



**T**eresa  
New Media Designer

Portfolio  
Teresa Chiappone



Web Portfolio at [chiappones.com](https://chiappones.com)

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# Project 1

## Capitol Beer Fest

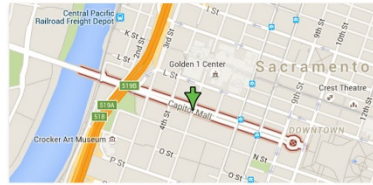
Marketing Campaign

[chiappones.com/beerfest/](http://chiappones.com/beerfest/)

**Project 1** is a marketing campaign to promote The Capitol Beer Fest, an annual outdoor community event in Sacramento. The festival showcases Craft Beer makers from around Northern California. The campaign consists of a landing page and several different marketing assets.

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Capitol Beer Fest



5th Street, North side of Capitol Mall  
5th Street, South Side of Capitol Mall  
4th Street, VIP Entrance Only

**CAPITOL BEER FEST  
SACRAMENTO  
CAPITOL MALL & EXPO  
MARCH 5 -12  
1-5PM**

*Come taste bold, bright beers - crafted in Northern California.*

125 Breweries from Northern California  
Live music provided by Daze on the Green  
Parking (\$5) provided at 300 and 400 Capitol Mall  
FREE Bike Valet available, provided by SABA  
Light Rail to station at 7th and Capitol Mall  
Food available for purchase from 15 Vendors  
Feel free to bring a picnic blanket or chairs  
All proceeds benefit local Runnin' for Rhett Foundation  
For tickets and information go to [capitolbeerfest.com](http://capitolbeerfest.com)



The Capital Beer Festival is an annual event in Sacramento, California. The event promotes craft beer breweries from the Northern California region and proceeds go to support local youth charities. Music, food vendors, and merchandise are available throughout this 2-day event.

Background

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Capitol Beer Fest

**1**  
Update the Marketing Materials

**2**  
Increase Awareness and Engagement

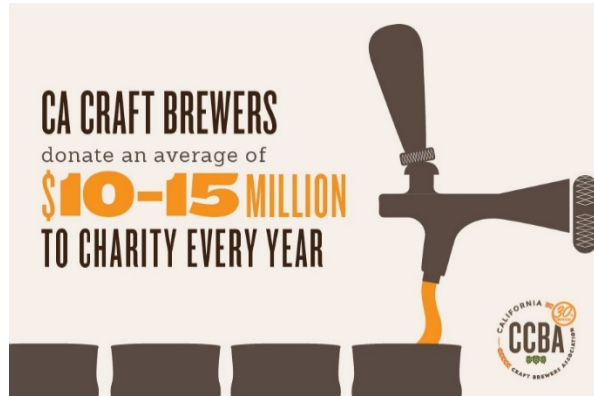
**3**  
Raise Money for Local Youth Charities

The client's goals are to **update the marketing materials** in order to extend reach and support the craft beer community. Organizers also want to add social media to **increase awareness and engagement** from previous years. The event also **raises money for local youth charities**.

Campaign Goals

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Capitol Beer Fest



American craft brewing was born in California and is home to more breweries than any other state. More than 1,100 craft breweries operate in the state, and in 2020, California received \$9.66 billion in economic revenue. ([source CALIFORNIA CRAFT BREWERS ASSOCIATION](#))

Market Research

**Novice**

This is a new person to beer may not even know exactly what a craft beer is or the terminology surrounding craft/micro-breweries. The age is between 21 and 25, male or female. Some or no college but interested in community and community events. They are more likely to try beers referred to them by others. Will be interested in other items or events at the festival. They are looking for a good time with friends, and a fun, vibrate environment.

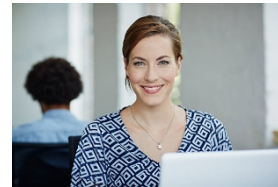


Key demographics:

AGE: 21 to 25  
 OCCUPATION: Student, or first job in industry  
 EDUCATION: Some college  
 GENDER: Male or Female  
 INTERESTS: Friends, community events, music, social media

**Experimenter**

This is someone 25+, male or female, who has some understanding of craft/microbrewery terminology. This person is has tried craft beer and as visited a micro-brewery in the past, but not too often. Tends to be more college educated and work focused. Enjoys community events but more interested trying different beers and growing their knowledge. Will be interested in other items or events at the festival. The experimenter wants expert recommendations but will not be able to just select. They will look for more samples and flights so that they can test their growing palates of flavor.



Key demographics:

AGE: 25+  
 OCCUPATION: Tech industry, gaming, app dev  
 EDUCATION: College  
 GENDER: Male or Female  
 INTERESTS: Friends, family, community events, music, social media

**Connoisseur**

This is someone 30+, male or female, who has a wide range of experience with craft beer. They visit many micro-breweries and have some favorite brands. Hops and barley are distinguishable to their palette and have preferences for different mixtures and types. Beer is a hobby to them and in turn will spend more time and money. This person will spend more money and stay longer or multiple days. Often will meet up with friends or come in a group. More interested in trying new brands of beer and will want to large variety to choose from, with experts available to discuss brewing methods and ingredients. They will want samples and flights but will be selective and motivated by new brews and recipes.



Key demographics:

AGE: 30  
 OCCUPATION: Tech industry, gaming, app dev  
 EDUCATION: College, Graduate Degree  
 GENDER: Male or Female  
 INTERESTS: Friends, music, social media, clubs/hobbyist

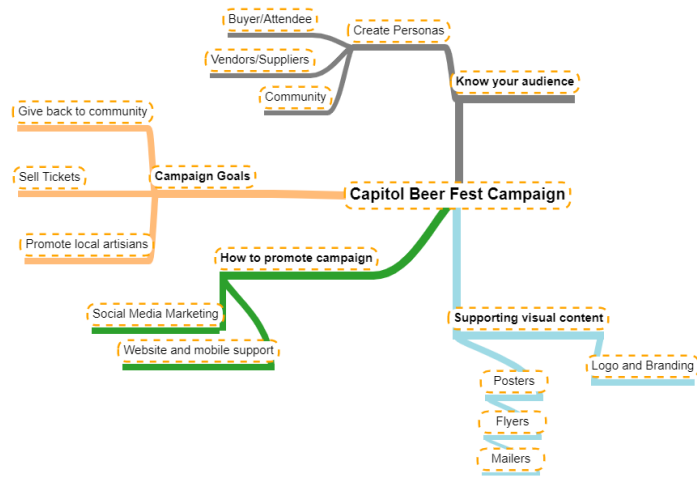
Understanding the demographics of who would likely attend the Capitol Beer Fest was necessary within designing the campaign. Research showed that the beer fest would most likely attract three audience types: **Novice**, **Experimenter**, and **Connoisseur**.

The Target Audience

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Capitol Beer Fest

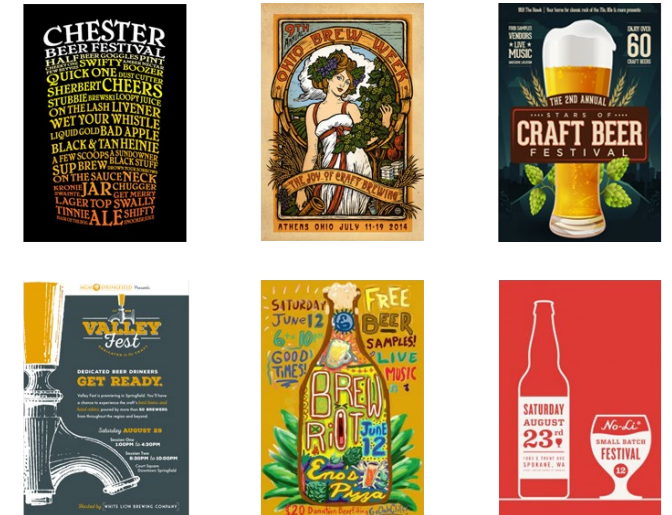
Mind map of ideas and areas to focus.



Development of mood boards, field and texture photography for inspiration.



Non linear artwork within industry helped to gain sense of color, typography and design.



Creating mood boards, learning more about the trending design aesthetic within the craft beer industry, and focusing on specific areas to highlight within the campaign, were completed within the discovery period.

Discovery

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## Capitol Beer Fest

## Messaging

Keep message simple and keep audience in mind. Three key elements are **unique, bold** and **fresh**.

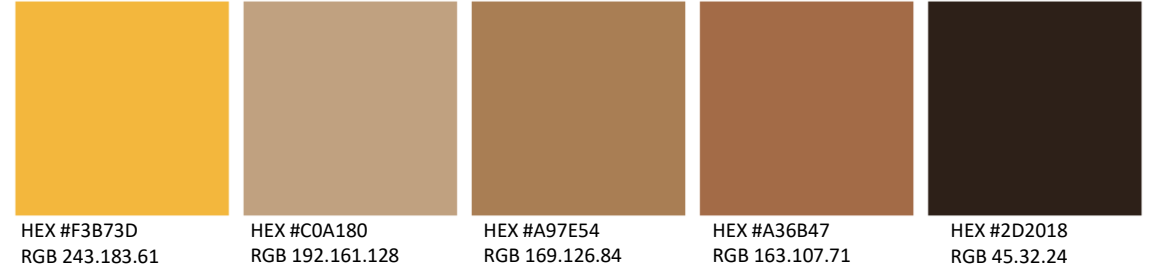
- A great beer is crafted from great ingredients.
- Crafting unique, bold taste – one glass at a time.
- Experience the freshness of a great crafted beer.
- A personal beer taste crafted for a uniquely personal experience.

## Tagline

***Come taste bold, bright beers - crafted in Northern California.***

Development of a UI and look/feel of the campaign focused on messaging and key elements that emerged from discovery. Descriptive words **Unique, Bold** and **Fresh** helped in selecting the final tagline, colors, and typography.

## Color



## Typography

TRAJAN PRO 3  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vision



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Capitol Beer Fest

Black and White



Color



Grey



VIP Ticket Front/Back



The design of the logo is a combination of the California capitol building dome and a beer stein. This design fits well with the messaging and is easily recognizable. The color palette of craft beers helps to incorporate the brand messaging.

Logo and Branding

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Capitol Beer Fest

Lanyard



Wristband



Punch Card



General Ticket Front/Back



Marketing package includes a Lanyard for All Day Access, a Wristband indicating 21+ attendees have been vetted, a Pour Punch Card, and General/VIP Ticket.

Marketing Package

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# Capitol Beer Fest

Mobile Event App

Social Media

Instagram

Facebook

Website / landing page

Traditional Media

Magazines

Print ads

Fliers

Billboards

Posters



Marketing assets include a Mobile Event App that allows visitors to find beer vendors, review entertainment schedules, and find food trucks. Incorporating Social Media will extend reach and encourage engagement. Traditional Media will support the event throughout the region to drive visitors to the event.

## Marketing Assets

Capitol Beer Fest

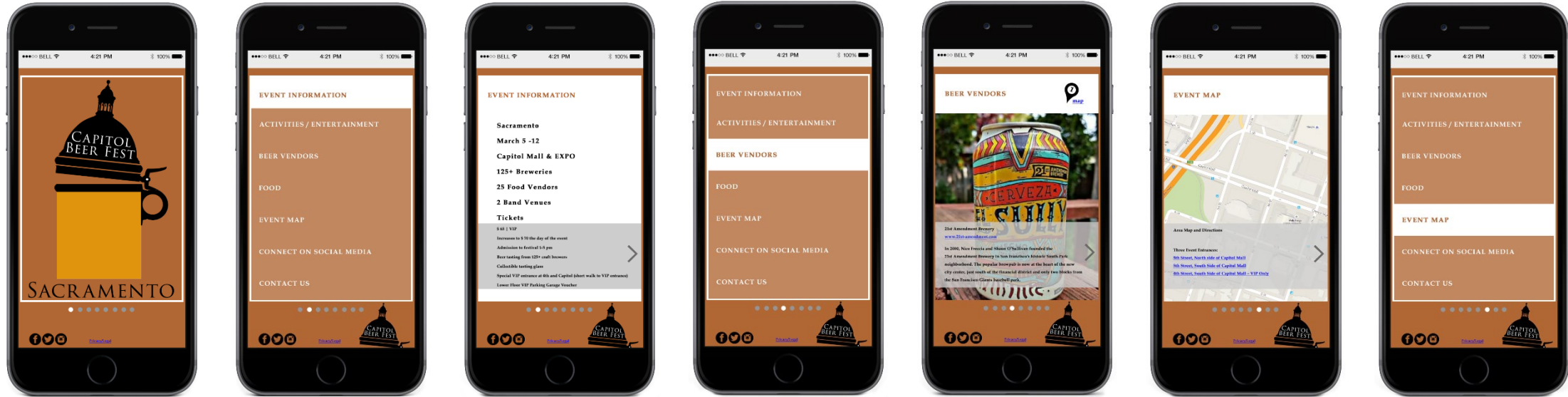


The Mobile Event App contains a map of the event venue. It helps the user navigate the event and find the areas that interest them, such as entertainment, food, or a specific beer vendor. The app has links to purchase event merchandise, find parking and to social media.

Mobile App

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# Capitol Beer Fest

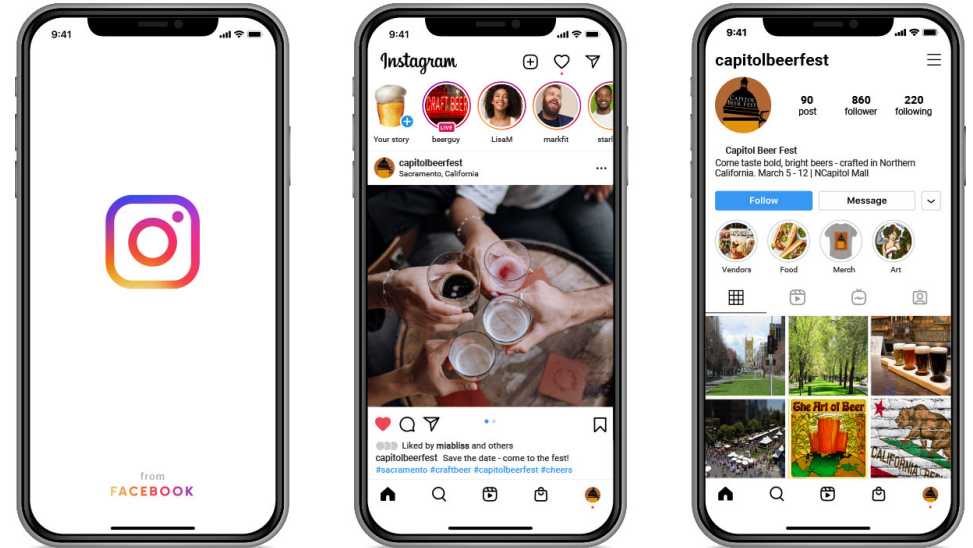
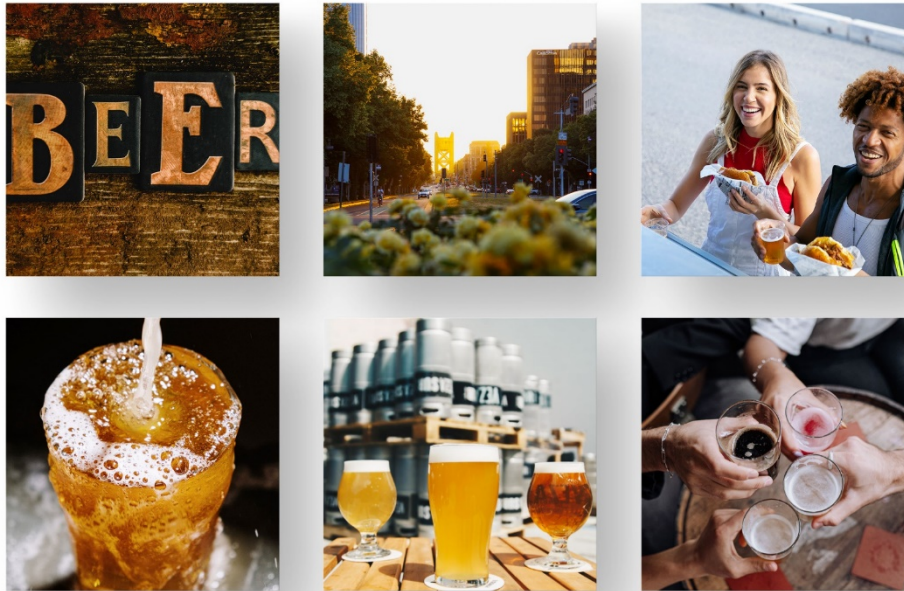


The design of the app allows for easy updates year over year. The UI is simple and driven from a database that contains the vendor and venue details. The app is designed to be used during the event and then only for information and social media linking during non-event times.

Mobile App

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# Capitol Beer Fest



Instagram is the leading social media platform as it works well for promoting event branding through images. Facebook will support the landing page/website, as well as assist in customer relations. Using the hashtag #capitolbeerfest will help to encourage user participation.

## Social Media - Instagram

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Capitol Beer Fest



[Link to Landing Page Prototype](#)

A supporting landing page/website will help with registration and ticketing. Information on over 21 requirements and policies, plus supporting content with links to the mobile app and to social media is included.

Landing Page | Website

# Thank You

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