

## CREATIVE BRIEF

**CLIENT:** LADYLIKE BREWING CO.

**PRODUCT:** COMPANY LAUNCH

**DATE:** 3/1/22

**WRITER:** REBECCA SCHMAELING

**BUSINESS OBJECTIVE:** Awareness

### BUSINESS PROBLEM

We are officially launching Ladylike Brewing Co. and want to spread awareness of the new company along with our flagship lineup of beers.

### PRODUCT PROFILE

Ladylike Brewing Company is staffed entirely by women, leveling the playing field for females in the brewing industry while making delicious beer. Each brew is inspired by a courageous woman in history.

### TARGET PROFILE

Women ages 21-40; politically engaged; enjoy drinking recreationally; active on social media

Sofia is 30. She is married, without children. She and her partner travel to local craft breweries on weekends and enjoy trying different beers. She's just as likely to order a beer as a glass of wine at a restaurant.

### TARGET PROBLEM

"When my husband and I go out to eat, they always put the beer in front of him – even if I ordered it! I know more about craft beer than he does and I'm tired of the stereotype that beer is for men. I want to be able to engage with breweries, without the assumption that I only want the fruity beers or that I'm not interested."

### TARGET SOLUTION

Advertising will convince women, aged 21-40 who want to be able to enjoy a craft beer that feels like it was made for them to try Ladylike Brewing Company because it's the only brewery that puts women front and center in the brewing process. Made by women, for everyone.

### SOLUTION SUPPORT

A variety of types of beer for all palettes

Beautiful can art inspired by famous women in history – perfect for sharing on social media

Brewery is employee-owned – supporting the company means supporting the women who make the beer

Feel good about supporting women in a male-dominated industry

Frequent collaborations with/donations to organizations supporting women and girls

### SOLUTION ALTERNATIVES

New canned wine products targeted to women

Industry giants, such as Budweiser that buy up smaller craft breweries

Local competition from other craft breweries with better name recognition

### BRAND IDENTITY

Inspiring, fun, accessible, community-oriented, politically aware

### MANDATORIES

Copyright: © 2022 Ladylike Brewing Company, Logo