

'I've learned that
people will forget what you said,
people will forget what you did,
but people will never forget how you
made them feel.'



-- Maya Angelou

Marketing the F-Word (or) Why Marketing with Feeling is vital for your Brand

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1. How you can discover the emotional/
cultural values in your brand
2. How to leverage your discovery
3. Illustrate with examples

If you have a name, you have a
BRAND.



A brand is the promises & perceptions about your company and/or you.



Brand Management is understanding and impacting those promises and perceptions for maximum loyalty and profitability.



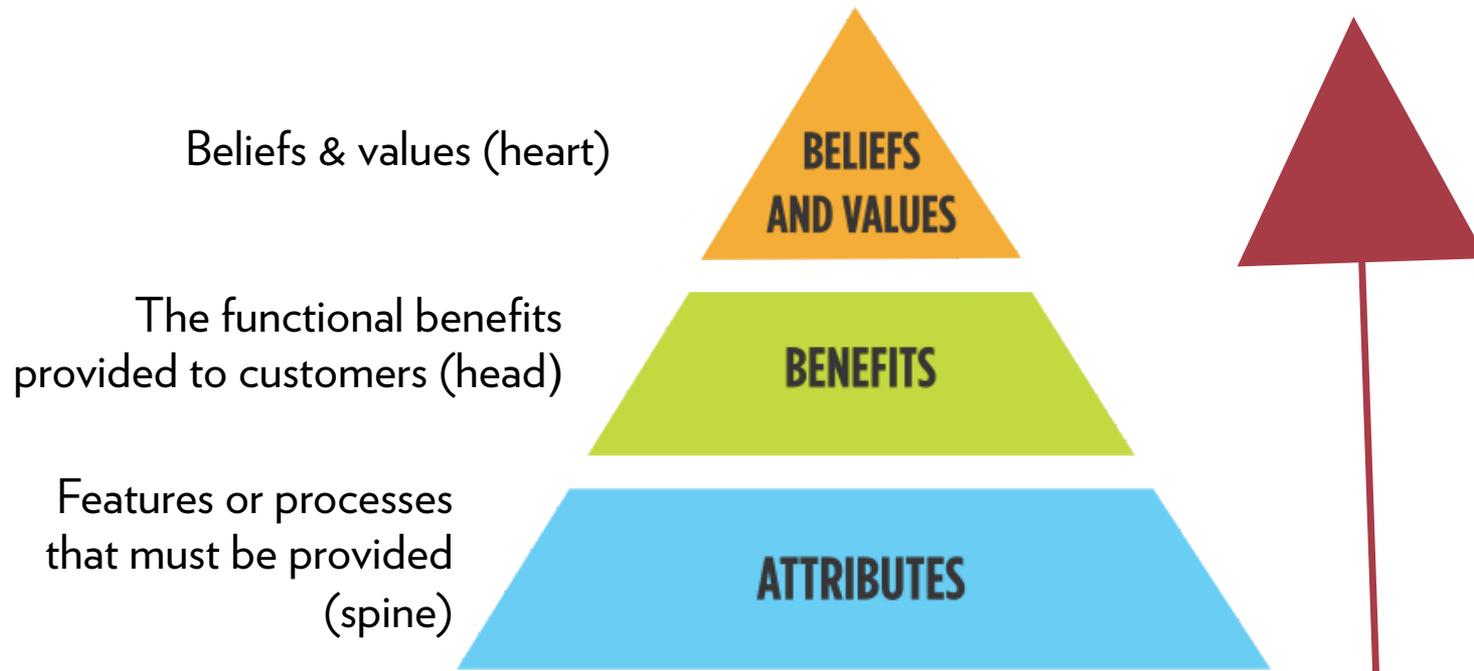


An Effective (Relevant) Positioning Adheres to Five Principles



LEVELS OF BRAND ASSOCIATION

Most meaningful
and most difficult to imitate
but the hardest to deliver



Easiest to deliver but least meaningful,
most easily imitated and least interesting

10 QUESTION MESSAGE STRATEGY

Who?

Message?

One word?

Difference?

Why care?

Feeling?

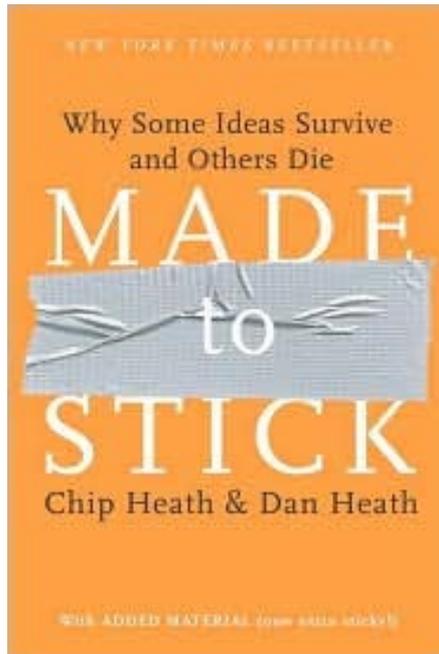
Call to action?

Aperture?

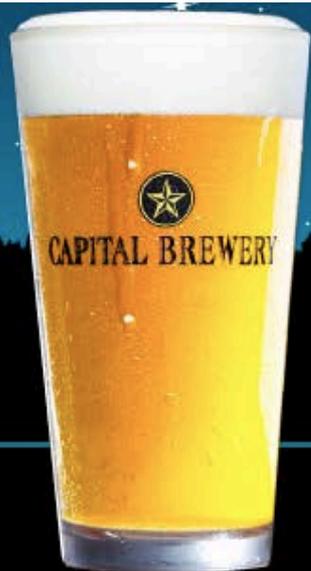
Tone?

How will you live the brand?

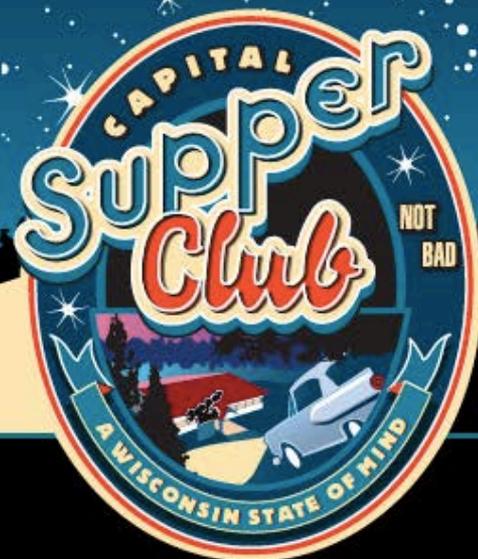
POWERFUL MARKETING IS BOTH ART AND SCIENCE:



Simple
Unexpected
Concrete
Credible
Emotional
Story



Supper's ready. Are you?





U.S. beer sales
were down

1%

Craft beer sales
increased by

11%



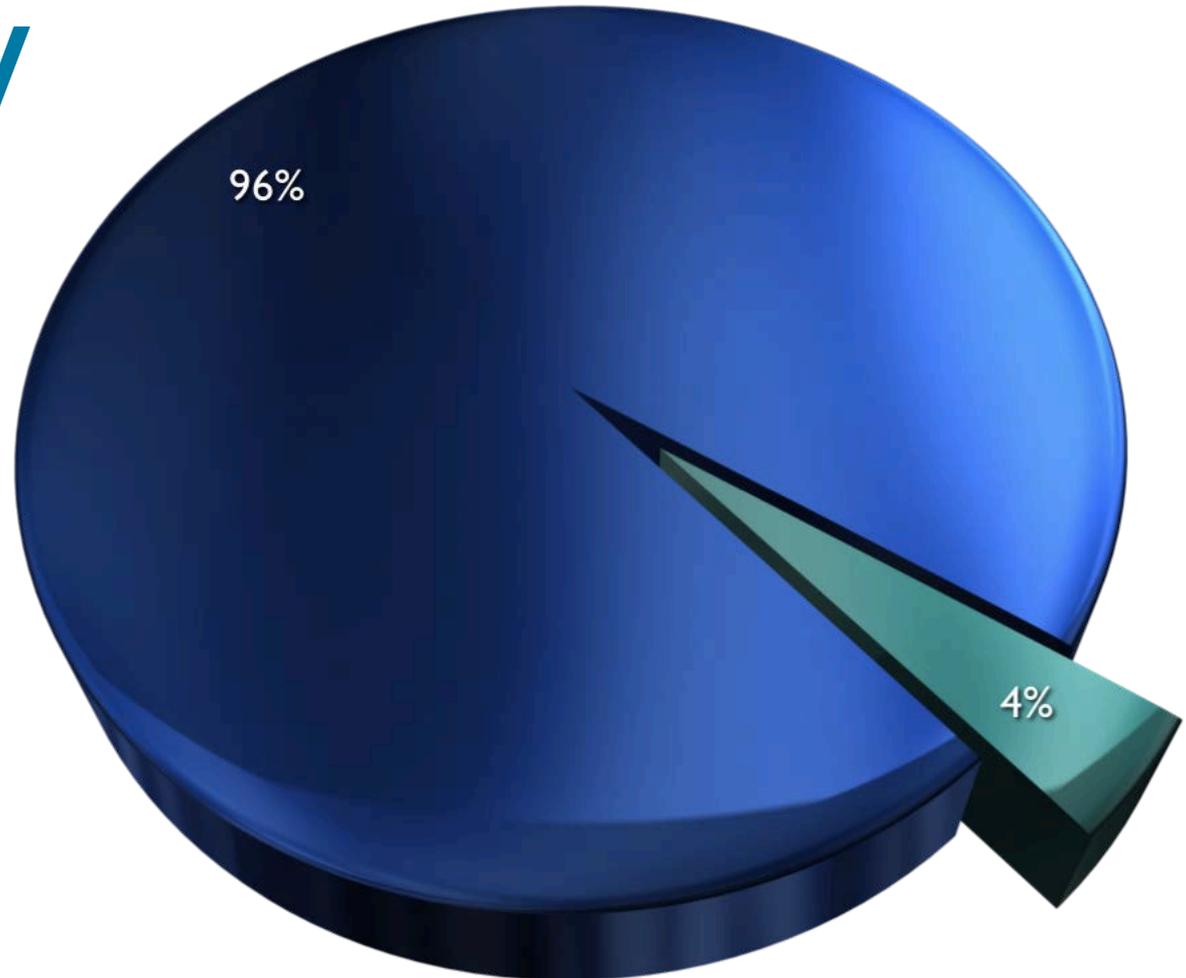
QUIZ: What % of all the beer
sold in the US is

Craft Beer?



The craft brewing sales share

4.3% by
volume

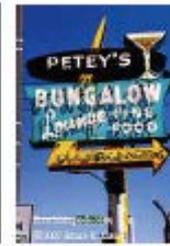
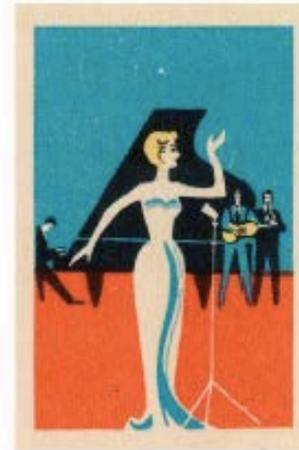
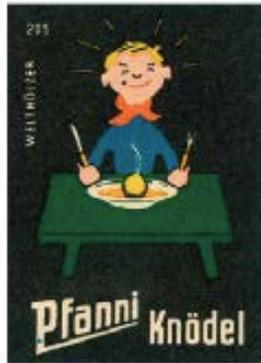


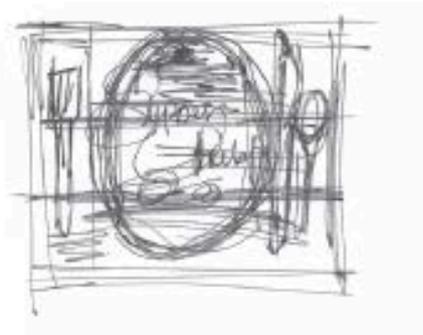
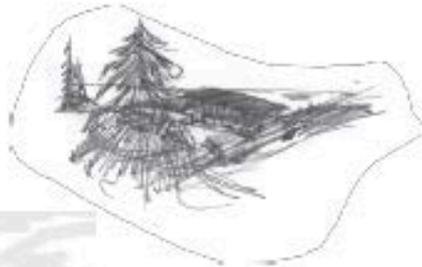


The time is
RIGHT
for a big idea.

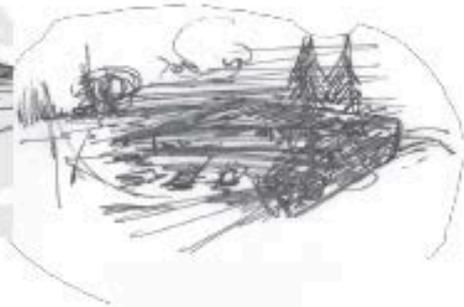
Kirby Nelson,
Brewmaster
Capital Brewery

czechoslovakian matchbox label



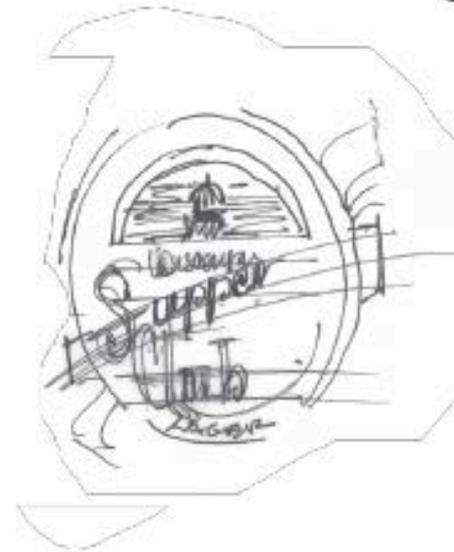


Supper Club



Supper Club

Supper Club





Supper
Club

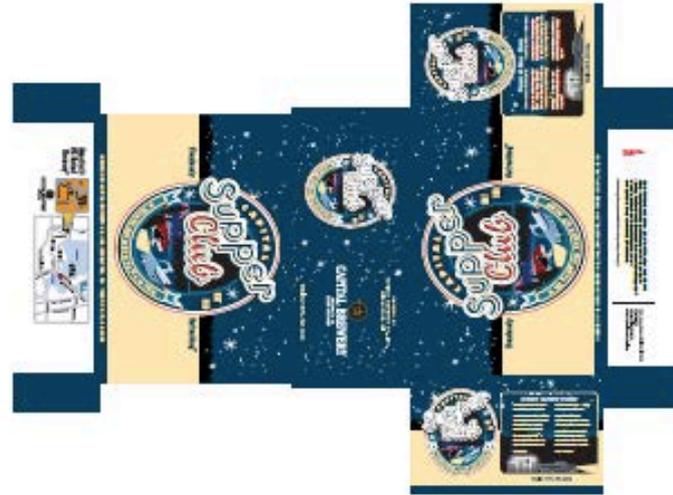
Supper
Club

Supper
Club

Supper
Club

Supper
Club





THE SHIMMERY BEER

Label

Front Panel

Supper Club is a beer brewed in the heart of the Capital Brewery in Washington, DC. It is a Lager beer with a light, crisp taste and a hint of sweetness. The beer is brewed with the finest ingredients and is a true reflection of the Capital Brewery's commitment to quality and craftsmanship.

Back Panel

Supper Club is a beer brewed in the heart of the Capital Brewery in Washington, DC. It is a Lager beer with a light, crisp taste and a hint of sweetness. The beer is brewed with the finest ingredients and is a true reflection of the Capital Brewery's commitment to quality and craftsmanship.

Side Panel

Supper Club is a beer brewed in the heart of the Capital Brewery in Washington, DC. It is a Lager beer with a light, crisp taste and a hint of sweetness. The beer is brewed with the finest ingredients and is a true reflection of the Capital Brewery's commitment to quality and craftsmanship.

CAPITAL BREWERY

Supper Club

Twitter for a chance to win a Supper Club Prime Park. Twitter users need follow us for a chance to win this fun prize from Supper Club Lager and Capital Brewery in Washington, DC. We're giving away one prize per week while supplies last.

[Click here to follow us on Twitter](#)

[Supper Club](#)

Supper Club

BOOK IT. TWEET IT. PAN IT. SING FOR IT.

[YouTube](#) [Facebook](#) [Twitter](#)

capitalbrewery.com

CAPITAL Supper Club

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capitalbrewery.com

CAPITAL Supper Club

CAPITAL BREWERY

Supper's ready. Are you?

CAPITAL Supper Club

CAPITAL Supper Club

I'm singing for my FREE Supper.

capitalbrewery.com



HONEYMOON

LET IT RAIN

WASTY

SUPPER CLUB

SUPPER CLUB

SEASONAL
Supper Club

SUPPER CLUB

SUPPER CLUB

SEASONAL
Supper Club

SEASONAL
Supper Club

Supper Club

Media: Outdoor & Radio





A Wisconsin
state of mind.™



Have a great stay-cation.



CAPITAL
Supper
Club



Brewery tries to keep up with demand for new Supper Club beer

STORY DISCUSSION

Font Size: - +

BARRY ADAMS | badams@madison.com | 608-252-6148 | Posted: Wednesday, April 7, 2010 3:45 pm | (4) Comments

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Capital Brewery's Supper Club beer is already becoming a top seller.

[Buy this photo](#)

KYLE McDANIEL - State Journal

Supper Club, the newest beer from Capital Brewery, appears to be a hit.

Retailers are running out of the American lager, and the Middleton brewery is scrambling to make more of the beer. Almost 5,000 cases hit store shelves last week.

Carl Nolen, president and chief executive officer, said another batch is being brewed and will be shipped Thursday to Stevens Point for packaging. Another brew is scheduled for April 23.

Typically, the brewery brews beer a month before it gets to stores, but both new batches will be shipped directly to distributors who are hearing from retailers that they are either out or almost out of the beer. The Supper Club variety is designed to be served with classic Wisconsin table fare.

"For the next couple of weeks, it will be hard to find Supper Club beer at many stores."

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Sing for it.



CAPITAL
Supper
Club



Capital Brewery – America's #1 Rated Brewery Over 1,800 fans – thanks for the phenomenal turn out everybody. Class assignment – let's try to get this corner of Facebook up to 3,500 fans by the time the Bier Garten opens. Spread the word on how this page is riddled with awesomeness. about an hour ago

Wall

Info

Photos

Boxes

Bier Spotlight

Bier Poll

Video



Sing for your Supper Club!



About Supper Club



Kirby Nielson, Brewmaster



Free Stuff?!

Tweet or Retweet the following for a chance to win awesome swag from the Capital Brewery crew!

I want to win awesome swag from @CapBrew... RT this for YOUR chance!! #SupperClub

[Tweet this now!](#)

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Sing For Your Supper

From: capbrew | March 31, 2010 | 246 views

Kirby says "Sing for your Supper," which is advice worth following. Why? He's the heart 'n soul and brewmaster at Capital Brewery.

<http://capital-brewery.com/>

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[... \(more info\)](#)

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Capital Brewery 3/31
nbc15video - 106 views

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Sing For Your Supper (5)



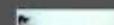
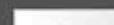
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capbrew

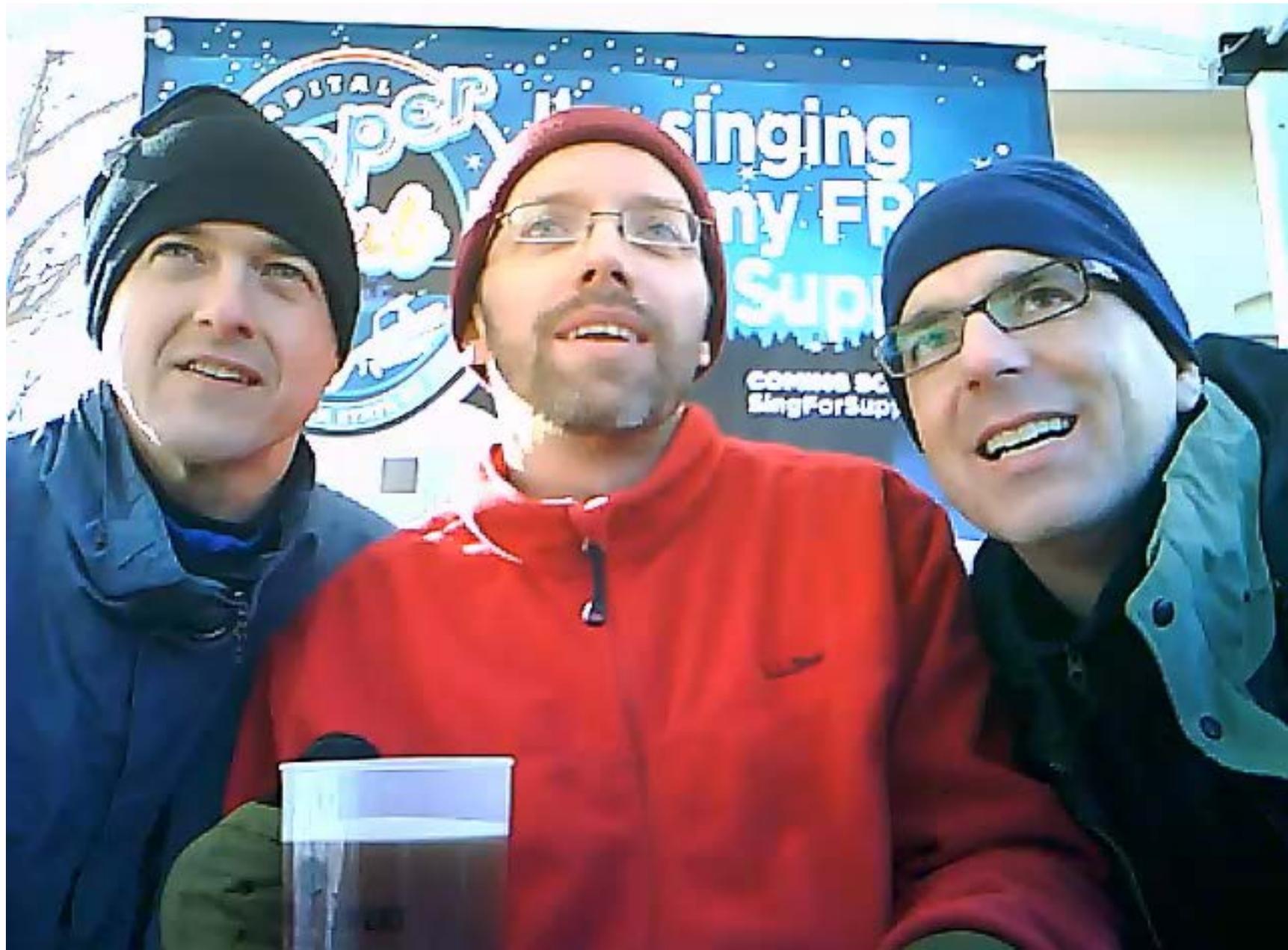
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Supper's ready. Are you?



www.capital-brewery.com



In 3 months, over

1,000,000

12oz servings of
Supper Club
were enjoyed







ALEX HAUNTY

Artist & Founder,
Theater Arts Fund





TAKE A
BOW!



TAKE A BOW

Alex Haunty is a gifted young man who creates and sells his art at InspiringArtByAlex.com. He uses a portion of the proceeds to bring groups of students with special needs to Broadway shows at Overture.

Using acrylics on canvas, Alex created *Take a Bow* as an expression of his personal gratitude to Jerry Frautschi and Pleasant Rowland for their extraordinary gift to the local arts community.

Please accept this replica as a token of our gratitude for your support.



Overture Center
FOR THE ARTS

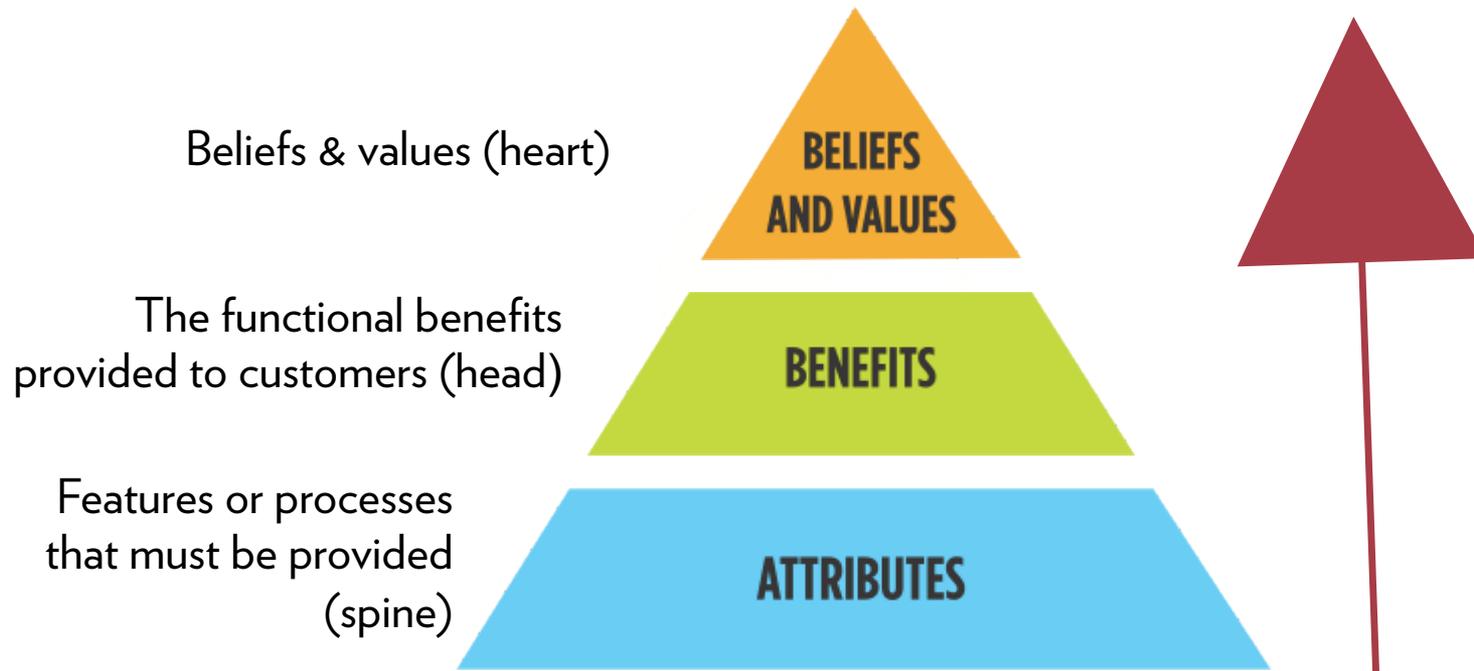
CELEBRATING **OVERTURE'S** FIRST 10 YEARS



OVERTURE CENTER FOR THE ARTS | FALL 2014

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