

KNOWING YOUR BRAND INSIDE & OUT:

*Understanding the differences in how your brand
is communicated on shelves vs. in your taproom*

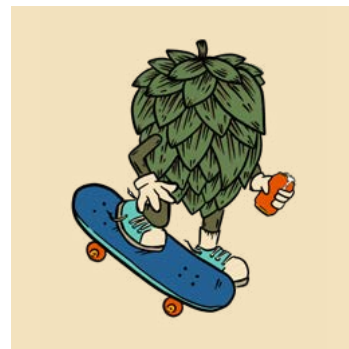
Oceania Eagan
Founder + Creative Director
Blindtiger Design



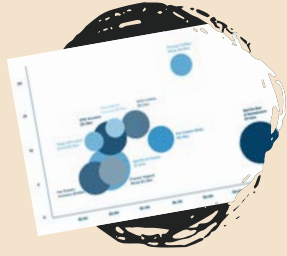


BLINDTIGER

EST · 2013 DESIGN SEA · PNW



WHAT WE DO



STRATEGY & CONSULTATION



ENVIRONMENTAL



BRANDING

POINT-OF-SALE



WORKING WITH...

START-UPS → 30 YEAR OLD BRANDS

BREWERIES, CIDERIES, DISTILLERIES, RTDs, CPGs...



SALES & MARKETING



MERCH

PACKAGING



WEB & DIGITAL



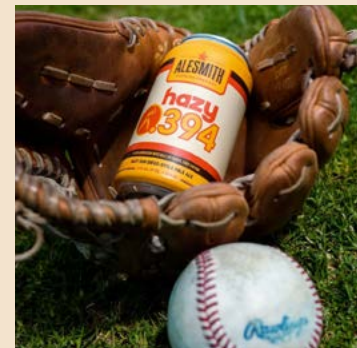
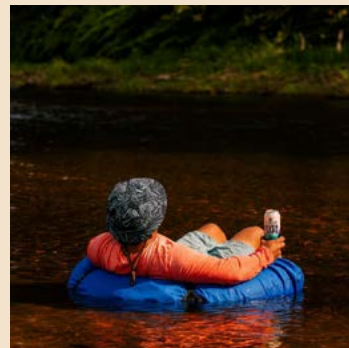
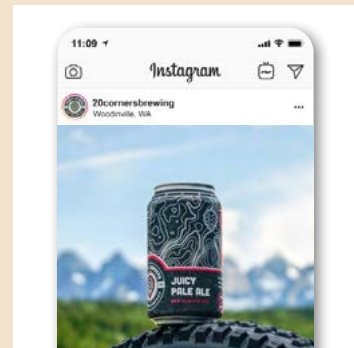
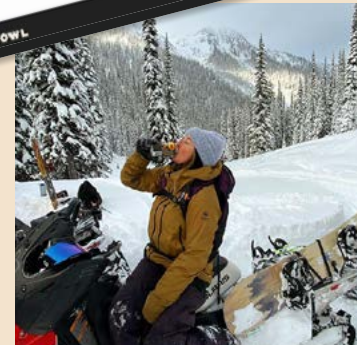
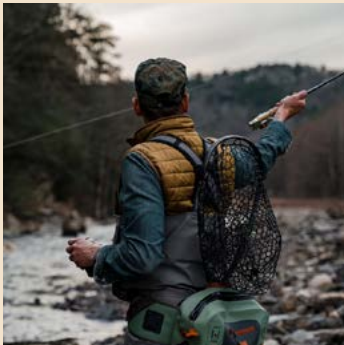
WHEN THEY'RE...

OPENING, EXPANDING DISTRO, PITCHING TO CHAINS, ADDING LOCATIONS, LAUNCHING NEW PRODUCTS, LOSING PLACEMENTS...

***MAKING SURE IT ALL WORKS TOGETHER TO SUPPORT THE BRAND**

WHAT IS MY BRAND?

WHAT DO YOU THINK IT IS?
WHAT DO YOUR CUSTOMERS THINK IT IS?
(HINT: IT'S NOT JUST YOUR LOGO)



WHERE ARE CUSTOMERS INTERACTING?

WHAT ARE YOUR PRIORITIES?
HOW DO THEY ALIGN WITH
YOUR BUSINESS PLAN?

YOUR TAPROOM(S)
PACKAGED PRODUCT
DRAFT ACCOUNTS
EVENTS
SOCIAL MEDIA

-
-
-



HOW CAN I SUPPORT MY BRAND?

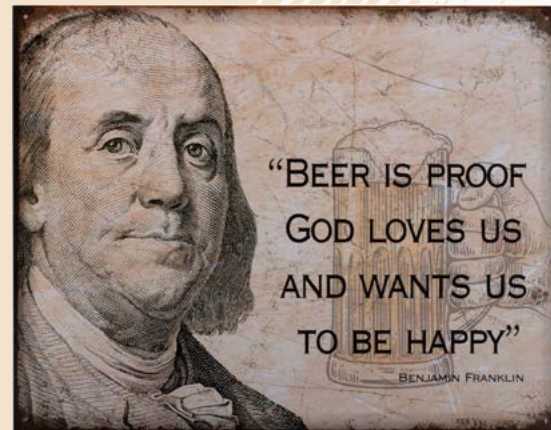
INSIDE MY 4 WALLS



- Hours & Ages
- Beer Styles
- Merch
- Glassware
- Entertainment
- Charity Partners
- Events
- Other Beverages



WHAT BRAND DECISIONS ARE YOU MAKING IN **YOUR TAPROOM?**



BINGO

7	26	40	58	73
14	22	34	55	68
4	24	FREE	46	72
9	20	36	52	74
6	28	35	49	64

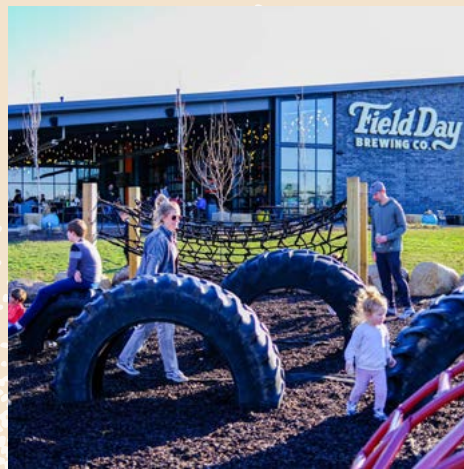


DESIGN

DO ALL OF YOUR GUESTS
FEEL COMFORTABLE AND
WELCOME?

DO YOUR TAP HANDLES
MATCH THE BRAND?

WHAT WILL YOUR
CUSTOMERS WANT TO
TAKE PHOTOS OF?



THE BEER

DO THE BEER NAMES
SUPPORT MY BRAND?

AM WE BEING
INTENTIONAL WITH THE
STYLES WE OFFER?

WHAT GLASSWARE ARE
WE USING? WHY?

WHAT ABOUT NON-BEER
OPTIONS?

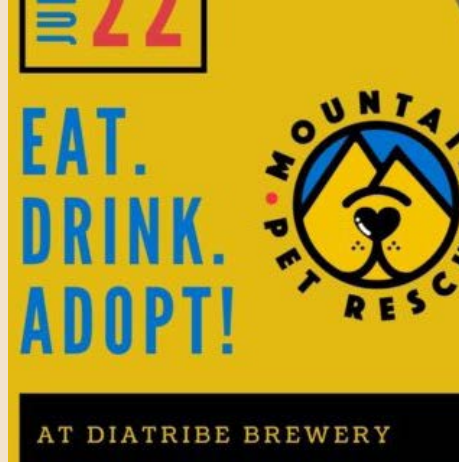


EVENTS

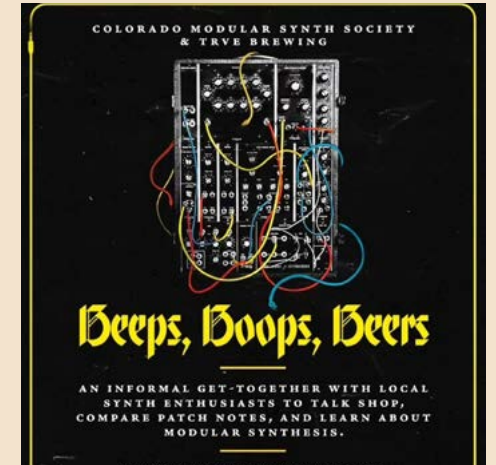
DO THEY SUPPORT MY BRAND?

AM I JUST DOING THE SAME EVENTS AS EVERYONE ELSE?

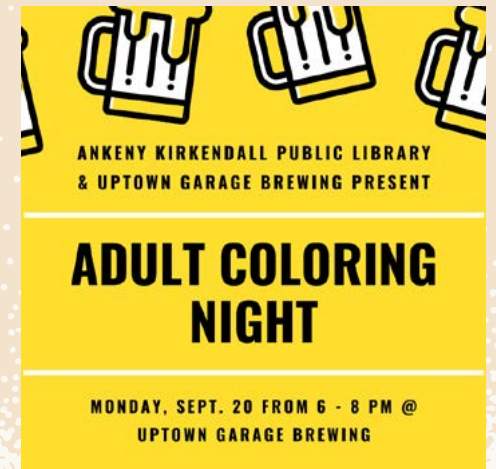
WHAT DO MY CUSTOMERS LIKE TO DO?



VINYL NIGHT



INFUSED VINEGAR MAKING



MERCH

IS IT SUPPORTING
MY BRAND?

AM I TREATING IT LIKE
A MARKETING CHANNEL?

AM I LETTING THE
VENDOR CONTROL
MY BRAND?

ARE WE JUST PUTTING
THE SAME ONE LOGO
ON EVERYTHING?



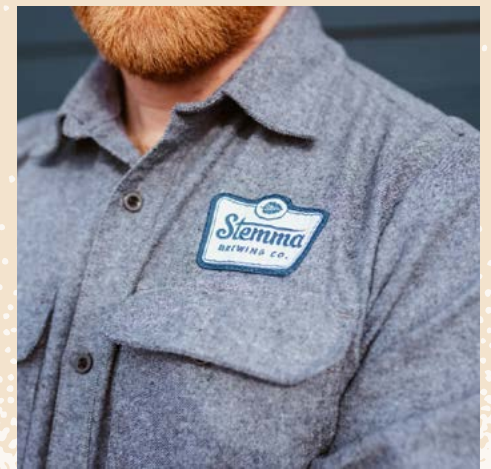
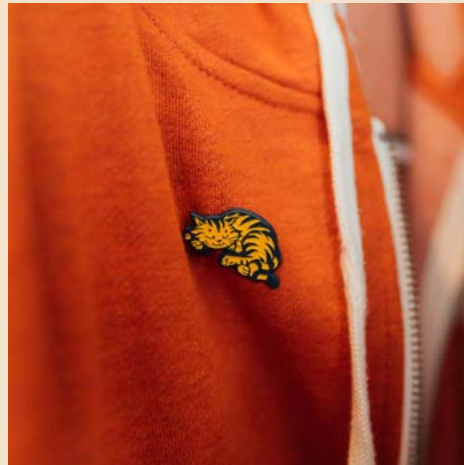
MERCH

WHICH ITEMS THAT
MAKE THE MOST SENSE
FOR YOUR BRAND?

SELECT MERCHANDISE
THAT COMMUNICATES
YOUR BRAND

CHOOSE QUALITY

DIVERSIFY WITH A
VARIETY OF BRAND
ASSETS



KID-FRIENDLY?

**YOU CAN GO BEYOND
JUST ALLOWING
CHILDREN**

**OFFER FOOD AND
DRINKS FOR KIDS**

GAMES

KIDS MERCH

KID-FOCUSED EVENTS

**CHANGING TABLES
(IN BOTH BATHROOMS!)**



HOW CAN I SUPPORT MY BRAND?

OUTSIDE MY 4 WALLS



- Packaging Sizes
- Beer Styles
- Account Types
- Labels and Cartons
- Tap Handles
- POS Items
- Pricing

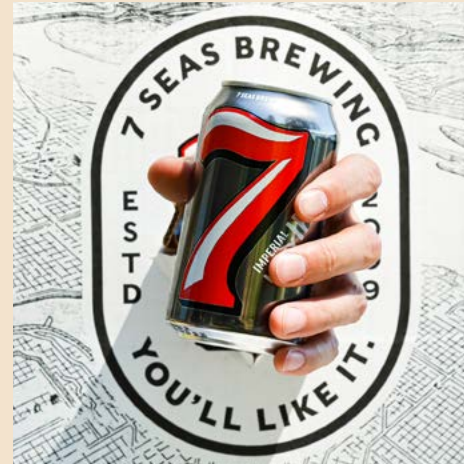


PACKAGING

DOES THE DESIGN
MATCH YOUR BRAND?

WHAT PRICE POINT ARE
YOU AT?

WHAT PACKAGING SIZES
MAKE THE MOST SENSE
FOR YOUR BRAND?



PORTFOLIO

IS THERE INTENTION
AROUND THE DESIGN
FOR EACH NEW BEER
RELEASE?

ARE BEER SERIES CLEAR
TO CONSUMERS?

DO DESIGNS EQUAL
PRICE POINT?



PARTNERSHIPS

ARE YOU LOOKING
OUTSIDE OF BEER
FOR APPROPRIATE
PARTNERSHIPS?

CAN YOU GET YOUR
BEER INTO OTHER
SECTIONS OF THE
GROCERY STORE?



POS & SALES

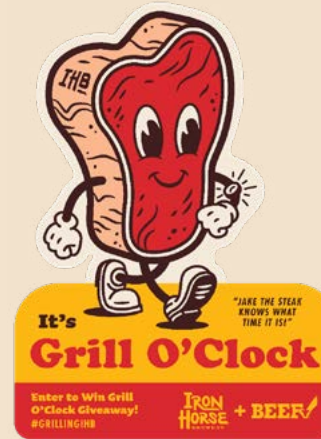
IT DOESN'T HAVE TO BE BORING!

THINK OUTSIDE THE BEER AISLE

GIVE DISTRIBUTORS AND ACCOUNTS WHAT THEY NEED

NOT JUST YOUR LOGO

PROGRAMMING & CAMPAINS TIED TO BEER RELEASES AND ALIGNING WITH HOW CUSTOMERS INTERACT WITH YOUR BRAND

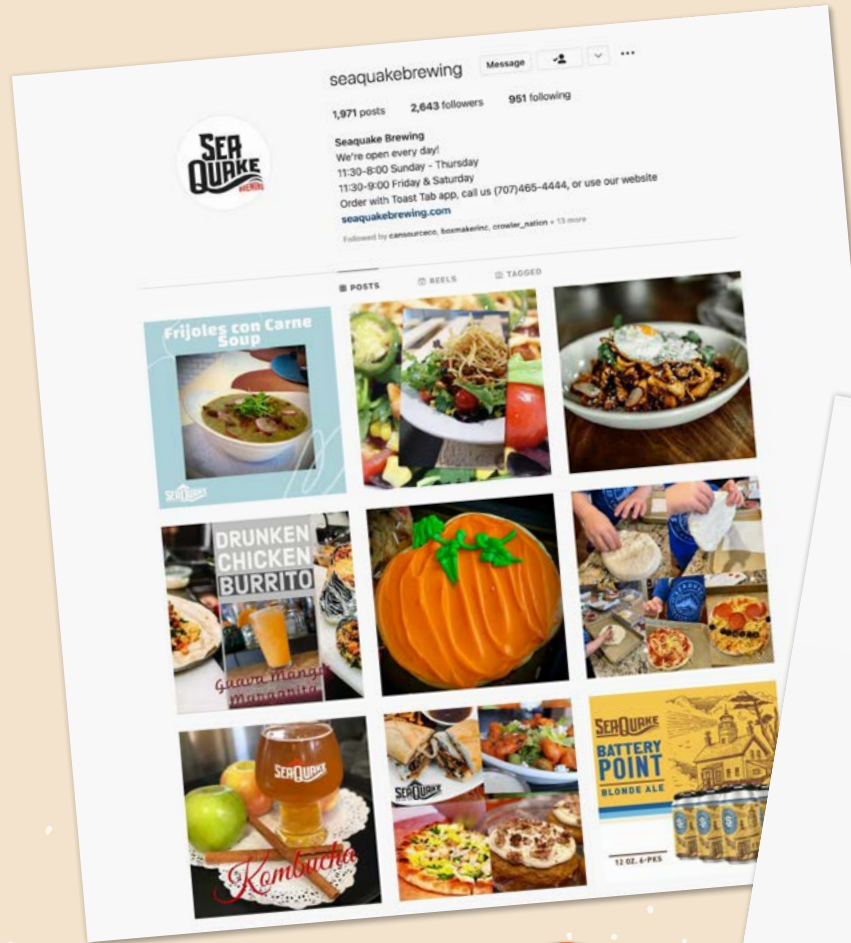
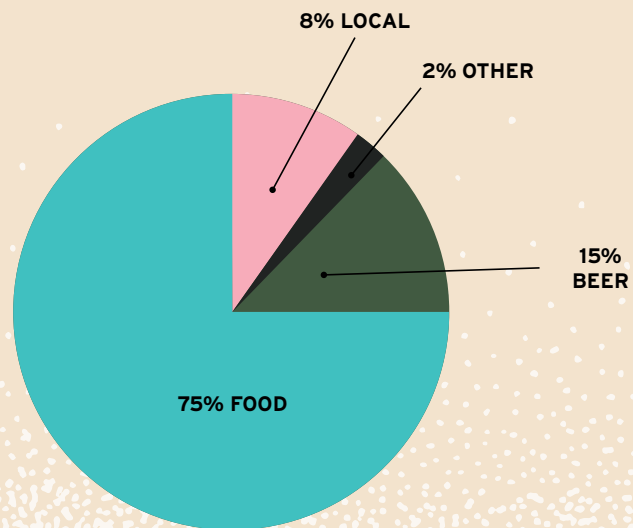


SOCIAL MEDIA

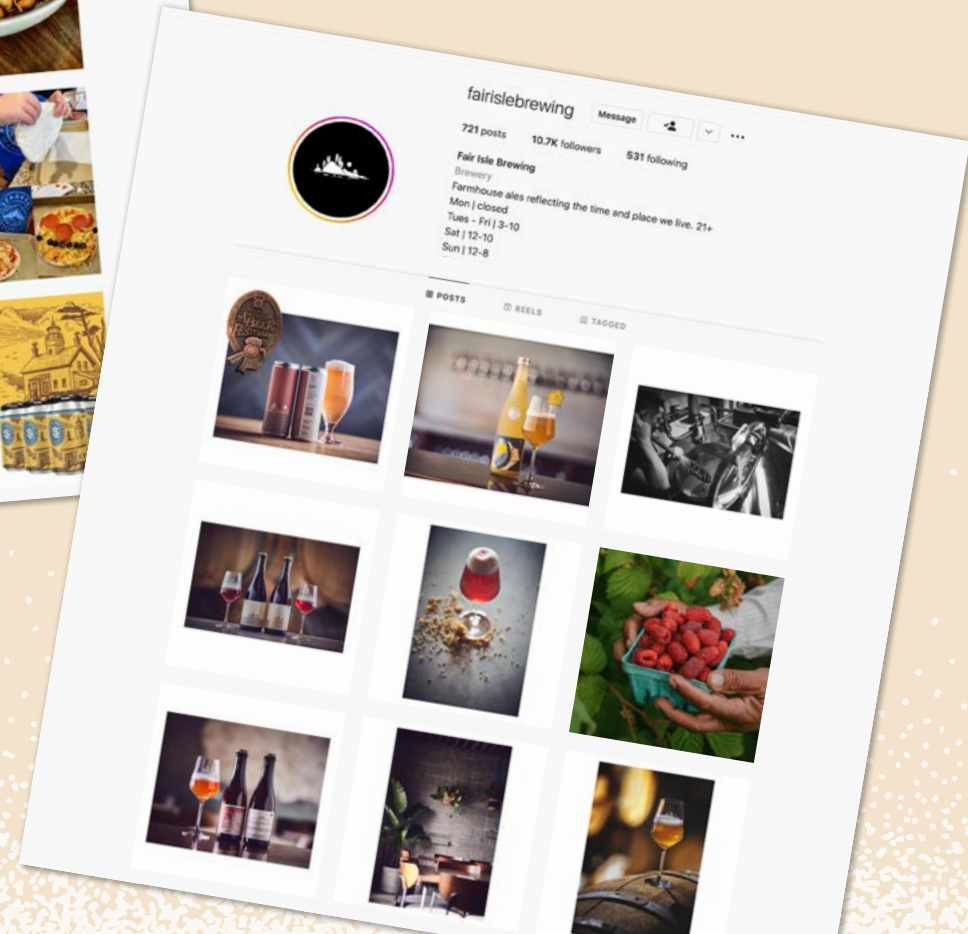
DOES IT REFLECT MY BUSINESS MODEL?

DOES IT REFLECT MY BRAND PERSONALITY?

AM I JUST POSTING PICTURES OF FOOD?



VS



PLEASE STOP...

1. Letting the wrong content dominate your social media
2. Saying you're family-friendly but not executing on it
3. Providing zero POS support for beer releases
4. Never visiting the competition
5. Printing the same ONE logo across all of the cardboard tshirts

BLINDTIGER

PLEASE START...

1. Don't lose yourself chasing trends (but also don't get stubborn or blind to what's going on around you)
2. Anticipate growth, be willing to take risks and back it up with planning that matches your business model.
3. Pay attention to your competition (not just the beer competition!)
4. Don't expect the same things to work on- and off-premise
5. Communicate your brand beyond "just" your logo and package - interact and bring consumers into your brand world both inside your taproom and out in accounts.



QUESTIONS?



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