

# NAVIGATING THE NOW WHILE EVOLVING FOR YOUR BRAND'S FUTURE

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Managing your brand can feel like a daily game of Whac-A-Mole, with challenges popping up in every direction and little energy left to plan for the future. In this session, we'll provide a practical framework to evaluate your brand's strengths now while planning for what's to come. Walk away knowing how to expand your brand toolkit - visual identity, messaging, and strategy - while staying true to your roots with a roadmap that supports evolving your cidery in this constantly changing marketplace.



**OCEANIA EAGAN**  
Founder & Creative Director



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CIDER'S  
FUTURE  
TOGETHER**

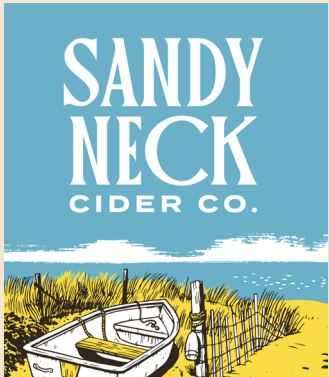


## OCEANIA "OCE" EAGAN Founder & Creative Director Blindtiger Design

From humble beginnings designing tap handles during the early days of craft beer's emergence, Oce quickly became known in the industry for her ability to build brands through her artistic vision and functional execution.

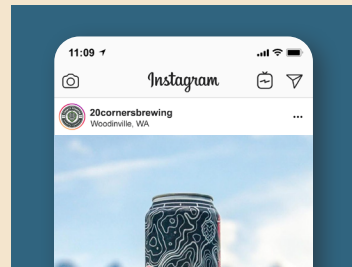
With a unique mix of business acumen and creative problem solving at her core, Oce founded Blindtiger Design, embodying her passion for contributing to the dynamic industry to support brands that thrive.

Bringing an unmatched depth of knowledge from her 20+ years immersed in the beverage industry, she has built and grown successful brands that connect with today's consumer by focusing on the uniqueness of each brand to elevate, define and launch products across on and off-premise channels.



# WHAT IS YOUR BRAND?

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



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# YOUR BRAND IS...

**MORE THAN JUST A LOGO**

**MORE THAN VISUAL EXPRESSION**

**IT'S A VIBE (VIBES?)**

**IT'S WHO YOU ARE AS A  
PERSONALITY AND NOT JUST  
WHAT YOU LOOK LIKE**

**YOUR BRAND HAS CULTURE +  
ENERGY & EVOLVES OVER TIME IF  
YOU LET IT**



# YOUR BRAND IS...

**MULTIPLE TOUCH POINTS**

**MULTIPLE PERCEPTIONS**

**MULTIPLE OUTPUTS**

- **WITHIN YOUR TASTING ROOM...**
- **ON SHELVES / OFF-PREM...**
- **ON TAP / ON-PREM...**
- **ON PACKAGE...**
- **POINT-OF-SALE...**
- **MERCHANDISE ...**
- **WEBSITE...**
- **SOCIAL...**
- **EVENTS...**



**YOUR BRAND IS...**

**BRAND EXPRESSION WITHIN YOUR OWN TASTING ROOM  
DIFFERS FROM OUT IN THE FIELD & MARKET**

## **INSIDE MY 4 WALLS**



## **OUTSIDE MY 4 WALLS**



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# A BRAND AUDIT INCLUDES...

## WHAT'S INVOLVED?

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- LOGO(S)
- MESSAGING
- CIDERS
- PACKAGING
- MERCH
- TASTING ROOM
- SOCIAL MEDIA
- SALES SUPPORT

## WHO'S INVOLVED?

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- OWNERSHIP
- EMPLOYEES
- CUSTOMERS
- ON-PREM ACCOUNTS
- OFF-PREM ACCOUNTS
- DISTRIBUTORS
- SALES TEAM
- INDUSTRY MEMBERS

## BUT DON'T FORGET...

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- BOB THAT'S COME IN EVERY THURSDAY FOR THE LAST TEN YEARS
- THAT EXPENSIVE SIGN
- WAREHOUSE FULL OF CANS? INVENTORY?
- DATA! WHAT'S GOING ON IN THE MARKET?



# AUDIT: VISUALS & LOGO SYSTEM

- **WHAT ASSETS DO YOU HAVE?**
- **DO YOU ONLY HAVE ONE LOGO?**
- **WHAT DO YOU ACTUALLY USE?**
- **WHERE'S THE EQUITY?**
- **WHAT IS THE SACRED COW?  
(IT MIGHT NOT BE A LOGO.)**
- **WHAT ARE YOUR PAIN POINTS  
WHEN USING YOUR LOGO?  
(IT'S MERCH, RIGHT?)**



# AUDIT: MESSAGING & COMMUNICATION

- **HOW DO YOU TALK ABOUT YOURSELF ACROSS ALL TOUCH POINTS?**
- **IS YOUR BRAND PERSONALITY AND MESSAGE COHESIVE?**
- **ARE YOU EMPHASIZING WHAT IS MOST IMPORTANT?**
- **IS YOUR MESSAGE RELEVANT TO YOU? TO THE MARKET?**
- **DOES YOUR MESSAGING REFLECT THE VIBE OF YOUR CIDERY?**

## Website

*Highlander Beer, a historic brewery from 1910 brought into the modern age for the Northwest adventurer. Known for our variety of delicious craft brews, you'll find a beer for any occasion. Whether you're on the top of a mountain, fly fishing in the river, or just camping with friends, don't forget your six pack of Highlander Beer!*

## Instagram

*Craft beer for the Northwest adventurer brewed in the river towns of Missoula, Montana & Salmon, Idaho.*

## Facebook

- *Missoula's finest Brewery, TapHouse and Patio space. 12 quality craft beers on tap, artisan pizzas, fresh made salads, and more!*
- *Salmon, Idaho's newest brewery and taproom! Featuring craft beer, artisan pizza, and more!*

## Packaging

- *Brewed in River Towns*
- *Missoula, MT & Salmon, ID*



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# AUDIT: PRODUCT PORTFOLIO & PACKAGING

- **DO YOU HAVE YOUR CIDERS ORGANIZED INTO SERIES?**
- **IS YOUR APPROACH DRIVEN BY WHERE YOUR CIDER IS SOLD?**
- **IS AVAILABILITY AND PRICE POINT CLEAR IN YOUR PACKAGING?**
- **ARE LABEL TEMPLATES SET OR ARE YOU REINVENTING THE WHEEL FOR EVERY NEW RELEASE?**
- **DO YOU HAVE SYSTEMS FOR CIDER NAMES? (IT'LL MAKE LIFE EASIER.)**
- **PACKAGING HIERARCHY: IS IT INTENTIONAL? IS IT CONSISTENT?**



YEAR-ROUND



HARD TEA



SEASONAL



BOURBON BARREL-AGED



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# AUDIT: THE LIQUID

- **YES... PEOPLE CARE ABOUT WHAT YOUR BEER TASTES LIKE!**
- **DOES YOUR CIDER MATCH HOW YOU DESCRIBE IT?**
- **DOES IT MEET THE QUALITY STANDARDS SET BY THE MARKET?**
- **ARE YOU GETTING UNBIASED FEEDBACK ON IT?**
- **ARE YOU CHASING TRENDS? SHOULD YOU BE?**
- **DO YOU HAVE QUALITY CHECKS IN PLACE TO ENSURE CONSISTENCY?**



# AUDIT: YOUR TAPROOM & PHYSICAL SPACES

- **IS YOUR MENU ACCESSIBLE, LEGIBLE & CLEAR?**
- **YOU SAY YOU ARE FAMILY FRIENDLY... BUT DO YOU OFFER ANYTHING FOR THE KIDS?**
- **DO YOU OFFER INTERESTING NOT CIDER OFFERINGS?**
- **ARE YOUR TO-GO OFFERINGS EASY TO ACCESS AND SEE?**
- **IS YOUR MERCHANDISE DISPLAYED NICELY & COMPELLING?**
- **DID YOU FORGET ABOUT THE BATHROOMS? YES... FOLKS NOTICE**



# AUDIT: SALES / WHOLESALE / RETAIL / POS

- **WHAT ARE YOUR BEST/WORST ACCOUNTS?**
- **WHO DO YOU SEE AS YOUR COMPETITION ON & OFF-PREM? WOULD CUSTOMERS SAY THE SAME?**
- **DO YOU LISTEN TO FEEDBACK FROM ACCOUNTS AND DISTRIBUTORS?**
- **WHICH DEMOGRAPHICS ARE YOU PERFORMING BEST/WORST WITH?**
- **DOES YOUR SALES TEAM HAVE WHAT THEY NEED? DO ACCOUNTS HAVE WHAT THEY NEED?**
- **ARE YOU BEING PROACTIVE? ARE YOU SUPPORTING YOUR RELEASES BEYOND "JUST" THE LIQUID?**



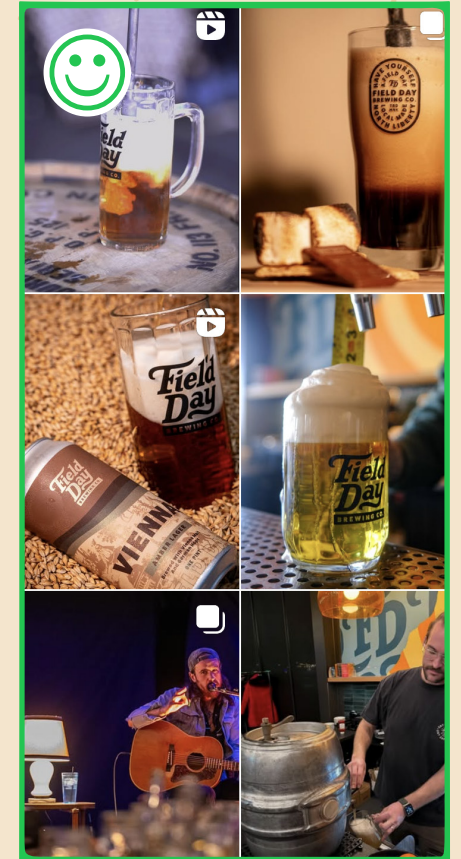
## AUDIT: MERCHANDISE

- **ARE YOU OFFERING WHAT YOU WANT TO WEAR OR WHAT PEOPLE ACTUALLY BUY? WHAT SELLS BEST?**
- **WHAT DO YOU STILL HAVE BOXES OF THAT YOU CAN'T GET RID OF?**
- **ARE YOU JUST PUTTING THAT ONE LOGO ON EVERYTHING?**
- **COULD YOU MIX IT UP WITH MORE BRAND AND SUB-BRAND ASSETS?**
- **ARE YOU CHOOSING ITEMS THAT SUPPORT YOUR BRAND? DOES THE QUALITY OF THE MERCH MATCH THE QUALITY OF YOUR CIDER?**



# AUDIT: WEB & SOCIAL

- TAKE INVENTORY OF WHAT CATEGORIES YOUR POSTS ARE FALLING INTO.
- DOES YOUR CONTENT FOCUS MATCH YOUR BUSINESS FOCUS?
- WHAT'S GETTING TOO MUCH OR TOO LITTLE ATTENTION?
- WHICH CIDERS SHOULD BE GETTING THE MOST PUSH ON SOCIAL?
- ARE YOU ADJUSTING YOUR APPROACH TOWARDS DIFFERENT SOCIAL CHANNELS?



# PRACTICAL TIPS & TRICKS FOR UPDATES BASED ON YOUR SELF ASSESSMENT

- Prioritize the updates on what will have the most impact. Increased sales? Better tasting room experience? More tools for your team?
- Identify ways to streamline your releases & package system.
- Provide consistent & complete sales support for releases.
- Align your social media with what's most important to your brand and business model.
- Take a hard look at all of your brand messaging together.
- Identify & solve pain points for applying your brand's graphics.
- Find merch that supports your brand.



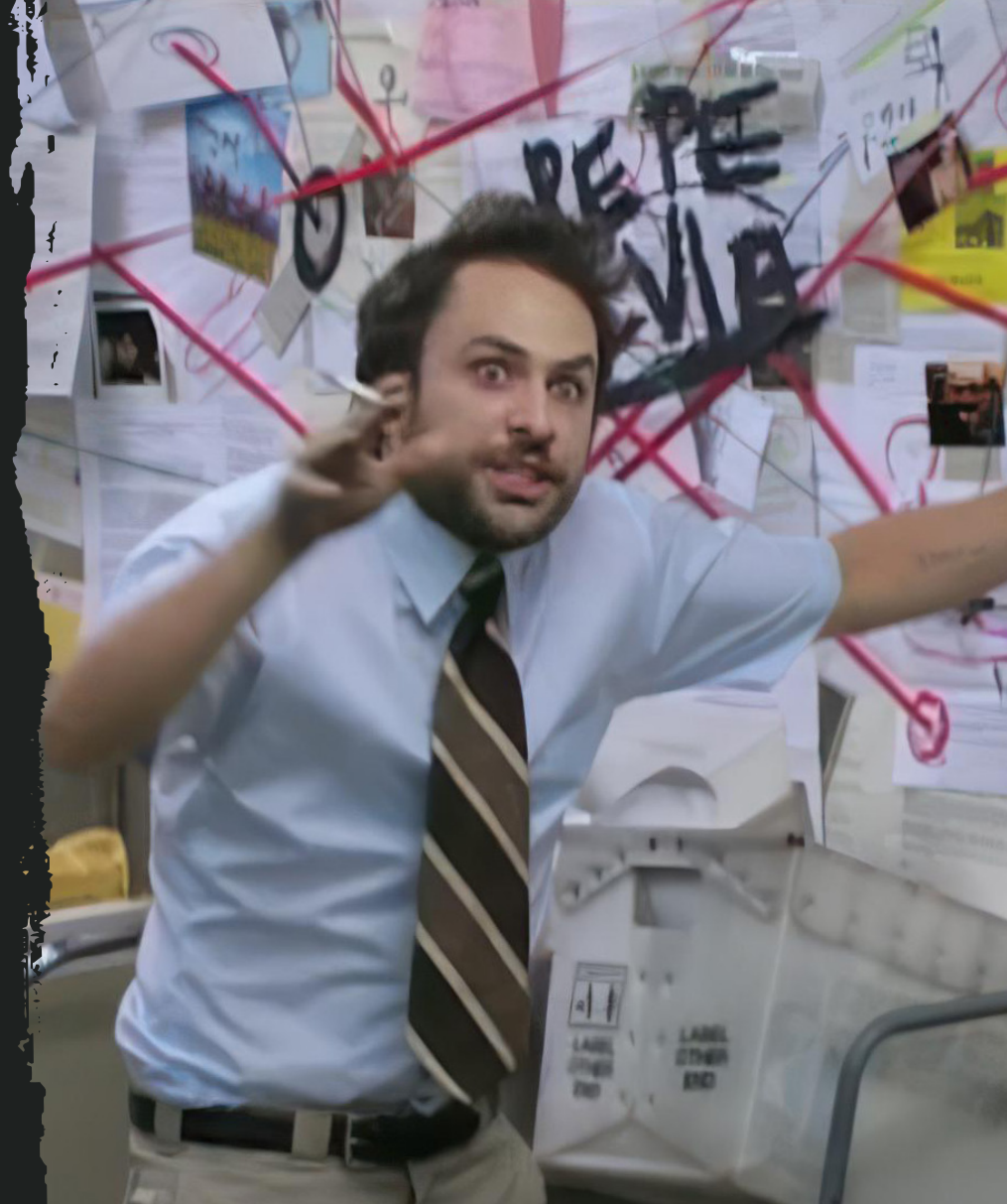
# PLAN IT OUT! GIVE YOURSELF A ROADMAP

- Key priorities to keep your brand organized while mapping out the future... control what you can.
- Outline key Brand Management priorities, releases, events, distribution activities and communication.
- Plan for existing products, new product development, packaging and market launch.
- Take note of tasting room and outside events needing brand support.
- How is your brand supporting Retail Marketing & Distributor / Wholesale?
- Give yourself a workback schedule - plan for campaign development, design cycles and new product launches.



# WHAT IF YOUR ASSESSMENT SUGGESTS YOU NEED A BIGGER OVERHAUL THAN JUST A COUPLE UPDATES?

- Find a third party to solicit honest feedback from customers, distributors and accounts.
- Find support to guide you through what actually needs fixing.
- Focus on the positives, what's working and what equity you have in your brand and portfolio.
- If it's working, don't fix it. If it's not working, don't be attached to it.
- You can make updates without having to do a full rebrand. Consider modest updates as a method for incremental change.



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# AND LET'S NOT FORGET TO THINK ABOUT....

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- Have you ever walked across town to find out why that OTHER brewery is so much busier than yours?
- When was the last time you stood in line at your own place? Hint... if you haven't, you should.
- News flash.... Not everyone is drinking cider... but that doesn't mean they can't enjoy your tasting room.
- But my River/Mountain/Tree logo is better than yours. OR at least it's working better. Or is it?
- AI - when it's okay to use it... and when NOT to use it hint...I'm not a fan and it gives you nothing ownable.



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## **GIMME' YOUR QUESTIONS & CHALLENGES...**

***DON'T BE SHY... I'M SURE THERE ARE FOLKS IN HERE THAT SHARE YOUR SAME STRUGGLES...***

***"MY TASTING ROOM MANAGER DOES OUR SOCIAL BUT ALL THEY DO IS POST ABOUT THE FOOD TRUCKS AND PEOPLE FORGET WE ARE A CIDER COMPANY"***

***"THE TEAM CAME UP WITH THIS CRAZY NAME THAT DOESN'T MATCH ANY OF THE REST OF OUR NAMES OR OUR BRAND VIBE"***

***"MY DISTRIBUTOR WANTS TO KNOW WHAT MY PLAN IS FOR NEXT YEAR BUT MY TEAM HASN'T EVEN TOLD ME WHAT WE ARE MAKING"***

***"I ONLY HAVE ONE LOGO AND IT DOESN'T WORK FOR EVERYTHING"***

***"MY TASTING ROOM HAS A TOTALLY DIFFERENT VIBE THAN OUR PACKAGING AND WE NEVER KNOW WHAT TO DO WHEN"***





# QUESTIONS?

Give us a shout and we'll walk you through the brand audit process.

Say hi: [oceania@blindtigerdesign.com](mailto:oceania@blindtigerdesign.com)

Download this presentation



**BLINDTIGER  
DESIGN**  
OUR CULTURE  
IS OUR SIGNATURE



MADE  
IN

EST  
2013

SEA  
WA

**THANK YOU!**

**OCEANIA EAGAN**

Founder & Creative Director | Blindtiger Design