

Unlocking Operational Efficiencies

Untappd Sponsored Badges & In-app Promotions,
and Home Screen Placement
Case Study



OVERVIEW

The North Carolina Craft Brewers Guild is a non-profit organization representing the NC craft brewing industry in legislation, regulation, advocacy, and education. Their mission is to promote and advance overall interest of NC craft beer and breweries.

NCCBG partnered with VisitNC, the tourism division of the Economic Development Partnership

of NC. The two organizations developed NC Beer Month from the shared interest of encouraging travel across the state where craft breweries are invigorating communities. In an effort to ensure they were constantly elevating North Carolina craft beer, the two organizations sought to revamp their NC Beer Month Passport program in a way that was sustainable, affordable, and would increase operational efficiencies overall.

CHALLENGES

At the time, NCCBG was distributing paper passports and stampers to over 100 participating breweries across the state. During NC Beer Month in April, an individual could visit a participating brewery and receive a stamp on their passport. Participants could earn prizes based on the number of stamps collected. NCCBG individually tallied the passports by hand, and then mailed prizes to the winners. This proved to be an increasingly expensive and labor-intensive process.

As a non-profit, implementing a digital passport program came with financial risk. With the number of NC breweries increasing in addition to individual interest in the passport program, NCCBG knew they needed to digitize to encourage more breweries and participants to take part in NC Beer Month.

In evaluating their options for digital, NCCBG recognized that local craft beer consumers were already invested in Untappd. To further connect with this engaged audience of beer enthusiasts, they chose to partner with Untappd to create their new digital promotion.

“Based on the statistics, we have been more successful than ever. We feel that we’re getting more consumers involved on this platform than we were able to previously. Additionally, the data we receive from Untappd is a tremendous benefit. Because Untappd is already working with the consumer that we were aiming this promotion towards, it felt like a seamless fit. We’ve been delighted with the results of moving in this direction.”

- Lisa, Associate Director for North Carolina Craft Brewers Guild

SOLUTIONS

In 2018, the NCCBG successfully transitioned their NC Beer Month Passport program from analog to digital by utilizing Untappd’s Sponsored

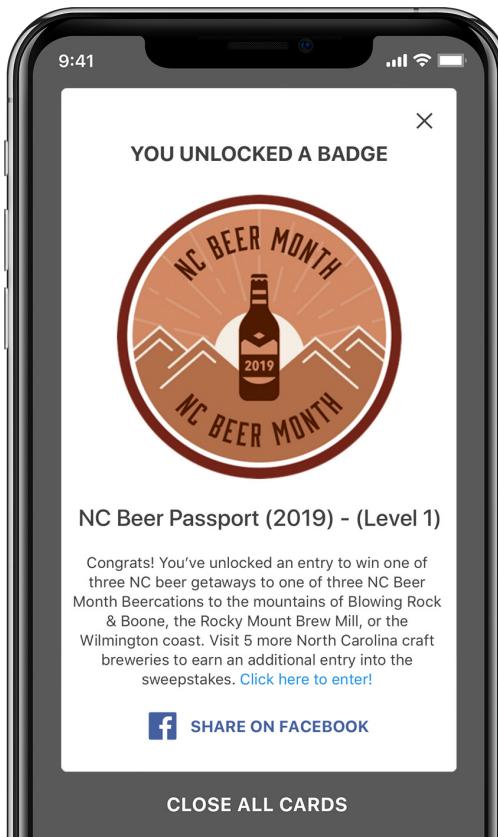
Badges and In-app Promotions, along with taking advantage of placement on the app’s home screen.

SPONSORED BADGES

Sponsored Badges are used by breweries and organizations like NCCBG to drive awareness of and engagement with their brands and campaigns. Untappd users unlock and earn badges upon checking-in at a participating brewery's beer. Increased check-ins lead to more exposure and revenue for partners. Using the Badge Analytics tool, organizations monitor real-time metrics such as unlocks, demographics, and more.

During NC Beer Month in April, Untappd users can check-in at any of the 312 participating breweries across the state and earn up to three NC Beer Passport Sweepstakes badges, plus an initial "Welcome to NC Beer Month" badge. Each badge earned provides the user an opportunity to win one of three weekend "Beercation" getaways to hotspots across North Carolina.

The implementation of the digital platform increased operational efficiencies by eliminating the need to stamp and tally more than 500 passports. Additionally, the participation data provided insight into the demographics of NC craft beer consumers.



IN-APP PROMOTION

Sponsored In-app Promotions are a tool used to directly alert, inform, and reward Untappd users. Promotions are triggered when users check-in a beer within a specific geographic range designated for a particular promotion.

Users trigger NC Beer Month's promotion simply by checking-in a North Carolina beer within the state during the month of April. Upon viewing a promotion, users also receive a follow-up email with more information about the sweepstakes.

The image displays two screenshots side-by-side. On the left is a mobile phone screen showing the 'NC Beer Passport Sweepstakes' promotion. It features a photo of people at a bar, a title, a welcome message, and a 'CONTINUE' button. Below the main content is a grey box containing the legal fine print. At the bottom are 'DISMISS' and 'CLOSE ALL CARDS' buttons. On the right is a desktop browser window showing a Gmail inbox. An email from 'NC Beer Passport Sweepstake' is selected, displaying the same promotional content as the app, along with details about sweepstakes levels and disclaimers.

9:41

NC Beer Passport Sweepstakes

Welcome to NC Beer Month! Spend April showing your enthusiasm for local craft beer and earn multiple chances to win one of three NC Beer Month Beercations! Discover Boones' scenic beauty, explore the historic Brew Mill in Rocky Mount, or head to the coast to discover the brewery boom in Wilmington.

CONTINUE

SPONSORED PROMOTION • LEGAL: MUST BE 21 YEARS OR OLDER TO PARTICIPATE. NO PURCHASE NECESSARY TO ENTER OR WIN. YOU MUST TAG THE NC BREWERY TO CHECK IN, AND CAN ONLY CHECK INTO EACH LOCATION ONCE. SWEEPSTAKES BEGINS AT 12:00 AM EST ON APRIL 1, 2019, AND ENDS AT 11:59:59 PM EST ON APRIL 30, 2019, COURTESY OF VISIT NORTH CAROLINA AND THE NC CRAFT BREWERS GUILD. CLICK "CONTINUE" TO SEE THE OFFICIAL NC BEER SWEEPSTAKES RULES.

DISMISS

CLOSE ALL CARDS

Compose

Inbox 1

Starred Snoozed Important Chats Sent Scheduled Drafts Spam Trash

Lindsey +

No recent chats Start a new one

NC Beer Passport Sweepstakes

Thanks for enjoying a beer in North Carolina during NC Beer Month! Spend April showing your enthusiasm for local NC craft beer and earn multiple chances to win one of three NC Beer Month Beercations. Revel in the scenic beauty of North Carolina's High Country in Blowing Rock & Boone, experience the exciting revitalization of a historic landmark at Rocky Mount's Brew Mill, and head to the coast to explore the brewery boom happening in Wilmington.

As you indulge in craft beers from across the state, check-in on the Untappd app by tagging the craft brewery you're at to accumulate up to three NC Beer Passport Sweepstakes Badges, each earning you more opportunities to win one of the three getaways:

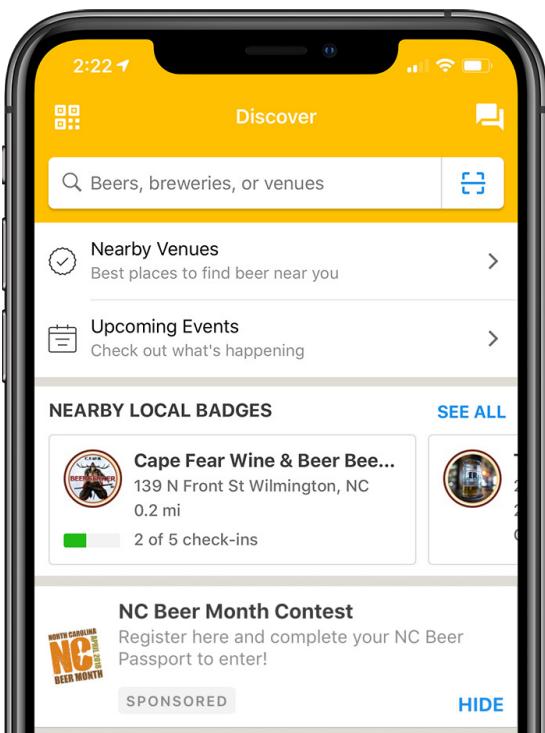
NC Beer Passport (Level 1): Your 5th check-in gets you one entry
NC Beer Passport (Level 2): Your 10th check-in gets you an additional entry
NC Beer Passport (Level 3): Your 15th check-in gets you a third entry

Each NC Beer Month Beercation includes, but is not limited to, a behind-the-scenes brewery experience, two nights of lodging accommodations, and gift certificates for excursions, food, & fun!

Thanks for participating, and good luck!

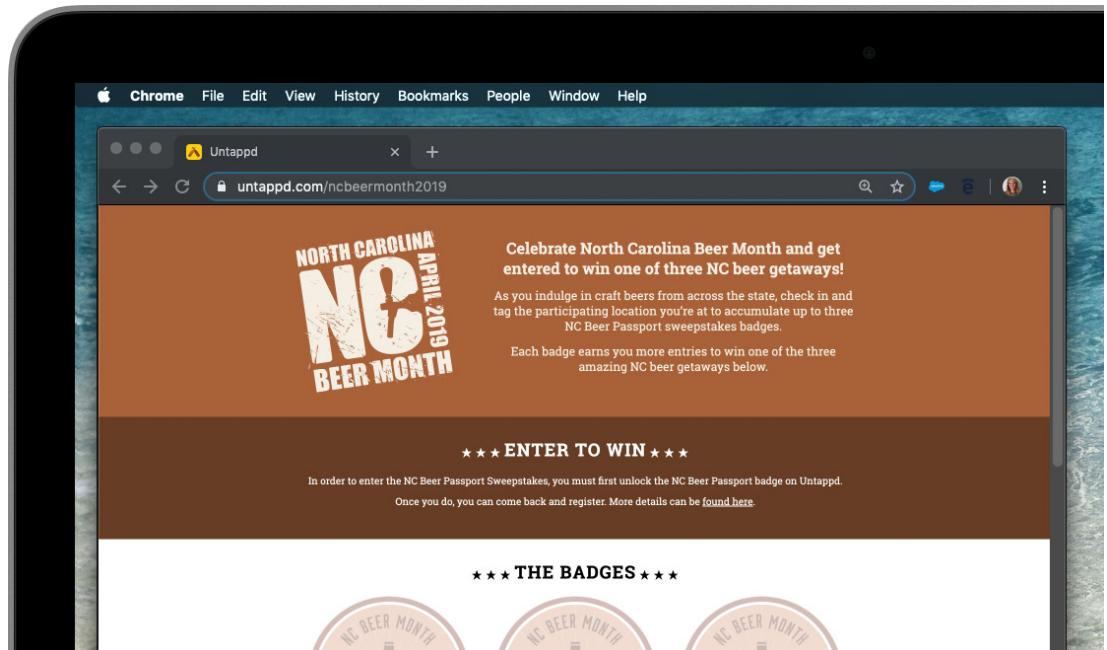
Untappd, Visit North Carolina and the NC Craft Brewers Guild

HOME SCREEN PLACEMENT



With 43M+ monthly impressions, placement on the home screen is the most visible advertising position on the Untappd app. Brands build immediate awareness among the Untappd community and users are redirected to specified websites or custom landing pages*.

NCCBG leverages home screen placement by sending Untappd users to their sweepstakes website, which defines the rules for entering the sweepstakes and informs users of the unique getaway prizes.



SUCCESS BY THE NUMBERS

14,417
Badge Check-Ins

21,732
In-app Promotions

45,774
Home Screen Impressions

*Between April 1 and April 30, 2019

ABOUT UNTAPPD

Untappd is the world's largest social network for the beer community with over 7 million registered users and 165,000 new downloads each month. Users share and discover beer, while connecting with new businesses and friends. More than 15 million beers are checked-in on Untappd each month. The beer enthusiast engages with partners like Lagunitas through the mobile app, providing businesses with valuable data analytics in real-time.

Untappd for Business is a menu publishing and promotional tool that drives foot traffic and unlocks operational efficiencies. The platform not only helps businesses, organizations, and campaigns gain exposure to a targeted market, but partners also leverage a database of over 2 million beers.

The all-in-one menu publishing toolkit syncs social accounts, websites, print and digital menus, and Untappd profiles in one click. Businesses save time by posting content to Facebook & Twitter pages from the Untappd for Business dashboard. Untappd for Business partners stand out on the app by showcasing events, specials, and marketing campaigns, and alerting subscribers to new beers and events via push notifications.

Request a demo today at

untappd.com/business