

## Data Analysis

<p>BUS465 601 Team 5</p> <p>Team members: Payton Christiansen, Moriah Mulig, Naz Santiago, Brooke Tang, Elana Widmar, Damian Barrera, Aaron Faulkner</p>		
<p><b>Section 1: Key findings from marketing research about East Bower Cider Co.</b></p>		
<p>Key findings from secondary research</p> <p><i>Note: Please include references section in Appendix</i></p>	<p>Majority 3.5-4 stars rating on a social discovery beer app called Untappd with some keywords indicating mediocre cider</p> <p><i>Appendix A</i></p>	<p>Focus on dry, easy-drinking cider that is truly local</p>
	<p>On Yelp, they boast a 4.8 star review (21 reviews), most of the reviews mentioned their outdoor seating as a main point of their experience</p> <p><i>Appendix F</i></p>	<p>Reviews on Google mention the friendliness of the staff and how knowledgeable they are, and how their recommendations tend to be very helpful.</p> <p><i>Appendix G</i></p>
<p>Key findings from your netnography of East Bower's social media feeds and any other online sources</p>	<p>Non-weekly events have better engagement because they're one-time events and catch people's attention.</p> <p>Example: pumpkin patch and their 1 year anniversary</p> <p><i>Appendix B</i></p>	<p>UGC or in-house content with real people in real time/live photos have better engagement and exposure</p> <p><i>Appendix C</i></p>
	<p>Least liked/engaged posts were bluegrass Sundays graphics</p> <p><i>Appendix D</i></p>	<p>Hashtags in caption of posts have better engagement</p> <p>#raleighcider #919eats  #919drinks #drinkcider  #exploretriangle  #raleighbusiness #cityofoaks  #craftcider</p> <p><i>Appendix E</i></p>

<p>Key findings from primary Research (Dr D's data set on how consumers perceive East Bower's social media marketing)</p>	<p>respondents are excited about the experience at EBC such as trying the beverages and atmosphere of music, social life, and bringing their dogs</p>	<p>respondents want to see more of, mostly atmosphere/events content, video content, and behind the scene or process of making cider content</p>
<p><i>Note: please provide actual supporting analyses (tables, figures) in an Appendix</i></p>	<p>respondents are not the most curious about trying new experiences/products</p>	<p>respondents feel that the "behind the scene experience" has expanded their knowledge leading them to feel closer to the brand</p>

## Section 2: Key Findings about ideal target audience for East Bower Cider Co. (see Topic 3)

<p>Key findings from research about an ideal target audience for East Bower (i.e., how does your data analysis suggest specific demographics, psychographics, and media consumption for East Bower specifically?)</p>	<p><b>Demographic findings:</b></p> <ul style="list-style-type: none"> <li>There is a significant presence of younger adults and millennials who have shown a growing interest in craft and flavored ciders.</li> </ul> <p><b>Psychographic findings (most important):</b></p> <ul style="list-style-type: none"> <li>Cider drinkers are often appreciative of the novelty and variety of their drinks. They like to know what type of fruit is infused, whether sweet, sour or bitter. Another psychographic would be those who are health conscious and prefer cider due to the drink being naturally gluten-free.</li> </ul> <p><b>Media consumption findings:</b></p> <ul style="list-style-type: none"> <li>Instagram and Facebook</li> </ul>
<p>Profile of ideal target audience with title and identifying quote, along with key demographics, psychographics, and media consumption (as you did with your individual brand campaign assignment)</p>	<p><b>Title:</b> Cidergoers</p> <p><b>Identifying quote:</b> "Craft Beer and Local Cider is an opportunity to connect more with my community"</p> <ul style="list-style-type: none"> <li>Millennials and Older Gen Z</li> <li>Foodies who enjoy being a part of something unique or individual to the place they live</li> <li>Foodies who enjoy exploring craft beer, cider, local restaurants and food trucks</li> <li>Low to avg. Instagram and Facebook media consumption</li> </ul>
<p>Persona</p>	<p>Meet Dave, the embodiment of the East Bower Cider Company's persona. At 32, Dave holds a bachelor's degree in finance and thrives as a mid-level administrator in the tech industry. His life is</p>

<p><i>Note: this is a detailed description that brings persona to life as if they are a real person – this helps you and your client visualize who the campaign speaks to. As such, should have name and description of lifestyle, brand constellation, etc.</i></p>	<p>transitioning into a new chapter as he and his wife embark on the journey of starting a family.</p> <p>Dave's lifestyle reflects a balance of activity and relaxation. While he maintains a dynamic presence at work, he cherishes moments of leisure, often spending them with friends he and his wife have cultivated since their move to Raleigh post-college. As a health-conscious individual, Dave strives to incorporate organic and locally sourced foods into his diet, though he doesn't impose stringent restrictions beyond that.</p> <p>What sets Dave apart is his affinity for unique experiences, especially when it comes to unwinding. EBC has become his go-to spot among breweries, offering an exclusive charm that resonates with his discerning taste. The atmosphere, complemented by live music, captivates him, creating the perfect backdrop for moments shared with friends.</p> <p>Interestingly, Dave's visits to EBC are not just about his own enjoyment; his wife finds joy in the presence of dogs at the venue. As a couple, they appreciate the holistic experience that EBC provides—crafted beverages, lively ambiance, and even a touch of canine companionship.</p> <p>Dave stands as the quintessential core clientele for East Bower Cider Company, representing the brand's appeal to individuals who seek more than just a drink. His connection with EBC extends beyond the beverages; it encapsulates the essence of a community, an exclusive haven where quality meets camaraderie.</p>
<p>Persona's need/motivation that aligns with East Bower</p>	<p>Dave, as the persona for East Bower Cider Company, is driven by a desire for authentic and exclusive experiences that align with the brand's offerings. His need and motivation revolve around finding a place that not only caters to his taste for high-quality, locally sourced beverages but also provides a unique and welcoming atmosphere.</p> <p>Dave seeks more than just a cider; he craves an environment that mirrors his values and lifestyle. As a mid-level administrator in the tech industry, he works hard and appreciates the finer things in life during his moments of leisure. East Bower Cider Company fulfills his need for a space where he can unwind,</p>

	<p>socialize with friends, and immerse himself in an atmosphere that goes beyond the ordinary.</p> <p>Furthermore, as Dave is on the brink of starting a family, East Bower resonates with his evolving priorities. The brand becomes a place where he can create lasting memories with friends and family, fostering a sense of community and belonging. The exclusive touch that East Bower adds to its offerings, be it through unique cider blends, live music, or the presence of dogs, aligns seamlessly with Dave's need for distinct experiences.</p> <p>In essence, Dave's motivation aligns with East Bower as he seeks a haven that goes beyond being a traditional cider spot. The brand becomes an extension of his lifestyle, offering not just a product but a complete experience that satisfies his yearning for authenticity, exclusivity, and community.</p>
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### ***Section 3: Insight generation***

<b>INSIGHT(s)</b> (i.e., "Aha! Moment(s) as you synthesized all your research)	<p>East Bower has done a great job at allowing people the visualization of the behind the scene experience by exposing and showcasing their kegs as a part of their space and on Instagram. However, moving forward they may have opportunities to allow consumers to obtain more knowledge and experiences involving the cider making process to allow for customers to feel a part of their brand and hold an insider position.</p> <p>East Bower has done a great job of encouraging consumers to embrace a new branch within craft beverages, cider. Moving forward as they immerse themselves into this market, there is a need to stimulate comfortability and invitational efforts to stimulate curiosity and lower the risk of wanting to try new things.</p>
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## **Appendix**

### **Primary Data:**

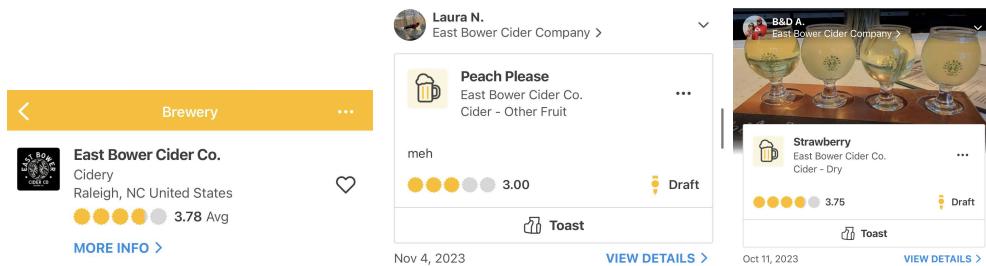
- 38% of respondents agree that EBC's feed makes them want to try beverages
- 41% of respondents agree that EBC's feed makes them want to go for the atmosphere
- 43% of respondents agree that EBC's feed makes them want to go for the overall experience

- ExciteDogs (1=excited about bringing their dog, 0=don't care about bringing their dog) 18/88=20.5% of respondents are excited to bring their dog to EBC
- MoreVideo (1=want to see more videos, 0=don't care to see videos) 13/88=14.8% of respondents want to see more videos/reels on EBC's feed
- MoreAtmos (1=want to see more atmosphere/events, 0=don't care to see atmosphere) 21/88= 23.9% of respondents want to see more content about the atmosphere and events that go on at EBC
- MoreBTS (1=want to more behind the scenes/process making, 0=don't care to see BTS) 14/88=15.9% of respondents want to see more content about the process of making the cider
- 45% of respondents have noted that the behind the scene experience has made them feel more like an insider with special knowledge
- only 30% of people are curious to explore new places/discover local businesses
- 39.09% of respondents spend 31-60 minutes per day on Instagram
- NoFB (1=don't use/have facebook, 0=use or have facebook) 20/88= 22.7% of respondents don't have or use Facebook but have/use Instagram

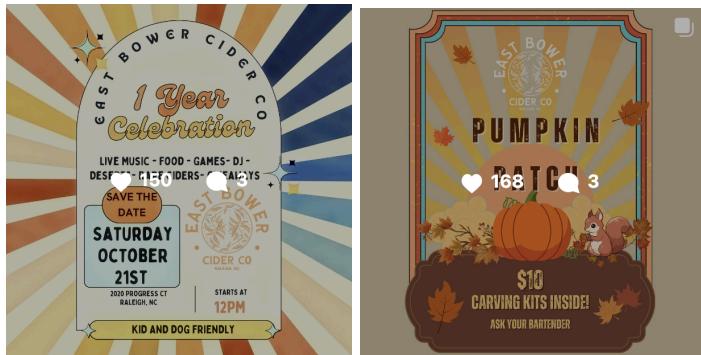
#### Citations (MLA):

- Ginsburg, Eric. "East Bower Cider Co.. Will Be Raleigh's First Hard Cidery." *Raleigh Magazine*, 7 Apr. 2022, [www.raleighmag.com/2022/03/east-bower-cider-co/](http://www.raleighmag.com/2022/03/east-bower-cider-co/).
- Jackson, Drew. "Raleigh's First Cidery Ready to Open in East End Market | Raleigh News ..." Raleigh's First Cidery Is Set to Open in New Development Near Atlantic Avenue , 22 Aug. 2022, [www.newsobserver.com/living/food-drink/article264517781.html](http://www.newsobserver.com/living/food-drink/article264517781.html).
- Newhart, Beth. "Cider Succeeds with Men, Women and Millennials; but Faces Challenge in Retaining Consumers." *Beveragedaily.Com*, William Reed Ltd, 15 Feb. 2019, [www.beveragedaily.com/Article/2019/02/15/Cider-succeeds-with-men-women-and-millennials-but-faces-retention-challenge#](http://www.beveragedaily.com/Article/2019/02/15/Cider-succeeds-with-men-women-and-millennials-but-faces-retention-challenge#).
- "East Bower Cider - Raleigh, NC." Yelp, [www.yelp.com/biz/east-bower-cider-raleigh](http://www.yelp.com/biz/east-bower-cider-raleigh). Accessed 9 Nov. 2023, <https://www.yelp.com/biz/east-bower-cider-raleigh>.
- "East Bower Cider Company." Google Search, Google Reviews, [www.google.com/search?q=east+bower+cider+company](http://www.google.com/search?q=east+bower+cider+company). Accessed 10 Nov. 2023,

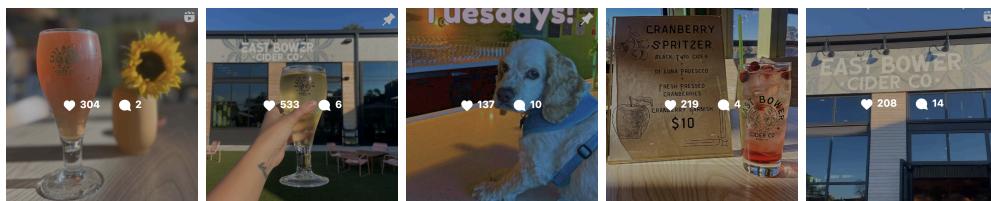
#### Appendix A—Untappd EBC ratings



#### Appendix B—Non-weekly events engagement



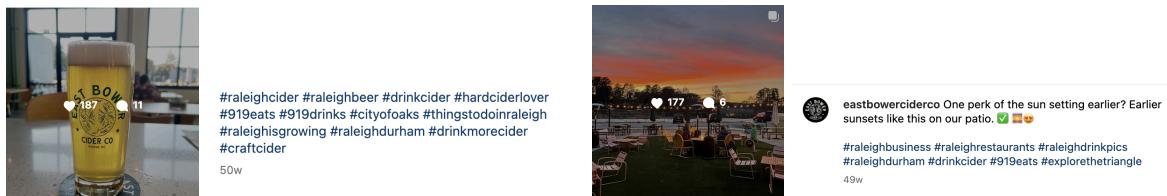
#### Appendix C—UGC/live photos engagement



#### Appendix D—Bluegrass Sunday graphics engagement



#### Appendix E—Hashtags in the past, 2022



#### Appendix F—Yelp Reviews

**Kris G.**  7 months ago

Today was my third visit and I can't wait to go back. Modern and beautiful vibe with unique and flavorful ciders. You will love the **outdoor** seating with fire pits for cool evenings. Games available, pet friendly and very nice staff. My new weekend hang out spot!

Helpful 0 Thanks 0 Love this 0 Oh no 0

**Allison W.**  12 months ago

Super cute **outdoor** area! They have heaters for chillier nights. I got the non alcoholic hot cider and it was delicious. They have a lot of ciders, but not a ton of different fruit options (blackberry cider, blueberry cider, orange cider, etc). Worth a visit!

Helpful 0 Thanks 0 Love this 0 Oh no 0

**James H.**  6 days ago

East Bower Cider is a hidden gem with charming **outdoor** seating. Their diverse selection of ciders caters to all tastes, and the knowledgeable staff is always ready to assist. Relax and enjoy their refreshing ciders in the serene surroundings. Don't forget to pair them with their delicious snacks for a complete experience.

Helpful 0 Thanks 0 Love this 1 Oh no 0

## Appendix G- Google Reviews

