

THE RICHARDS GROUP CREATIVE BRIEF

People don't like advertising. People don't trust advertising. People don't remember advertising.  
How will we engage them?

Why are we advertising?

It's way-past-time to make wheat beer work for Texas. Let's announce the exciting arrival of Shiner's new *Weisse N Easy* Dewberry Wheat Beer.

Whom are we talking to?

*Beer drinkers who like the idea of craft better than the reality of it.* Male and female alike, they're kind of betwixt-and-between: they're not wonky beer nerds, but they also don't like the idea of being seen with sophomoric domestic lights. In theory, they like the craft beer world – after all, it's where the cool kids drink – but don't want to power through a palate-assaulting IPA to get there. They need a perfect gateway beer.

What do they currently think?

"I don't want to catch flak from my friends for ordering a light domestic beer like Coors Light, and IPAs are way too much for me. Blue Moon is a safe, unexciting bet, but I can really only have one – I like the smooth, sweet flavor, but it's so heavy. This is Texas, and I want a beer with triple-digit legs."

What would we like them to think?

"Finally, a wheat beer that doesn't feel like a meal. It's lighter and more drinkable than other wheat beers. And there's no need for that orange slice – I'll take native-Texan dewberry over that marketing BS any day."

What is the single most persuasive idea we can convey?

Wheat beer with *made-for-Texas* Shiner magic.

Why should they believe it?

*Shiner downs the thickness with the new Weisse N Easy* Dewberry Wheat Beer. This brew is lighter, sweeter and more sessionable than other, heavier wheat beers, making it perfect for sipping in the Texas heat – and with only 95 calories, to boot. And native dewberry gives Texans a culturally-obligated kick of flavor.

When and where is the target most receptive to our message?

OOH: Austin, DFW, Houston, Odessa-Midland, San Antonio, and Waco-Temple-Bryan markets  
Paid Search: headlines (30 characters), description (90 characters), keyword recommendations  
Spotify: :30 spots with accompanying 300x250 static image

Are there any creative guidelines?

Utilize 12 oz. bottle (primary) and standard 12 oz. can (secondary) in creative.

CLIENT	JOB NO.	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
SHINER BEERS			SWH/KD			
JOB TITLE	DATE					
	01/14/20					