



When it comes to craft beer, studies show that millennials value quality and taste in their consumption experience. The question is:

## How can brands craft a better consumer experience?

Use Thinfilm's NFC tags to connect directly with consumers through the tap of a smartphone.

"Consumers 21 - 34 desire craft beer that is associated with being handcrafted, artisanal and top quality."<sup>3</sup>

- Nielsen research

### The problem

Research shows that 30 percent of young men and 21 percent of young women have tried craft beer.<sup>1</sup> As millennials mature, they are interested in trying new things, and their appetite for new experiences includes the alcoholic beverages they choose. More than 69 percent of millennials consider themselves adventurous.<sup>2</sup> They are loyal to brands that provide experiences they cannot get in their everyday lives, ones they can "co-create" with a brand.

Emerging breweries need distinctive ways to differentiate their products and build a relationship with these consumers. As your brand looks to engage them, how are you building a relationship? Are you satisfying their desire for a fresh, new experience and authenticity? Are you connecting with them on their terms via mobile devices?

Each craft brewery has a unique story of its origin and craftsmanship that can appeal to younger beer drinkers. Do your potential customers know yours? For new brands looking to engage with millennials, success may come from focusing on your brand's authenticity, originality and value.

Remember, while millennials can be loyal to a brand, they may have several in their "go-to" repertoire. The challenge is to become part of that preferred rotation and solidify their favorites. Interestingly, when ordering food at local restaurants, a study showed that over 50 percent of millennials order their *favorite* craft beer, compared to 22 percent who tried a *new* craft beer.<sup>4</sup> Once you win that loyalty, your brand wins.



Interested in learning more about how you can protect your craft beer brand, distinguish your product, and empower your customers?

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# Crafting loyalty with mobile technology



"The two most important people in craft beer are the beer makers and the beer lovers. We believe ThinFilm's technology gives our partner breweries a powerful tool to connect with their customers beyond the brewery."<sup>5</sup>

- Hopsy Co-founder and CEO  
Sebastien Tron

## The solution

Hopsy knows that craft beer drinkers truly care about where their beer comes from and who made it. That's why the California-based craft beer marketplace and beer delivery service is using ThinFilm's NFC OpenSense™ tags on their growler bottles to build a community of beer enthusiasts who are connecting on a passion for craft beer.

ThinFilm's NFC OpenSense and SpeedTap tags help Hopsy's clients provide a novel way for millennials to experience their brand, all through a simple tap of their smartphone. With millennials increasingly relying on their phones to evaluate products and make purchasing decisions, it's easy to understand the opportunity for emerging breweries trying to improve their market position.

Using ThinFilm's NFC (near field communication) technology, craft breweries are sharing their authenticity and craftsmanship stories directly with consumers, and particularly with the younger generation as they satisfy their desire for instant knowledge and gratification. With ThinFilm's cloud-based software analytics, brands can deliver a broad range of rich content, including brewery stories, product details, videos, and more, all designed to drive growth and build loyalty.

The innovative technology and functionality provided by SpeedTap and OpenSense tags can play a leading role in helping you to share your brand story, grow your craft beer business, and cement millennial loyalty.



1 Premack, Rachel, "Men drinking craft beer, women eating quinoa, and other millennial foodie trends, ranked," YPulse and Washington Post, July 2016

2 "Characteristics of Millennial Beer Drinkers You Need To Know," Brewers Association, October 5, 2015

3 "Tapped in, craft and local are powerful trends in the beer aisle," Nielsen, July 14, 2015

4 Fromm, Jeff, "The Millennial Consumer Craves Craft Beer," Millennial Marketing, 2016

5 "ThinFilm and Hopsy Deliver "Smart Beer" to the Craft Brew Market, ThinFilm, May 18, 2016

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