**Fat Tire Creative Brief**

**Project Description/Overview**

Multi-media campaign for Fat Tire Amber Ale

**Objective**

The main objective of Fat Tire to is increase brand awareness in order to compete with the top two brands in the craft brew industry.

**Who are we talking to?**

Consumers are typically 25-40 year old men and women who make above $40,000 annually. They live across the United States: Washington, Oregon, Idaho, Montana, Nevada, California, Arizona, New Mexico, North Carolina, Wyoming, Nebraska, Kansas, Texas, Arkansas, Missouri, Colorado, Virginia, Maryland, Washington D.C., Michigan, Indiana, North Carolina, Georgia, South Carolina, South Dakota, Wisconsin, Illinois, Iowa, Minnesota, and Tennessee.

**What are they like?**

Fat Tire consumers are fun loving, outgoing, and enjoy quality beer. They care about causes, value the environment, and live active lifestyles. They also value community, authenticity, friends, and family.

**Key Finding?**

Fat Tire consumers enjoy having a good time, but they want to be responsible with it. Fat Tire is an eco-friendly beer that can be enjoyed with zero guilt. The company is democratic; it is 100% employee owned. The brewery also relies on wind power to brew the beer, and efforts are made to increase sustainability, while decreasing waste. Fat Tire is a quality beer that can be enjoyed guilt free.

**Copy Strategy**

Advertising will convince environmentally conscious men and women between the ages of 25 and 40 that Fat Tire is a sustainable beer with a quality taste.

**What’s the main idea we’re trying to convey?** **What are we promising?**

Fat Tire is an authentic beer with a quality taste and quality values. The beer has won awards for its taste and environmental efforts. Advertising should invoke feelings of authenticity, community, and great times. Consumers should feel a sense of community when they purchase Fat Tire. The image of the bicycle on the label as well as the story of the founder’s bike ride through Belgium to taste different beer in order to find the perfect recipe the develop Fat Tire back home offers an image of quality, romanticism, and adventure.

**What supports this idea? (Reason Why)**

Fat Tire believes in personal responsibility as a company. They model good times and environmental consciousness within their company. They create a quality product, but they go further than that by running an authentic company.

**Competition?**

* Sierra Nevada Pale Ale began as a small local craft brew with beer that was developed with American hops to showcase the flavors that the founder wanted to find in beer. Sierra Nevada Pale Ale is one of the top selling craft brews in the United States today. The beer was founded with love and passion, and the company places strong emphasis on its quality and environmental efforts (Sierra Nevada uses sun panels at its brewery). Sierra Nevada is an American small business success story. It also uses the images of the mountains in Chico, California to remind the consumer that anything is possible.
* Samuel Adams Boston Lager “helped lead the American beer revolution” towards quality full flavored beer in the United States. The brand places emphasis on its region (Boston) and relies heavily on romanticism associated with the American Revolution when marketing the beer. Samuel Adams Boston Lager was introduced as a flavorful beer in a bland market. The beer was developed through a family recipe. The consumers are interested in food pairings and quality taste.

**Emotional / Psychological Barriers – Negative Perceptions?**

Fat Tire may come off as appealing to a more free spirited audience. Their environmental efforts and biking culture may not connect with everyone. The target for current advertising is niche and includes high involvement. They hold a bicycle event called Tour de Fat which involves consumers engaging themselves in the brands culture, which can be goofy sometimes. This may not appeal to individuals who do not want to attend events or individuals who are put off by more free-spirited individuals.

**Brand history?**

Fat Tire is a result of a bicycle tour through Belgium to learn the art of fine beer making. The founder brought Belgium recipes and techniques back to his home in Colorado, where he began brewing in his basement. The company is now the third highest earning craft brewery in the United States. The brand strives to be transparent, democratic, environmentally responsible, and high quality.

**What’s the brand personality?**

* Quality
* Responsible
* Fun Loving
* Adventurous
* Authentic
* “Local”
* Community
* Eco-Friendly
* Compassion
* Culture
* Active

Fat Tire is a quality beer for adventurous people that value authenticity. Fat Tire is a local beer with a strong community base.

**What’s the tone of the advertising?**

* Local
* Authentic
* Different
* Gritty
* Quirky
* Creative
* Unique
* Fun

**What are the execution mandatories?**

The advertisement must remind consumers to “Enjoy Responsibly.” The logo must not be altered, and the color scheme must remain the same as on the logo (red, purple, yellow). Bicycles must also be central within the ad.

**What is the production schedule?**

N/A

**What Business are we in?**

Fat Tire is selling community, authenticity and freedom.

**Additional Considerations**

Fat Tire has been around for over 20 years, however, both brands within its major competition are trailblazers in the craft beer industry and have several year of brand establishment over Fat Tire. The product price is a few dollars higher than similar quantities of more mainstream beer brands, however, the price hike is for the quality. It’s priced moderated with other craft brews. Fat Tire is known for its quality taste and bicycle label. The events that it uses for marketing are also well known. Revenues have continued to grow each year since the beer went into production. Fat Tire falls somewhere in between established brands such as Sierra Nevada and Samuel Adams and less established smaller beer brands.