

Twisted Pine Brewing Company: Community Engagement Survey

Summary

In April of 2014, Confluence and Twisted Pine Brewing Company (Twisted Pine) agreed to conduct a Community Engagement Survey to determine the awareness of Twisted Pine's corporate social responsibility (CSR) initiatives: (1) canned food collection for EFAA; (2) partnership with Imagine! by hiring people with disabilities; (3) monthly benefit days for new charities. The survey was to be conducted solely at Twisted Pine's Ale House in Boulder, Colorado.

The goals of the survey were to:

1. Find demographics of Twisted Pine customers in the Ale House.
2. Determine awareness of Twisted Pine CSR initiatives among customers.
3. Use results from survey to make improvements of Twisted Pine's CSR initiatives to generate bigger impacts for the charities Twisted Pine supports, develop deeper relationships with Twisted Pine's "fans," and determine any changes necessary in marketing to recruit new customers.

Significant Results

- Almost 35 percent (43 of 125) of respondents had heard of at least one of the Twisted Pine initiatives. Nearly 80 percent (34 of 43) of those who had heard of at least one initiative visited the Ale House monthly or more often. Also, 34 of 43 were Millennials and the same amount also lived in Boulder County.
- Respondents who had heard of one Twisted Pine community initiative were more willing to purchase Twisted Pine beer over a competitor and recommend Twisted Pine to friend compared to those who had not hear of any of the Twisted Pine community initiatives.
 - The same respondents who had heard of one Twisted Pine initiative said it was more important in their purchasing decision for businesses to donate to charity compared to those who had not.
- For questions dealing with the importance of corporate social responsibility in business such as corporate donations, corporate volunteering, operating sustainably or local resources, results showed that females, Millennials, and respondents who lived in Boulder County continually rated these CSR activities than their comparison groups (males, Gen X or Baby Boomers, non-Boulder County residents).

Confluence's Role

Survey Design

Confluence drafted a survey that was finalized by Twisted Pine. The survey consisted of 21 questions that participants filled out using iPads. The questions were divided into a five different sections:

1. Questions 1 - 3: Demographics of respondents (Age, Gender, Zip Code of residence)
2. Questions 4 - 5: Participation and preferences in craft beer
3. Questions 6 - 11: Participation and preferences in Twisted Pine



Copyright © 2015 by Confluence Ltd.

To request permission to reproduce materials, call 720.341.8365

4. Questions 12 - 16: Preference of CSR by companies
5. Questions 17 - 21: Knowledge and participation in Twisted Pine CSR initiatives

Conduction

Confluence surveyed Twisted Pine customers on three separate occasions:

- Date 1: Thursday, April 16, 2015 from 5-7pm
- Date 2: Saturday, April 18, 2015 from 330-530pm
- Date 3: Friday, May 1, 2015 from 530-815pm

On Date 1, there were no special events occurring at the Ale House. On Date 2, Twisted Pine hosted one of its monthly benefits. On Date 3, Twisted Pine had a band perform. Confluence utilized iPads to conduct the survey, allowing respondents to fill out the surveys independently. Customers were approached either after ordering drinks or upon near completion of their food.. Overall, the response rate for the survey was very high and there were no incentives to complete the survey.

Presentation and Recommendations

On May 19, 2015, Confluence presented a 35 page report to Twisted Pine's marketing team. The report consisted of important findings in attendee's demographics, important qualities in craft beer, involvement in Twisted Pine, and how important in purchasing decisions that businesses should CSR activities.

At the end of the report, Confluence made five recommendations for Twisted Pine on how to utilize the survey's findings to help their community initiatives become more impactful:

- Utilize. Use this information to better conduct existing business and marketing strategies. Each customer is different in how they will interact with the brewery and create paths that make it easy for them to interact with the brewery.
- Promote. Find new ways to get people involved into the initiatives. Those that do get more involved will help market and become more involved with the brewery.
- Get creative. Utilize new techniques. Get partners. Make a fun social media campaign.
- Expand. If Twisted Pine sells product in other areas, find ways to engage those markets with community initiatives.
- Recruit. Find innovative ways to get people involved on your social media. Although only 18 respondents follow Twisted Pine online, 13 of them knew of or had participated in one of the community initiatives.

