Creative Brief

Feel The Rain Brothers Brew Co.

Cadence Newman
SMAD Interactive Design
newmancadence7@gmail.com
SMAD 201 1:50-3:05pm

Client Background:

- Brothers Craft Brewing Co. soon to be Feel the Rain is a business that started with three brothers Jason, Tyler, and Adam. They specialize in brewing and selling craft beer with the goal to be the best. Their core values consist of being community driven and involved & craft brewery right. With one of their main focuses being community organized they want to expand ways to bring in that connect with the community. Overall create a meeting spot for the community.
- After fighting tooth and nail through the years and staying positive they are changing the name by having a brand refresh. The new name Feel the Rain and the tagline "Some people feel the rain, some people just get wet." Which is a saying their dad would say

Business Objective:

- Announce that they are more like growing not moving. An extension of what it is now, growing with the brand.
- They want more space and to elevate the experience for the customers.
- Make it more community and a family friendly environment.
- Want to bring in the nature/outdoors.
- Kind of want the similar in the brewing tourism route 151.
- Bring the community together and support local businesses as well.

Mandatories:

- When discussing with them there weren't many mandatories.
- I would say the new name should be included and logo are a must.

Promise:

- Something along the lines of not moving more like growing.
- Bringing the community closer better than ever.

The Big Idea:

- Selling and brewing the best craft beer in the area.
- Give that sense of family community feel

Deliverables:

- Some of the deliverables that will be used are Instagram post, brochure, rack card, and possibly a video. I feel like a Instagram post is most important since it should be your main way of advertising.

RTBs (Reasons to Believe):

- It will bring the community together.
- More space means a better time with family and friends with all the activities and games that will be provided
- Will involve and support local businesses.

Audience:

- The age of customers is a wide range. When looking on social media I see many families at events hosted at the brewery. When it comes to their product they are focusing on 21 and up , but most customers male and female are around 24/25 to 65. When it comes to selling products in stores the age is more centered around a younger audience like 21. Current location is in a college town but with the move it will be more outdoorsy with all the land.
- Young professionals, young families, and broader adults.