

Attracting younger beer drinkers and growing sales with the help of external communication

An External Communication Proposal
for Les Brasseurs de Montréal



Prepared by



E.C. Company

Formal Proposal on an external communication problem

Prepared for
Les Brasseurs de Montréal
Montréal, Québec

Prepared by

External Communication Expert
E.C. Company

March 5, 2019



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Les Brasseurs de Montréal
1483 rue Ottawa
Montréal, Qc H3C 1S9

Dear Les Brasseurs de Montréal:

This proposal meant to inform you of the opportunity to attract a larger proportion of younger beer drinkers through the amelioration of an external communication channel. I believe you will find this report useful and will consider my services to help you increasing your sales.

This report was designed in seven areas:

- A background of Les Brasseurs de Montréal Business
- An analysis of the beer industry in Canada and in Quebec
- The communication problem
- The methods
- The timeline
- My qualifications
- The pricing

The results of this report is based on a lot of data and statistics on beer consumption in Canada and in Quebec. The results of this proposal, discussed more fully in the report, indicates that the company should orient itself towards a younger consumer base through an update of external communications which in this case is the website.

I would be pleased to discuss this report and its conclusions with you at your request. To be the most effective, I would need a response from you before the end of the month. My firm and I thank you.

Sincerely,

[Redacted signature]

External communications expert

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Executive summary

Purpose of the report

Les Brasseurs de Montréal can benefit from attracting younger beer drinkers. This report as for goal to show the positive impact that can have those new consumers on the sales of *Les Brasseurs de Montréal*. This proposal will address an external communication problem that could be solve and thereby increase sales.

The beer industry

The data show that the interest of local breweries and craft beer is increasing with the time especially among younger people. The statistics also show that the younger beer consumers (18-34 years old) are the one who are consuming the most.

The external communication problem

At this time, the website of *Les Brasseurs de Montréal*, is not use at his maximum capacity. A new website youth oriented and bilingual would have a positive impact on the sales growth.

Methods, timeline and pricing

As an external communication expert, in the next few months, I will analyze the beer industry, understand the business of *Les Brasseurs de Montréal*, analyze the company's external communication channels and an evaluation of outward-facing communications for a total of \$2,200.

Attracting younger beer drinkers and growing sales

The purpose of this report is to develop an opportunity to attract a larger proportion of younger beer drinkers through an outward-facing communications channel that has not been leveraged to its full potential.

The report includes: a brief background of *Les Brasseurs de Montréal*; an analysis of the beer industry; an assessment of the communications channel in question (namely, the company web site, which is the source of the problem); methods put forward to solve the problem; a timeline; my qualifications; and pricing for my services.

As a communications expert, I focus on the communications channel that needs to be used more effectively.

My solutions to this problem will translate into sales growth for your company.

Company background

Les Brasseurs de Montréal is a Montreal-based brewer founded in 2008. The company produces a variety of craft beer; its product diversity is designed to satisfy a broad range of consumer tastes (*Les Brasseurs de Montréal* 2019).

Using only fresh ingredients, the company has created over 15 types of beer, which are found in its restaurants and in many grocery stores across Quebec (*Les Brasseurs de Montréal* 2019).

Analysis of the beer industry in Quebec and the rest of Canada

Alcoholic beverage sales

The beer industry accounts for the largest volume of sales of alcoholic beverages. While the overall sales volume of alcoholic beverages dropped by 1% in 2017 in Canada, product-category ranking has not been affected with beer accounting for 40.6% of annual sales, ahead of wine at 32%. In 2017, 2.4 billion litres of beer were sold in Canada (Statistics Canada 2018, Passport 2018, Morris 2019). Despite declining sales, the industry's revenue grew at an annualized rate of 4.2% in 2018 due to rising prices and new interest in craft beer (Couillard 2018). Quebec ranks second among the provinces for beer sales, just behind Ontario. In 2017, more than 564 million litres of beer was sold in Quebec (Beer Canada 2018).

Competition in the beer industry

The beer industry is highly competitive in Quebec and in the rest of Canada. In 2017, there were 817 brewers in Canada, up 17.6% compared with 2016. Of this number, 190 were

located in Quebec, placing it second among the provinces in this regard. From 2016 to 2017, the number of brewers in Quebec rose by 16.6% (Beer Canada 2018). By far, most of the beer sales in Canada is controlled by two large companies: in 2017, Labatt Brewing held 45.6% of the market and Molson Canada, 33.9% (Passport 2018).

Craft breweries and imported beer

Recently, there has been a new factor at play in the beer industry in Canada: the rise in popularity, especially among young consumers, of small and local craft breweries. This new interest has resulted in a large increase in the number of brewers in Quebec and in the rest of Canada (Couillard 2018). In addition to the rising popularity of craft beer, demand for imported beer has grown. The sale of imported beer in Canada has grown steadily from 2013 to 2017.

In 2017, the sale of imported beer in Canada was up 1% from the previous year. In addition, from 2016 to 2017, the total change in the ratio of domestic to imported beer sales was negative 1.1%. In Quebec, the sale of imported beer grew by 9.2% in 2017, and the total change in the ratio of domestic to imported beer sales was negative 0.2% (Beer Canada 2018, Passport, 2018).

Beer consumption by younger people

The age bracket that accounts for the greatest consumption of beer in Canada are 18 to 34-year-olds. In 2018, this group consumed 39.1% of the beer sold in Canada (Statistita 2019). Millennials show a growing interest in healthy lifestyles; accordingly, they are more likely than previous generations to consume non-alcoholic beer. Major brewers such as Molson Canada and Labatt Brewing have launched various kinds of non-alcoholic or low-calorie beers to attract more consumers (Passport 2018) .

The communications problem

The challenge is to attract a greater proportion of younger beer drinkers by using an existing outward-facing communications channel more effectively. The *Les Brasseurs de Montréal* web site must be revamped to appeal to the 18-34 age bracket. In 2018, 18 to 34-year-olds were the main consumers of beer in Canada (Statistita 2019), accounting for a very large sales volume (Couillard 2018). In addition, this age bracket has shown growing interest in craft beer. Currently, the web site exists in French only. With its unilingual site, *Les Brasseurs de Montréal* loses a significant number of potential customers across Quebec, particularly in Montreal. In 2016, there were 307,080 unilingual Anglophones living in Montreal (Ville de Montréal 2017). Clearly, that is a large pool of potential customers. In sum, a new web site would be bilingual and would target a younger generation of beer drinkers.

Methods

In my capacity as a communications expert, I would resolve this problem as follows:

- Conduct in-depth research and analysis of the industry
- Gain a detailed and comprehensive understanding of *Les Brasseurs de Montréal's* business operations
- Review and analyze the company's outward-facing communications
- Use the AIDA method to assess the company's outward-facing communications

In evaluating *Les Brasseurs de Montréal's* outward-facing communications, I will focus on content and style. Specifically, I will determine how effectively content and style reach and connect with younger consumers.

Timeline

This section presents the work schedule with deadlines for all stages included in the "Methods" section:

- Industry research and analysis: February 5, 2019
- Research into *Les Brasseurs de Montréal's* business operations: February 22, 2019
- Review and analysis of outward-facing communications: March 10, 2019
- Evaluation of outward-facing communications: April 2, 2019

Qualifications

As a communications specialist with expertise in outward-facing channels, I have the qualifications needed to carry out this mandate successfully. As a member of the 18-34 age bracket, I understand and appreciate what younger consumers want, need, and expect. Having grown up with technology and social media, I can harness the power of these resources. In my former job, I was on the team in charge of social media. I used to oversee content for an educational web site. Thanks to these skill sets and my keen sense of observation, I can target the specific components that require revamping on your web site – as a result, you will reach an increasing number of consumers.

Pricing

My hourly fee is \$50. I can complete this mandate in 40 hours. Expenses estimated at \$200 would cover travel, printing, and photocopying requirements. In total, pricing for this project is \$2,200 (before taxes).

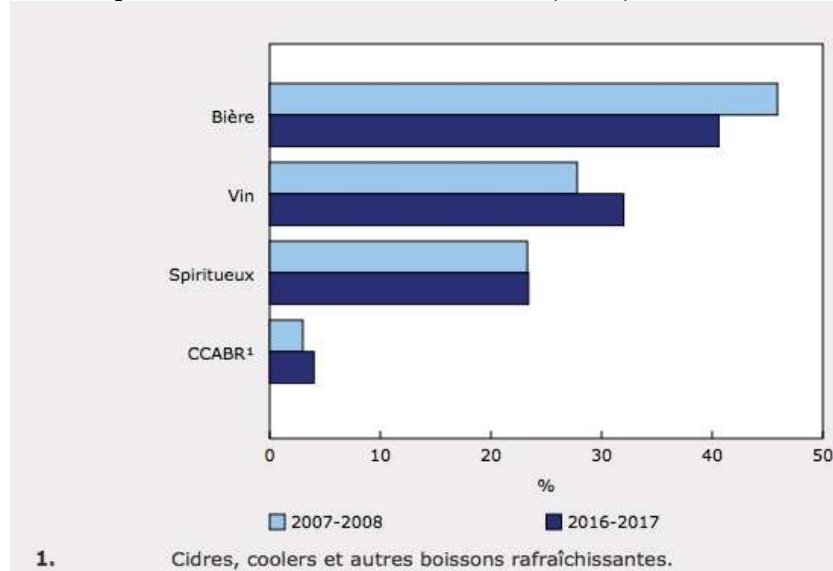
A shrewd investment with a strong return

Please be assured that your investment of \$2,200 will be repaid many times over thanks to your enhanced visibility among the key consumer group of 18 to 34-year-olds. By entrusting me with the task of revamping your web site, *Les Brasseurs de Montréal* will develop a new and growing set of customers and increase its sales volume.

Appendices

Graphic 1

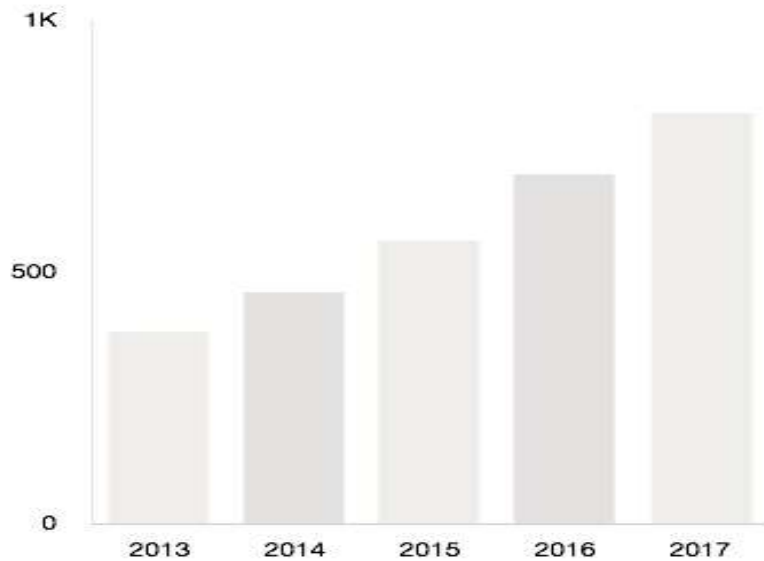
Proportion of alcoholic drinks sold (in %) in Canada



Source: Statistiques Canada. (2018) Proportion des ventes (en dollars) de boisson alcoolisées, selon la catégorie, en %. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/180510/cg-a001-fra.htm>

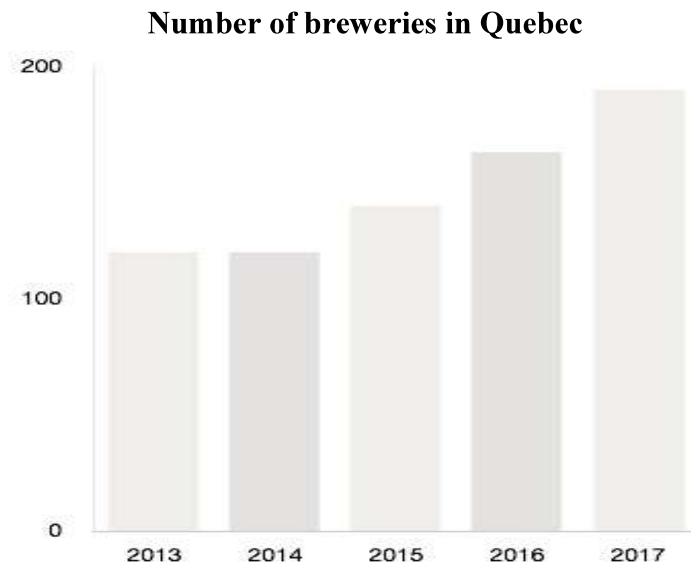
Graphic 2

Number of breweries in Canada



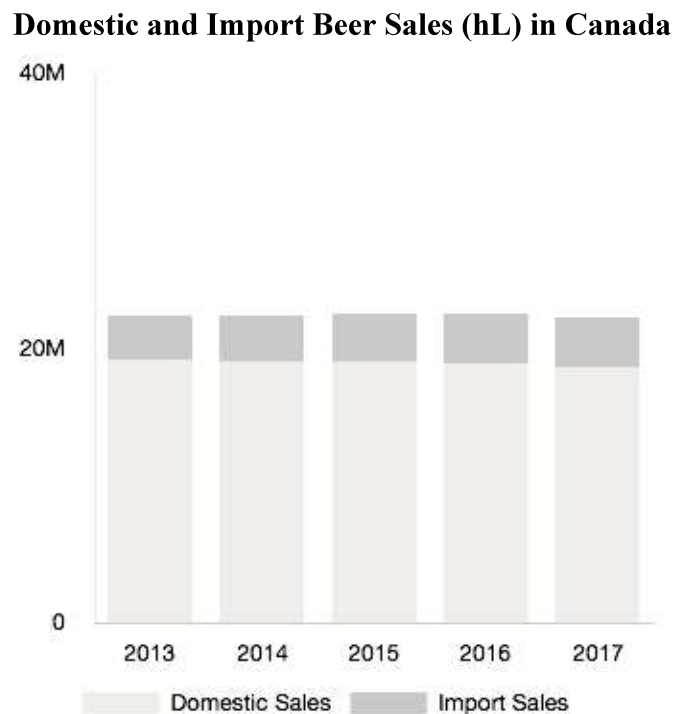
Source: Beer Canada. (2018). Statistics National Overview. Retrieved from <https://industry.beercanada.com/national-overview>

Graphic 3



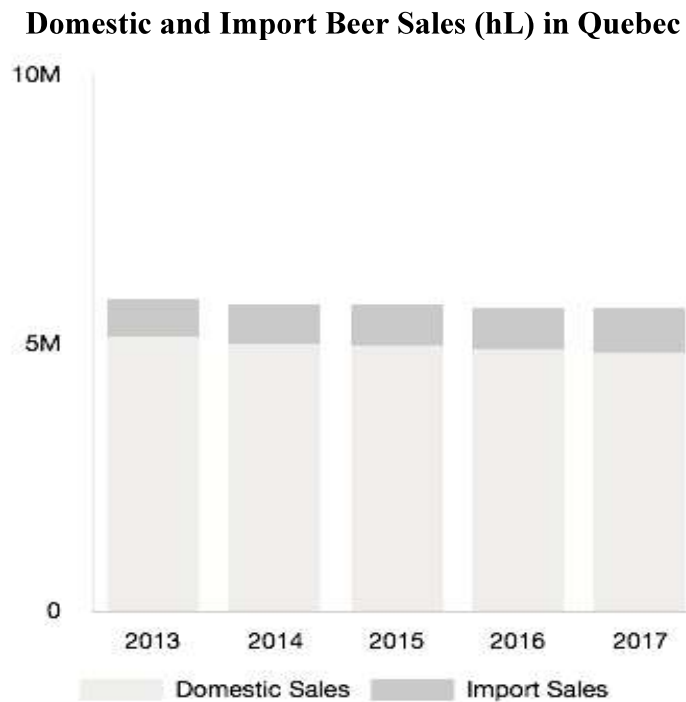
Source: Beer Canada. (2018). Beer Canada. (2018). Statistics Quebec. Retrieved from <https://industry.beercanada.com/statistics/quebec>

Graphic 4



Source: Beer Canada. (2018). Statistics National Overview. Retrieved from <https://industry.beercanada.com/national-overview>

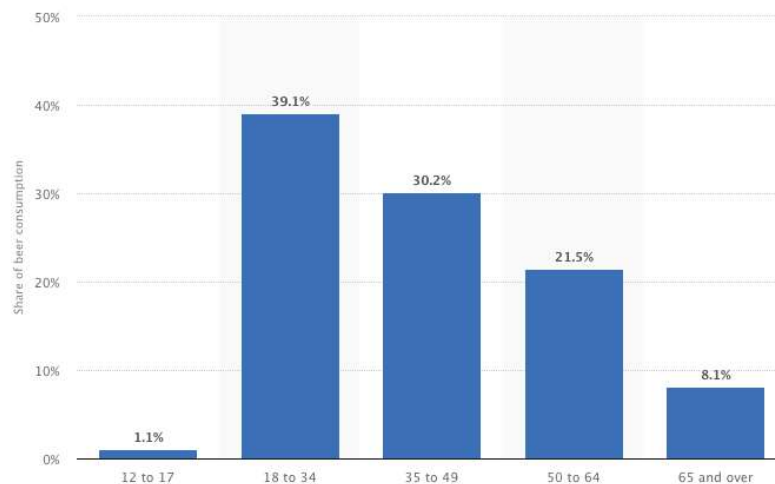
Graphic 5



Source: Beer Canada. (2018). Beer Canada. (2018). Statistics Quebec. Retrieved from <https://industry.beercanada.com/statistics/quebec>

Graphic 6

Estimated domestic beer consumption in Canada in 2018, by age group



Source: Statistita. (2019). Estimated domestic beer consumption in Canada in 2018, by age group. Retrieved from Statstita database. <https://www.statista.com/statistics/339801/beer-consumption-in-canada-by-gender-and-age-group/>

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