

# 5030 Brand Survey Summary

Summary compilation  
and analysis provided by

*gold thread branding*

connecting ideas



### “When I go to Berthoud Brewing I feel...”

- **COMFORT(ABLE)**, laid back, casual, relaxed
- **GREAT PRODUCT**
- **friendly**
- clean
- community

The overall feel at Berthoud right now is that it is a comfortable place to be with a great product, the staff is friendly, it's clean and they are a part of the community.

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### “When I go to Peel I feel...”

- **GREAT FOOD**, high quality, local ingredients
- **WELCOMING**, inviting, comfortable
- **friendly service**, knowledgeable staff

The current feel at Peel is a focus on great food with high quality, local ingredients in a welcoming, inviting and comfortable atmosphere. Friendly service from a knowledgeable staff is what you can expect to find.

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*Responses below are placed in the order of frequency with the word(s)/phrases used most often at the very top and following down in descending order.*

### “Words we want associated with 5030”

- **GREAT PRODUCTS (GREAT BEER, GREAT FOOD, GREAT MUSIC)**
- **WELCOMING/INVITING**
- **Unique**
- **laid back, relaxed**
- **delicious**
- **quality**
- **destination**
- **family friendly**
- **clean**
- **fun**
- accessible
- educational
- knowledgeable staff
- energetic

Very often it was mentioned that the most important thing we want people to talk about is the great products we offer; beer, food and music alike. We want people to say their experience felt welcoming/inviting, laid back/relaxed, that it was unique and delicious.



“Words we do not want associated with 5030”

**- SLOW SERVICE/BAD SERVICE**

**- AVERAGE**

**- DIRTY**

**- EXPENSIVE/OVERPRICED**

**- STUCK UP/STUFFY/PRETENTIOUS**

**- CONFUSED/DISORGANIZED**

**- rude staff**

**- cold/unfriendly/unwelcoming**

**- too loud**

**- poor quality**

- below expectation

- bad food

- disappointed

As much as we want to be known for our great products (see previous question) many respondents say that we DO NOT want to be known for slow and/or bad service. This helps us to know that while one of our top focuses is on delivering a great product, equally as important is the service we provide to deliver that product. Training, training and more training is crucial for our staff to insure we provide a fun, welcoming, knowledgeable, attentive experience for guests. We desire to not be average and therefore must strive to be extraordinary. Focusing on cleanliness, to avoid being dirty, is also high on the list.

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“What makes 5030 different?”

**- HAVING FOOD, BEER, AND MUSIC ALL IN THE SAME PLACE**

**- HIGH QUALITY FOOD AND BEER**

**- good music**

**- great/attentive service**

**- Easy parking**

- family culture amongst staff

- natural outdoor space

- Guest experience

- relaxed atmosphere

- professional/friendly staff

- attention to detail

By and large many responses suggested that what makes us different is being a triple threat; offering food, beer and music all in the same place, and doing so with a high-quality product. Great service and easy parking were also mentioned as differentiators.



"If 5030 was a person?"

- ACCOMMODATING/ACCEPTING/OPEN-MINDED

- STYLISH BUT NOT TOO TRENDY

- WELL-ROUNDED

- CASUAL

- clean

- has good friends

- friendly

- is a good friend

- fun

- eclectic taste in music

- sophisticated

- professional

- good listener

- relaxed style

- vibrant

- good taste

- doesn't take themselves too seriously

- hard working

- respectful

- dependable

- creative

- caring

- engaging

- energetic

- infectious smile

- approachable

By personifying our future brand, we were able to pull together a great list of attributes that we can apply in multiple areas (staff, atmosphere, ambiance, design, etc).



## Fun vs. Serious

- Very fun 35.29%
- **Mostly fun 47.05%**
- Neutral 0%
- Mostly serious 11.76%
- Very serious 5.88%

Survey results point to a decidedly more fun personality for 5030. This could be conveyed in the way our staff is trained to interact with guests however fun is still well within the box of professional, welcoming, and attentive as an example. This could also be translated to guests in the different games/activities/events we host. Style of merchandise, beer names, décor (but within reason where it's still stylish but not too trendy) such as the fun vinyl quote we have on the wall at Peel.

## Masculine vs. Feminine

- Very masculine 0%
- Mostly masculine 5.88%
- **Neutral 94.11%**
- Mostly feminine 0%
- Very Feminine 0%

An overwhelming majority of respondents see 5030 as a neutral space so not overly masculine (mounted animal heads) and not overly feminine (lace and jewels). A neutral balance is considered with regard to décor and overall design of the space, merchandise, the variety of talent we bring in for music i.e. a mix of musical talent (female artists and male artists alike).

## Trendy vs. Classic

- Very Trendy 11.76%
- Mostly trendy 29.41%
- **Neutral 41.18%**
- Mostly classic 17.65%
- Very Classic 0%

Almost half of the group placed 5030 in the neutral box in terms of overall style (trendy vs. classy) however almost all of the rest of the group places us on the side of trendy over classic. This is a great balance to strike for the neutral gender we're also on board with (see above) and also a reflection of the '5030 as a person' responses that place 5030 as someone that is stylish but not too trendy. So design elements that are timeless with a splash of trend to keep them relevant and current. The same goes for merchandise as well as ingredients and menu items.

