

Report of a Meeting held at the Offices of Bavarian Brewing Company, Inc., Cincinnati, Ohio, and Covington, Kentucky, on Monday, November 11, 1957.

Present for:

Bavarian Brewing Company, Inc.	Messrs. Louis L. Schott Lawrence Rinck
Lippincott & Margulies, Inc.	David K. Osler

The designer was requested for his comments in reference to the following items:

#### Illuminated Interior Tavern Sign

##### A. Neon

The Brewery has obtained from their neon sign supplier a prototype of this style of sign to present the copy "Bavarian's on Tap" in combination with the outline of the "three flag" device; the logotype arcs at the top of the fabrication in red; the words "on Tap" in yellow are positioned on either side of the white "three flag" device which is centered under the logotype. It was the opinion of the designer that this arrangement of the elements was satisfactory with the exception that the red color used for the logotype should be deeper in value. Mr. Rinck was loaned an electrical neontube device which allows viewing the stock colors available. One was selected as satisfying the above consideration.

##### B. Fluorescent Plastic

A prototype of a plastic fabricated sign utilizing the bottle label motif

was also displayed. It was concluded that the clear plastic dish supporting the copy "Bavarian's" and "Select Beer" in yellow and white, respectively, should be reoriented to allow more illumination on the letter characters. The dish frames a separate flat oval piece of plastic that is silk screened with the "three flag" motif. The designer stated that in his opinion this particular style of sign should be very effective to promote product quality impression. Being distinctive from the standard types of signs that are currently being used in taverns and other outlets, it should support brand identity very well.

Another style of fabricated fluorescent sign is under consideration adopting the basic layout motif as suggested by L&M for the exterior illuminated sign. The designer expressed an opinion that this particular type would project brand identification along with the Bavarian image very satisfactorily. It was suggested that a metal cap that would fit the contour of the top and bottom radii of the sign be considered so as to frame the graphic elements to a better degree.

#### Trucks

The paint program for the Bavarian fleet is proceeding according to schedule and everything is satisfactory as far as the decal application is concerned. For a portion of the fleet, Bavarian has decided to utilize a red color for the logotype positioned on the front panel of the trucks for greater visibility. Although this is inconsistent with the simulated gold logotype used on the sides of the vans, it is believed by the Brewery that it is necessary for head-on recognition.

Advertising

Mr. Rinck requested the opinion of the designer as to the graphic arrangement layout for the introductory ad of the "Bavarian girl" campaign. The designer commented that the overall treatment was very effective, except the awareness of brand identification suffered because of the superimposition of the logo-type in the illustrative area involving the girl. Mr. Schott expressed the opinion that there was not enough of a "beer oriented look" to the ad and revealed that they have requested their agency to revise the ad to overcome these deficiencies.

Subsequent to the meeting at the new Bavarian advertising and sales offices in Cincinnati, the designer met with Mr. William Schott at the Brewery in Covington as to the status of L&M's Interior Department activities in regard to brew house color specifications and the anticipated conference with the painting contractor to be held at the Brewery. The designer stated he would convey Mr. Schott's remarks to Dante Bencivengo, who would in turn contact the Brewery.

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