



TUATARA



· BREWERY ·

What if it goes right?!

HAND CRAFTED
TUATARA


- Me!

- Tuatara: the story so far...

- Business time:

The 4 pillars

Why vs what

Empathy, creativity, execution

- Execution:

The P's

Collaborate or die







Sartoria Suits





netenz

TUATARA



- BREWERY -

KNOCK US UP

A BEER

WOULD YOU CARL?

IT'S PRONOUNCED

TOO-AH-TAR-RAH



A
BREWING
PHILOSOPHY
SIMPLE ENOUGH TO WORK

**IT'S GOING
PRETTY WELL
SO FAR**

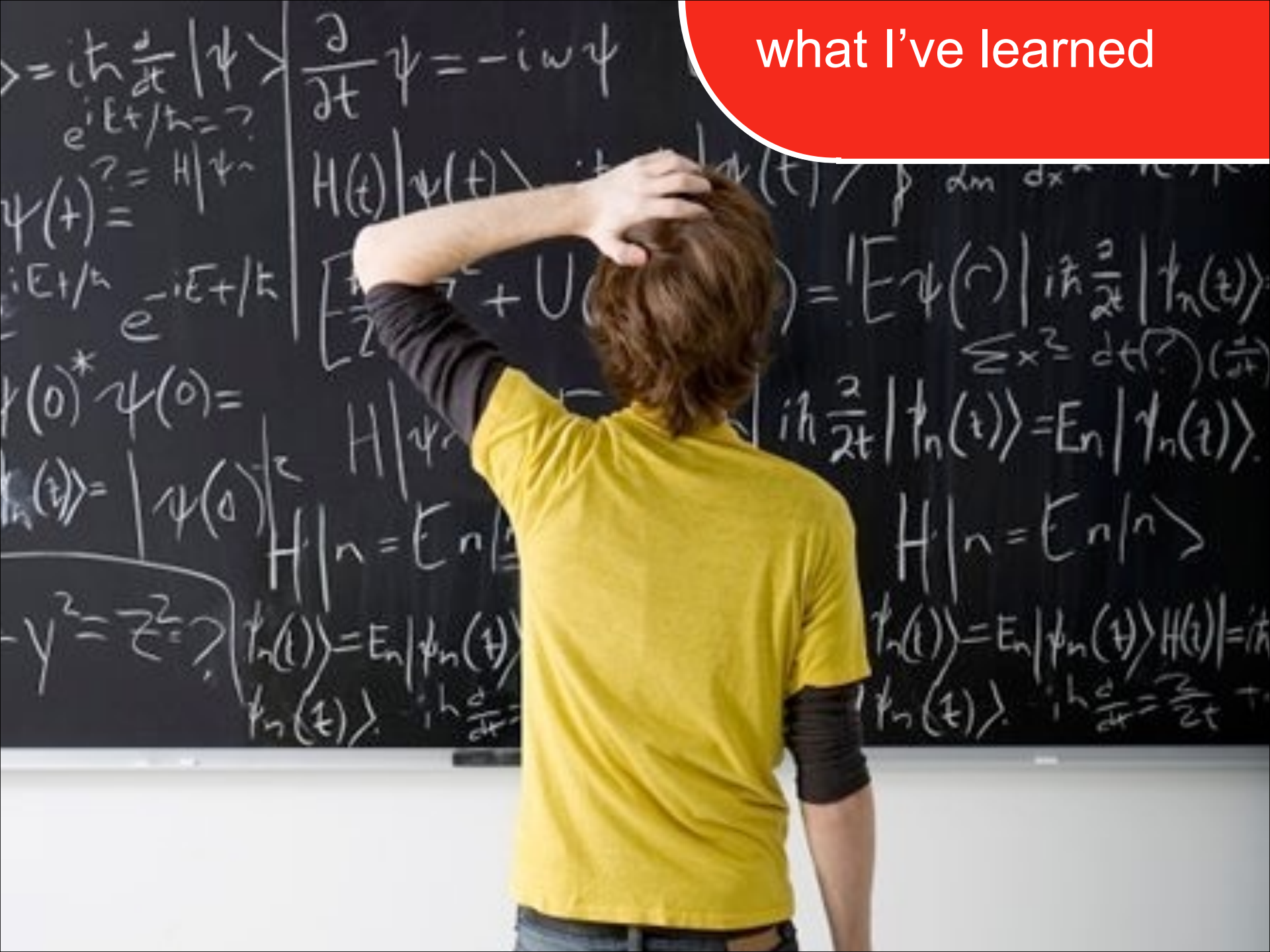
**It's not too hard to divine the secret of Tuatara's success.
Just follow these simple steps:**

- Make really, really good beer.**
 - Serve it in bars where people seek out such things.**
 - Keep coming up with new stuff.**
 - Win best brewery in New Zealand.**
 - Don't get carried away with yourself.**
-

WORLD CLASS

PILSNER

what I've learned



Marketing?

Let's start at the start!





- 1. Make a good story**
- 2. Tell a good story**
- 3. Sell a good story**

**Empathy
Creativity
Execution**

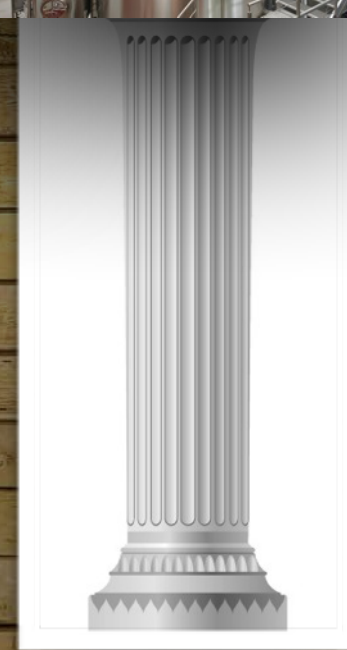
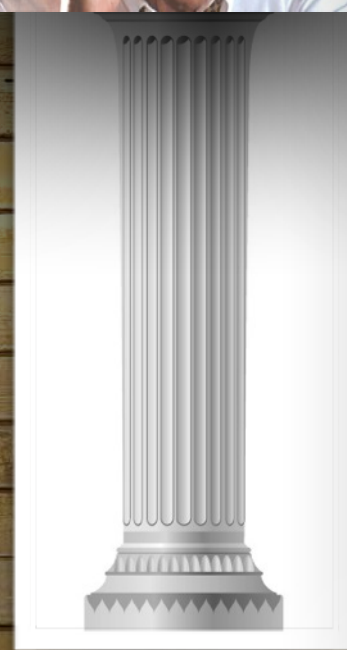
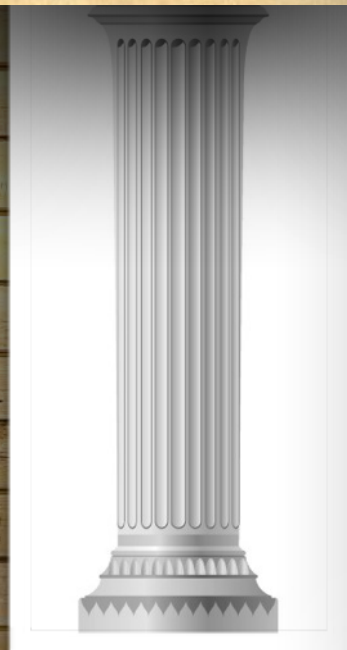
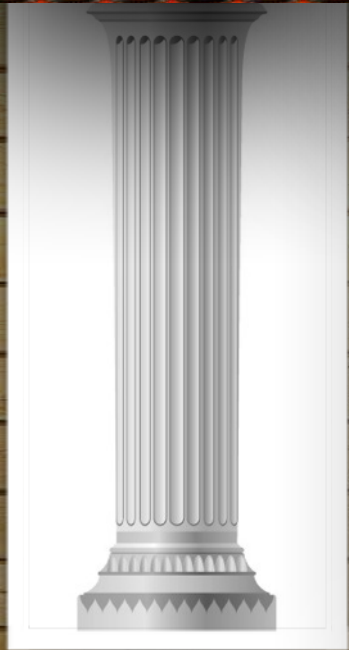
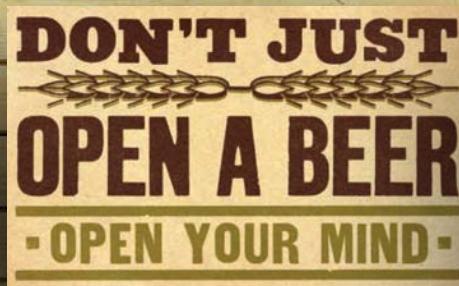
4 pillars of a business

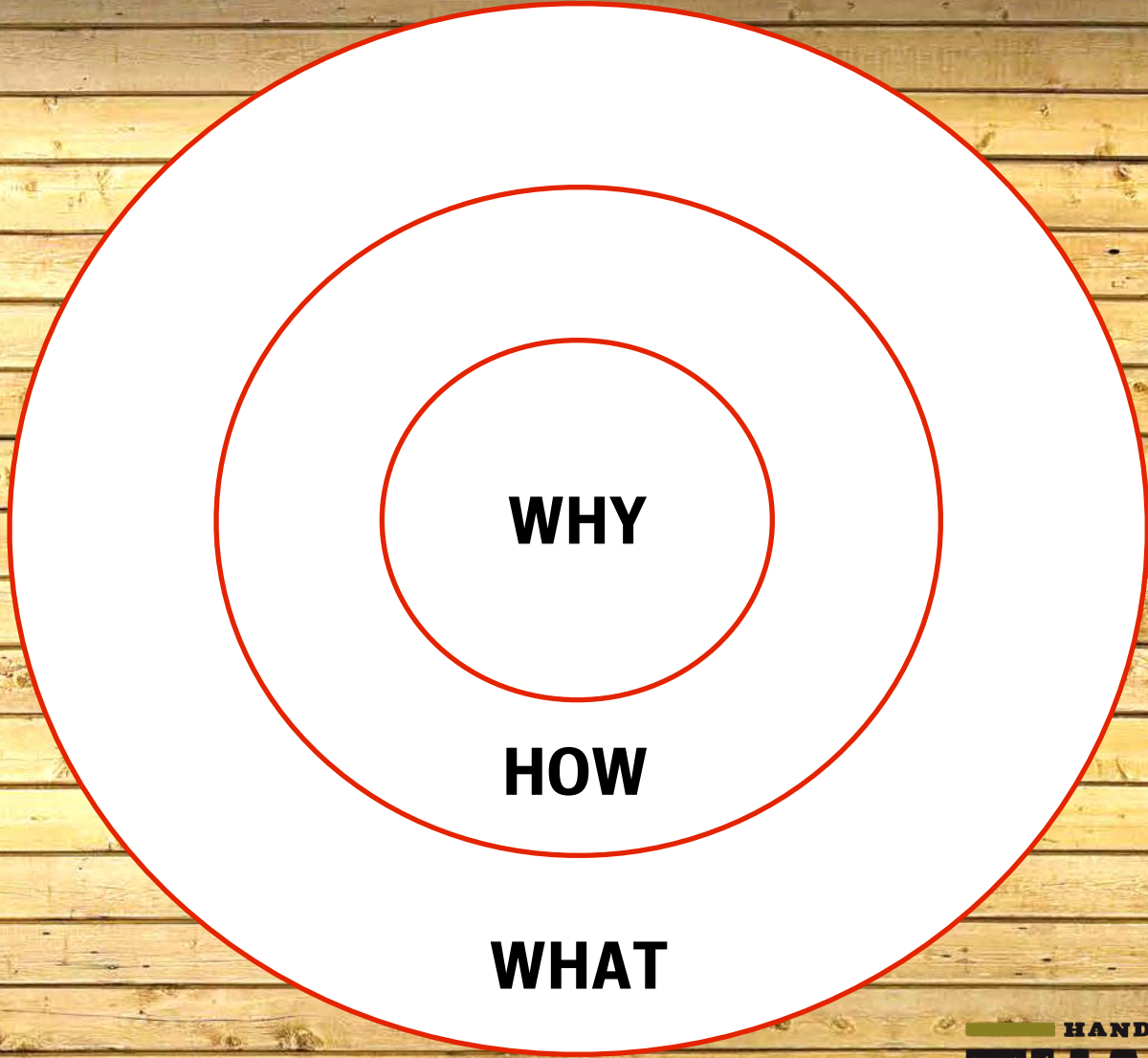
**Uniquely
appealing
product**

**Compelling
brand
proposition**

**Committed,
effective
channel**

**Quality
assured
supply chain**





WHY

HOW

WHAT

Our mission...our 'why'

- What do we want today that will affect tomorrow?**
- The best have a specific character at the core**
- What's our 'why'? (our mission)**
- See the human experience, not the function**
- Focus on the customer and all else will follow (eg google)**

Our mission...our 'why'

Liberate the world from the tyranny of terrible beer!



HAND CRAFTED
TUATARA



Our mission...our 'how'

By brewing true to style, with a distinctly kiwi twist



Our mission...our 'what'

Hand crafted AOTEAROA beer. True to style, full flavour.



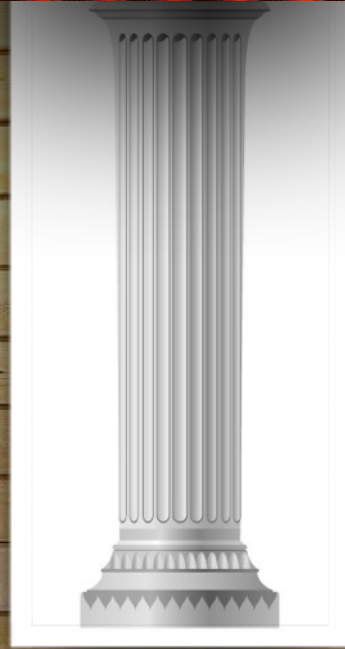
DON'T JUST

**OPEN
A BEER**



- OPEN YOUR MIND -

Pillar 1: Uniquely appealing product



Establish a unique market space



Customer Centricity

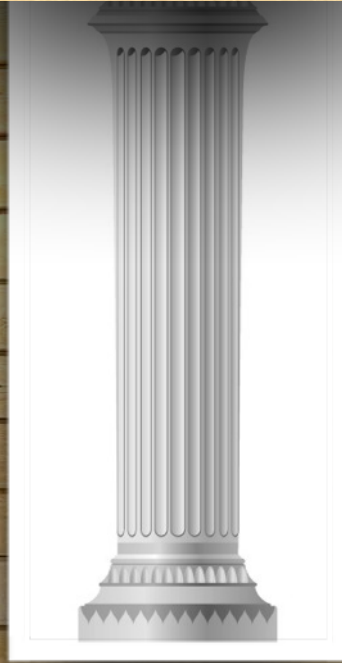
- Everything starts with an unmet need
- A very real problem, for which we have a unique solution
- Design = empathic
- Problem must exist; solution must be compelling

Product Design

- **NOT 'design led'!**
- **Design isn't an end in itself – it's gotta be commercial**
- **Design = IP; IP = money!**
- **Design thinking = empathic & innovative**

Pillar 2: Compelling brand proposition

**DON'T JUST
OPEN A BEER**
- OPEN YOUR MIND -



Brand marketing

- 1. Differentiation**
- 2. Relevance**
- 3. Knowledge**
- 4. Esteem (personality, aspiration)**

Brand marketing

- 1. Differentiation = cut through = sales**
- 2. Strategic NOT tactical**
- 3. Inside out - strapline & M.O.**
- 4. Brands with POD charge a premium...**
- 5. You gotta stand for something - the Billy Connolly**
- 6. Social is critical! 98/23/76**
- 7. Brand = the whole Customer Experience!**

Brand equity

Differentiation

Perceived distinctiveness of the brand

Relevance

Personal appropriateness of the brand

Esteem

Regard for the brand

Knowledge

Understanding of what the brand stands for

Brand perception

Brand evaluation

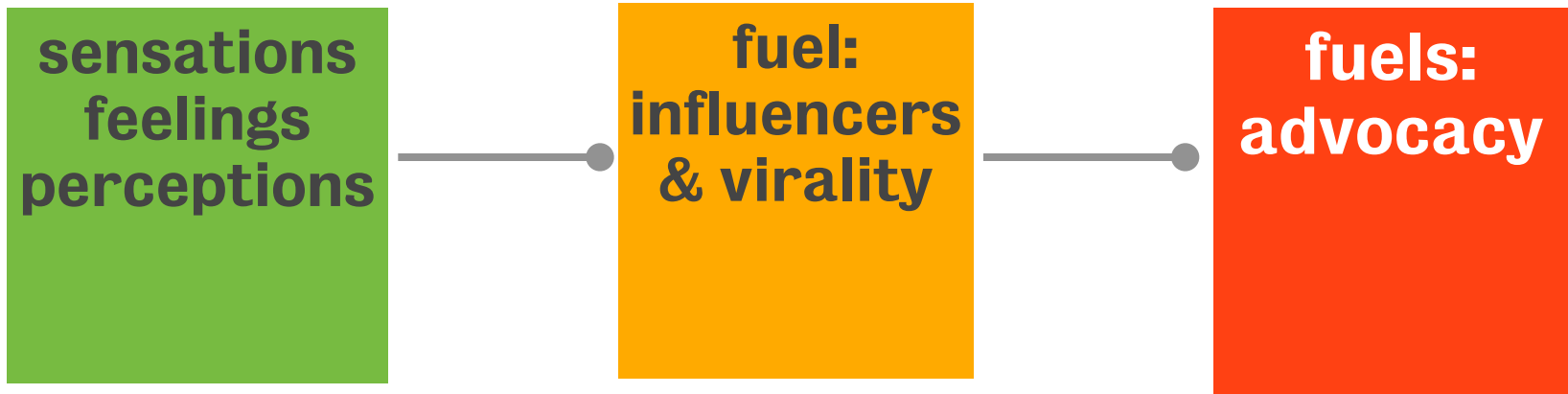
Communication

Brand experience
sum of the interactions with the brand

Commercial & Brand space

Product & Service

brand marketing





NORMALLY YOU'D
NEVER SETTLE
 FOR
SECOND BEST
 BUT THEN IT WAS
 SECOND BEST IN THE
WORLD



AWARDS
 ARE JUST
IRRELEVANT WANK
 FOR BEER SNOBS
 BUT DAMMIT, SOMEONE'S GOT TO WIN THEM.



BREWERS GUILD AWARDS 2012
 3 Trophies, 2 Golds, 3 Silvers, 1 Bronze

TUATARA

IT'S LIKE ONE OF THOSE
PREMIUM
 INTERNATIONAL
LAGERS
ONLY GOOD




HERE COMES THE SUN,

Light strikes ruins beer, which in our world is an offence almost as egregious as spilling it. That's why Tuatara bottles remain a sad shade of non-premium brown and come in boxes made of special

TUATARA

UV-proof cardboard developed by NASA. Enjoy your green bottle executive lager by all means, but your redneck brother-in-law and his vulgar brown stubble are smarter than you think.

THERE GOES THE BEER.

Brand and Product Training

Key to reseller effectiveness:
Know All Booklets
phil&teds University
Mountain Buggy University



Going 'social'

Going Social: why

- 98/23/78
- The conversations are happening with or without you
- Distributed creativity: 90% of brand chatter isn't directed by or at you
- It's become personal: you don't wanna talk? Neither will they
- If you're not engaging, then you're preaching
- It's where the purchase decisions are being made
- It's cheap, effective, and has reach

Going Social: why

- It's wonderfully measurable
- Very granular: down to the select piece of content
- Easily aggregated, eg:
 - Passion
 - Reach
 - Sentiment
 - Share of voice (relative to competitors)

Going Social: why

10% lift in Share of Voice = 1% lift in market share

Going Social: why

- **B2C companies that blog generate 88% more leads per month**
- **77% of internet users read blogs**

Going Social: what

- **Audience, Message, Medium: relevant content**
- **Content = linked & remark worthy = powerful**
- **Relationships with key influencers**
- **Own a position: blog; thought leadership**

Going Social: what

- **Content (eg blog):**
 - **NOT for promoting products**
 - **build relevance through thought leadership**
 - **build esteem through expertise expressed**
 - **build brand knowledge through sharing**

Going Social: how

- **Activate OWNED media:**

- **thought leadership**

- **www, blog**

- **social networks (facebook, linkedin etc)**

- **micro blogging (twitter, pinterest etc)**

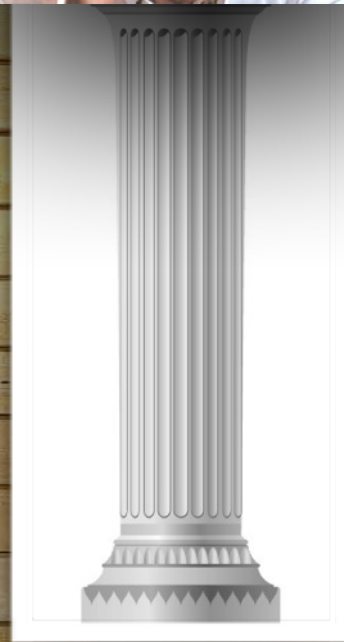
- **Leverage EARNED media:**

- **all influencing sites**

Going Social: how

- **Audience: where are they chatting & consuming?**
- **Message: shareable content is key; on point, on brand**
- **Medium: connect with the influencers**
- **Reviews are gold: foster them**
- **Comment & back link**
- **Likes v Shares: be REMARK-able**
- **Content schedule + tactical plan + metrics**

Pillar 3: Committed, effective channel





Channel development

- Pricing: retail sweet spot; work back from there
- Export early
- Ground up: pay for the trip!
- Relationships are gold
- Channel management
 - direct vs distribution
- Kiwis are good at opening doors...not so much at closing!
- Collaborate...or die!

Collaborate...or die!

- Kiwi approach: repeat mistakes!**
- vs: the Silicon Valley experience**
- Wine: Family of 12**
- Craft beer: CBC; Tuatara offshore**
- A little 'opposite thinking'!**

Leveraging platforms



TUATARA
PRESENTS

hopstock

CELEBRATING PEACE, LOVE AND PALE ALE.

— FEATURING —

CONEHEAD GREEN-HOPPED IPA	APA AOTEAROA PALE ALE
APA AMERICAN PALE ALE	MAYDAY! DOUBLE IMPERIAL APA

LAUNCH 5.30PM - TUES 1ST MAY

FORK & BREWER - WELLINGTON
POMEROY'S INN - CHRISTCHURCH

GALBRAITH'S ALEHOUSE - AUCKLAND
EUREKA CAFE & BAR - DUNEDIN



WELLINGTON

CRAFT BEER

CAPITAL

WWW.CRAFTBEERCAPITAL.COM

Summary

Business as unusual

- **Cherry pick the value chain: limited time&resource**
- **Focus on IP: brand, design, supply chain, relationships**
- **Export (early): think global: it's just trading**
- **Collaborate: for scale & impact**
- **Differentiation + relevance: stand for something;**
- **Social is critical : it owns your brand**



Don't panic Mr Mannering!

- Do it today
- Do more of what works
- Do less of what doesn't

What if it goes right?!