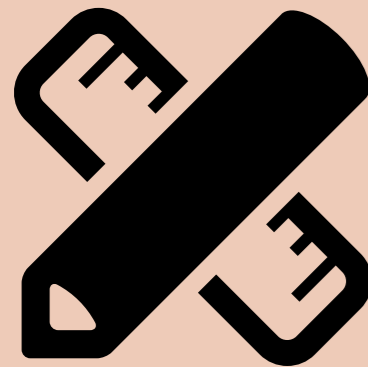


# Australian Craft Cider

## Brand Tools



## Intro

### A brand as a platform

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

Nowadays brands provide staging grounds for people to come and make connections. The brands themselves are the platform.

We've shared these tools so that you can apply them yourself. Think about what your brand may be a staging ground for then

### Our Platform

- Our customer
- Our personality
- Our life
- Good / Different
- Our story

use the tools on the following pages to shape your story.

You might be surprised what you turn up...

Here's a learning tip: Don't be scared of flaws when trying these. Handled correctly they connect because they are deeply human. Celebrate them, they are what makes you real.

If you get stuck refer back to the Cider Australia Brand Proposition at [www.cideraustralia.org.au](http://www.cideraustralia.org.au)



## 1

### Our customer

#### What is your customer like?

Try answering this question to narrow your focus. Don't just go for functional benefits, think about the emotional benefits of your brand.

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



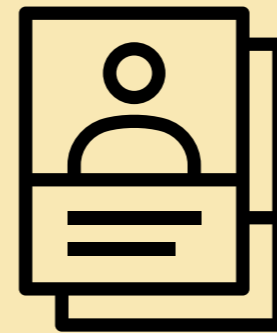
## 2

### Our personality

Ask yourself and everyone that's intimately involved in your cider brand:

**"Who alive or dead would be the perfect presenter for my brand and why?"**

Asking this question will give insight into your brand's human side.



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

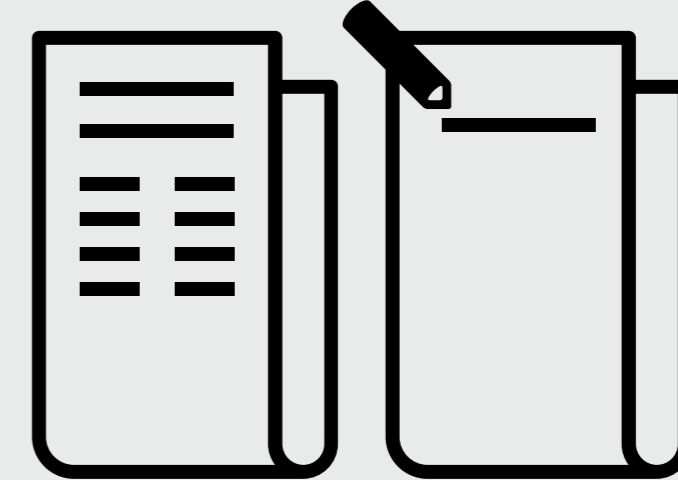
Why: \_\_\_\_\_

## 3

### Our heritage

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.



## 4

### What is good. What is different.

Gather all your notes from the previous exercises then look for themes.

Separate what you have learnt. Sort them into two categories - good and different.

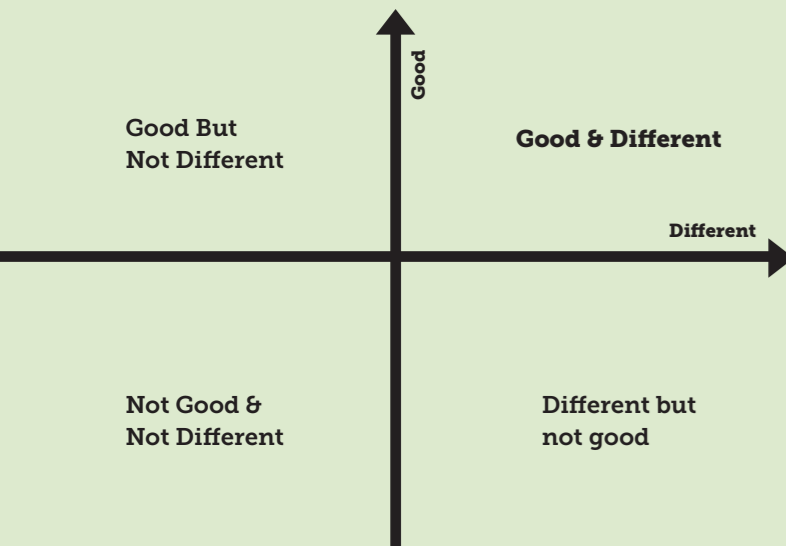


# 4

## What is good. What is different.

Once you have populated the categories above keep refining your thinking so that your offering fits the good and different box in the graph below because that box has the highest chance of long term brand success.

Try avoid using words that everyone else in the craft cider category uses otherwise you might end up being good but not different.



# 5

## Our story

Need a hand? Look to the Australian Craft Cider Brand Proposition for guidance on how to complete your story.

**Our Customer (Character)**



**Who invites her into a tribe**



**To overcome the obstacle**



**Is confronted by an obstacle**



**They empower her (with Knowledge)**



**And help others join her journey**



**She meets a mentor**



# 6

## Lets be social

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

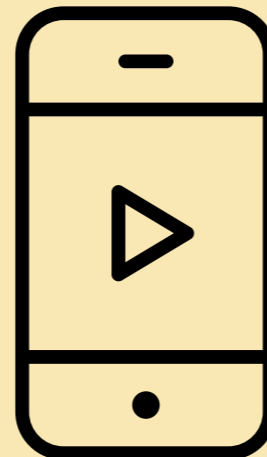
This is also true at your cellar doors, at festivals and events. If we all communicate a unified sense of purpose - a 'voice' - and a uniqueness that we can all own that will build value over time.

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

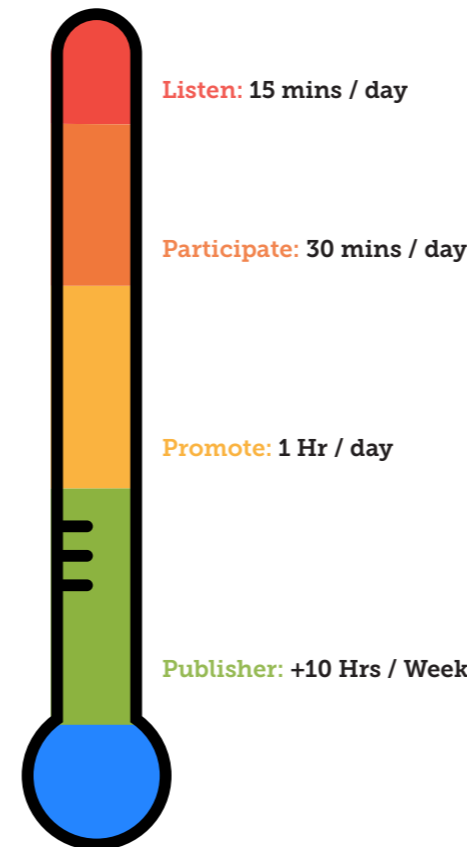
- Clarity
- Consistency
- Creativity
- Commitment

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 to help it fit within the Australian Craft Cider solar system.



# 6



# 6

## Listen: 15 mins / day

Social media is a powerful tool and 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)

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

Google Maps - [www.google.com.au/business/placesforbusiness](http://www.google.com.au/business/placesforbusiness)

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

## Participate: 30 mins / day

With 30 minutes per day to devote to your online marketing you can begin to build relationships with current and future customers. Keep your branding consistent across all your social media/marketing streams. Keep your voice consistent, respectful and light-hearted. Become a resource for your fans and followers.

Facebook - Set up a Facebook page for your cidery and aim to post at least once per day or preferably two or three times.

Instagram - Instagram is a photo-sharing channel, that can be used across all your other social media streams.

# 6

## 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. Hootsuite (<https://hootsuite.com/>) can run your Twitter feed. Set up a stream for your

brand with search terms and keywords for your region and other relevant terms for your business. Use the streams to connect.

Video - Video is an incredibly potent marketing tool. Setting up a Youtube channel is advised as video can be cross-posted to Instagram and embedded in emails and your website.

## Publisher: +10 Hrs / Week

Bloggng - Wordpress is a great platform to incorporate a blog into your existing website. Aim to post one 300-500 word blog post per week. Make the posts topical and timely with compelling, web-optimised images. Regular content updates are 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. Make sure your branding imagery is consistent with your social media efforts.

Automation - You can make life easier for yourself and free up time..... and social media can suck up your time..... by automating certain processes. Use applications such as IFTTT (If This Then That) or Zapier to streamline your tasks and create macros to share content easily between social media applications.