

DEVELOPING BRAND AWARENESS FOR A LOCAL BEVERAGE STARTUP

A Boston based beverage start-up turns to IUCG for help developing their brand and raising awareness to ensure the successful release of their flagship product.

Client's Challenge:

- Launch their debut product in Spring 2017
- Undefined marketing efforts need guidance in order to properly education consumers – connect to local cranberry community
- Insufficient funding for product launch

IUCG's Solutions:

- Funding identified as the most pressing issue
- Created a pitch deck to target investors that communicated out client's techniques and brand effectively
- Created a brand development program that appealed to students and outlined the responsibilities of the brand development team



Business Impact:

- As a result of the pitch deck created by IUCG, the company had raised \$125k of their \$300k goal by the time of this publication.
- The brand development program outlined by IUCG is ready to recruit hardworking students to contribute to the company for course credit

“My biggest takeaway from working with [the client] is a new understanding of how to work efficiently in a changing landscape. Because they are a startup, the needs of our client varied on a weekly and sometimes daily basis, and being able to readjust and refocus our work in an efficient way is a skill that will undoubtedly help me on future projects.

- Student Analyst Emma Kelly

Client's Challenge:

This semester IUCG had the opportunity to partner with Briggs Original. Briggs Original, founded by Massachusetts natives Michael Kurson and Neil Quigley, was in the process of launching their first product, Boston Cranberry. Briggs Original Boston Cranberry is set to launch in Spring 2017, and is an all-natural, gluten free, spiked sparkling water made with real cranberries and a touch of cane sugar. In order for a successful launch, Briggs Original needed investors, funding, and a new brand development team. The brand development team will be put in charge of leading marketing efforts in order to raise awareness of Briggs Original Boston Cranberry, and the local cranberry culture.

IUCG's Solution:

After speaking with the core Briggs Original team, Briggs' primary and most immediate need was funding. In order to raise funding for Briggs, IUCG set out to create an investor pitch deck. IUCG was able to create a pitch deck that highlighted the product branding, it's opportunity in the market, how the product fits the market, the company's unique brewing technique, along with a hyperlocal sales and marketing strategy that matched the product. IUCG worked with Briggs frequently to ensure that the deck was effective and accurately depicted the direction of the startup. IUCG was then tasked with creating a brand development program that appealed to students. The brand development team will lead marketing efforts that raise awareness for Briggs Original Boston Cranberry and the local cranberry culture. One common deterrent of interning with a startup can

be that they are unpaid. So, we spoke with the Career Center in order to build a program that would allow students to gain credit while working. With the help of the Briggs team, IUCG was able to get a faculty sponsor on board and develop a program that allows students to get credit while working in an exciting, fast-paced environment.

IUCG's Impact:

IUCG provided a pitch deck that allowed the founders to highlight key information and adequately prepare for pitches to investors. As of this writing, Briggs had raised \$125k of their \$300k goal. IUCG equipped Briggs with a brand development program that will be ready to recruit hardworking students this upcoming Spring semester. With a clear business direction and an upcoming launch, Briggs Original Boston Cranberry is prepared to take the market by storm.