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August 19, 1957

Report of Bavarian Brewing Company Meeting held at the Offices of
Calkins & Holden, Inc. on Wednesday, August 14, 1957.

Present for:

Bavarian Brewing Company

Messrs. William R. Schott
Louis L. Schott
Lawrence Rinck

Calkins & Holden, Inc.

Mike Carlock
Robert Morgan
Jack Benoze

Lippincott & Margulies, Inc.

J. Gordon Lippincott
David K. Osler

The purpose of this meeting was to determine a plan of integration between the advertising and point-of-sale campaigns to be adopted by the Brewery. The agency reviewed for L&M their proposed scheme for the 1958 spring campaign. In order to create more effective point-of-sale material, it was resolved that it should support the scheme to be developed in the media advertising. The new advertising campaign is intended to develop a more positive brand image for Bavarian by coordinating more closely with the concept established on the labelling and packaging.

Mr. Rinck presented several types of point-of-sale material currently being used by other breweries plus some pieces that had been offered to

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LIPPINCOTT & MARGULIES, INC

Bavarian by point-of-sale suppliers for consideration. The items presented ranged through the general type of material seen in various types of tavern and sales outlets. The designers suggested and the personnel present concurred that Bavarian's point-of-sale material should be created to be of a high quality standard and be as distinctive as possible.

The Brewery is considering the adoption of a carry-out returnable case holding six 1 quart bottles to be sold as a handi-pack at certain selected sales outlets. Container Corporation of America has offered a design using the basic motif as established on the new Bavarian fibre cases to the size proportions of this carton. In order to merchandise this package more effectively, it was decided that the container would be given the name "Big 6" and this copy should be positioned on the top and side panels adjacent to the Bavarian logotype. Merchandising copy to explain the convenience factors of the container will be displayed on a card affixed to a stacking pole at the point-of-sale. The designers will be advised of Bavarian's decision to proceed with this carton as soon as possible.

DKO:b