

A close-up photograph of tree bark, showing a rough, textured surface with various shades of brown, tan, and grey. The bark is layered and cracked, with some areas appearing smoother and others more jagged. The lighting is dramatic, highlighting the intricate details of the bark's structure.

# **Australian Craft Cider**

**Brand Proposition**

# Contents

**Australian  
Craft Cider**

- 
- |          |  |                          |
|----------|--|--------------------------|
| <b>1</b> | Introduction                                     | <b>Brand Proposition</b> |
| <b>2</b> | The Challenge                                    |                          |
| <b>3</b> | The Journey                                      |                          |
| <b>4</b> | Australian Craft Cider. An industry or a family? |                          |
| <b>5</b> | How we developed the brand proposition           |                          |
| <b>6</b> | The Tools. A brand as a platform                 |                          |
- 
- |           |                                  |  |
|-----------|----------------------------------|--|
| <b>7</b>  | Our Customer                     |  |
| <b>8</b>  | Our Personality                  |  |
| <b>9</b>  | Our Heritage                     |  |
| <b>10</b> | Indicative Directions            |  |
| <b>11</b> | What is good. What is different. |  |
| <b>12</b> | Our Story                        |  |
| <b>13</b> | Language Guide                   |  |
| <b>14</b> | Experience Statement             |  |
- 
- |           |   |  |
|-----------|---|--|
| <b>15</b> | Let's be social   |  |
| <b>16</b> | How do I look in this? Australian Craft Cider trustmark |  |


# 1

## Introduction

These days a lot of people leave their brands to chance, thinking that, as business grows, there are more important places to put their effort. But with the intensity of competition and sheer volume of marketing noise around us **it's frequently the meaning that powers a brand that consumers remember.** It's often what they buy - a compelling differentiated story.

**This (rather mundanely titled) Australian Craft Cider Brand Proposition is essentially that. A story.**

Guy Taylor

A photograph showing the back of a person wearing a hat, operating a tractor in a field. The scene is backlit by a bright sun, creating a strong lens flare and silhouetting the tractor and the operator. The field in the foreground is filled with tall, golden-brown grasses.

*"It's frequently the meaning that powers a brand that consumers remember."*

# 2

## The Challenge

Virtually all craft cider producers we spoke with face the same core challenge. Here is what we heard:

*'How do we grow our brand in a noisy marketplace with limited resources and bugger-all time?'*

To meet that challenge we've provided a bunch of tools to help sharpen your focus, narrate your story, differentiate your brand, and reach those who really want to hear what you've got to say.

First, though, we need to apply these tools to Australian Craft Cider as a whole. We need to develop the Australian Craft Cider brand proposition.



# 3

## The Journey

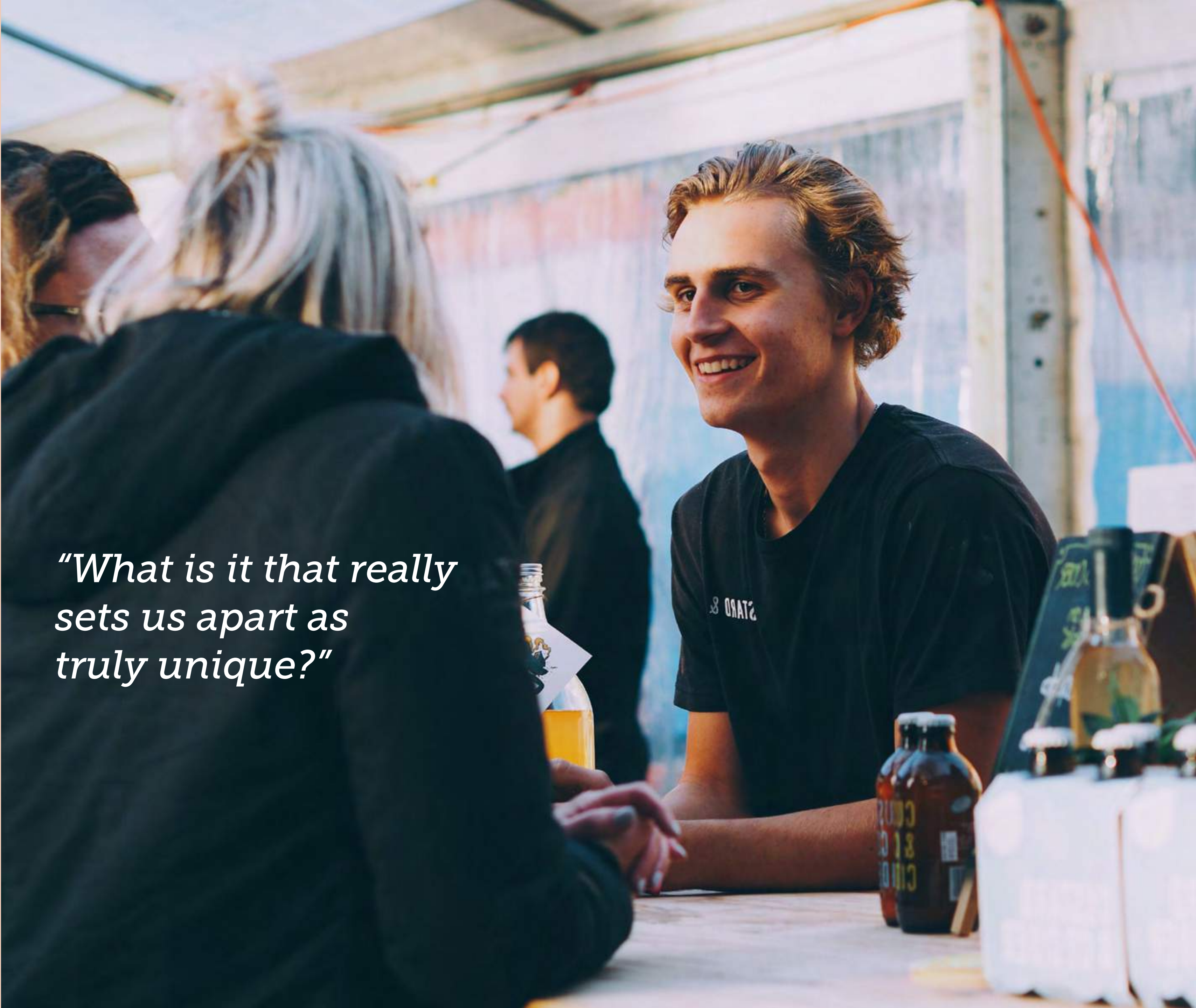
It's been more a quest than a journey.

It all started when the Australian Government invested \$500,000 (as part of the \$50 million Export and Regional Wine Support Package) in the craft cider industry to build a brand proposition aimed at boosting exports.

From Denmark in WA to the Huon in Tassie we've been seeking answers to fundamental questions about Australian Craft Cider - questions of identity and meaning.

Over four months in wildly diverse locations, we've listened to dozens of producers talk about their passions and aspirations.

We've been asking - beyond the obvious - that Australian Craft Cider is made from 100% Australian grown fruit - **what is it that really sets us apart as truly unique?** Because that is our quest, to discover Australian Craft Ciders' uniqueness.



*“What is it that really sets us apart as truly unique?”*

# 4

## Australian Craft Cider - an industry or...?

Is it an industry? Australian Craft Cider, or is it more of a tribe? And why does this even matter?

Well, it matters because the words we use to describe ourselves are vitally important. The word itself - industry - conjures images of massive scale, of automation, and repetition, of mechanisation.

It feels wildly inappropriate to describe what we have experienced over the last four months as an industry.

**What we have seen more accurately resembles a family - supportive, tight-knit and neighbourly, frank, relatable, and honest.**



# 5

## How we developed the brand proposition

Put simply, we listened... a lot. Then we used a range of tools to focus all the great stuff we heard.

The Australian Craft Cider brand proposition flowed naturally from that DNA.

We've shared these tools so that you can apply them to your own brand. Go ahead and use them. You might be surprised what you turn up...

*"We listened... a lot."*



# 6

## The Tools

### A brand as a platform

The old world used to be about brands communicating their offering using a brand platform - a distillation of core beliefs - as a tool.

Nowadays 'brands as platforms' are much more about providing a staging ground where people can make connections.

Funk cider does this through its yoga classes and parents and kids music nights.

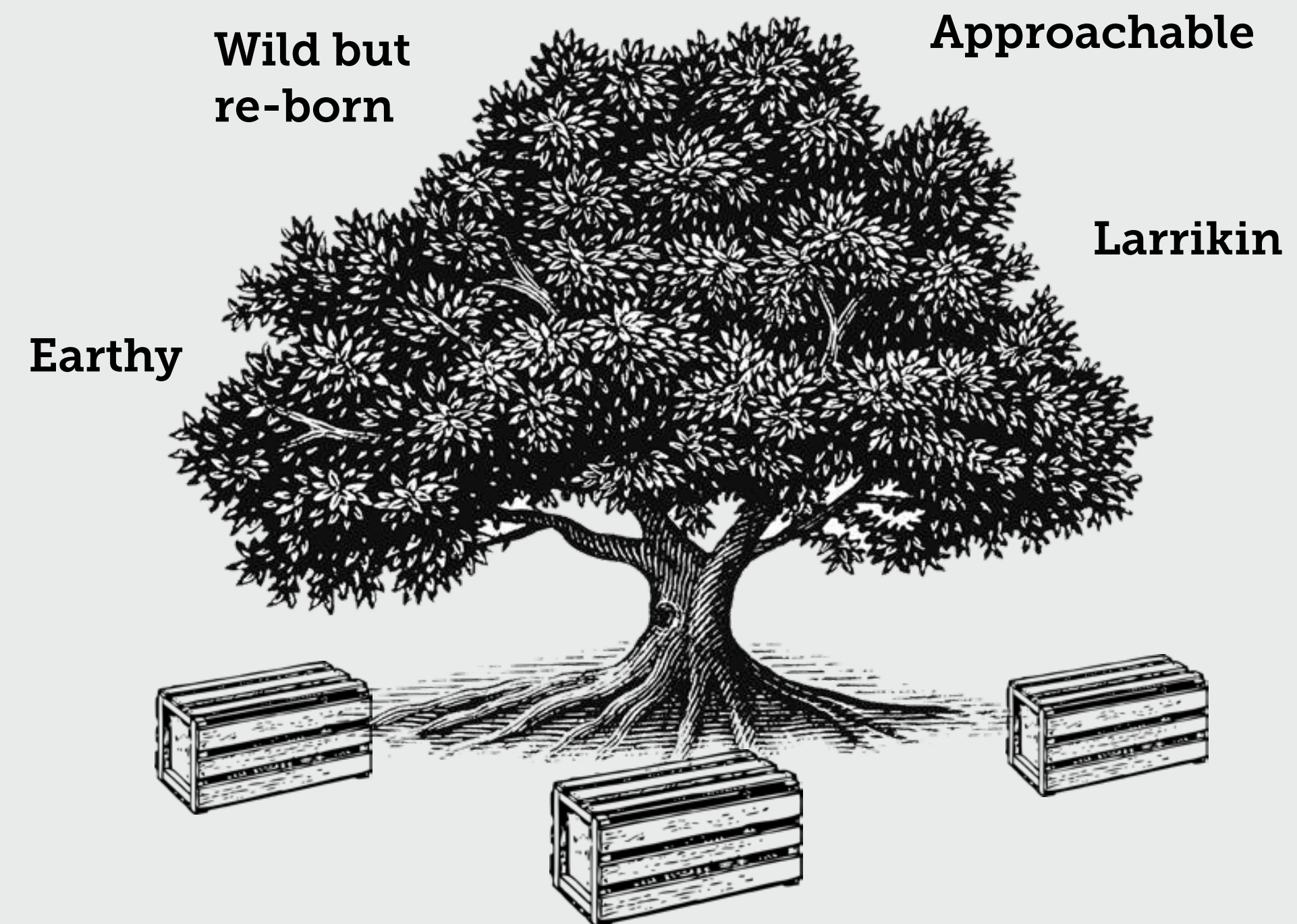
Willie Smith celebrates paganism and eccentric histories.

LOBO have begun to explore quirky individuality tied to notions of animal myths.

*"Nowadays 'brands as platforms' are much more about providing a staging area from where people can make connections."*

Why do people want to hang out with your cider brand?

**Because they like your story!**



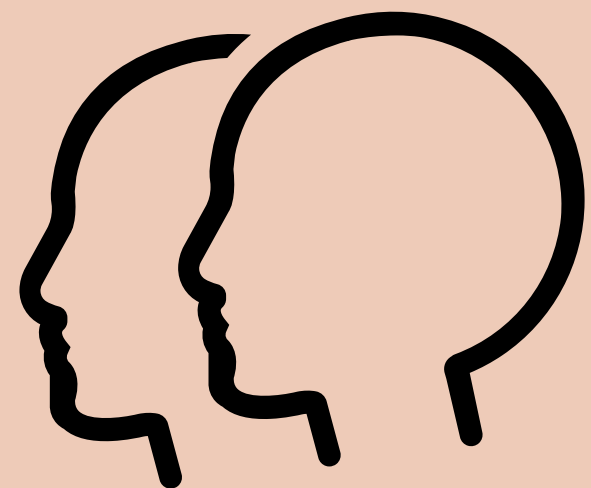


# 7

## Our Customer

What is your customer like?

Try answering this question to narrow your customer focus.

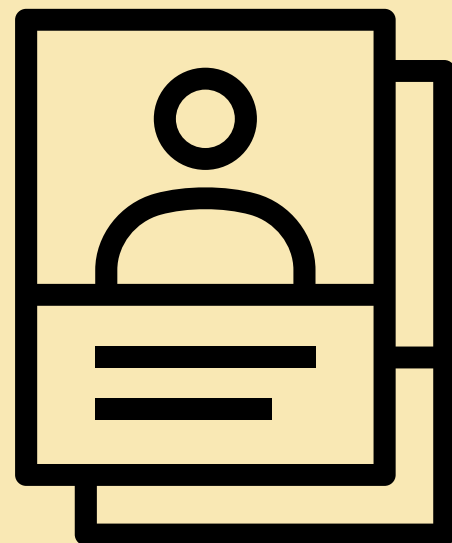


**If you're the kind of person  
who \_\_\_\_\_ you will love  
(my cider brand)**

## Our Personality

*'Who alive or dead would be the perfect presenter for Australian Craft Cider, and why?'*

Asking this question will give **insight into your brand's human side**. When you ask about a person the results are rarely focused on features and benefits but rather about a brand's humanity, its empathy... or not.



**Who:**  \_\_\_\_\_

**Why:**  \_\_\_\_\_

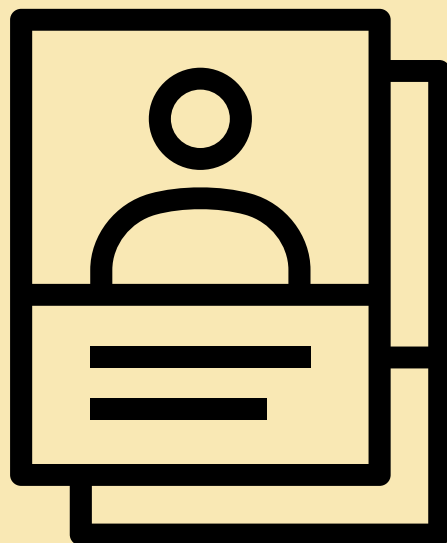
Don't be scared of flaws. Handled correctly they connect because they are deeply human. Celebrate them, they are what makes you real.

*"Without imperfection, neither you nor I would exist."*

*Stephen Hawking.*

## Who alive or dead would be the perfect presenter for Australian Craft Cider... and why?

When we asked a range of Australian Craft Cider producers this question we got the following insights.



### Rose Byrne

Hit a note  
with women

Funny

---

### Jessica Mauboy

Understands nature

---

### Nancy Bird Walton

Pioneer

Unstoppable

Frontierswoman

Not held back  
by tradition

### Hugh Jackman

Diverse

Self depreciating

Not alpha

Humble

Approachable

---

### Warren Ellis

Creative engine room

Lets his instrument  
to the talking

---

### Jamie Oliver

Passion

Integrity

### Ben Mendehlson

Earthy

Can be dangerous

---

### Stephen Bradbury

All imitations  
will fall

---

### Paul Hogan

Larrikin

Doesn't follow rules

---

### John Howard

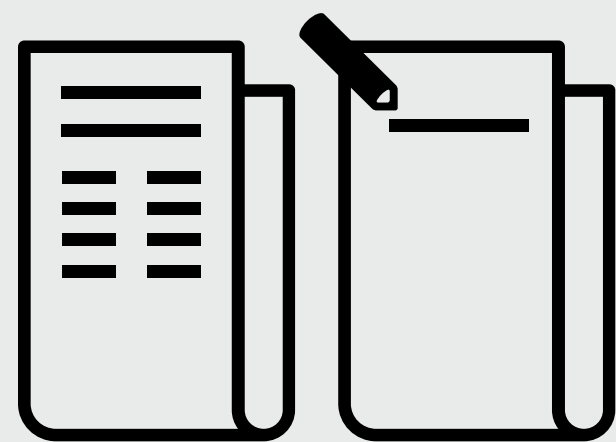
Small but raised  
to great heights

## Our Heritage

This technique is called inversion ie; looking at something from the opposite point of view to what is normal. The approach often gives unique insights into the personality of a brand.

Write an obituary for your cider brand. Just as though you were writing it for a newspaper.

You may be surprised what you come up with when you're looking back from the future rather than trying to navigate forward from the present.



## Obituary

### Renew to be mourned by many

Renew, the fertilizer company that pioneered the recycling of pulp mill waste has today decided to close its doors. Founder and chairman Gerald Andrews said that the organisations objectives had been achieved, as global learning of the advantages of beneficial soil microbes have brought millions to the recycling journey.

18 years ago Gerald was considered a relative outlier in the Australian fertiliser market, focussing on assisting wine producers reduce their reliance on artificial fertilisers.

The Renew movement grew into an international phenomenon as the paddock to plate movement gained ground and awareness of

artificial inputs exploded. "Conquering the French wine market was particularly satisfying," said Andrews, with significant dividends to both growers and consumers. The development of products for the corn, soybean and wheat markets in the USA followed soon thereafter.

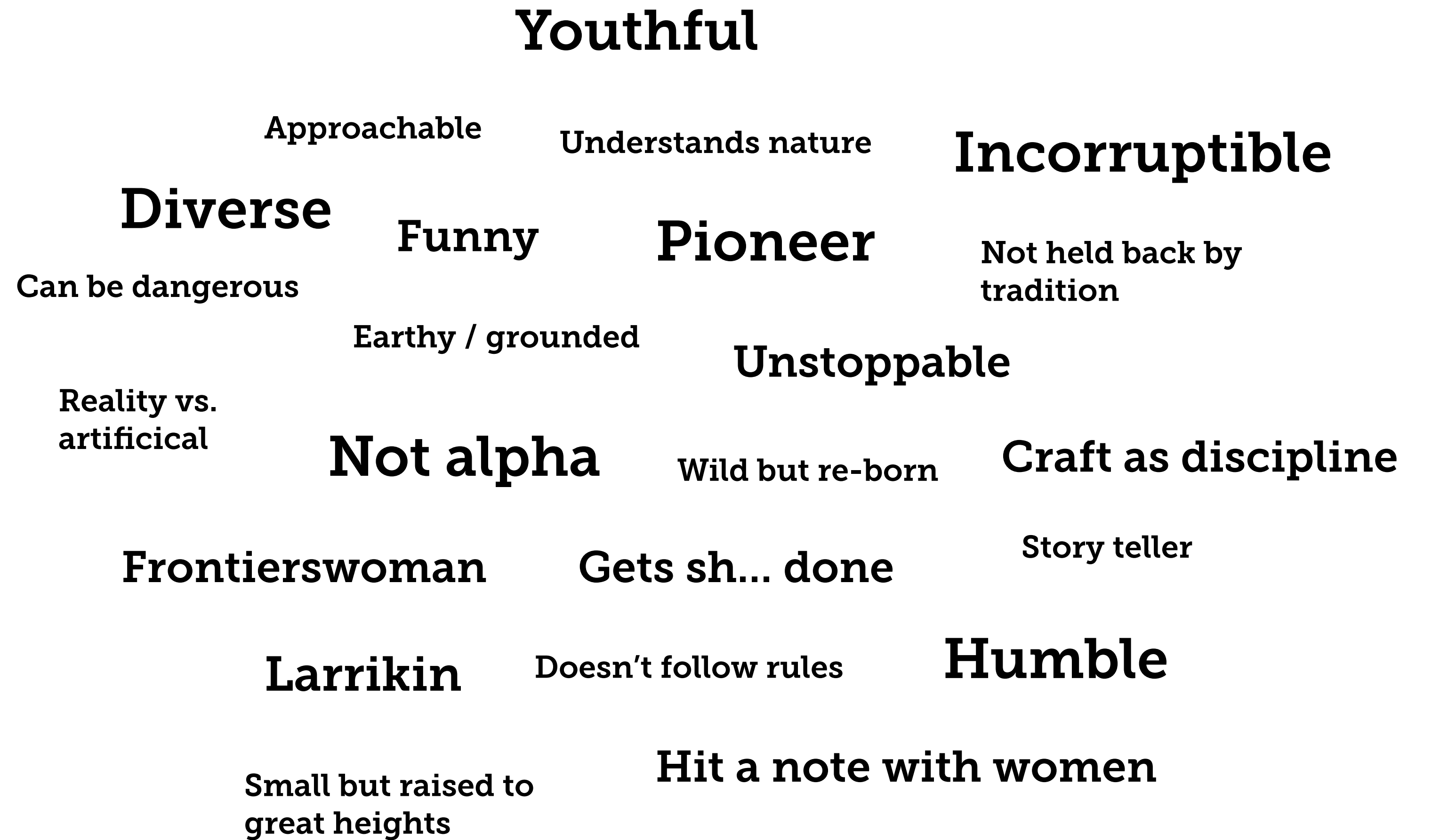
The Renew institute has educated thousands on the advantages of beneficial soil microbes and continues to advise governments across the world.

Mr Andrews has said that his vision of 'Global awareness of the benefits of soil management' had been achieved and it is time to rest up and play with his grandkids.

# 10

## Indicative Directions

When we look at the results that came from our research, and the perfect presenter and obituary exercises we conducted with the industry, there were key thoughts that resonated.



# 11

**What is good.**

**What is different.**

We distilled a range of themes then separated them into those that were good and the ones that were different.



**What is good.**

---

- Instinctive
- Neighbourly
- Real not fake
- Crushed like wine
- Limited supply. Discover rarity
- Distinctive flavor, aroma and mouthfeel
- 100% real
- Integrity of the earth
- Small batch blends
- Tree to bottle
- Not held back by tradition
- Approachable
- Craft as discipline not fakery

**What is different.**

---

- Embryonic
- Neighbourly
- Island isolation
- 5th generation growers
- By hand
- Wild but reborn after navigating darker roads
- Native larrikin who doesn't follow rules
- Bastard child of mother England
- New wave
- Elegant to aggressive
- Instinctive more than strategic
- Innovation through adversity

## Our Story

For new customers you're trying to describe the shape of something they don't yet know. And if you're going to do that effectively you need to tell a compelling story.

Here is the Australian Craft Cider story.

### **Our Customer (Character)**

---

Wants to explore unadulterated beverage products from artisanal sources

### **Is confronted by an obstacle**

---

But is obstructed by fake ciders and generic mass market offerings until

### **She meets a mentor**

---

She discovers Australian Craft Cider

### **Who invites her into a tribe**

---

And joins a small but rapidly growing group of craft cider connoisseurs and producers

### **They empower her (with Knowledge)**

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They educate her on the true uniqueness of craft cider

### **To overcome the obstacle**

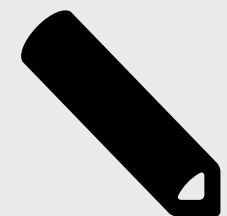
---

She uses her newfound power to make informed choices and slay the marketing beast of fake cider

### **And help others join her journey**

---

Newly empowered she celebrates rarity and recruits friends to the cause



## Australian Craft Cider Language Guide

Use this language guide to direct your thinking when compiling a story.

**We are a community of individuals**

**Sharing knowledge**

**Neighbourly country attitude**

**Our approach is instinctive**

**We celebrate diversity**

**Small**

**Youthful and exuberant**

**We are earthy and grounded**

**By hand**

**Grown knowledge**

**Niche and rare**

**more than an industry**

**is preferred to walled gardens**

**versus big city brashness**

**rather than strategic**

**as opposed to strict rule making**

**rather than scale**

**not contained and stuffy**

**productised we're not**

**as opposed to by machine**

**not purchased experience**

**not mass market and everywhere**



## The Australian Craft Cider Experience Statement

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We are young. Not held back by tradition. Instinctive more than strategic.

We are not many, in fact we are few. This is a family story.  
Of individuals raised to great heights. Of innovation blossoming through adversity.

In a world drowned in virtual we triumph simple - fruit and earth, and it's blended brilliance.

We are accessible yet challenging. Nature is our nature. Craft our discipline.

Locals and neighbours we celebrate the wild, reborn, new wave of cider.  
Hand made, hand nurtured, hand poured.

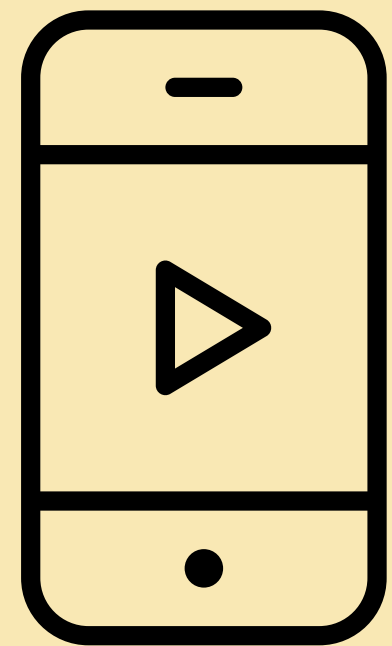
**Back to earth.**

**This is what nature tastes like.**

## Let's be social

Given the relative smallness of the Australian Craft Cider family if everyone uses elements of the brand proposition in social media, the combined power will achieve much more than any one of us could achieve in isolation.

This is also true at your cellar doors, at festivals and events. If we all communicate a unified sense of purpose - a 'voice' - and a uniqueness that we can all own then that will build value over time.



# 15

Let's be social

Social media is a powerful cost-effective tool for engaging directly with current and future customers.

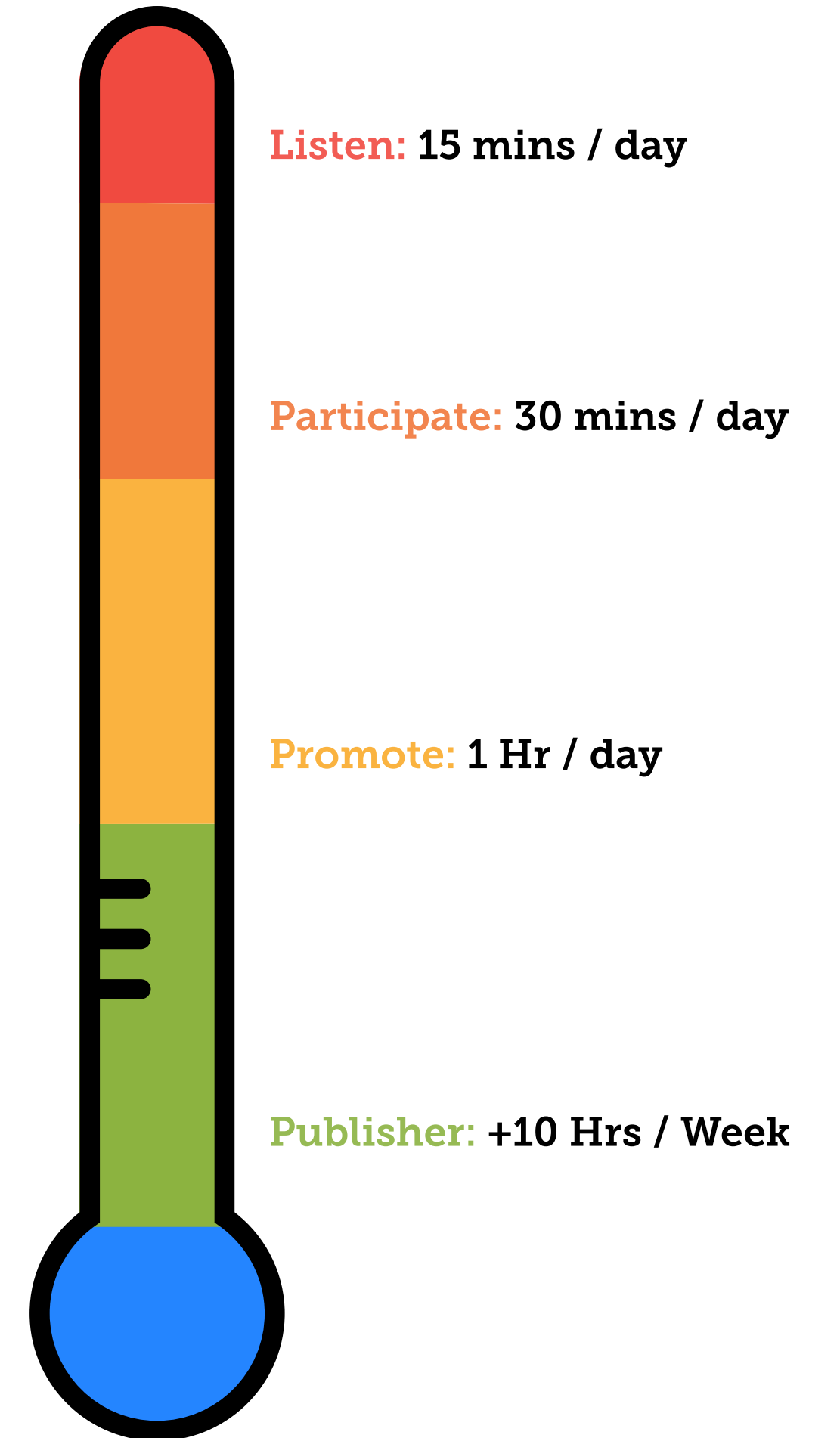
Use the tools to work on the 'voice' of your brand.

**Remember the 4C's when it comes to social media marketing:**

**Clarity  
Consistency  
Creativity  
Commitment.**

## Social Media

Use the tools to work on the 'voice' of your brand.



# 15

Let's be social

## Listen: 15 mins / day

While social media is a powerful tool for engaging directly with your current and future customers, one of the benefits you can tap into when short of time is listening to what people are saying about your brand.

**Google Analytics** - [www.google.com.au/analytics](http://www.google.com.au/analytics)

The setting up of a Google analytics account is simple and an excellent source of data for your cider website. You will possibly have to speak to your web developer about placing a small piece of code into the backend of your website or for the tech-savvy, it is a fairly simple process to set up yourself. The benefits? Rich data on visitors to your website, the demographics, referring websites, most popular pages, etc. You can dig deeper and set up custom dashboards, reports, commerce & email marketing tagging and conversions.

**Google Alerts** - [www.google.com.au/alerts](http://www.google.com.au/alerts)

Set up a Google Alert for your brand to receive a daily email digest of any mentions of your brand

**Google Maps** - Set up your Cider Cellar Door on [www.google.com.au/business/placesforbusiness](http://www.google.com.au/business/placesforbusiness)

**Brand Mentions** - [www.socialmention.com](http://www.socialmention.com)

Search your cider brand on Social Mention to keep track of chatter on social media - strength, passion, sentiment and reach are all covered along with top keywords, sources, influencers and hashtags associated with your brand.

**Hootsuite** - [www.hootsuite.com](http://www.hootsuite.com)

Hootsuite is one of the best free social media listening tools available and covers multiple social networks, including Twitter, Facebook, LinkedIn, WordPress, Foursquare and Google+. It is well known for its social media management functions.

The weekly reports and the excellent team management facility (delegating tasks, sending private messages) can be very useful when there's more than one person handling the social media accounts.

**Trip Advisor** - Set up your cellar door on [www.tripadvisor.com.au/GetListedNew](http://www.tripadvisor.com.au/GetListedNew)

**LinkedIn** - Set up a LinkedIn account [www.linkedin.com](http://www.linkedin.com)

**SEO** - Vitally important for every cider producer. Your cider website is your business's window to the world. Make sure people can find you and that your website is easy to use, has compelling, evocative images and a story that capture the essence of your brand. It must be responsive and optimised for viewing on mobile devices. Make your "About Us" page capture the personalities of the people behind your cider. Make your contact details clear and concise so it is easy for customers to make contact and respond to any enquiries quickly. As Google change their algorithms, the requirements for SEO change but there is plenty of help at hand if you need it.

Build your mailing list - Your cider website and building your mailing list are the backbone of your marketing efforts. Build your list at every opportunity - cellar door visits, tasting events, dinners, networking, social media, etc. Keep in regular contact with your mailing list through newsletters and make sure that your online privacy statement and mailing list signup comply with the recently changed Australian privacy laws.

Further Brand Alert Resources  
**Mention** [www.en.mention.com](http://www.en.mention.com)

**Sumall** [www.sumall.com](http://www.sumall.com)

**How Sociable** [www.howsociable.com](http://www.howsociable.com)

# 15

Let's be social

## Participate: 30 mins / day

With 30 minutes per day to devote to your online marketing efforts you can begin to build relationships with current and future customers. Make sure you keep your branding consistent across all your social media/marketing streams from the header on your email template to the cover and profile pictures on your Facebook and Twitter accounts. Keep your voice consistent, respectful and light-hearted. Become a resource for your fans and followers. Work on the 70-20-10 rule. 70% of your social media efforts should be devoted to adding value and brand building - useful information about cider-making techniques and orchard practices, weather observations and photos, information about tasks that are happening in the cidery or orchard, visitors to your cellar door, etc. 20% of your posts should be shared content sharing other people's posts and ideas that are relevant to your business or region, fun cider facts and pictures (do a Google search for cider cartoons or funny cider pictures, get creative and take your own and you'll get the idea). And finally 10% of your content should be promotional - new cider releases, third-party reviews, upcoming events, tastings, dinners, coupons, Facebook competitions, etc. Remember the 4C's when it comes to social media marketing - Clarity, Consistency, Creativity and Commitment.

**Facebook** - Set up a Facebook page for your cidery and aim to post at least one post per day preferably 2-3 out over the day. As you use Facebook, the insights will give you an idea of what time your fans are online and also a breakdown of the demographics of your visitors so you can tailor certain messages and information to your audience.

- Make sure your Facebook page complies to alcohol laws in all markets - 21 years of age + for your audience. Setting up a Facebook page can be done in-house or can be outsourced to a consultant.
- Make sure your About Us page, opening times and bio are complete and capture the spirit of your brand.
- Keep an eye on comments and messages and reply to them in a timely manner.
- Here are some ideas for Facebook content: orchard photos, varieties of apples and explanations, cidery photos, company people & animal photos, cellar door customer photos, event customer photos, entertaining or informative illustrations...

Drive engagement with questions for your fans:

**Question:** What should we do? Sneak peeks at new releases.

**Question:** What are you drinking? asking for fan photos, asking for and sharing fan photos, pop quizzes and competitions (make sure and competitions comply with state laws and regulations).  
[www.facebook.com/business](http://www.facebook.com/business)

**Experimenting with Facebook advertising and retargeting/remarketing can be very beneficial for those who make the effort.**

[en-gb.facebook.com/business/help/337584869654348](https://en-gb.facebook.com/business/help/337584869654348)

[adespresso.com/guides/facebook-ads-beginner/](https://adespresso.com/guides/facebook-ads-beginner/)

[www.socialmediaexaminer.com/facebook-ads-facebook-advertising-guide-for-marketers/](http://www.socialmediaexaminer.com/facebook-ads-facebook-advertising-guide-for-marketers/)

[www.floridatechonline.com/blog/business/retargeting-vs-remarketing/](http://www.floridatechonline.com/blog/business/retargeting-vs-remarketing/)

# 15

Let's be social

## Participate: 30 mins / day

**Instagram** - Instagram is the social media stream that currently drives the most engagement for brands. A photo-sharing channel, content posted to Instagram can be used across all your other social media streams. The use of hashtags is important - obvious ones such as #cider, #craftcider, #realcider can be used but you can use brand & event associated hashtags also. #Aussiecider could work? - experiment and see what works. <http://business.instagram.com/>

**Instagram Resources....** Several are wine related but still relevant:

<http://www.lunabeanmedia.com/2013/07/smile-your-winery-is-on-instagram/>

<http://www.mikemeisner.com/blog/featured/three-wineries-using-instagram-plus-five-tips/>

<http://iconosquare.com/>

<http://www.socialmediaexaminer.com/instagram/>

<https://help.instagram.com/442610612501386/>

**Experiment with Instagram stories which can be a powerful brand building tool.**

<https://www.forbes.com/sites/tomward/2018/05/18/how-to-use-instagram-stories-a-guide-for-brands/#6a2e7b945b94>

<https://www.adweek.com/digital/pius-boachie-guest-post-instagram-stories/>

<https://schedugr.am/blog/best-brands-on-instagram/>

<https://www.adweek.com/digital/how-brands-can-stand-out-on-instagram/>

<https://later.com/blog/instagram-marketing-trends-2018/>

**Images** - Make all of your social media content rich in imagery. Camera+ is an excellent app that allows you to post compelling, evocative imagery across your social media streams. [www.campl.us](http://www.campl.us)

**Image Manipulation Tools** - Optimising images for the web [www.kraken.io](http://www.kraken.io), a more advanced editor [www.pixlr.com/editor](http://www.pixlr.com/editor) & [www.gimp.org](http://www.gimp.org), and Canva for producing photos with graphic and text overlays [www.canva.com](http://www.canva.com)

# 15

Lets be social

## Promote: 1 Hr / day

With 5-7 hours a week to devote to social media we can add a few more channels into the marketing mix.

**Twitter** - Set up a Twitter account for your cidery and aim to tweet between 4 and 8 times a day with timely and relevant information. We recommend Hootsuite (<https://hootsuite.com/>) for the running of your Twitter feed. It's browser-based and you can set-up streams for search terms and keywords. Set up a stream for your brand, your region and other relevant terms for your business. Use the streams to connect - for example if you have a stream set-up for "Huon Valley" and someone appears in the stream asking for dining or accommodation options during their visit, reach out and offer suggestions and say that you would love to host them for a tasting see in they are in the region. Treat any of your social media engagements that visit your cider cellar door or cidery as a VIP and you will soon create online brand ambassadors who will recommend and speak highly of your brand and service levels across the social media channels. With Hootsuite you can also schedule tweets and set up lists for certain Twitter users (customers, influencers, sommeliers, retailers, etc).

**Video** - Video is an incredibly potent marketing tool. Setting up a Youtube channel is advised and video can be cross-posted to Instagram other social media streams and embedded in emails and your website. On a budget, a smart phone will do the trick and for those wanting to get more serious there are many options ranging for GoPros to HD systems with all the bells and whistles. Keep the videos short and sharp at 1-2 minutes maximum and optimise for the web. Smartphone applications such as Vine can be used to great effect if you get creative.

The following example from Mirabeau Wines has twelve million views so far

<https://www.youtube.com/watch?v=u1wROm-OF9w>

<https://support.google.com/youtube/answer/1646861?hl=en>

<https://www.socialmediaexaminer.com/youtube-for-business-the-ultimate-youtube-marketing-guide/>

<https://vine.co/>

# 15

Let's be social

## Publisher: +10 Hrs / Week

**Blogging** - With ten or more hours to devote to online marketing per week it is good idea to incorporate a blog into your existing website. Wordpress is a great platform for blogging though help will be needed to set it up and incorporate it into your website if you lack the requisite technical skills. Aim to post one 300-500 word blog post per week at the minimum. Make the posts topical and timely with compelling, web-optimised images - vintage or cider-making/orchard reports, educational resources on varieties, cider-styles or events. Regular content updates is looked upon favourably by the search engines as they index your site and it is likely you will see improvements in your search engine rankings. There are many themes available and make sure your branding imagery is consistent with your social media efforts. It is worth studying the most popular keywords relevant to your region and cider and including these in your blog posts. The Wordpress platform can be further enhanced by plugins to optimise SEO, stop contact page SPAM and generally make your life easier.

<http://wordpress.org/>

<http://www.socialmediaexaminer.com/26-tips-for-writing-great-blog-posts/>

**Automation** - You can make life easier for yourself and free up time..... and social media can suck up your time..... by automating certain processes. Applications such as IFTTT (If This Then That) or Zapier to streamline your tasks and creating macros. While you can share content easily between social media applications using the inbuilt "Share" and cross-posting buttons, these two automation apps allow you to take your online marketing up a few steps. e.g. You can set up a macro to send twitter mentions to a Google docs spreadsheet automatically so you can keep track of people talking about your brand and keep track of influencers.

<https://ifttt.com/>

<https://zapier.com/>

**Getting creative** - One stumbling block for cider producers is often in brainstorming of creative ideas to provide content across all the streams. A coffee meeting with everyone involved in your business - cidemaker, cellar-hands, orchard staff, cellar door staff can be held first thing each week to work out what is happening in each of their sectors - pruning, racking in the cidery, bottling, overseas visitors booked in for visits, etc can all be noted and added to a content calendar to provide fodder for content. Separate fields can be made up for each of the social media channels & blog so you know ahead of time, what is to be published and when. Get everyone in your business involved in providing content ideas and photographs taken throughout their working day and emailed to a central email address like content@yourcidery.com.au. This takes the pressure off one person and provides regular fresh content ideas.

[www.business2community.com/social-media/five-creative-ways-use-social-media-0824970#!QmIPR](http://www.business2community.com/social-media/five-creative-ways-use-social-media-0824970#!QmIPR)



## Some general advice to keep in mind when planning:

Digital marketing planning is no different to any other marketing plan, in fact it's increasingly strange to have separate plans for 'digital' and 'offline' since that's not how your customers perceive your business. However, we're often required to separate plans for "digital" only based on the way teams and reporting is structured and to make the business case for transformation to digital business so that it can become part of "business as usual".

**Start with the customer** - Build your plan around customer insights and needs – not around your products and tactics. Know who your customer is and tailor your message to suit.

**Keep it flexible** - Situations and plans change, especially online, so ensure plans are usable by a clear vision for the year and keeping detail to a shorter term 90-day focus.

**Set realistic goals** - Include specific SMART (Specific, Measurable, Actionable, Relevant, Time-Related) objectives in your plans but keep them realistic by basing them on insights from your analytics, so they're easy for others to buy into.

**Keep it Simple!** - "Jargon light" is best. Again it helps others buy into what you're saying.

**Keep plans up-to-date** - Review and update regularly. We recommend 90-day planning of key activities and review against analytics dashboards.

The **SMART** mnemonic helps as a test or filter which you can use to assess the quality of measures. Our definition of **SMART** is:

**Specific** - Can the detail in the information sufficient to pinpoint problems or opportunities? I.E. Brand Awareness. Is the objective sufficiently detailed to measure real-world problems and opportunities?

**Measurable** - Can a quantitative or qualitative attribute be applied to create a metric?

**Actionable** - Can the information be used to improve performance? If the objective doesn't change behaviour in staff to help them improve performance, there is little point in it!

**Relevant** - Can the information be applied to the specific problem faced by the marketer?

**Time-related** - Can the information be viewed through time to identify trends?

### Social Media Image Dimensions Cheat Sheet

<http://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic>

**16**

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