

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

WHO TO INVOLVE IN THE REBRANDING PROCESS

SECTION 03 ACTIVITIES

In this section, you'll organize your internal team, determine what type of design firm best suits you and start reaching out to hire one.

Overall, you will:

- ☐ Organize your internal team
- ☐ Set a budget
- ☐ Decide who you want to work with
- ☐ Create a shortlist of potential design partners
- ☐ Reach out and hire someone

BUILD YOUR EXECUTIVE TEAM

List the most important gatekeepers for this project and their roles or relationship to your brewery (e.g. investor, co-founder, sales and marketing directors). Does someone have the final authority to approve, veto, or otherwise dramatically affect the outcome of a project? If so, include them here. Try to keep this list as short as possible, ideally 4 to 6 people.

TEAM MEMBER

01

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

02

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

03

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

04

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

05

Name

Title / Role:

Contact

#:

E:

TEAM MEMBER

06

Name

Title / Role:

Contact

#:

E:

STAKEHOLDERS

Let's figure out who your design firm will need to interview during their discovery process. This would include a variety of stakeholders—internal staff, key accounts, distributors, investors, etc. We've found that about 10 folks is the most you'd need to talk to before you start seeing diminishing returns.

	STAKEHOLDER	RELATIONSHIP / ROLE	CONTACT INFO
01	Name: _____	_____	#: _____ E: _____
02	Name: _____	_____	#: _____ E: _____
03	Name: _____	_____	#: _____ E: _____
04	Name: _____	_____	#: _____ E: _____
05	Name: _____	_____	#: _____ E: _____
06	Name: _____	_____	#: _____ E: _____
07	Name: _____	_____	#: _____ E: _____
08	Name: _____	_____	#: _____ E: _____
09	Name: _____	_____	#: _____ E: _____
10	Name: _____	_____	#: _____ E: _____

DETERMINE HOW MUCH CAPITAL YOU HAVE TO WORK WITH

This is your rebrand budget—generally 5–15% of your annual revenue. You need to know this figure before reaching out to your prospective design partner so you can quickly determine who you can and can’t afford to work with.

IDEAL BUDGET

\$

MAX BUDGET

\$

WHAT TYPE OF DESIGN PARTNER DO YOU WANT TO WORK WITH?

This could include a freelancer, a small-to-medium sized design firm or a large agency. They each have their own unique benefits and limitations. Make sure to jot down any concerns that come to mind as you think through this decision.

FREELANCER

Benefits

Limitations / Concerns

SMALL / MEDIUM DESIGN FIRM

Benefits

Limitations / Concerns

BIG AGENCY

Benefits

Limitations / Concerns

FIND YOUR BRANDING FIRM

Time for some research. Hop online and search for “Beer Branding,” “Craft Beer Branding,” etc. You can also reach out to colleagues or other breweries whose branding and packaging you admire and ask them for a referral. List out 2 or 3 candidate firms you think could be a good fit for your project.

01

DESIGN FIRM

Contact

URL:

#:

E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):

02

DESIGN FIRM

Contact

URL:

#:

E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):

03

DESIGN FIRM

Contact

URL:

#:

E:

What do you like about them
(e.g. specific projects):

Specific questions to ask them
(make sure to address any
concerns you’ve noted):



Reach out to these firms. Shoot them an email or call—just follow the prompts on their contact page.