

INTER-OFFICE MEMO

BAVARIAN BREWING COMPANY, INC.

Covington, Kentucky

DATE: September 19, 1957

TO: Bob Morgan Jack Van Urk
Mike Carlock ✓ Dave Osler
Jack Benoze

FROM: Lou Schott

SUBJECT: DEVELOPMENT OF ADVERTISING THEME AND IMAGE AS BASICALLY
RECOMMENDED BY AGENCY

The following is an attempt to provide a platform check list - operating philosophy - basic recommendations of the Agency, on the development of our theme in August and September.

Basically a very good thematic approach - basically an excellent art technique, especially for larger newspaper ads.

We are continuously trying to crystallize the basic elements that this Company possesses, of our market, and weaknesses of our competition, so that we will have the strongest theme which provides meaning and significance.

BRAND IMAGE

Are we trying to build and sell a dramatic beer quality with a brewing method story of "Brewed Nature's Way - The Wonderful Old-World Way", using a wholesome, young, attractive, Ohio region girl as a device for ego involvement?

Using our previous check list as a reference, we find that the Agency's recommendations possess mellowing elements from these reference points:

1. Selling a quality beer.
2. Attempting to widen the number of Bavarian drinkers. (Will this appeal to: younger drinkers? volume drinkers? men drinkers? women drinkers? suburban drinkers? and still keep our present drinkers?)
3. The larger newspaper ads appear to contain a great amount of human interest and readership.

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BRAND IMAGE (Continued)

4. What we are trying to do is difficult - attempting to join many elements in a unique theme; however, these different elements seem to be beer-related, market-related and brand-related.
5. These are more questions and thoughts, and not specifically requests:

Should we be careful of the over-all effect of our ads of being too sophisticated, of fashion-magazine art, ~~peruse~~. We greatly realize the value of quality. We believe this quality should be related to beer quality and not to social status primarily. Don't we have to be sure that we also possess the elements that Mike mentioned should be in the ads, and that of "gutty". Some elements of relaxing, unpretentious, good times, intimate - are probably very desirable too.

Getting into specific elements, the latest art work shown to us right after Labor Day, we have the following comments:

- a) We must realize that our basic market is men. As Larry said, "Should we use the feminine to appeal to the masculine?"
- b) In the largest picture, should the people be closer up, for a more intimate feeling?
- c) As a random comment, could the American and Germanic scenes be reversed?
- d) Are there too many smaller scenes? Are two or three enough, or at the most, four?
- e) In the smaller scenes, the following ideas have been thought of in addition to the Germanic scenic shots: special human interest, coo-coo clocks, food, sports activities, entertainment such as dancing and music, etc.. Would it be desirable for nearly all of these scenes to possess action?
- f) Head-line treatment - Germanic word, as such, provides interest. What are the best Germanic words for us to use?
- g) As in the original shots presented to us in August in New York, the girl herself had an element of freshness, naturalness - she seemed to belong and to attract, in the over-all ad.

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6. The following are thoughts on the picture technique:
 - a) Completely new for any newspaper advertising in the Cincinnati region, including beer, especially new lay-out, new use of colors and new sizes.
 - b) We would like to go further with you, especially Larry, on the sizes of these ads and the use of color. In other words, we are talking about flexibility here on the size, colors and type of paper. Even originally thinking in terms of full-page ads might not be desirable because of the limited frequency of such. Should the maximum size be 1500 inches down to 1000 inches, and also providing smaller ads, especially for distributors, of perhaps 600-400 lines?

7. While we are dealing with multiple items, and this thing is complicated, we should continuously strive, no doubt, for as much simplicity as possible and, at least in this stage, a good amount of repetition.

CC: Wm. R. Schott
Larry Rick

LLS/BJJ