

## **Entry Submission**

### **BrewDog**

#### **background to BrewDog**

This is what BrewDog say about themselves - far better getting it from the horse's mouth.

We are not a faceless corporate monstrosity. We have no mind numbing automatic production line.

We are just two guys trying to make the best beer we can, and trying to make other people as passionate about fresh, natural, full flavour beers as we are.

We have no multi-million pound advertising campaign trying to fool you into thinking drinking cheaply made bland beer will change your life. Perhaps you think multi-million pound advertising campaigns make beer taste better?

We don't.

Quality ingredients are expensive, time consuming hand brewing methods are expensive, and all the extra care required because we use no additives or preservatives is expensive.

We don't care!

Our goal is not to keep costs down, cut corners and then fool consumers into thinking this bland nonsense is actually good beer through an advertisement onslaught.

Our goal is to make truly amazing fresh, natural beers and not to compromise on any level.+

#### **the brief**

Our brief from fledgling microbrewery BrewDog was to create a brand that reflected the unique character of their personality and products. They recognised that the image and design of their products was absolutely central to the success of their venture. In order to gain a foothold into the most competitive of markets, producing another ~~the~~ too+range of products was simply not an option. Here's what they told us, ~~Our~~ Our beers are in no way commercial or mainstream. We do not merely aspire to the proclaimed heady heights of conformity through neutrality and blandness. We are unique and individual. Come up with a brand that reflects this please for as little cash as possible!+

## **the solution**

We started the process by learning as much as we could about our client, their target audience and competitor products. Our findings clearly demonstrated that there was a gap in the premium beer market for a range of beers that stood out from a crowded platform. This was rubber stamped when samples of the beer and branding were taken by the client on a road show and reaction from all customer groups was exceptional. The products were truly unique in every way. Our primary objective was to strategically position the brand through developing an identity, packaging and promotional tools that disregarded precedents set by the market leaders. Our objective was to create a new set of communication rules . The BrewDog way!

The basis of the brand styling was a rough and ready handmade feel to reflect the craft, "hands on", aspect of the brewery. This was achieved by the use of a distressed graphic effect and uncoated stocks, strong bold colours were used to create maximum impact, whilst an oversized loose/punchy typestyle coupled with the howling dog brand identity was used to add an aggressive and edgy feel and reflect the nature of their product.

The design is unique within the beer brewing industry and reflects both the attitude and ambition of the client and their product. We positioned the brand to speak to its target audience on a level that they could relate to, that they aspired to and which allowed them, the consumer, to stand out from their mass market consuming contemporaries.

## **the result**

The results have been amazing for BrewDog. Customer feedback has been exceptional and BrewDog has already secured extremely lucrative export contracts and domestic listings with Sainsbury's and Tesco with the identity and packaging continually being highlighted as a key driver for getting the products listed.

Successes include:

- Major contracts award with American and European Importers
- Listings with Sainsbury's and Tesco (Scotland wide)
- Winner of Overall Award . Grampian Food Forum Awards 2007
- Scotland's Shell Livewire Young Entrepreneur of the Year 2007 . James Watt MD
- Interest from BBC's 'Dragons Den' programme
- World Beer Awards . World's Best Strong Pale Ale . The Physics
- World Beer Awards . World's Best Imperial Stout . Rip Tide
- Rate Beer %Best Beer of Britain 2008+awards for Rip Tide, BrewDog Paradox Grain (Batch002) and Hardcore IPA

### **customer testimonials**

The following quotes say it all. This is a classic case of a young company reaping the benefits for having the vision and foresight to invest in their brand at a very early stage with a consultancy able to offer solutions based on thorough research, creative innovation and strategic delivery.

#### U.S. Importer . Preiss

The design work played a major role in the brewery winning a major U.S. export contract with Preiss Imports - the feedback from Preiss was more than encouraging. "I am so excited that we will be importing BrewDog! Your design and marketing is unbelievably brilliant! I think they are going to sell fantastically well for us here."

#### Swedish Importer, Philipson Soderberg . Patrick Strandberg

The design of the products was a key factor for us in deciding to import BrewDog beers. The quality of the beer was never in doubt but in such a competitive market you need an edge and this product design provides all the edge and uniqueness you could wish for. I love the fact that they look so underground yet professionally designed.+

#### Duncan Taylor Scotch, MD Euan Shand

As the main exporter of BrewDog's Paradox I was thrilled to see the product's label. The design is stunning and captures the essence of the product perfectly. I am sure it will contribute largely to it being a global success.+

## Shell

One judge in the recent Shell Scottish Livewire competition was so impressed he commented that "with packaging as good as BrewDog's it didn't really matter which product was in it!"

## **BrewDog's Verdict**

James Watt, MD BrewDog

The image and design of our product was so central to what we set out to achieve that it was vitally important for us to find a partner that we could not only trust to do very high quality work for us but that would also be able to capture how radically different and unique our product and image has to be.

In initially researching marketing and design companies we never thought we would find one which would be able to translate our vision and ideas into designs and images which far exceeded our expectations.

We feel that we are doing something which is unique on many levels and the fact that this uniqueness has been so perfectly transferred to our product image has really helped us in getting a foothold in the most competitive of markets.

One of the many facets of working with Hampton Associates is that I really appreciated how rigorous the client input is; both at the start of the project and throughout the design process. Their willingness to work really closely with us at every stage of the design process ensured that we got results which completely conveyed our original vision. The fact that they constantly had time to meet with us face to face and take time to explain so many design and printing factors that we did not understand helped us immensely. Their knowledge and expertise not only conveyed our original product image but managed to build on our original ideas and develop and improve them into final designs which we were absolutely delighted with.

Out with the design and marketing aspects they have been constantly willing to help my fledgling company with advice on many areas, a lot of them far beyond any brief we gave them. Their advice and

support is greatly appreciated and we are glad to have not only a strong business partnership but a good friendship to move forward with.

We are absolutely thrilled with all the work that Hampton Associates has done for us, working with them is always an absolute pleasure. The amazing feedback that we constantly receive from our customers regarding our product design makes us really proud of our products and our partnership with Hamptons.+