Narragansett Beer could benefit from adapting Starbucks’ community relations efforts in helping the environment. Many companies do not make a conscious effort to help the environment and reduce waste, so Starbucks stands out from its competitors by doing this. In an industry where there are many different companies selling similar products, such as beer, successful companies must focus on developing strong community relations and setting themselves apart from the competition. Narragansett Beer should express that they care about the community and the environment by coming up with ways to reduce waste and use less materials in their product packaging.

Instituting strategic community relations efforts is crucial to the success of companies, especially those with many competitors. Some of the most significant, successful companies in Rhode Island place an emphasis on giving back to the community. Giving back to the community can be done in many different ways, such as partnering with local non-profit organizations, hosting charity events, actively supporting social justice issues, and offering helpful services to those in need. According to research on community relations efforts, it is clear that companies who actively give back and support the community receive love and support back. When given a choice in companies to buy generic products from, people are more likely to give their business to the organization that donates to charities and gives back to the community. Maintaining good community relations is crucial to keeping customer retention rates high.

Narragansett Beer should consider developing new marketing campaigns to specifically target veterans, Hispanics, and working women. These three publics already have a large presence in Rhode Island, yet are still growing. Combined, they make up a diverse population, but still share some of the same inherent characteristics and values. Narragansett Beer could benefit from using some of the strategic community relations that have proven to successful for other organizations in Rhode Island to target these groups. By investing time and money into targeting these publics, the company could better their community relations, boost their sales, and develop brand awareness. Narragansett Beer could truly benefit from a revamped marketing strategy that includes both targeting specific publics and improving their community relations.

Works Cited

"Actions Will Always Speak Louder than Words." *Citizen's Bank*. N.p., n.d. Web. 31 Oct. 2017.

“Beer.” *Narragansett Beer*. Narragansett Beer, n.d. Web.

"Citizens in the Community." *Community Building*. N.p., n.d. Web. 31 Oct. 2017.

"Community." *Starbucks Coffee Company*. N.p., n.d. Web. 31 Oct. 2017.

"Corporate Social Responsibility - Starbucks Mission Statement." *Starbucks Coffee Company*. N.p., n.d. Web. 31 Oct. 2017.

"Inspiring Employees and Building Customer Loyalty." *CVS Health*. CVS, 01 Jan. 1970. Web. 31 Oct. 2017.

"Issues We Care About” *Ben & Jerry’s.* N.p., n.d. Web. 31 Oct. 2017.

“Made On Honor.” *Narragansett Beer*. Narragansett Beer, n.d. Web.

O'Donnell, Patti. "CVS Health Charity Classic Announces Enhancements for 2017 Event Series." *CVS Health*. CVS, 11 May 2017. Web. 31 Oct. 2017.

"Our Story." *Narragansett Beer*. Narragansett Beer, n.d. Web.

"Quick Facts." *U.S. Census Bureau Quick Facts Selected: Rhode Island*. N.p., n.d. Web. 31 Oct. 2017.

"Values." *Ben & Jerry's*. N.p., n.d. Web. 31 Oct. 2017.