



Creative Brief

Brand Overview

Two Roads is a craft beer brewery based in Stratford, CT, and Boston is a core market in a top state, top 4 states in volume are CT, RI, MA, and NY. They are focused on the idea of taking the “road less traveled,” offering an alternative twist to mainstream craft beer. The top 3 selling TRB brands are “Lil Heaven” IPA, “Road 2 Ruin” (Double IPA), and “Too Juicy” (Hazy IPA) but they offer an extensive array of beer and other alcoholic beverages, including DayBreaker cocktails (RTD), H2O Roads Seltzers, craft spirits Vodka and Gin, and non-alcoholic beers as well.

Target Audience

The younger LDA (legal drinking age, ages 21-30) drinkers.

- **Demographics:** Middle to upper middle class (\$53K to \$100K yearly income), all genders, live in New England region, single or in relationships.
- **Psychographics:** Primarily live in cities or suburbs, value time with friends, diversity, passion, and creativity, enjoy social gatherings to meet new people, and relax after work.
- **Behavioral:** Not brand loyalists to a specific brand of beer, there are many in their consideration set and they like to experiment. They are willing to try new things, especially if recommended by a friend; enjoy getting value for money, but are willing to spend more if the product is high quality. They are regular and social drinkers who enjoy going to pubs and bars but also prefer drinking outside of these settings. They prefer to drink during get-togethers with friends, relaxing time, on the weekends, parties, and sporting events.
- **Media consumption:** Value brands they see on social media; enjoy when brands interact with consumers online, active on multiple social media platforms, in particular, Instagram, where they don't just follow friends and family but also influencers and content creators.

Challenge

New LDA drinkers are just learning about what beers are out there and what they like about different styles and taste profiles as well as what brands appeal to them. Therefore, Two Roads has low awareness and penetration with the new LDA drinker. The TRB as a brewery campus is also 150 miles away, so it's likely an unknown place.

Objective

To increase brand awareness and engagement from Gen Zs and millennials with an interactive campaign in the three summer months starting in June 2023 on why TBR's story and brand is interesting and special, worth trying/learning more about, how great it would be to make a road trip to Two Roads Stratford HQ.

Insight

Gen Z/new LDA drinkers enjoy brands that reflect the generation's humor and personality of not taking things too seriously.

Key Message

Two Roads is the voice of Gen-Z LDA drinkers in beer because of the experience the brand provides from its fun packaging to its unique flavors.

Opportunity

Create brand awareness and favorability towards Two Roads for the new LDA drinkers by using the same fun, vibrant tone from their packaging and website and employing it in their social media presence and advertising.

Strategy

The interactive campaign will evoke feelings of relatability and fun to show that Two Roads is a fascinating, relatable, innovative, and approachable brand for Gen Zs. It will bring the Road Less Traveled brand premise to life through digital, social, feed-first, interesting ways.

Reasons To Believe (RTB's)

- The brand's mission and values: taking the “road less traveled” and wanting people to forge their own path with their beer and in life.
- #1 brewery in CT - Award-winning craft beers, canned cocktails, and spirits Top 53 brewery in the US
- The uniqueness of the TRB HQ: 1911 converted factory, myths and history (Brewery is now in its 11th year), Are Two Experimental Brewing, New Food Hall
- Their bright, iconic packaging and playful witty experimentation, and strong flavors make for a memorable, fun drink

Desired Response

Think: After engaging with Two Roads, I think Two Roads produce high-quality, creative, and unique beer that is relatable to me and enhances my drinking experience.

Feel: After engaging with Two Roads, I feel like Two Roads is an innovative, inspiring, and personal brand, and I am making the best choice in craft beer in terms of quality and flavor.

Do: After engaging with Two Roads, I want to buy their beers for my next social event and tell my friends about it.

Tone of Voice

Fun, enthusiastic, authentic, casual, and light-hearted.

Creative Mandatories

- Yellow and blue as main colors, but open to other colors
- Include #TwoRoadsBrewery in social posts
- Respect new product packaging
- Work with the two hands logo
- BUT focus more on the conceptualization rather than the appearance

Deliverables

- Interactive campaign
- Twitter, IG, Tik Tok posts