



Case Study:

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Website:

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Course:

Brand Storytelling

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THE STORY

Founded in just 2014, Creature Comforts Brewing Co. has made a huge name for itself in such a short period of time. The imaginative packaging accents the distinct flavors found only at this craft beer destination. The atmosphere reflects the founders' belief that the best conversations are had over a beer or two... or five, but they also believe that moderation is important and that "being balanced is best". Since the launch of this now nationally loved company, the founders have had more goals than just creating good beer. They make material impacts on their community through outreach programs that encourage artistry, life advances, and curiosity in the residents of Athens.



THE CHALLENGE

Beer as an industry has a wider range of individuals that fall into their target market, from the tailgaters that will drink any beer in their vicinity to the snobs that “taste the wheat” in every sip. Creature Comforts doesn’t just appeal to the snobby crowd. Being from the south where the catch phrase is “hold my beer and watch this,” they are encouraging other southerners to put on their best Levi’s and hit up the brewery for a change. While Creature has gained great visibility in recent years, as they were featured in the Marvel Avenger movie “Endgame”, they are looking to broaden their reach even further with their upcoming 7th birthday.

THE CONCEPT

Our campaign “Celebrating 7 Summers of Comfort” will run from May to September and push consumers to come and try the new hard kombucha. There will be three hard kombucha options named in correspondence with this milestone: “7 minutes in Heaven”, “Lucky #7”, and “24/7”. The design elements are strategically created to match Creature Comforts current branding while standing out with creative patterns on the cans to match the flavoring of each beverage. Brighter colors will be key elements in our graphics to emphasize the idea of summer fun and our font will fit the mellow energy Creature radiates naturally. Videography will highlight the authenticity of the brand and show real customers enjoying themselves with live music and activities.

TARGET AUDIENCE

Our target market profile includes lovers of both Creature Comforts and Kombucha. With the 7-year anniversary coming up, UGA students, craft beer fanatics, as well as Athens locals will be at the forefront of those in attendance for this special celebration.

COMMUNICATION OBJECTIVE AND STRATEGY

The primary communication goals for this campaign will be to spread awareness and information regarding our "7 Summers of Comfort" event. The Creature Comforts social profiles will be used to promote the event and new hard kombucha product offering with fun and engaging graphics. In addition, student promoters will be recruited to help us reach a greater audience, which will be effective in communicating with college aged students. Earned media will take the form of articles written for and published by the Red & Black in addition to press releases for major players in our key audiences. Print media will be important as well, as flyers with important event information will be put up in popular gathering areas, including coffee shops, UGA buildings, and downtown boutiques. We will also include eye-catching visuals and clear captions so users can clearly identify important information. In addition, all communications will reference back to the Creature Comforts website so people can find more information on the campaign.