

## GOAL

*Why are we communicating?  
What are we trying to achieve?*

Cider is a quiet, but growing, category monopolized by big-beer-money and long mired by the misperceptions that have deemed the liquid too sweet, too seasonal, and not build for Texas. Bishop Cider Co. has seized the opportunity to change the game. Let's create excitement around their new Texas lineup staple, *Nectar*. Step aside, Angry Orchard, there's a new cider in town.

## TARGET

*Who are we talking to?  
What do they want, need, think, feel, or do?*

*Those not interested in the pomp of the alcohol world.* Male and female alike, these cider aficionados don't seek the clout of being able to stomach a pallet-pummeling IPA and aren't skirt-chasing the seltzers and canned cocktails of the world – they drink cider because they *genuinely enjoy it*. True to the Texan palate, they value big flavor and focus on the enjoyment of the experience.

## PROBLEM

*What is stopping the audience from achieving the goal?*

Drinkers tend to default to Angry Orchard (a *macrobrewed* liquid jolly rancher not ideal for sipping in the heat) and will opt for Austin Eastciders (a half-assed flavored liquid from a brand that's about *style over substance*) when they are feeling crafty. Bishop hasn't consistently offered an alternative to these soulless competitors.

## ACTION

*What would we like them to think, feel, or do?*

We want Texan cider drinkers to make Nectar their go-to – have a fire lit under their asses to pick up a pack the next time they swing by the grocery store.

## SINGLE MINDED IDEA

*The one thing we can convey to help us achieve our goal?*

Nectar keeps it real for *y'all*.  
(*you guys can keep your Instagramable jolly rancher*)

## REASONS TO BELIEVE

*Why should our target believe in our idea?*

Bishop is left-of-center, not afraid to geek out over a random interest, and all-around a little rebellious. So, naturally, our cider is different, too. This isn't apple-flavored cider, Nectar is a classic-pressed, unfiltered cider – like the whole damn apple was squeezed into the can and topped off with a hint of sweet Texas honey. Proudly crafted to be bright, crisp, and refreshing, Nectar pairs perfectly with quintessential Texas drinkin' occasion (*see: river float, el patio, backyard BBQ*) and boasts an 8.5% ABV of imperial strength because, you know, everything's bigger here.

## DELIVERABLES

*What do we need to create?*

Shareable videos for Facebook, Instagram, and YouTube

## MANDATORIES

*Tagline, tone, imagery, etc.*

Imagery: lean into Texas roots, authentic culture, and lingo  
Personality: relatable, punny/clever, humble pride, human  
Avoid: mean competitor callouts, irresponsible drinking language

## LOGISTICS

*Budget, key milestone dates*

Account management to determine

Client: Bishop Cider Co.	Job number:	Briefing date: 3/17/21
Project title: Nectar video	Server path:	Presentation date: