

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?

To capture existing pent-up anticipation and create new love for Cheer, Shiner's most-loved seasonal offering.

Whom are we talking to?

The Holiday ritualists. When the holidays roll around, they are excited to get their hands on the all of the LTO goodies (i.e. PSLs), and for these fans, the holidays don't officially start until Shiner Cheer hits the shelves. When Cheer is in season, one may enjoy the occasional eggnog or cider, but when it comes to beer, nothing else matters. Like candy canes, yule logs, and Bing Crosby, Shiner Cheer is a holiday staple year after year.

What do they currently think?

"The Texas weather is finally cooler, Halloween is over, and holiday shopping commercials are already bombarding every speaker and screen around me. The holidays will be here soon... *sigh*"

What would we like them to think?

"Shiner Cheer is back! – and with a new look. The holiday season is officially here!"

What is the single most persuasive idea we can convey?

Shiner Cheer is Texas' holiday tradition.

Why should they believe it?

Let the others fight over *happy holidays* and *Merry Christmas*— here in Texas, we say *Cheer*. Only available during the holiday season, the old-world dunkelweizen is brewed with Texas peaches and roasted pecans— perfect for sipping in front of a crackling fire. And as always, every drop is brewed in Shiner, TX.

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

TBD

Are there any creative guidelines?

Label: 80% brand/20% product, color consistency

CLIENT THE GAMBRINUS COMPANY	JOB NO.	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
JOB TITLE	DATE 04/03/19		KD			