

KNOWING YOUR BRAND INSIDE & OUT:

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

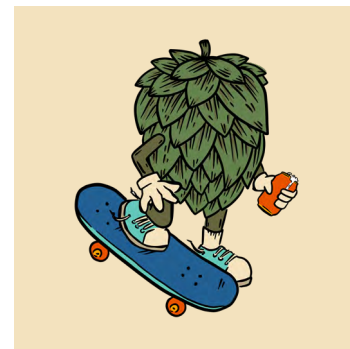
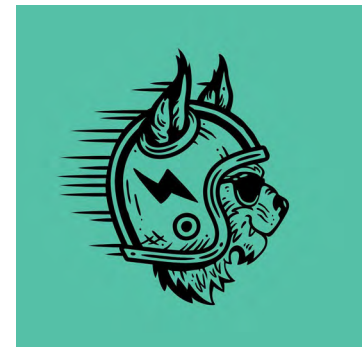
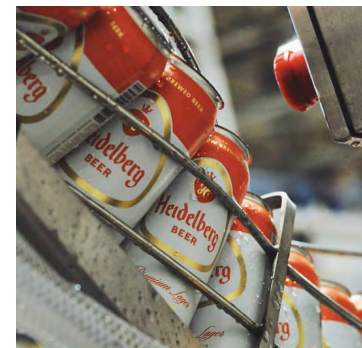
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Founder + Creative Director
Blindtiger Design





BLINDTIGER

EST • 2013 DESIGN SEA • PNW



WHAT WE DO



STRATEGY & CONSULTATION



ENVIRONMENTAL

BRANDING



POINT-OF-SALE



SALES & MARKETING

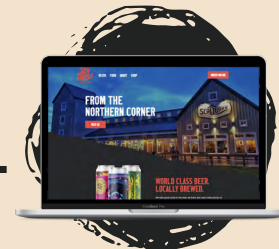


MERCH

PACKAGING



WEB & DIGITAL



WORKING WITH

START-UPS

⋮

**5 YEAR OLD
BREWERIES**

⋮

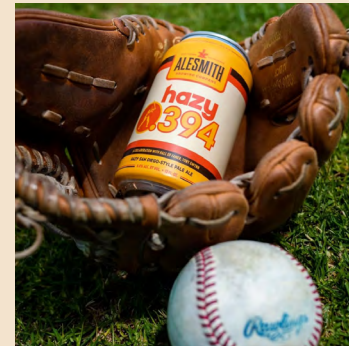
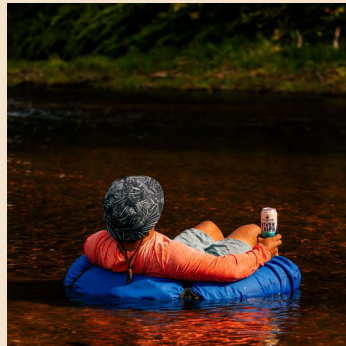
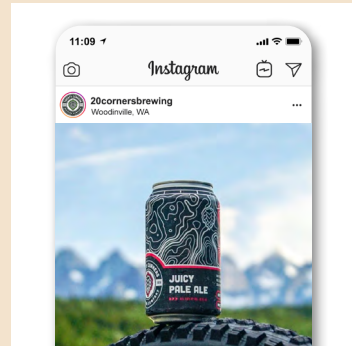
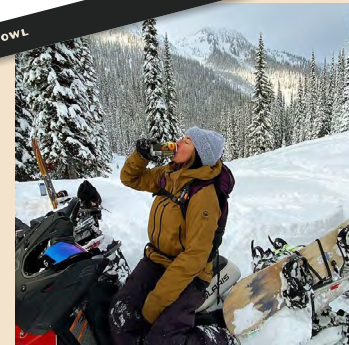
**30 YEAR OLD
BREWERIES**

⋮

***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 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



HOW CAN I SUPPORT MY BRAND?

OUTSIDE MY 4 WALLS



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



EVENTS & PARTNERSHIPS

MAKING CHOICES THAT SUPPORT THE BRAND INSIDE & OUT



**POP UP KITCHENS
& FOOD TRUCKS**



**COMMUNITY EVENTS
& SPONSORSHIPS**



**STRATEGIC
PARTNERSHIPS**

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
ALLOWING CHILDREN

OFFER FOOD AND
DRINKS FOR KIDS

GAMES

KIDS MERCH

KID-FOCUSED EVENTS

CHANGING TABLES



POS & SALES SUPPORT

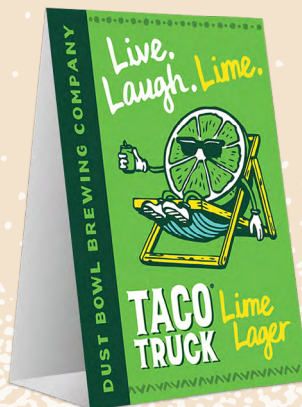
IT DOESN'T HAVE TO BE BORING!

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

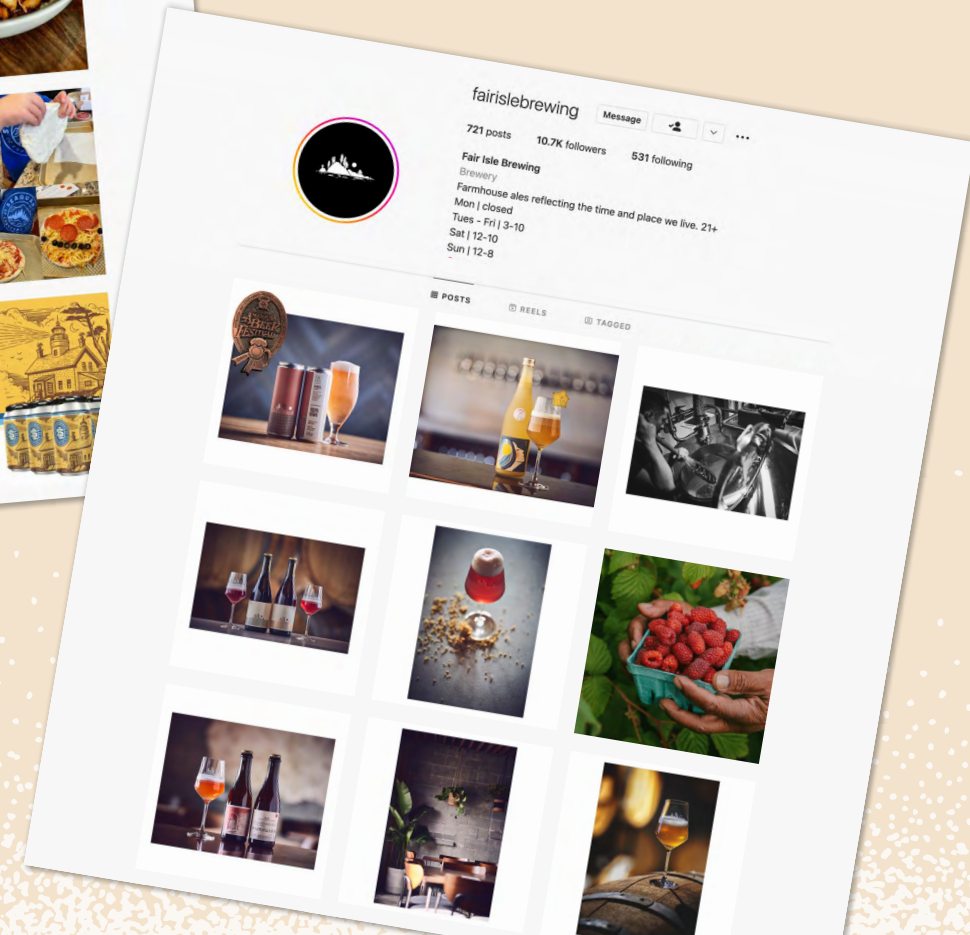
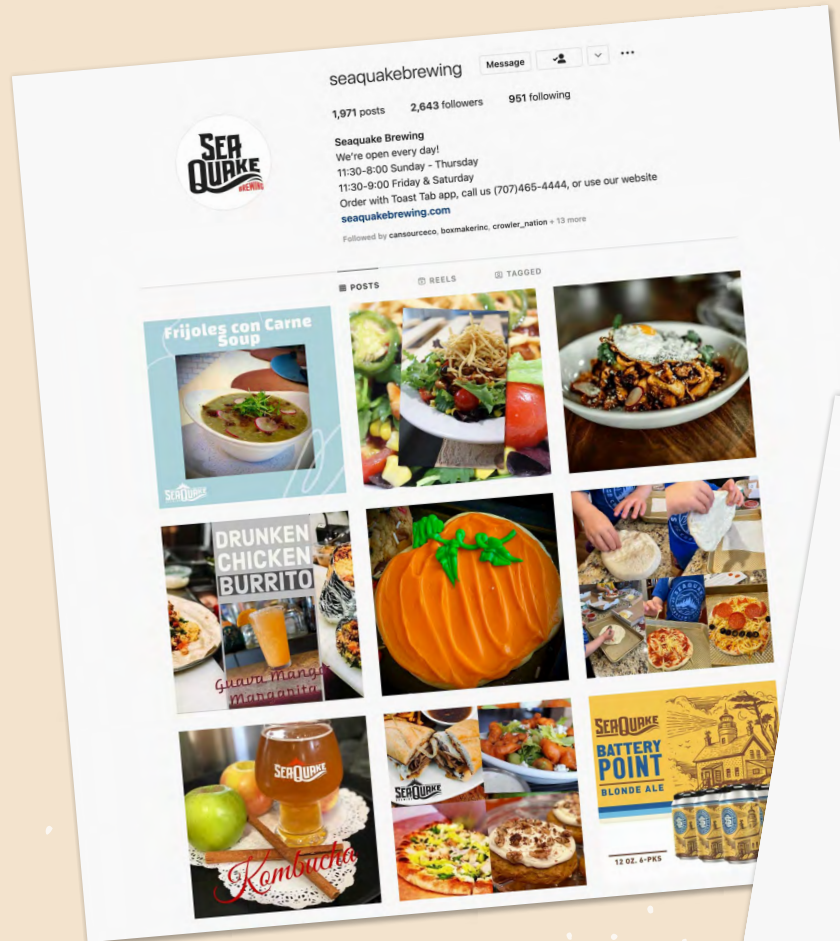
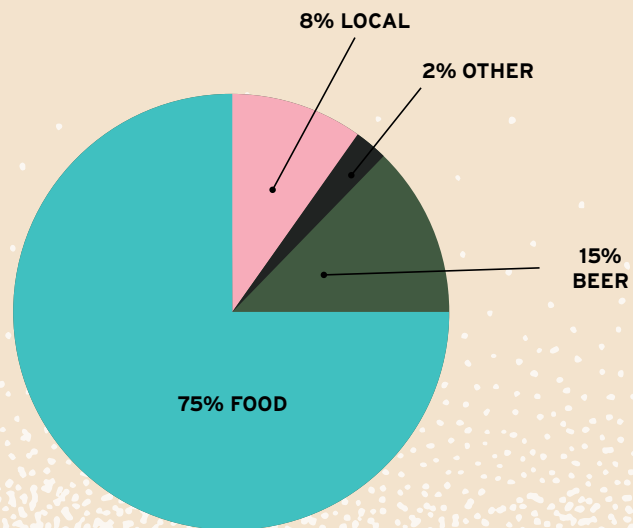


SOCIAL MEDIA

DOES IT REFLECT MY BUSINESS MODEL?

DOES IT REFLECT MY BRAND PERSONALITY?

AM I JUST POSTING PICTURES OF FOOD?



DIFFERENT BUSINESS MODELS

DIFFERENT BUSINESS MODELS NEED DIFFERENT SUPPORT



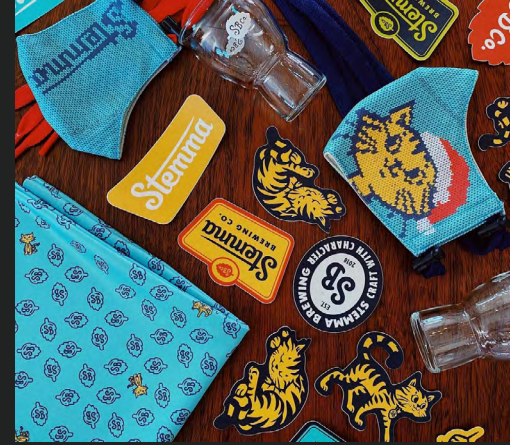
STEMMA BREWING
TAPROOM-FIRST



IRON HORSE BREWERY
DISTRIBUTION-FIRST



DUST BOWL BREWING
MULTIPLE TAPROOMS + DISTRO



STEMMA BREWING

TAPROOM-FIRST

Who We Are:

Crafting community
in Bellingham, Washington

How We Show It:

A taproom that's approachable
and family-friendly, merch for
all, range of beer styles, local
collabs, community events,
team sponsorships

What's Next?

Taproom expansion



IRON HORSE BREWERY

DISTRIBUTION-FIRST

Who We Are:

“Creating human connection with fermentation”

How We Show It:

Packaging, POS and campaigns with quirky personality

What's Next?

A taproom!





DUST BOWL BREWING CO.

*MULTIPLE TAPROOMS
+ DISTRIBUTION*

Who We Are:

A production brewery with wide distribution and four taprooms throughout California

How We Show It:

Large beer portfolio, taprooms designed to fit the community they are located in, sales and POS with subbrand personality to support releases

What's Next?

More taprooms



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

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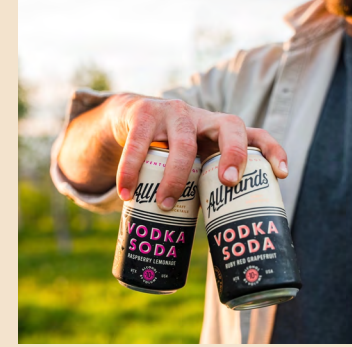
PLEASE START...

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.

The background of the entire image is a repeating pattern of the Blind Tiger logo. The logo consists of a stylized tiger in a leaping, roaring pose, facing left. The tiger is rendered in a dark grey color against a black background. Below each tiger is a small, light grey triangle containing a stylized eye. The entire pattern is set against a dark grey background with a fine, light grey dot grid.

QUESTIONS?

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THANK YOU!
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