



RHINEGEIST

CINCY · MADE · GLOBAL

Creating Connections between Cultures to
Increase Engagement on Rhinegeist's Instagram



Rhinegeist Menu

NOW ON TAP!!



MEET THE NEEDS 1.1% SLD Pg 1	CONTENTS 2.2% SLD Pg 2	PRIME PROSPECT 3.3% SLD Pg 3	RECOMMEND 4.4% SLD Pg 4
THE AUTHORS 5.5% SLD Pg 5	CULTURAL INSIGHTS 6.6% SLD Table 1: Hofstede Pg 6	ENGAGE IMPROVE 7.7% SLD Pg 7 Figure 1: Hofstede	HUMAN DEVELOPMENT 8.8% SLD Pg 8 Table 2: United Nations
INDEX FINDINGS 9.9% SLD Pg 9 Figure 2: United Nations	OECD FINDINGS 10.1% SLD Pg 10 Table 3: OECD	BETTER LIFE 11.1% SLD Pg 11 Figure 3: OECD	BUBBLE'S STORY 12.1% SLD Pg 12

Meet Our Prime Prospect: Anna



19% of younger millennials (21-24) report drinking craft beer at least once week or more often

Fairly individualistic with a slight uncertainty avoidance

College student with a culturally diverse, German-American background

Educated and earns a pretty good income

Typically employed with high satisfaction in life

Bottom Line: We reach our prime prospect in a way that's familiar to them by bringing a little of Cincinnati to Germany by creating connections to the German culture.

Recommendation:



Each beer created with connections between Cincy and the country



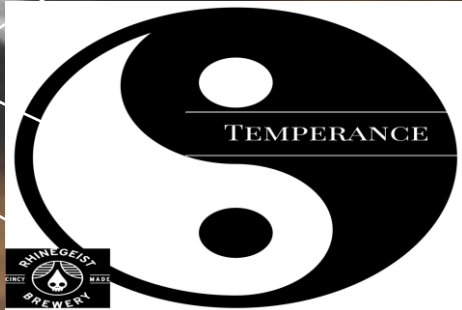
53% of Rhinegeist posts with 1000+ likes featured a new beer or entered a new region.

Posts have humorous side and feature Rhinegeist beer



Caption includes beer type and alcohol content

There is a little Cincinnati in everyone...
No matter where you are from.



Each posts tells the story behind the connection



93.3% of NKU students would try a beer just because it was dedicated to them.

#CincyMadeGlobal



Bottom Line: A #CincyMadeGlobal campaign, where a beer is created with a special connection between the target country and Cincinnati, will draw people from culturally diverse backgrounds to try Rhinegeist and engage with their Instagram. A new beer will be released throughout the year as Instagram followers go on a world beer tour, learning about each culture and how there is a little Cincinnati in everyone. The post will feature the beer and the story behind it.

Meet the Authors:

Elisa Moore:
Coordinator
Mooree13@nku.edu

- International Studies
- Part-time at Kremer's Market
- Horseback riding



Casey Broach:
Analyst Role
broachc1@nku.edu

- Marketing
- Part-time at Fifth Third Bank
- Hiking



Karolina Meskyte:
Designer
Meskytek1@nku.edu

- Marketing
- Full-time at Marriott
- Travel



Woolim Bae:
Editor
Woolimb@gmail.com

- Business Management
- Enjoying Life
- Movie

Table 1: Cultural Insights from United Nations

	Power Distance	Individualism	Masculinity	Uncertainty Avoidance	Long Term Orientation	Indulgence
China	80	20	66	30	26	68
Mexico	81	30	69	82	24	97
India	77	48	56	40	51	26
Philippines	94	32	64	44	27	42
Vietnam	70	20	40	30	57	35
Germany	35	67	66	65	83	40
USA	40	91	62	46	26	68

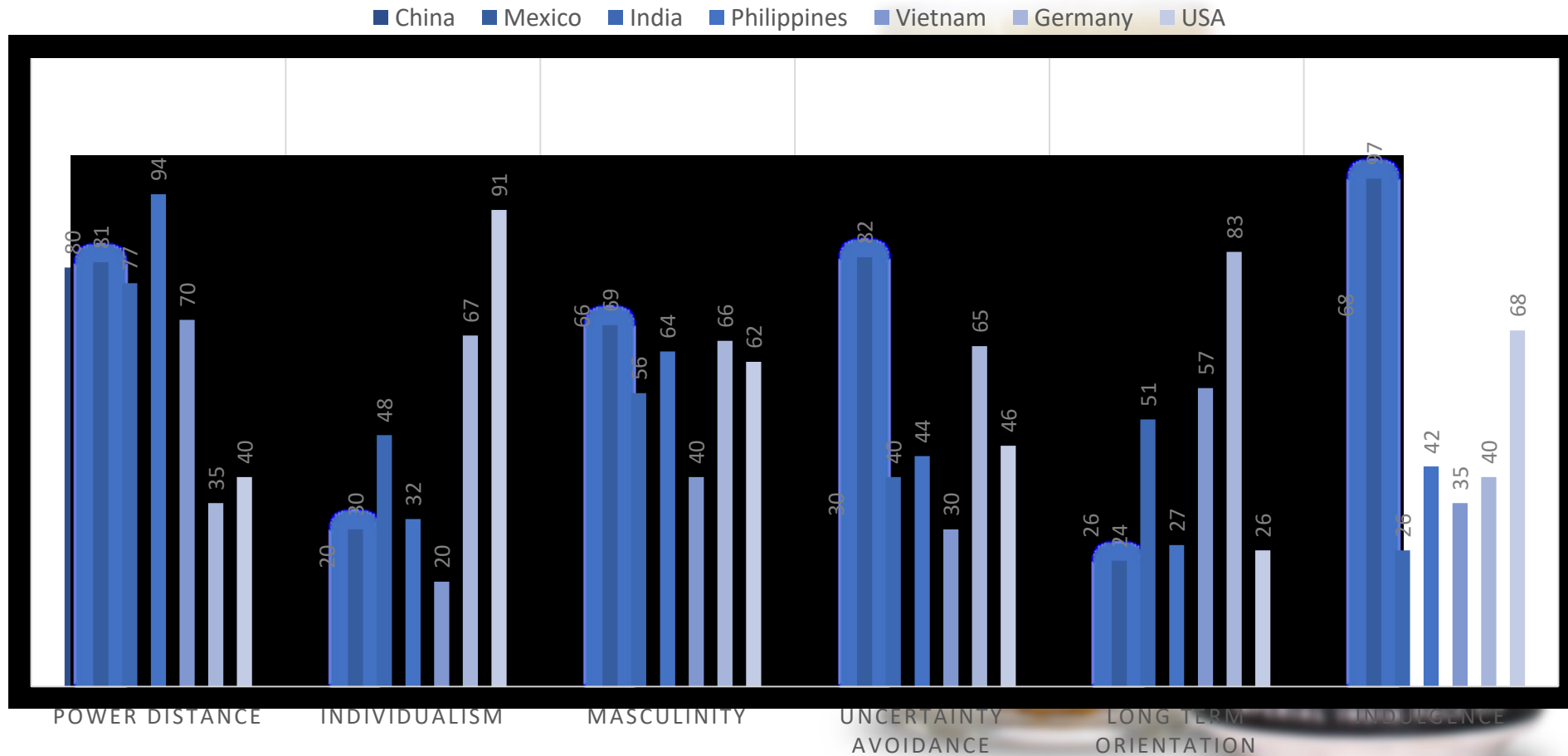
India cares about the environment and long term effects

Loves to enjoy life and have fun!

Are very traditional with rigid codes and beliefs

Bottom Lines:	China scores low on Long Term Orientation which means they are very traditional so appeal to them in ways that appeal to their heritage and values. Boom ties in with their history with gun powder.	Mexico is very high in uncertainty avoidance and indulgence, so appeal to them with quality beer types and ideas that they are familiar with. The beer Calavera would appeal to their traditional holiday of Dia de los Muertos.	India scores high on individualism, so they would be inclined to try a beer dedicated to their country like the beer Bengal.	Philippines is very high in power distance and uncertainty avoidance so a beer geared toward their current tastes would draw them. Especially a beer like Wild Pig, since they have the largest variation of wild pigs in the world. Something familiar would pique their interests.	Viet Nam higher in Long Term Orientation, showing they are more open the change, like a new source of beer.	Germany is open to change, so could enjoy trying a beer, especially one with a German history. They are high on uncertainty avoidance, so a beer with a story behind it like the beer The Forty-Eighters, which is apart of their history, will draw their attention.	The US is very high in Individualism, so a beer that appeals to a baseball player who was a part of many American's hearts, Pete Rose, will appeal to them. They also score high in indulgence and will appreciate the description of the alcohol type.
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Figure 1: Cultural Insights from United Nations



Bottom Line: Rhinegeist’s posts should tell the type and quality of beer and the beer types should be aligned with the countries’ tastes since they all have higher uncertainty avoidance and indulgence. Each beer should appeal to each country individually. This is because they are culturally individualistic, just like Rhinegeist is.

Table 2. How to use Human Development Index for improving engagement on Rhinegeist's Instagram?

Measure	Issue	United States	Mexico	China	India	Viet Nam	Philippines	Germany
Rank		10	77	90	131	115	116	4
Human Development Index	Overall	0.920	.762	.738	.624	.683	.682	.926
Life Expectancy at Birth	Health	79.2	77	76	68.3	75.9	68.3	81.1
Expected Years of Schooling	Education	16.5	13.3	13.5	11.7	12.6	11.7	17.1
Gross National Income per Capita	Income	53,245	16,383	13,345	5,663	5,335	8,395	45,000
Inequality	Inequality	.796	.587	n.a.	.454	.562	.556	.859
Gender Development Index	Gender	.993	.951	.954	.819	1.010	1.001	.964
Multidimensional Poverty Index	Poverty	n.a.	.024	.023	.282	.016	.033	n.a.
Employment to Population Ratio	Work	58.8	59.5	67.6	51.9	76.7	60.4	57.6
Homicide Rate (Per 100,000 people)	Human Security	3.9	15.7	.08	3.2	1.5	9.9	.9
Exports and Imports (% GDP)	Trade	28.1	72.8	41.2	48.8	178.8	60.8	86.0
Mobile Usage (Per 100 people)	Communication	74.5	57.4	50.3	26	52.7	40.7	87.6
Carbon Dioxide Emissions per Capita	Sustainability	16.4	3.9	7.6	1.6	1.7	1.0	9.2
Population (Total in millions)	Demography	321.8	127.0	1,376.0	1,311.1	93.4	100.7	80.7

Bottom Lines:

Mobile usage is high along with Income which shows that an Instagram campaign would be effective.

Mexico is higher in trade so they may be open to trying a new beer from the US

China has a huge population that is on mobile devices that can be reached.

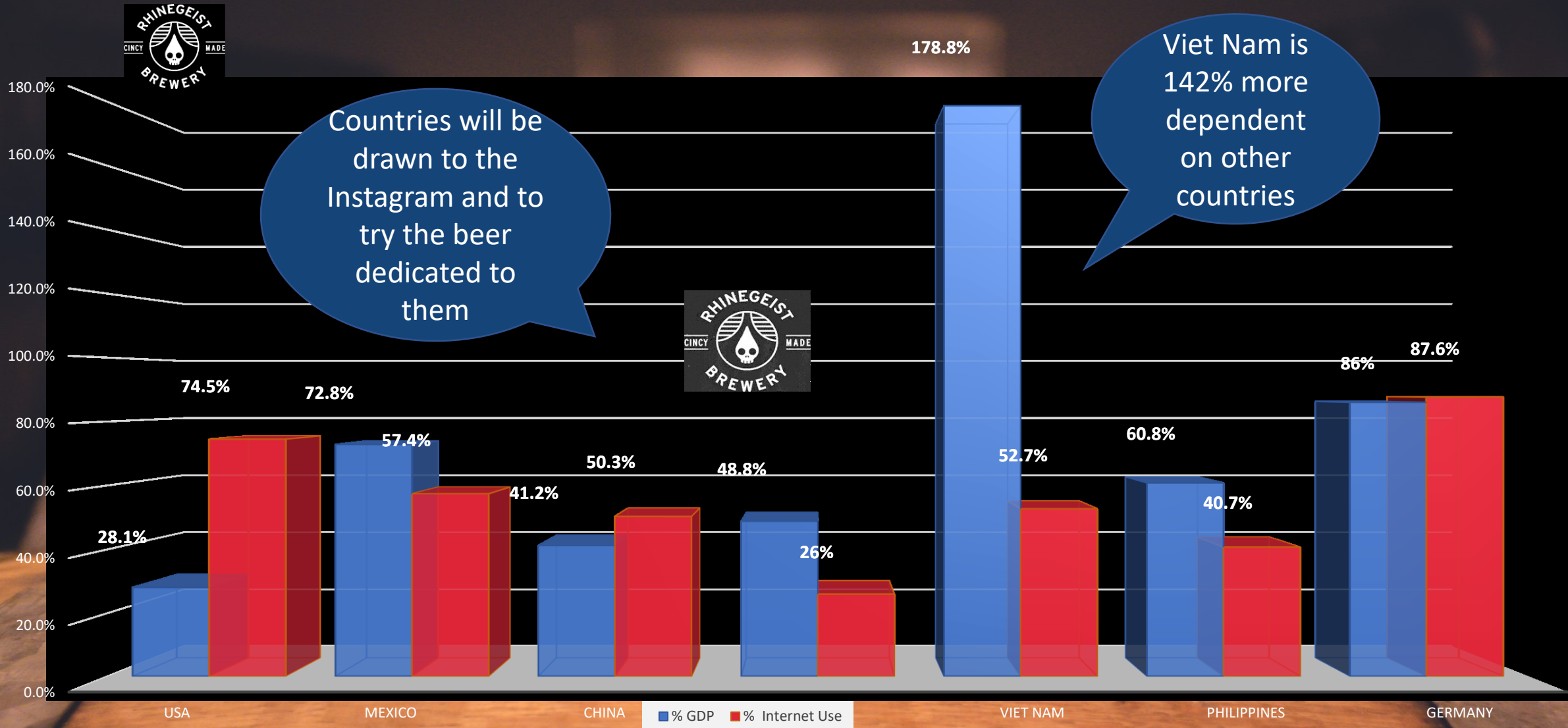
India is also a huge, developing country that is slightly more open to trade which leads to a lower barrier to entry.

Viet Nam is huge in trade and have a higher life expectancy leading to a potentially loyal customer base.

Higher in trade, there is opportunity to gain a loyal customer base.

A high disposable income, and high trade and mobile usage rate leads to a lot of opportunity in Germany

Figure 2. How to use insights from Human Development Index to improve engagement on Rhinegeist's Instagram



Bottom Line: These countries generally have a good amount of internet usage with the exception of India, who is currently an outlier. This means an Instagram campaign will be an effective way to reach their audience. In addition, Viet Nam is high in imports, including in beer, and so there is opportunity there.

Table 3: How to Use the OCED Better Life Index to improve engagement on Rhinegeist’s Instagram?

Measure	Issue	USA	Germany	Mexico
Population(millions)		311.6	81.9	118.4
Visitors per year(millions)		171.6	30.4	76.7
Renewable energy		6.3%	10.7%	8.7%
Rooms per person	Housing	2.4	1.8	1
Household net adjusted disposable income	Income	\$41,071	\$31,925	\$12,806
Employment rate	Jobs	68.1%	74%	60.4%
Quality of support network	Community	90.1%	87%	75.3%
Student skills	Education	492	515	417
Air pollution(micrograms)	Environment	10.7	15.4	11.9
Voter turnout	Civic engagement	66.7%	72%	63.1%
Self-reported health	Health	87.5%	65%	65.5%
Life satisfaction	Life expectancy	6.9	7.0	6.2
Feeling safe walking alone at night	Safety	73.9%	75%	39.9%
Employees working very long hours	Work-life balance	11.7%	5%	28.3%
Bottom Lines:		The US has a large population with a decent employment rate which means a lot of disposable cash. There are a lot of visitors to the US leading to opportunities to be introduced to other countries.	Germany also has a high amount of disposable income and a very low percentage of employees working overtime meaning more leisure time. They have a good support network and are likely to listen to recommendations from friends	Mexico has a decent employment rate, but their disposable income is low and work life balance is poor. Therefore, appeal to their sense of community

How to Use the OCED Better Life Index to improve engagement on Rhinegeist's Instagram?

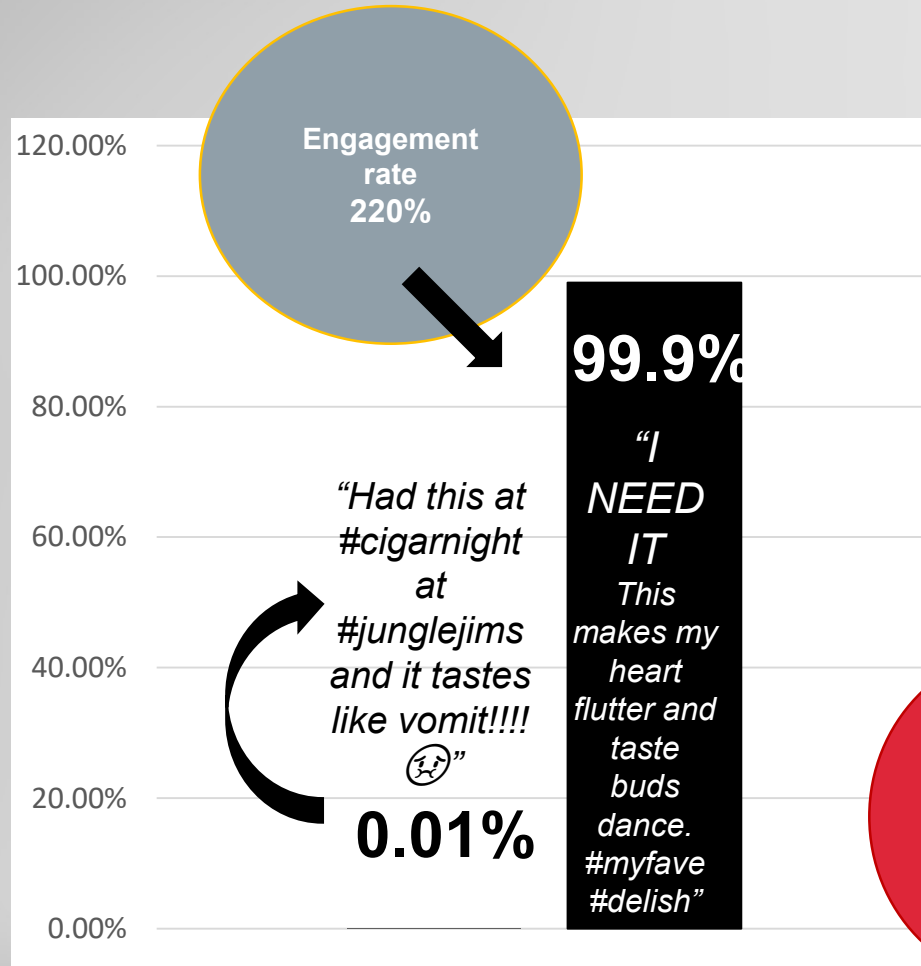


Figure 3 How can we build a relationship with people from these countries?



Bottom Line: Germany has the highest life satisfaction among these OECD countries. In the respect of employees working long hours, the United States has the second highest percentage recorded. This means they could have more leisure time to browse social media sites like Instagram and see Rhinegeist's #CincyMadeGlobal campaign

What had people bubbling about Bubbles?



Engagement rate 220%

“Had this at #cigarnight at #junglejims and it tastes like vomit!!!! 🤢”

“I NEED IT This makes my heart flutter and taste buds dance. #myfave #delish”

32% VS 44%
Of millennial craft beer drinkers in the US were males and females

70% Female



📍 2,901 💬 421 📈 1,511

Negative Positive

Bottom line

The bubble post of Rhinegeist on Instagram is the most popular post on their Instagram. Its' engagement rate recorded about 220%. 99.9% of comments were positive and 70% were female. This is because Bubbles is geared towards women from the pink-hued can to the apple shaped, femininely designed logo. Even the fun name and the Rosé Cider flavor over their typical beers is appealing to females. By appealing to different countries in ways relatable to their culture as they did to females here, other cultures will be drawn to Rhinegeist too.