

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

BUILDING YOUR BRAND STRATEGY

SECTION 05 ACTIVITIES

In this section, you'll be diving into the meat of the brand strategy process. You'll define your positioning, core values, brand architecture and brand essence.

Overall, you will:

- ☐ Define your positioning
- ☐ Write your positioning statement
- ☐ Identify your competitive set
- ☐ Define your mission, vision and brand values
- ☐ Create customer personas
- ☐ Define your brand architecture
- ☐ Define your brand essence

POSITIONING

What makes you, *you*? Define your positioning in your market.

01

WHAT DO YOU DO?

What type of beer and experience do you offer?

02

WHO DO YOU DO THIS FOR?

Who are your customers?

03

WHAT MAKES YOU UNIQUE?

How are you different from—not necessarily better—than your competition?

WRITE YOUR POSITIONING STATEMENT

Where brewery + audience + unique benefits meet.

YOUR BREWERY NAME	AUDIENCE	UNIQUE BENEFITS

offers / provides / etc.

to / with / etc.

LIST YOUR COMPETITION

What does your competition do well? Who are their targeted audiences and what are the benefits they are providing them?

<p>BREWERY 01</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 02</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 03</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>BREWERY 04</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 05</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 06</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>BREWERY 07</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 08</p> <p>name: _____</p> <p>website: _____</p> <p>Audience</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Benefits</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BREWERY 00</p> <p>Become an expert on your competition and keep going.</p> <p>You can find extra sheets at WWW.CRAFTBEERREBRANDED.COM</p>

CREATE A POSITIONING MATRIX

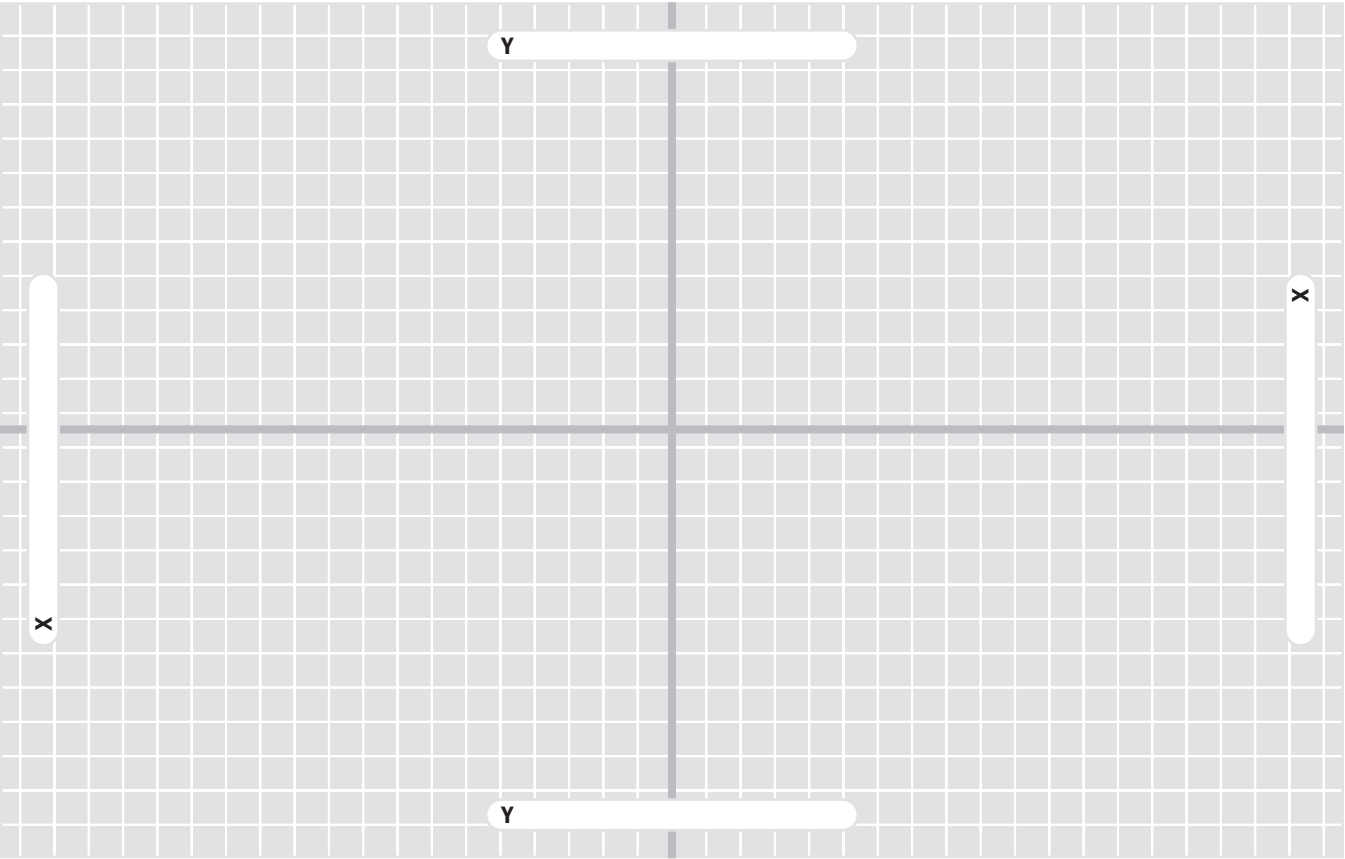
Create a positioning matrix to get an idea of where you sit relative to your competition in regard to scale, concept, price, aesthetics and story. (In some markets, this could be 5 breweries. In other markets, it could be 50.) Refer to page 103 in *Craft Beer, Rebranded* for a quick refresher.



POSSIBLE AXIS VALUES

- Taproom Focused / Production Focused
- Cans / Bottles
- Affordable / Expensive
- Innovative / Traditional
- New / Established
- Clean Design / Colorful & Illustrative
- Approachable Beer / Niche Beer
- Poorly-Branded / Well-Branded

MATRIX Title:



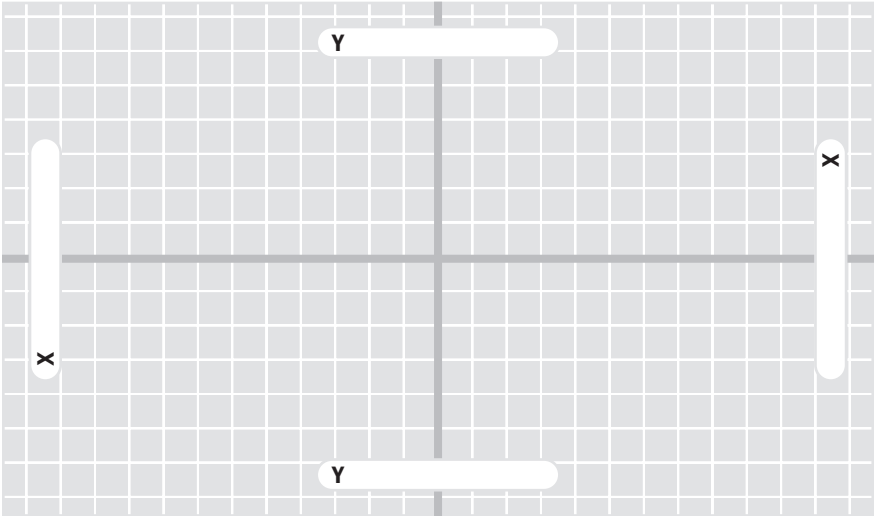
List the breweries you identified on the previous page below. Then, place their number where you think they fall on the matrix. Add as many as you feel are realistic competition.

- 01
- 02
- 03
- 04

- 05
- 06
- 07
- 08

MATRIX

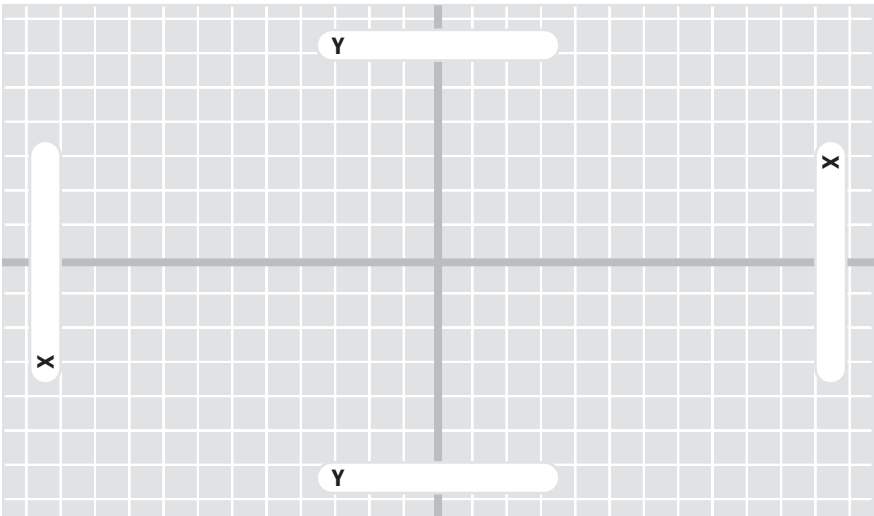
Title:



- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08

MATRIX

Title:



- 01
- 02
- 03
- 04
- 05
- 06
- 07
- 08

OPPORTUNITIES

Do you see any big opportunities not being offered in your market?

TAKE AWAYS

How can you apply these findings to your brewery through your rebrand?

IDENTIFY YOUR BREWERY'S CORE BRAND VALUES

Write a list of things you've achieved (or plan to achieve in the future). What are you most proud of? What are (or will be) the most remarkable aspects of your brewery? From there, determine a brand value for each point. Examples: innovation / community / artistry / precision / etc.

WE ARE EXCITED ABOUT...

CORE VALUES

01

02

03

04

05

06

07

08

09

10

REFINE YOUR VALUES

Refine your values by combining (or eliminating) similar ideas until you have three to six strong, non-negotiables. (It's common to have a lot of synonyms in your first round).

01

04

02

05

03

06

WHY EACH VALUE IS IMPORTANT TO YOU

Write a short blurb about why each of these values is important to you. Try to give examples of when you applied each value to an actual business decision.

CORE
VALUE

01

Example in action

CORE
VALUE

02

Example in action

CORE
VALUE

03

Example in action

CORE
VALUE

04

Example in action

CORE
VALUE

05

Example in action

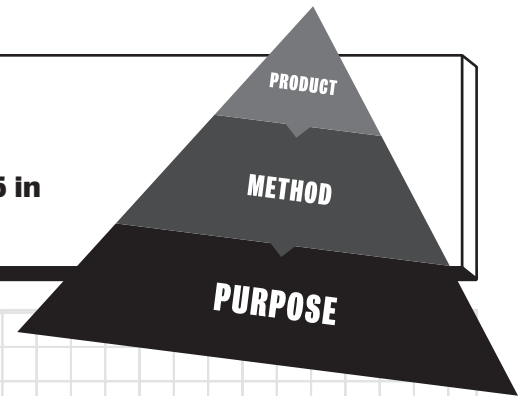
CORE
VALUE

06

Example in action

DEFINE YOUR PURPOSE

Define your product(s), method(s) and purpose. **Turn to page 115 in *Craft Beer, Rebranded* for a refresher on this.**

**PRODUCT(S)**

What do you create and sell? What's your core service?

METHOD(S)

Do you have a special process?

PURPOSE

What is the underlying reason you exist?

WHAT'S ON YOUR BREWERY'S TOMBSTONE?

Imagine your brewery closes in 50 years. What would you want your company's obituary to say? What sort of mark did you make on your community? What's your legacy?

R.I.P.
HERE LIES

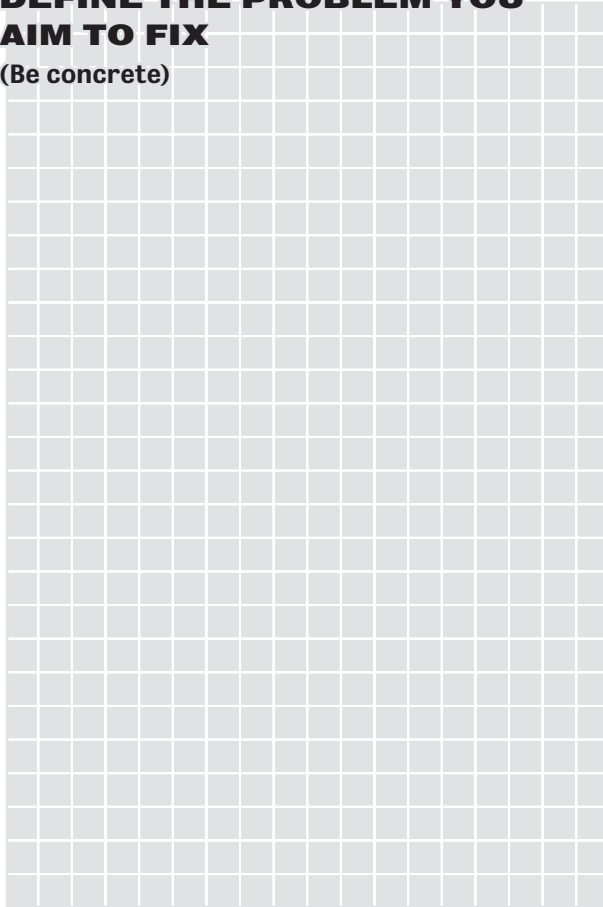
HISTORY & LEGACY

MISSION

Your mission is your brewery's immediate, day-to-day marching orders. It tells the world who you are, what you do and why you matter.

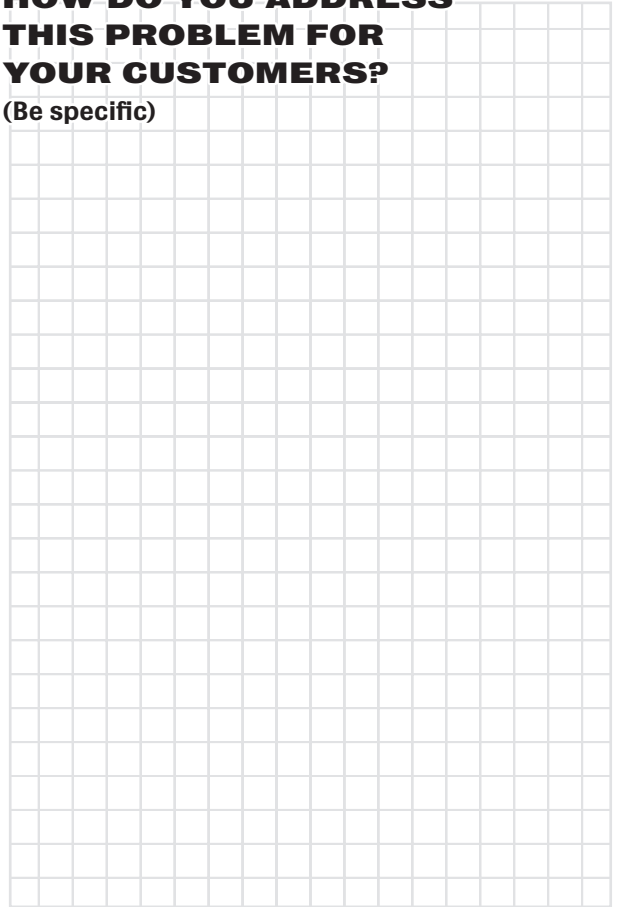
DEFINE THE PROBLEM YOU AIM TO FIX

(Be concrete)



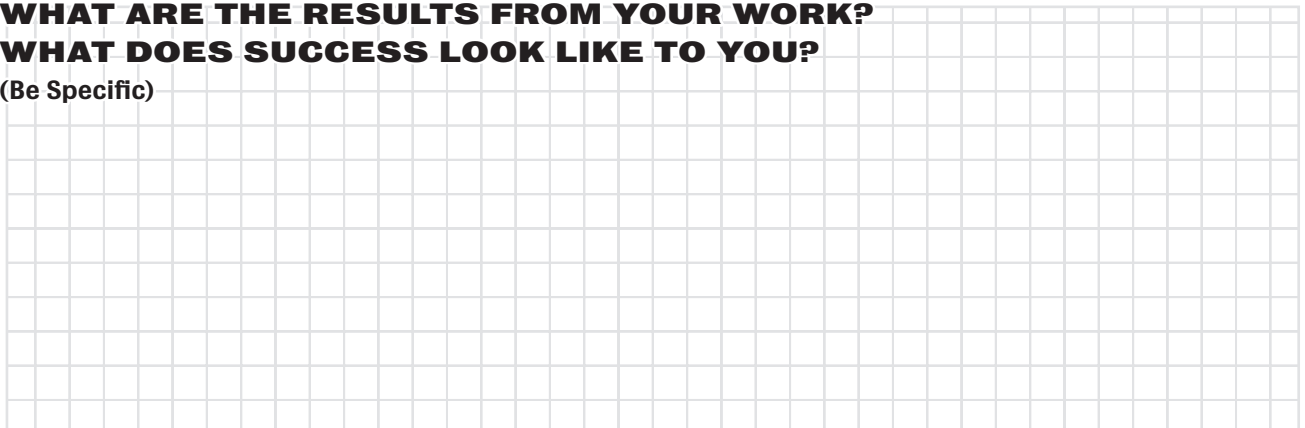
HOW DO YOU ADDRESS THIS PROBLEM FOR YOUR CUSTOMERS?

(Be specific)

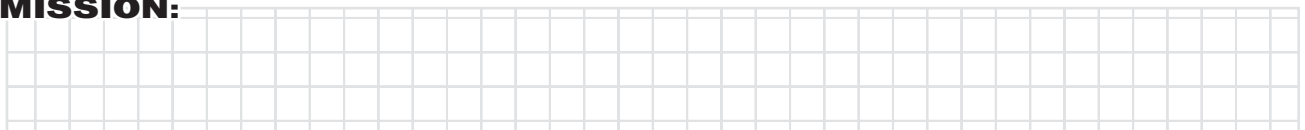


WHAT ARE THE RESULTS FROM YOUR WORK? WHAT DOES SUCCESS LOOK LIKE TO YOU?

(Be Specific)



MISSION:



VISION

Your vision is big picture, aspirational and oriented toward the longer term. Where do you see your brewery in 20 years in terms of your place in the market, your reputation, products and services? How do you see your work impacting your customers' lives and your community?

“
TO BRING
INSPIRATION AND
INNOVATION TO
EVERY ATHLETE IN
THE WORLD
”

NIKE

“
TO PROVIDE ACCESS TO
THE WORLD'S
INFORMATION IN
ONE CLICK
”

GOOGLE

“
MAKE
PEOPLE
HAPPY
”

DISNEY

“

”

WRITE BREWERY NAME HERE

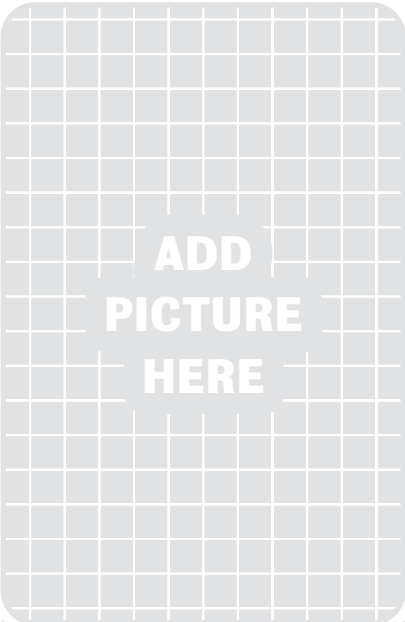


What is the single, most compelling outcome of all your work? You're not just making and selling beer, you're providing your fans and community with something special. What is that *thing*?

AUDIENCE

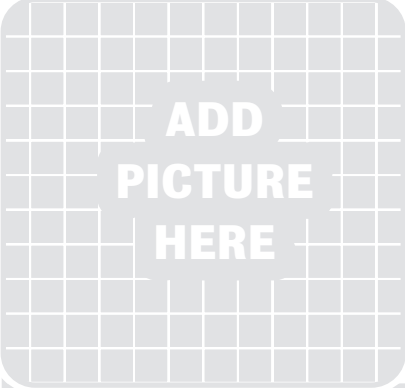
Create your customer personas. Grab or draw a picture of your ideal customer (these can be real or stock photos). Write about why they drink your beer. What's their favorite band, food, books and beer styles? What role do you play in their life?

PERSONA 01

 <p>ADD PICTURE HERE</p>	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
	Location:		
Favorite Brands (Non-beer):	Favorite Breweries:	Favorite Beer Styles:	

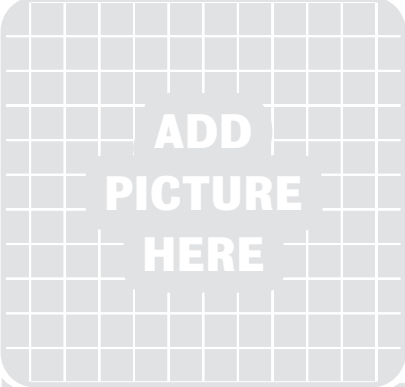
HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

PERSONA 02

	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
Location:			
Favorite Brands (Non-beer):		Favorite Breweries:	Favorite Beer Styles:

HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

PERSONA 03

	NAME:		
	Age:	Hobbies / Interests:	Personal Values:
	Gender:		
	Occupation:	Music / Books:	
Location:			
Favorite Brands (Non-beer):		Favorite Breweries:	Favorite Beer Styles:

HOW DOES YOUR BREWERY FIT INTO THIS PERSON'S EVERYDAY LIFE?

BRAND ARCHITECTURE

What possible line or brand extensions do you envision developing in foreseeable future?
(e.g. hard seltzer, canned cocktail, cold brew coffee, a restaurant concept)

WHAT ARE YOU ENVISIONING?

How do you see your brand expanding?

A

Will you apply your overall brewery name to all your products, beer or otherwise?

YES**NO****B**

Will you ever release a new product under an entirely new name?

YES**NO**

If you answered Yes to question A, then you should use a **Branded House** brand architecture.

Branded House

If you answered Yes to question B, then you should use a **House of Brands** brand architecture.

House of Brands

BRANDED HOUSE

A Branded House architecture centers around a strong parent brand that lends its name to all of its products.



Product



Product



Product



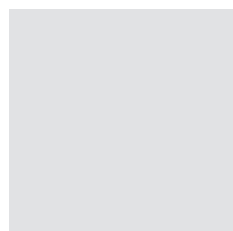
Product



Product

HOUSE OF BRANDS

A House of Brands architecture features a less prominent parent brand (or one that falls to the background entirely) to enable individual brands to stand on their own without any direct ties to the parent brand.



Product



Product



Product



Product



Product

DEFINE YOUR BREWERY'S TOUCH POINTS

List out all your touch points. These are the places you come in contact with your customers, like your packaging, tap handles, and website.

01

02

03

04

05

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11

12

13

14

15

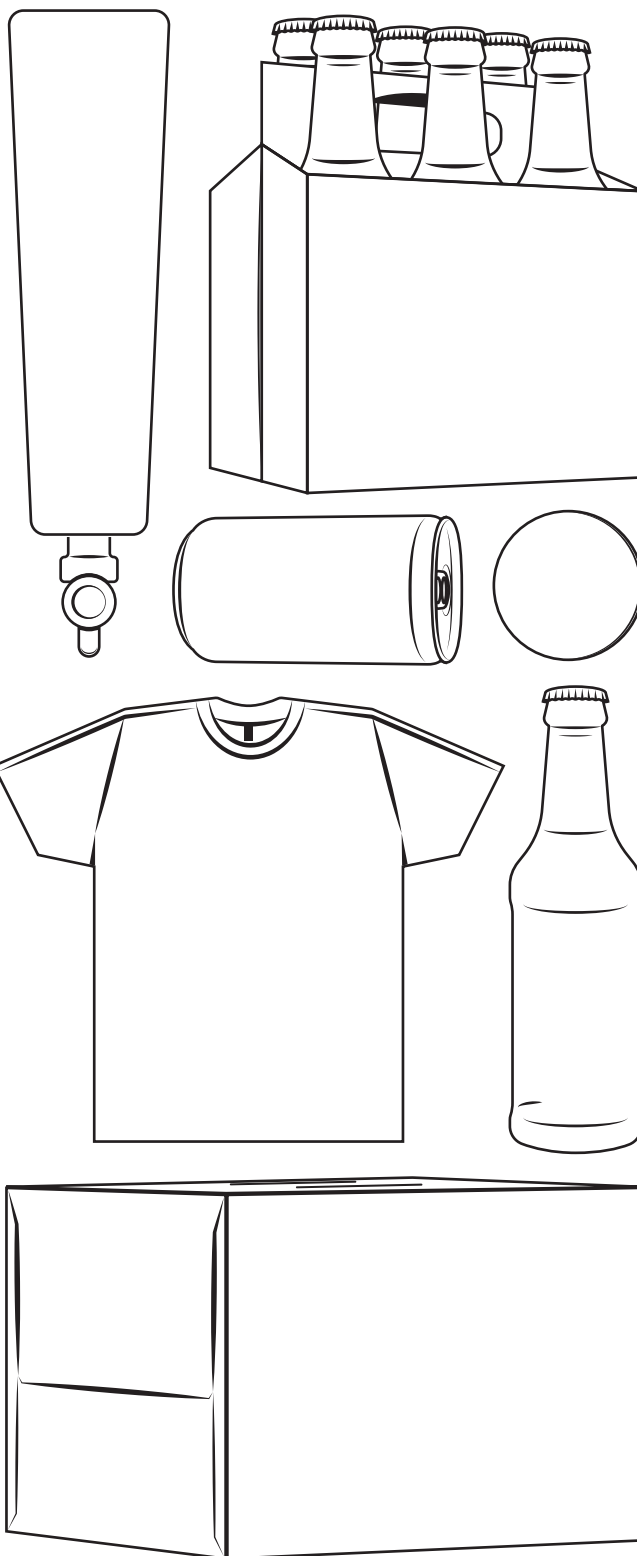
16

17

18

19

20



Touch points can include
off-premise opportunities
like shelf talkers or
point-of-purchase displays.

BRAND PERSONALITY DIALS

Select where you fall on each of these spectrums. This can be from a visual, personality, or overall company presentation standpoint.

Friendly				M				Corporate
Light				M				Serious
Quiet				M				Loud
Simple				M				Complex
Necessity				M				Luxury
Economical				M				Expensive
Casual				M				Formal
Homemade				M				Precise
Heritage				M				Ground-breaking

Draw what celebrity and spirit animal best describes you. With your master piece drawn, think about common qualities they share.

CELEBRITY:

SPIRIT ANIMAL:

List the qualities they share



Use this as a team exercise. Have each member draw who and what best fits your brewery's brand.

TIME FOR SOME VISUAL HOMEWORK

Build a collage of logos, packaging, textures, colors and typography that resonate with your team. Ideally, we'd cram everything onto this page (scrapbook style!), but there's not enough room here. Instead, you should do this on your computer with a Pinterest board—or by gathering everything in your Dropbox folder so you can share with your design team. Or build a presentation board, science fair style. Go nuts.

LOGO**PACKAGING****TAPROOM****TAP HANDLE****MERCH**

If you don't want to mess with Pinterest, you can throw all your images in your trusty Dropbox folder so you can easily share with your design team.

DEFINING YOUR BRAND ESSENCE

Using this framework, list out your unique selling proposition, positioning, voice & personality, brand values, audience, emotional drivers and brand essence.

Review page 134 of *Craft Beer, Rebranded* for a refresher on this.

