



radiant
MARKETING



— CASE STUDY —
GREENWOOD BREWING

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RADIANT MARKETING'S CLIENT GOAL

Radiant Marketing's main goal in presenting this case study: To show how, as a team, we transformed an infant idea into an impactful and memorable brand with a life of its own



THE CHALLENGE

Building this brand into what it is today had several challenges, some of which were unforeseen. Our main challenge was nailing down a brand identity and message that was the perfect balance of feminine, powerful and unique - without alienating any potential male drinkers. It was our goal to change up the branding and message from the traditional messaging you might see in the beer industry ("sexy" imagery, bro night, etc).

We wanted to stand out, emit a "fun" vibe, and build confidence and curiosity in the decision to choose beer over alternative drinks of choice.

CLIENT OVERVIEW

What began as Megan Greenwood's dream to make good beer and create a brand geared towards women, transformed into a impactful, memorable brand. **This brand became a:**

- 'Safe space' for novice drinkers to learn more about craft beer
- Platform for conversations based on the idea of empowering women
- Beer that women naturally gravitate towards and enjoy drinking

Elegant Beer Drinker, founded by Megan Greenwood, blossomed into Greenwood Brewing over the period of two months as a result of a trusting and expansive collaboration between Ms. Greenwood and the Radiant Marketing team. **We are very proud of the end result.**



THE SOLUTION

One of our strongest assets to the brand was Megan Greenwood herself. As a female brewer in a mostly male-dominated industry, she is an important anomaly we wanted to use as an anchor for the brand. We strongly believe that consumers truly recognize the difference between authenticity and pandering - in this case, Megan Greenwood was the real-deal authentic female with a story to tell. After conducting extensive research, our insights indicated that the current brand logo and name weren't going to drive the message Ms. Greenwood wanted to send. With this in mind, we proposed a name change - from Elegant Beer Drinker into Greenwood Brewing. Doing so fulfilled two key brand goals:

1. The Greenwood Brewing brand name uses Ms. Greenwood's last name, making her the true anchor to this brand without overdoing it. A brand narrative becomes more interesting with a real person at the center, and changing the brand name allowed us to be more authentic.
2. The name Greenwood Brewing helped to blur the feminine edge we wanted the brand to have. While there is definitely a feminine feel in the branding and artwork we later created, the name Greenwood Brewing is decidedly gender neutral. We theorized that a man would not feel

embarrassed to order a Greenwood Brewing beer - as opposed to Elegant Beer Drinker.

To best understand the Greenwood Brewing Brand Soulmates™ (other like-minded beer drinkers) which led us to the above decision as well as the creation of all new brand imagery, website, logo, icons and promotional items.

OVERALL, OUR ENGAGEMENT INCLUDED:

- Creating, distributing and reporting on over 150 surveys
- Conducting 10+ Brand Soulmate™ interviews
- Designing a new logo, typography and color palette with brand guide
- Creating an attractive, engaging website that converted visitors into leads
- Establishing and growing a social media following through audience testing, advertising and engaging organic content
- Researching and creating search and Brand Soulmate™ optimized blog content
- Creating a brand-consistent email strategy, increasing subscribers significantly
- Successfully hosting a "Greenwood Brewing Brand Reveal" and tasting party with over 165 attendees

THE STORY

In our initial client “kickoff meetings” with Ms. Greenwood, our efforts were geared towards modifying and improving her existing Elegant Beer Drinker (EBD) brand, website, and logo. We set out to do some initial Brand Soulmate™ research to uncover insights about the potential customers, and gauge the existing atmosphere and perspectives around female-oriented beer brands.



THE INITIAL RESEARCH & DISCOVERY

First, we distributed and received feedback from an online quiz to over 100 participants. Most participants were between the ages of 21-29 years old and most were female. The quiz asked a variety of questions regarding drinking styles, frequencies, atmosphere preferences, how they make their drink selections and more. Next, we conducted 13 in-depth phone interviews with individuals within the target demographic. Each interview was conducted by a Radiant team member and in doing so, we elicited more detailed responses and grew our insights into the decision making processes of the Brand Soulmates and how EBD could successfully position themselves to address audience needs and desires. Because of the insights gleaned from this research, we began the discussion around a complete brand transformation in order to make the brand more attractive to the target audience, differentiate the brand from the competition and create a successful go to market strategy.

First we set out to make the current logo (an image of the full body and head of a woman) into a more minimalistic and inclusive image. The idea was to make her seem like “every woman”, no matter what race or shape or style a potential drinker might have. With additional insights from the interviews, we realized there was confusion and negative associations with the name “Elegant Beer Drinker” so we began to brainstorm the name change.

After several discussions, it was decided we would leave behind the Elegant Beer Drinker brand name and start fresh as Greenwood Brewing.

Becoming Greenwood Brewing meant a total overhaul of the chosen brand colors, fonts, logos, and label designs. We decided to play off of the woodsy theme automatically evoked from “Greenwood”. The woodsy theme combined with the idea of incorporating strong women and famous women in history led to several silhouettes created by our designer, with the final “main” beer label becoming a woman’s face fading into a forest.

Ms. Greenwood was also greatly inspired by Rogue Ales and the white bottles we decided upon stemmed from their bottle designs.

The Essence Ale

Ms. Greenwood knew she wanted to eventually create a line of beers flavored with essential oils. We went to work bringing to life this line of beer - creating the name ‘Essence Ales’ along with a variety of beer labels and bottle designs that encompassed the brand identity. With the brand basics in place, we decided it was time to peak consumer curiosity and host a brand reveal part.

CONTINUED BRAND DISCOVERY PROCESS



GREENWOOD BRAND REVEAL PARTY

We wanted to collect direct feedback from consumers to better understand how this new brand would be received in the market. We decided upon a Brand Reveal party. We successfully filled the venue with over 160 attendees excited to try the beer, and passionate about the story behind it.

We handed out free bottles of Herstory Ale (in the finished white bottle design), customized 5 oz tasting glasses with the Greenwood Brewing name and logo, tracked votes on the Essence Ale flavors (grapefruit, cilantro lime, and tangerine), and encouraged posts on social media (posts were awarded with a Greenwood Brewing pin - a big hit!).

We also ran a taste testing and voting process for brand fans to help determine the first Essence Ale to bring to market - choosing between grapefruit, cilantro lime, and tangerine.

Due to the desire for a separate line of essential oil flavored beers, we made the decision to create two separate 'product lines' to create a unified but unique message for Essence Ales and Herstory Ale.

Herstory Ale - The original Greenwood Brewing beer, the Herstory Ale, was created to appeal to strong femininity and help cement the brand as a powerful, female driven brand. This was a brand that looked to engage other like-minded female craft beer drinkers (or those curious to try craft beer). The concept and name for Herstory Ale was born from our collaborative brainstorming sessions, and even became the basis for a recurring blog theme. This blog theme featured "everyday women" and their journey to becoming beer drinkers, as well as other fun facts about what they found important and interesting.

Essence Ales - The Essence Ales line (another name born out of a team

brainstorm) was intended to be a little more unapologetically "girly" - the messaging around the Essential Ales line tended to focus more on how you could have delicious craft beer without the excess sugar or calories of other flavored beers.

While both of these product lines were nurtured for growth, our primary marketing focus remained on the Herstory Ale, as this product line was the first (and only) finished product we were able to promote and share with eager fans.

Event Results - We received tons of positive feedback on the brand identity (bottles, logo, colors and more) and the flavor of the Herstory Ale. Men and women alike enjoyed the beer and everyone raved about the designs. Also due to this event, there was more activity on social media, and the Greenwood Brewing **mailing list grew 320%** from the promotion and social activity around this event. This event was successful in generating feedback on the direction of the brand and products, brand awareness, activity and new brand fans!

Brand Imagery - In addition to the naming, design and messaging our team created, Ms. Greenwood worked with two different professional photographers in order to build an arsenal of post-ready images for us. We subsequently used these professional images to create graphics, profile/cover photos, and event pages on the Greenwood Brewing social media sites. We also used several of these professional beer-related photos in order to cultivate a website that really spoke to the Greenwood Brewing brand. Images of natural, golden hops, scattered beer bottle caps, and magical beer bubbles graced the website. These photographs really helped to define Greenwood's balance between femininity, beauty, and beer-drinking.

INITIAL LOGO & STYLE CONCEPTS

Our client came to us with a previous brand color scheme in mind along with a rough concept of the logo icon. The icon was cleaned up and font options were added to the mix for this first round of options.



COLOR PALETTE



TYPOGRAPHY

elegant
beer drinker

elegant
beer drinker

elegant
beer drinker

INITIAL BRAND ILLUSTRATION CONCEPTS

The idea of having custom illustrations for each type of beer was brought to the table and these illustrations became one of the product design ideas for the beer called "Bachelorette Brew".



INITIAL BEER LABEL DESIGNS

Along with the illustrated beer label option, two other options were presented as well. These other two options were more typical of a traditional beer label but still kept the fun feel of the brand. Each of these labels needed to also work on both a white beer bottle and traditional beer bottle.



CONTINUED BRAND DISCOVERY PROGRESS

Upon further brand discovery, our team and the client decided that the name of the brand needed to change to something that was more simple and memorable. This allowed the creative team to revisit color and logo concepts and present a new round of options for the client. The client also had a new request for us which was to include a logo option with an abstract face that was not identifiable as a man or woman.



LOGO CONCEPTS CONTINUED



FLAVORED BEER LABEL CONCEPTS

While working on the logo concepts, our client also requested that the creative team concept ideas for “essential oil” flavored beers know as the Essence Ale line. The below are two design styles that were presented for this line of beers.



CONTINUED BRAND LABEL CONCEPTS

As we continued to narrow down the logo ideas and concepts, we revisited the beer labels to make them correlate more closely with the direction the brand was heading. The client was looking for concepts for the “HerStory Brew” surrounding women through history and concepts with a silhouette face of a woman that had no specific features. This was because “HerStory Brew” would be used to share stories about women around the world who are making a difference and the client wanted the women on the label to be able to be anyone.



THE RESULTS

During our short engagement in creating this brand, we saw an exciting amount of awareness and engagement. Our initial digital marketing campaigns included a total redesign of the website, strategic search and persona optimized blog content, Facebook & Instagram organic (and a teeny bit of paid) marketing, and email marketing.



WEBSITE VISIT GROWTH

After making the transfer from the Elegant Beer Drinker blog over to a Wordpress site (renamed www.greenwoodbrews.com to reflect the new brand name), we began our research, copywriting and regular posting of blog content. We began our strategic social media campaigns and implemented an blog feed email, plus additional broadcasts to drum up engagement and sharing.

Our initial kick off meeting was in September 2017 and by October 2017 we decided we would make the shift to the Greenwood Brewing brand. Once the website was up and running and the new brand was in place in November, we began tracking activity. **We saw an increase of 1,371% in website visitors from September to December and 100% in new visitors to the site. Time on site increased by 19.93% and organic traffic increased by 14.29%.**

Here is what we accomplished in a period of just two short months:

SOCIAL FOLLOWING GROWTH

Facebook

Fans increased by 8.4%, reach increased by 6,558%, and post engagements increased by 495%.

Instagram

Instagram followers increased by 41.64%.

Social visitors to the website increased by 1,026% from September to December.

BRAND SUBSCRIBERS

Implementing the option to subscribe to the blog and the Greenwood Brewing Brand Reveal Party were huge components in growing the mailing list quickly and effectively. Because we encouraged RSVP's for the event online and promoted this word of mouth, social media, and blog content, we saw the **subscriber list grow over 300%.**

WEBSITE VISIT GROWTH

+ 1,371%

FROM SEP. TO DEC.

ORGANIC TRAFFIC GROWTH

+ 14.29%

OVER TWO MONTHS

SUBSCRIBER LIST GROWTH

+ 300%

OVER TWO MONTHS

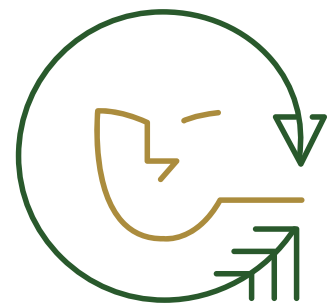
FINAL LOGO & BRANDING

The final logo and branding is one that our team and client were very proud of. The abstract face along with the arrow surrounding it communicate the strength and women empowerment of the brand and the color palette with stands out among other beer brands. The typography keeps the logo light and fun while remaining sophisticated and strong.



GREENWOOD

BREWING



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COLOR PALETTE



TYPOGRAPHY

GROTA SANS ALT | REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz #&1234567890

MENSCH | REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

FINAL BEER LABEL DESIGN

The final beer label and bottle design is one that is unique and eye catching. The woman on the bottle carries no specific features which allows her to be anyone and the vivid color scheme pops against the white bottle. The silhouette of a forest surrounds the woman on the bottle to further carry the brand name, Greenwood Brewing, through the design of the bottle.



BRAND EXTRAS

After finalization, the logo was added to tasting glasses, growlers and enamel pins for Greenwood Brewing's brand reveal party. These were given out at the party to attendees and the event was a hit. The creative team then took the beer bottle design and translated it to be manufactured for a custom tap handle. Our team also designed a custom beer infographic for coaster that the client would use to hand out at events.



BRAND EXTRAS

Our team created various print media branded with the Greenwood Brewing colors of typography, one of these was the Greenwood Brewing reveal party flyers. These flyers allowed attendees to vote for their favorite flavor option for Essence Ale line of beers. The team also conceptualized glass for the client that centered around the idea of women through history. Each icon is a famous woman in history that communicated strength and power through their actions. These glasses help carry the brand message of women empowerment.

