Fat Tire Amber Ale

**Part I:**

**Objective**: Raise awareness of the quality exuded through the Fat Tire brand.

**Key Finding:** Consumers want quality products, and respect quality companies.

**Copy Strategy:** Fat Tire is a quality beer with quality values for quality people.

**What are we really selling?** Community, Authenticity, Freedom

**Selling Idea**

1. “Experience” Showcases Fat Tire drinkers. People who drink Fat Tire have a great quality of life. They do more. They see more. They experience more. Their life means more. This campaign focuses on the experience of what it means to drink Fat Tire. If you like to experience life, you’ll want to experience good beer.

2. “Diversity” will focus on the diversity of Fat Tire consumers and what they have in common. They enjoy freedom, authenticity, and community. They are good people who come together for good beer.

**Part II:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Character | Possibilities | Camaraderie | Better | Fun |
| Acceptance | Imagine | Flavor | Excellence | Power |
| Belonging | Quality | Individuality | Adventure | Enlightened |
| Experience | Together | Different | Legend | Bold Taste |
| Common good | Happiness | Unique | Journey | Authentic |

Authentic:

1. Authentic beer for an authentic you.
2. Legends start with authentic beer.
3. Authentic beer, authentic experience.
4. Authenticity in your beed.
5. Seek Authenticity.
6. Imagine Authenticity
7. Pick two words (phrases) or a combination of words.
8. Write 10 taglines for each (20 total taglines).

Now ask yourself: Does this phrase encapsulate the brand message, suggest a benefit, differentiate the brand and impart a positive feeling.