

① FORMAL
② GROWTH of
③ MASS of

④ Confidential
⑤ Quality of People
⑥ B of

PRESENTATION OF NEW LOOK

To Key Personnel, Employees and Salesmen

of Bavarian Brewing Company

The accompanying ideas will be presented in sequence, but not necessarily in this sequence, and they can perhaps be best executed with informal statements on the part of Bill, Lou, Larry and whatever agency people are present.

(1) A statement from Bill or Lou as to why the brewery decided to develop a New Look Program.

(2) A statement by one of us that brewing is a changing industry, as so many industries are today, and highly competitive. What is really happening in the industry is that brewing is going regional, and the big regionals not yet here are now a threat. This means that new competition is coming into the market at a future date.

This is brought on by the fact that costs are rising in the brewing industry substantially and all brewers are expanding into other markets to meet this problem. Bavarian is doing the same thing. We are building our sales in Cincinnati and we are also doing this in cities such as Columbus and Dayton. Our plan is to become a big regional brewer. With this in mind we hope to double and triple sales in the next five years.

(3) Then Lou, Bill or Larry could say that to determine how to cope with present-day problems, we have studied the whole brewing industry from coast to coast and found out a lot of important things. Out of this study came this New Look Program. One of the things we found out is that the label and appearance of the bottle must tell the story of the wonderful flavor inside. The second thing we found out is that the advertising must also tell the story through the employment of symbolism, imagery and art techniques which dramatize an idea directly related to beer. Merely saying it is good, or it's better, is not enough. Also, the advertising has to be speaking to the people 24 hours a day - 7 days a week, which is why we have this new program.

(4) The Agency, or Larry, could then present the advertising in the form of exhibits employing the roughs we have in our possession - both newspaper and 24-sheets; and the jingle. Speaking from these exhibits, whoever is giving this part of the talk, could tell the reasons why we selected the nature image, why we have water, snow and the art elements which symbolize refreshment, and the wonderful qualities in Bavarian/s flavor.

Thurs 7:00 AM

5 MIN

4:00 PM

Fri 7:00 AM

MARKETING

Agency

Pre-look

10

(5) Then Lou or Bill could speak for management as to what this means to each of those present as this brewery is going to grow and be strong; this cannot help but make everybody's job more secure. We are all in this together. We hope that each of us wants to see this brewery grow big and be able to match the selling efforts of the big regional brewers of the country.

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(6) Then Larry could state how he feels - that each person present could be a salesman for Bavarian - how to spread the word on this wonderful flavor, the New Look, and what this advertising is all about.

(7) Finally, Lou or Bill could give the history of the Company. How it grew from very small beginnings, but how you could see that today it is a big brewery and in the not too far future, we want to make it a very big brewing company with opportunity for everybody to grow with it.

R. D. Morgan

*P.O.S
Supplement to poster*

*Beer
Examples - Samples*

*Key 18th
Order
Set*

T-Shirts