

Innovative Coasters Help Brewery Boost Website Conversions

Coronado Brewing Co. taps into Thinfilm technology to
engage beer drinkers in saturated marketplace



Challenge



About Coronado Brewing Co.

Established in 1996 by brothers Ron and Rick Chapman

3 San Diego County locations: a brew pub, a tasting room and a restaurant

Specializes in West Coast-style ales and lagers

Coronado Brewing Co. is one of San Diego County's first craft breweries, but an awesome reputation for West Coast-style ales and lagers only takes you so far in a marketplace teeming with more than 130 local breweries.¹

Coronado Brewing competes with national brands as well—the craft brewer's products are available in 16 states. This makes for a very crowded marketplace, as Coronado Brewing is competing with both macro and craft beer brands for limited shelf space in grocery and convenience store locations.

MORE THAN 3,900 NEW BEER PRODUCTS HIT THE U.S. MARKET IN 2016.²

Rising above the noise in this saturated environment is tough, given the million-dollar marketing budgets of bigger brands.

Still, the challenge isn't just a glut of products. There's something else going on. Craft beer connoisseurs tend to be promiscuous consumers, trying out new products all the time. They also tend to use Google, Facebook and Amazon to make buying decisions, relying

on search engine algorithms and websites like BeerAdvocate and Untappd to influence their next purchase.

“Competing for the attention of craft beer drinkers is intense. Getting people to hear your brand story without interference is even harder.”

—Brandon Richards, COO, Coronado Brewing Co.

And unless beer drinkers are buying or tasting the product at the company's three locations, the company is far from the point of sale, which means it's more difficult to directly influence the consumer and share its compelling story.

Coronado Brewing Co. was looking for experiential ways to differentiate itself in a sea of new SKUs, grab beer drinkers' attention, and get those consumers engaged with the brand.

1. <https://www.sandiego.org/articles/breweries/san-diego-breweries.aspx>
2. <http://innovation.nielsen.com/craft-beer-audit-2016>



Solution

What is Thinfilm?

Thinfilm offers end-to-end mobile marketing solutions that feature:

- Hardware
- Label/packaging integration services
- A cloud-based software platform

Together, these components deliver a 1-to-1 digital marketing platform through which brands of all sizes can connect directly with consumers via a smartphone.

To extend its brand beyond the bar, Coronado Brewing Co. hired Thinfilm to implement a different kind of integrated mobile marketing solution.

Thinfilm embeds NFC (near-field communication) technology in merchandise product tags. Consumer goods with these tags range from wine, spirits and craft beer to cosmetics and clothing.

With SpeedTap™ technology, consumers tap the product tag with their smartphones and then see a customized landing page, video or other digital asset provided by the brand.

The brand can view the consumer's performance data in real-time, accessible through a single system.

How a Brand Benefits

Using the Thinfilm innovative mobile marketing solution, a brand can do the following without the interference of search engines or social media platforms:

- Communicate directly with the consumer
- Provide a unique digital experience
- Surprise and delight customers on their terms

“Any physical product can be turned into a channel at any point of time. Thinfilm’s integrated mobile marketing solution lets you own the communication wherever the consumer is, whether it’s in the store, at the bar, or in the home.”

—Davor Sutija, CEO, Thinfilm

Coronado Brewing Co. Test Case

Coronado Brewing Co. decided to test and learn from the Thinfilm mobile marketing solution with a new product launch.

The brewery had crafted a new beer, **CoastWise Session IPA**, in collaboration with **Surfrider Foundation**. A portion of the proceeds from **CoastWise** sales directly benefit the environmental organization dedicated to the protection and preservation of the world's oceans and beaches.

To share the story of its new beer and its collaboration with Surfrider, Coronado Brewing Co. decided to start with coasters for its first Thinfilm mobile marketing campaign.

This test-and-learn approach would allow the brewery to:

- Streamline and simplify its initial messaging
- Implement the campaign quickly (no enhancements would be necessary for its existing merchandise)
- Control and optimize the campaign by providing 50,000 coasters at its three on-site locations



Results

The coasters were delivered in 20 boxes containing 2,500 coasters each. Each coaster had a one-week lifecycle, and each box had a 35-day average lifecycle. The coasters were distributed in batches over the course of a month to allow the brewery and Thinfilm to measure the data over time for the best results.

The data shows that consumers responded enthusiastically to the campaign.

Compared to CTRs of 0.2% for its existing advertising, Coronado Brewing Co. saw a big increase in consumer engagement in terms of tap rates.

Coronado Brewing Co. also noticed its customers enjoyed the “wow” factor of the interactive coasters. They saw consumers taking coasters home as a novelty item. And they fielded questions from consumers who asked if tapping the coaster would give them information on where to find or buy Coronado Brewing Co. beer.


Next Marketing Campaign


The test-and-learn case has the brewery looking into its next Thinfilm mobile marketing campaign. Coronado Brewing Co. plans to have its remaining coasters direct consumers to its ecommerce page. It's also considering using Thinfilm technology for additional point-of-sale opportunities.

“The Thinfilm team made everything a snap. And our customers really enjoyed the interactive experience.”

—Brandon Richards, COO, Coronado Brewing Co.

Tap Rate* Per Box

 **2.24%** Tap rate at the best-performing location

 **1.65%** Average tap rate for boxes with 35+ days in the market

Tap Rate Over Time

 **7%** Growth in week over week tap rate throughout the lifecycle of the box.

Conversion Rate

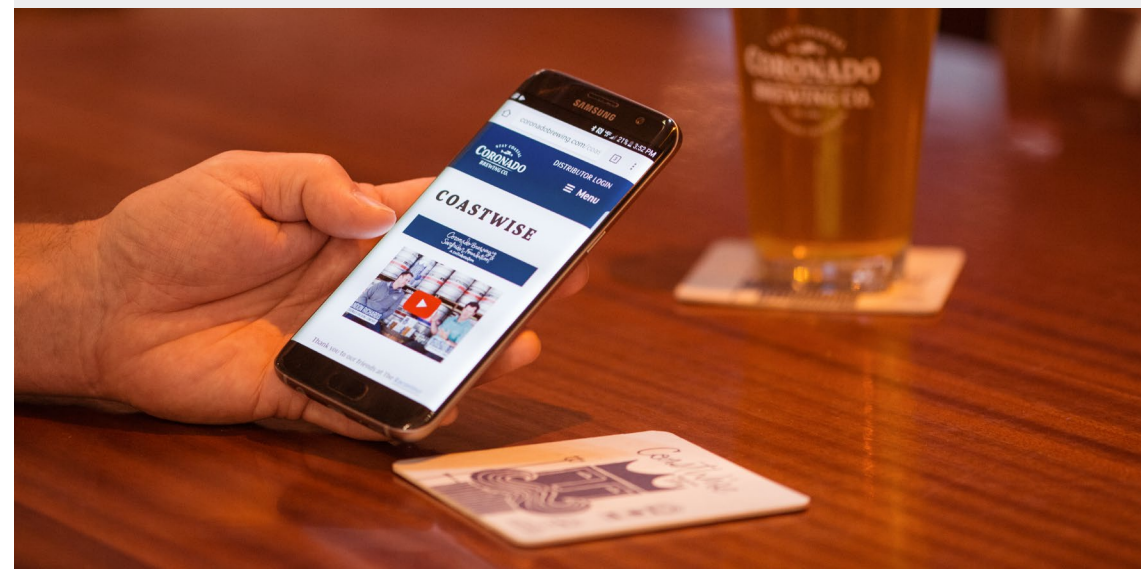
Conversions were measured by visits to the website initiated by consumers' taps on the coaster.

 **13-17.5X**
Increase in website conversions, compared to Coronado Brewing Co's other marketing channels

Increase in Mobile Traffic

 **92%** Lift in mobile traffic to the CoastWise landing page

* The tap rate is the number of unique daily taps (from unique smartphones) of a coaster divided by the total number of coasters in a box. A coaster that is tapped repeatedly by one phone would count as a single tap only.





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