



BEER FIRST FRIDAYS 2023

MAINTAIN THE MOMENTUM
“HOW TO ACTIVATE” GUIDE



WHAT IS A BEER FIRST FRIDAY?

“Beer First Friday” is all about celebrating beer, showing support for on-premise partners and blanketing social media with great beer moments!

“Beer First Fridays” are a nationwide initiative executed locally by distributors to conduct account “takeovers” and promote the #BeersToThat campaign utilizing custom POS like printed posters, koozies, photo props, table tents, etc.; share successes and promote accounts through social media.

Though the name implies the promotions should be done on Fridays...you can plan and execute any day of the week!..and it's not intended to be “First Fridays” of every month - spread Beer Moments any day of the week or month!

2023 THEME

This year we're making it super simple to activate a Beer First Friday! We've identified a seasonal theme that helps consumers to advantage of the *Long Days of Summer* with a cold beer!

BEER FIRST FRIDAYS	
THEME:	LONG DAYS OF SUMMER Headline - "Grabbed the last table on the patio." Generic KV CTA - "When life hands you summer, grab a cold beer."
LIVE IN MARKET:	July 2023
THE SPARK (REASON FOR ON-PREMISE VISIT):	Long gone are those cold and dreary days, jackets and gloves! Let's relish in the sunshine and celebrate the warm weather with an ice-cold beer, shared over those extra hours of daylight.



LONG DAYS OF SUMMER

A “HOW TO” ACTIVATE GUIDE



THIS SUMMER, BEER FIRST FRIDAYS
IS SHOWCASING HOW
LONG DAYS OF SUMMER
IS CREATING BUZZ AT OUR ON-PREMISE
PARTNERS AND ENGAGING OUR
AUDIENCE THROUGH UNIQUE SOCIAL
PROMOTIONS
AND CUSTOM COLLATERAL.

LONG DAYS OF SUMMER | HOW TO ACTIVATE

Here are a few suggestions about how to activate the *Long Days of Summer* themed Beer First Friday:

THE LOGISTICS:

1. Determine how wide across your account base you'd like to activate - remember this POS will be available for several months.
2. Get a supplier(s) on board to help co-op / sponsor - distributors have had great success asking for co-op funds from suppliers, especially if the promotions will be activated across a number of accounts.
3. Target the right accounts: LDA consumer base (preferred); activity bars; sports bars; accounts with gaming arcades and/or board games; accounts that host game nights, trivia nights, etc.

RECOMMENDATIONS FOR A SUCCESSFUL ACTIVATION:

- Look through the POS for *Long Days of Summer* on <https://beerstothat.com/log> (username: BGI_Portal; Password: BTTbeerstothat) - you can also use any generic assets already in the portal.
- Use social media assets to promote Beer First Fridays in advance and encourage your target accounts to do the same.
- Produce the support POS you'd like to use: table tents, posters, coasters, etc. Include the QR code to drive traffic to BeersToThat.com - a consumer oriented website to help consumers celebrate their moments with a beer!
- Post highlights to social media to encourage future participation - encourage consumers to do the same.
- Choose the scale of the promotion that works for you - keep it simple with coasters or go the distance with the full activation idea - have fun with it!

TOOLS:

1. Social Promotion Post
2. On-Premise POS
3. Giveaways



LONG DAYS OF SUMMER

TOOLS & POS



LONG DAYS OF SUMMER | SOCIAL PROMOTION

Social promotion posts can be downloaded and posted by distributors and on-premise partners' social handles to drive awareness of the program. Use any of these assets to promote a general on premise promotion or to support one of the key amplification ideas.

GENERAL



LONG DAYS OF SUMMER | ON-PREMISE POS

Evergreen on-premise POS has been designed to showcase how Long Days of Summer and can be leveraged with on-premise partners at any time this season, regardless of activation.

TABLE TENT



COASTER



POSTER



LONG DAYS OF SUMMER | AMPLIFICATION COLLATERAL

Campaign collateral have been designed to enhance bar goers' experience on-premise and through social media.



SUMMER BINGO

Bingo Card Template

This bingo template is designed to support the on-premise amplification idea - *Summer Bingo* - that gargoers can play as they sit at the bar.



BEER OF SUMMER

Voting Card Template + Leaderboard Poster

Each bar can print and fill out our templated Beer of the Summer voting cards with their top 3-5 "beer of the summer" nominees from their own menu. Patrons will get to fill out the card, and the beers in the lead will be put up on the leaderboard weekly to stoke the competition and keep guests excited to see which becomes that bar's official 'Beer of the Summer.'



SUMMER EVENTS CALENDAR

Social Template (IG/FB Story)

We've created a branded summer-themed IG story template for on-premise locations to post their upcoming summer events (trivia night, karaoke, patio hours, etc.) Template has space for the account to fill out dates and times along with description copy.

#BEERSTOTHAT | BRAND COLLATERAL

A sample of branded on-premise #BeersToThat assets available for use any time!

NAPKINS



COASTERS



TABLE TENTS



BANNERS



POSTERS



STICKERS

