

## **BADC Student brief 2017**

### **Brief:**

Outdoor Campaign

### **Client:**

Hemingway's Brewery, Port Douglas

### **Product:**

Hemingway's Brewery Craft Beers. Recipes inspired by pioneering legends from the Far North.

### **Target Audience:**

18-55 year old craft beer enthusiasts who are adventurous, appreciate authenticity, and are willing to pay more for a better experience.

### **Task:**

Spearhead the launch of Hemingway's Beers to the take home market (bottle shops) nationally.

### **Media:**

Create an outdoor campaign using 1 or more of the beers within the Hemingway's range.

<http://www.hemingwaysbrewery.com>

### **Key insight:**

For craft beer lovers, the story surrounding the origin and creation of the beer is integral to its enjoyment.

### **Single minded proposition:**

Flavours as big as the legends that inspired them.

### **Support:**

Hemingway's Brewery is a destination craft Brewery in Port Douglas, which since opening in January 2016, has re-energised the township with its range of craft beers, each inspired by local legends. Originally Hemingway's intended to sell its beers through bottle shops, however the destination proved so popular they continually sold all capacity.

Hemingway's is about to open a second destination brewery at the old Cairns Cruise Terminal site with four times the production capacity.

Its range of six fine craft beers is available now, for the first time out of Port Douglas.

### **Tone of Voice:**

Light-hearted, adventurous, authentic

### **Mandatories:**

Hemingway's logo

Beers with a story