

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

ROLLING OUT YOUR REBRAND

SECTION 07 ACTIVITIES

In this section, you'll figure out when and how you want to announce your brewery's rebrand.

Overall, you will:

- ☐ Plan your launch day / week / month
- ☐ Create a master project timeline
- ☐ Identify what channels and assets need to be updated
- ☐ Identify potential roadblocks
- ☐ Plan a party!

HOW WILL YOU ANNOUNCE THE CHANGE?

Write about how you envision the update being announced. We will get granular over the next few prompts. For now, do you see it happening all at once at a big party (festival, ahead of a conference, a big anniversary)? Or maybe you want to slowly roll everything out over a few months before making the formal announcement. *Which feels like the right approach for you?*

GIRD YOURSELF

Don ye finest suit of armor and choose one of the options below after you've acknowledged that a statue has never been erected in honor of a critic.

- ☐ Yes, I'm ready to party
- ☐ No, I want to hide under my bed

ANNOUNCEMENT

How do you envision your update being announced?

ANNOUNCEMENT

How do you envision your update being announced?

A large grid of graph paper, consisting of 20 columns and 20 rows of squares, intended for taking notes or drawing.

LIST OUT ANY SPECIFIC NEEDS / DATES THAT ARE DRIVING THIS PROCESS

For example, are you launching a new market, need to order new packaging or celebrating an important anniversary?

WHEN DO YOU WANT TO LAUNCH YOUR REBRAND?

Specific Date / Specific Month / Specific Season

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

WHO NEEDS TO KNOW?

List the key accounts and partners that need to be made aware of this change ahead of time.

Which partners do you need to alert? This would include at a minimum, your staff, distributors, retailers and key on- and off-premise accounts.

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

PARTNER

name: _____
 position: _____
 contact: _____

Why they need to know...

**Keep adding
as needed.**

**You can find extra
sheets at
WWW.CRAFTBEERREBRANDED.COM**

List all of your social media channels that need to be updated.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

BUILD YOUR 30K-FOOT TIMELINE & PICK A LAUNCH DATE

Identify the biggest road block to launching, figure out when you can realistically accomplish that task, add some time for a buffer and then back track a bit to figure out when to kick off your promotional campaign.

01

IDENTIFY YOUR BIGGEST CHOKEPOINT

What obstacle will you have to navigate before launching your rebrand? This will be the deliverable with the longest, most nebulous timeline. (Remember, this is almost always debuting your new packaging.)

02

PICK YOUR LAUNCH DATE

Identify a date when you reasonably think you can have the chokepoint finished. Then, add a month to that to allow for contingency planning and hiccups that may arise along the way. This is your launch date.

CHOKEPOINTS

[illegible]

LAUNCH DATE

-2 MONTHS

CAMPAIGN START DATE

03

PICK A DATE TO KICK OFF YOUR LAUNCH CAMPAIGN

Go back two months from your launch date. This is when you will begin building your promotional calendar and event planning. Turn to page 166 in *Craft Beer, Rebranded* for campaign ideas. And lean on your branding firm for building a more detailed weekly calendar view.

04

BUILD A GANTT CHART

Chart out the timeline for all deliverables & moving parts from your rebrand. Refer to page 165 in *Craft Beer, Rebranded* to see a real-world project launch Gantt chart.

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----