

BRANDED CONTENT CAMPAIGN WRAP UP

FOR



NEBRASKA
CRAFT
BREWERS
GUILD

September 26 – October 31, 2023

brandave.
STUDIOS

SUMMARY

Omaha: Nebraska Craft Brewers Guild invites Nebraskans to Drink Local in October

PUBLISHED September 26, 2023

TAGS

Wire Brand-ave Nebraska Craft Brewery Board Nebraska-craft-brewery-board Nebraska Local Beer Recommendations Sour Beer India Pale Ale Blonde Ale Fruit Beer Kolsch 21+ Lager Stouts

BACKLINK EXAMPLES

website, nebraska.beer, and social channels.

NOTES

Geo targeting: State of NE
Audience: Age 21+
Interest in beer

SPONSORED

Nebraska Craft Brewers Guild invites Nebraskans to Drink Local in October

Sponsored content by Mary McHugh, Brand Ave. Studio contributing writer Sep 26, 2023 Updated Sep 26, 2023 2 min to read



Take a stand, take a sip — drink local, Nebraskans.

With nearly 70 craft breweries producing 50,000 barrels of beer, cider and seltzer annually, Nebraskans are never at a loss in terms of styles, flavors and products to choose from when they belly up to a bar or visit a grocery store.

And their consumption of stateside-produced brews reflects this. While Nebraska's craft barrel production ranks 45th in the nation, its per capita economic impact ranks 13th. Plus, the industry's 3% to 4% market share in the state represents \$631 million in economic impact and supports more than 3,500 jobs.

"Compared to other states, we may not be producing as much beer, but we're sure making a huge economic impact here," said Brianne Schuler, executive director of the Nebraska Craft Brewers Guild. "And whether you love beer and ciders or not, this industry plays such an important role in our community by supporting the production of local ingredients such as apples and hops, as well as the Nebraska farmers who utilize the spent grains to feed their cattle. And then, ultimately, you might sit down for a beer and a steak, which came from the cattle raised here. From farm and fields to brew kettles and kitchens, it's a full circle of economic impact."

This piece was also published on all Lee NE Publisher sites:

[Beatrice Daily Sun](#)
[Columbus Telegram](#)
[Fremont Tribune](#)
[Grand Island Independent](#)
[Kearney Hub](#)
[Lexington Clipper Herald](#)
[Lincoln Journal Star](#)
[North Platte Telegraph](#)
[Scottsbluff Star Herald](#)
[Wahoo-Ashland-Waverly](#)
[York News Times](#)

CONTENT WRAP UP

September 26 – October 31, 2023

3,348

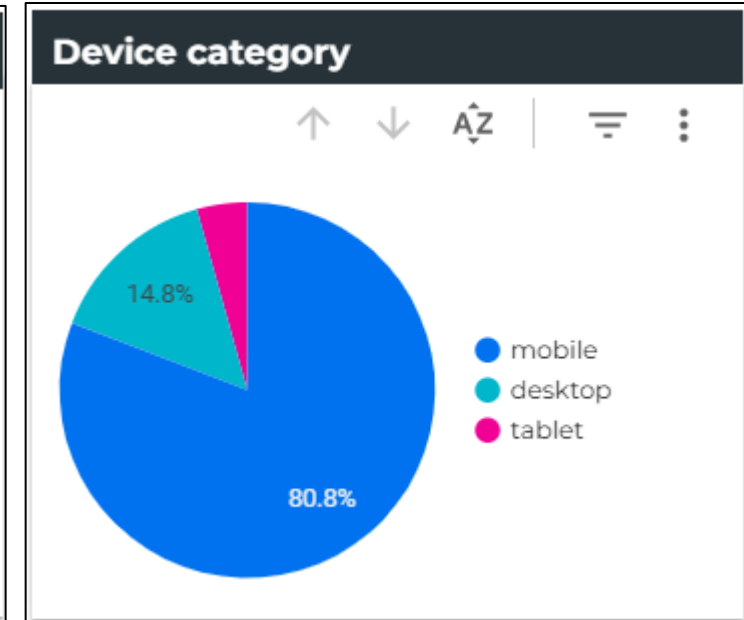
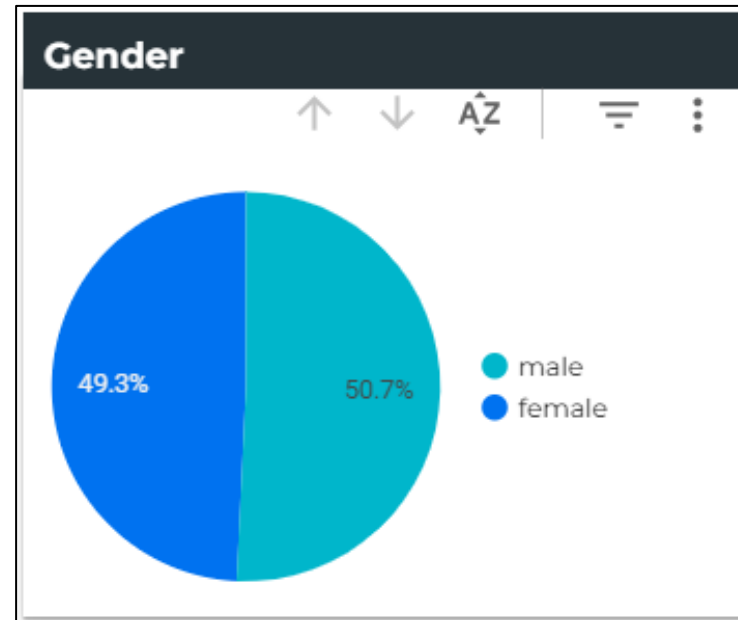
PAGE VIEWS

3,089

USERS

3,197

UNIQUE PAGE VIEWS



Source: Pageviews-Google Analytics [09/26/2023-10/31/2023]. Please note that Google Analytics data is directional.

DISTRIBUTION WRAP UP – SOCIAL BOOST: LINK POST

October 2 – October 31, 2023

412,864
IMPRESSIONS

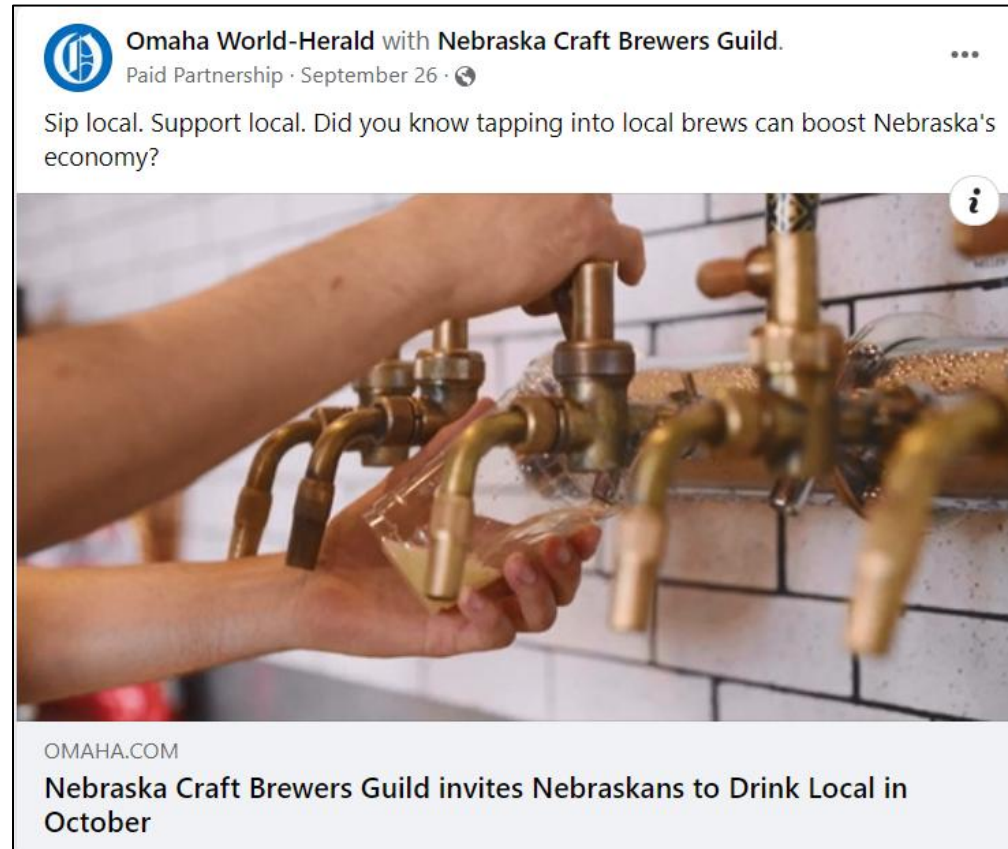
5,869
CLICKS

1.42%
CLICK-THROUGH RATE

2,935
UNIQUE LINK CLICKS

3,589
ENGAGEMENTS

127,285
TOTAL REACH



[Post Link](#)

0.90%
BENCHMARK CTR

Engagements = comments, likes, reactions, shares

Benchmark source: <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

DISTRIBUTION WRAP UP – SOCIAL BOOST: VIDEO POST

October 2 – October 31, 2023

Impressions ↓	3-second video plays	ThruPlays	Video plays at 50%	Video plays at 25%	Video plays at 75%	Video plays at 95%	Video plays at 100%	Video average play time	Video plays
114,928	89,581	73,090	665	1,593	413	313	286	00:12	111,865
114,928 Total	89,581 Total	73,090 Total	665 Total	1,593 Total	413 Total	313 Total	286 Total	00:12 Average	111,865 Total



[Post Link](#)

77.94%
VIDEO VIEW RATE

49.04%
AVG. VIDEO VIEW RATE
OCTOBER 2023

THANK YOU

Should you have any questions, please
reach out!

