

*Jay Runk ✓*  
*W.P.S. ✓*  
*Return*

Report of Bavarian Brewing Company, Inc. Meeting held at the Office of Calkins & Holden, Inc., 247 Park Avenue, New York City, on Wednesday, January 8, 1958.

Present for:

Bavarian Brewing Company, Inc.

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

Calkins & Holden, Inc.

Mike Carlock  
Robert Morgan  
Jack Benoze  
Joan Ussoskin

Lippincott & Margulies, Inc.

J. Gordon Lippincott  
David K. Osler

Mr. Louis Schott reviewed the progress of the morning's meeting for the designers, the most pertinent item of which was the decision to drop the copy "Brewed nature's way" as an advertising slogan. The phrase "Brewed the old world way" will henceforth be promoted as being the Bavarian advertising theme and slogan. The designers commented that the theme should provide many excellent applications for advertising and sales promotion.

Mr. Lippincott stated he believed that all point-of-sale material to support the theme that is bought by the Brewery should be as authentically Bavarian as possible.

The agency outlined some of their plans for using Miss Brenda Cotter in the forthcoming tour through Bavaria, both as an adjunct to the pictorial content of the advertising campaign and as an ambassadress of the Brewery.

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LIPPINCOTT & MARGULIES, INC

In regard to the subject of creating another identifying symbol or mark for the "Bavarian girl" campaign, the designers stated that in the opinion of L&M, one more identifying device would probably create confusion in the consumer's mind upon viewing an ad that already has four recognition features:

1. The personality - Miss Brenda Cotter (Bavarian girl).
2. Environmental atmosphere of Bavaria.
3. Three flag device.
4. The Bavarian logotype.

The Brewery and the agency agreed that, therefore, it was not necessary to create another recognition feature.

Mr. William Schott presented a new 12 oz. non-returnable bottle recently developed by Owens-Illinois that Owens hopes will eventually replace the present one tripper style. The purpose of this container is to combat the rising cost of tin plate can and anticipate the competition that will be created by aluminum cans.

The new bottle is approximately 40% lighter than the existing 12 oz. non-returnable bottle and, therefore, should cut down the cost of shipping considerably. Bavarian is not considering the adoption of this style but wished to advise the agency and L&M of its existence.

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