

'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

Wayne Glowac
Vice President Marketing
Overture Center for the Arts
wayne.glowac@gmail.com



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.

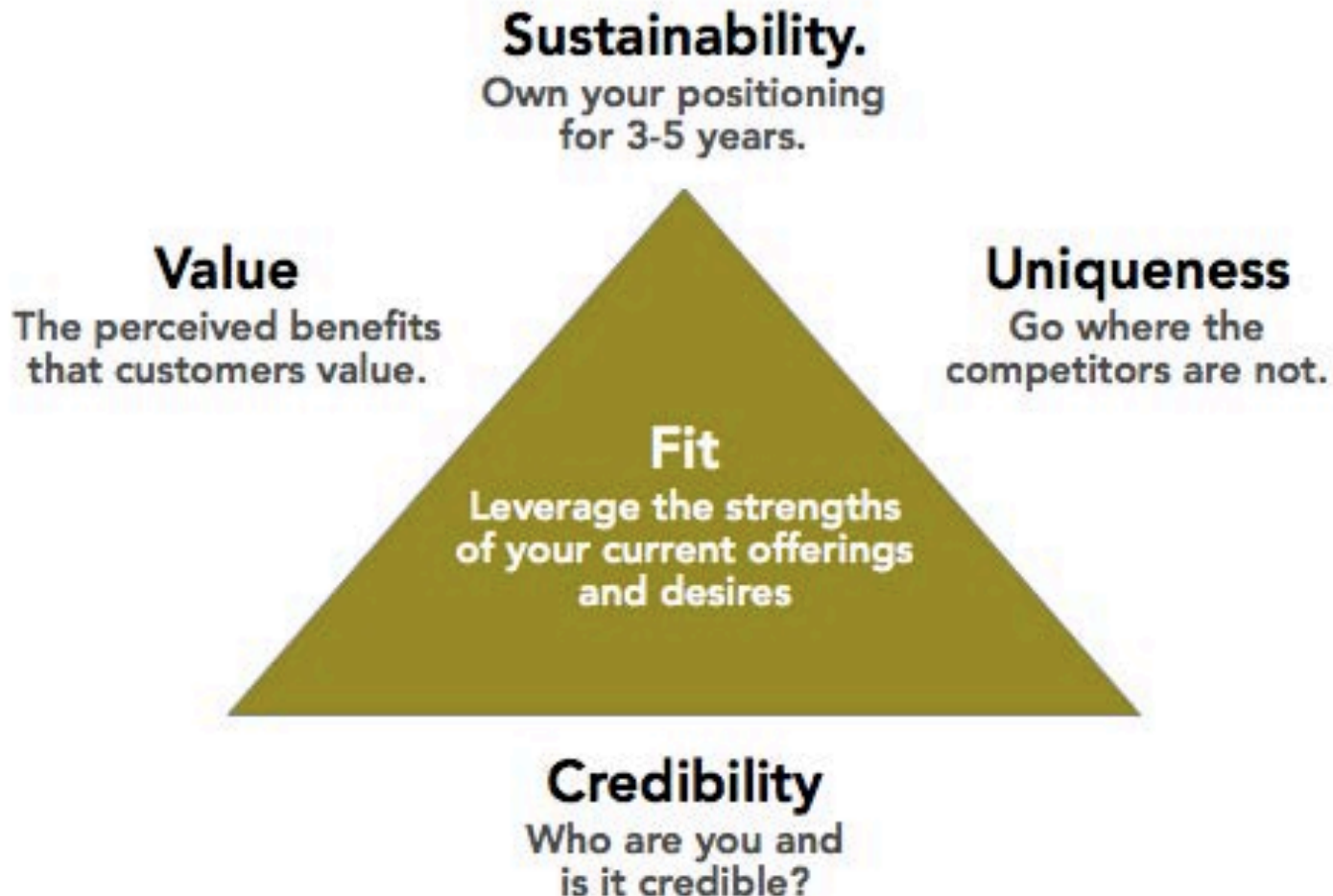


Brand Management is understanding and impacting those promises and perceptions for maximum loyalty and profitability.



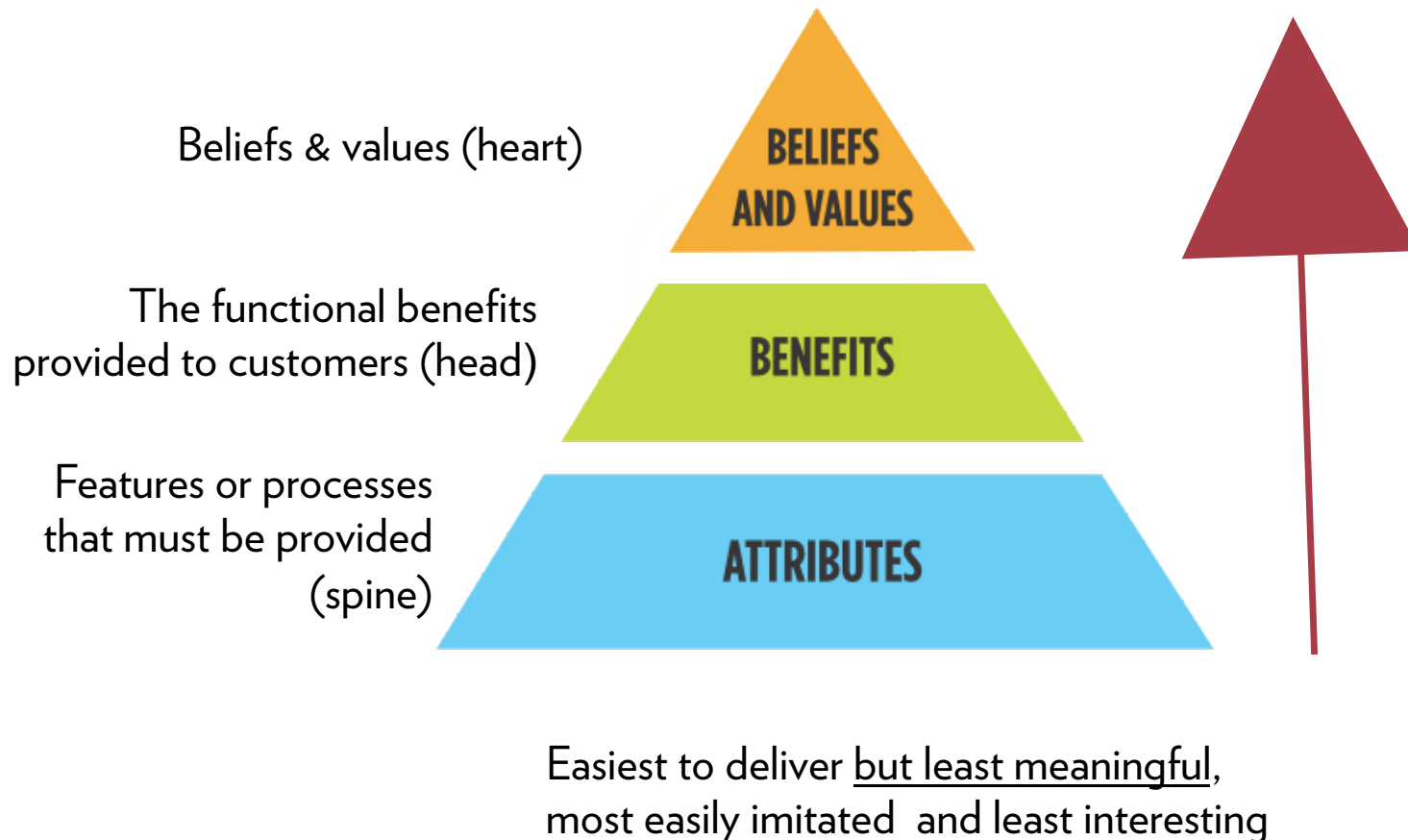


An Effective (Relevant) Positioning Adheres to Five Principles



LEVELS OF BRAND ASSOCIATION

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



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%



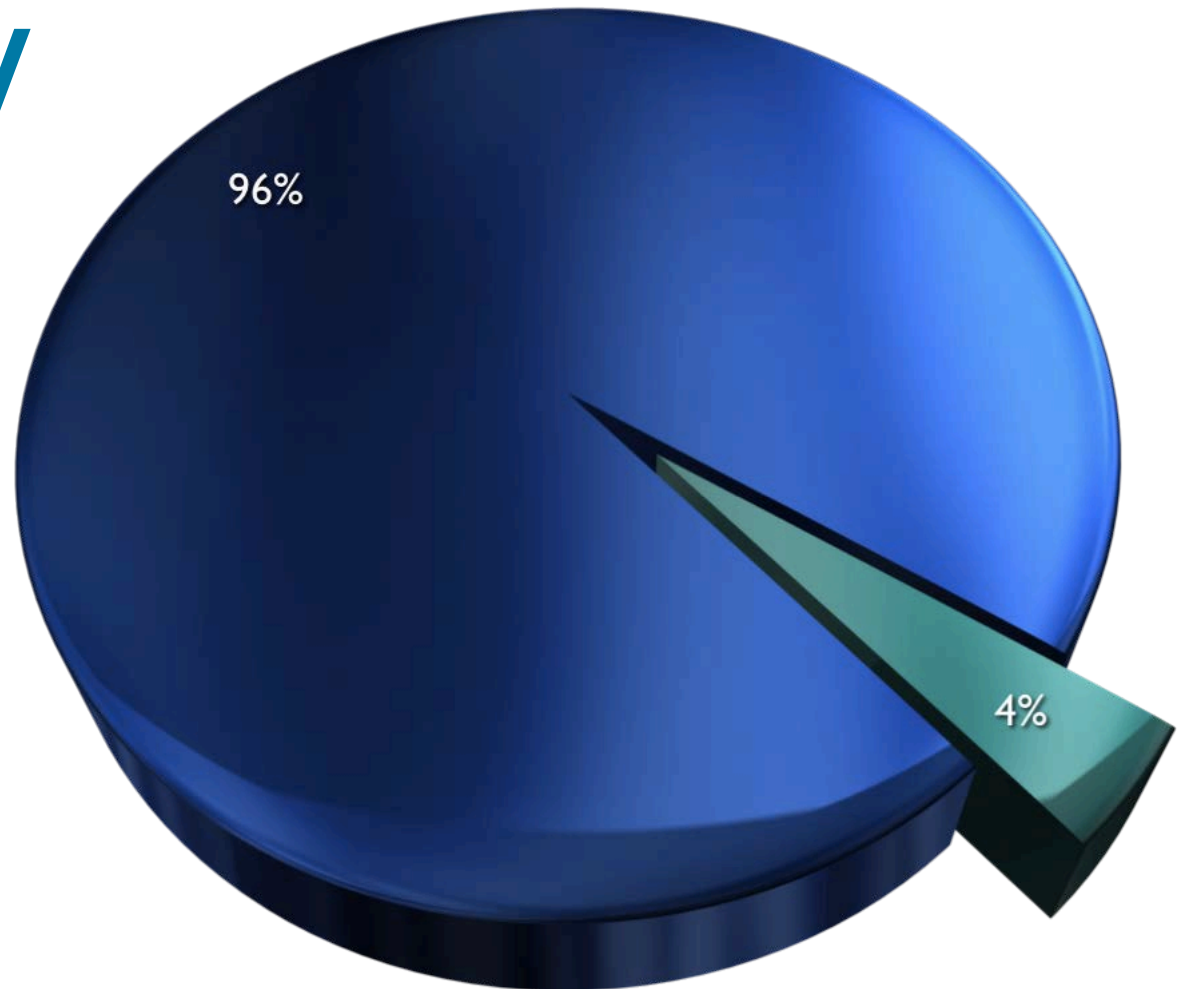
QUIZ: What % of all the beer
sold in the US is

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



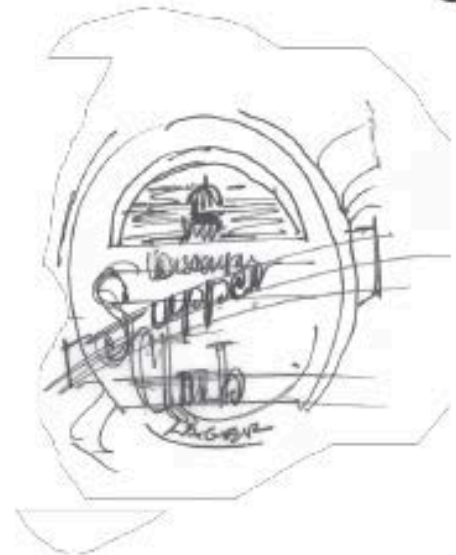


Supper Club



Supper Club

Supper Club





*Supper
Club*

*Supper
Club*

*Supper
Club*

*Supper
Club*

*Supper
Club*



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

[Recommend](#) [Be the first of your friends to recommend this.](#)

6 [retweet](#)



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



[MOST COMMENTED](#) [MOST READ](#) [FACEBOOK](#)

- Wolf Appliance employees reject 20 percent cut in pay and benefits (121) Comments
- Madison Diocese offers birth control insurance, but warns employees not to use it (116) Comments
- Yes, indeed, candidates show GOP is 'Party of No' (72) Comments
- Overture wages in spotlight: Union laborers push against perception they're overpaid (44) Comments
- Ken Golden, former long-time city council member, says he will run for mayor (41) Comments
- Niel Ritchie: Critics cry wolf over Social Security (30) Comments
- Could this man unseat Mayor Dave? (25) Comments
- Neighbors: Wind energy has its price (24) Comments

[More](#)

[Latest Comments](#)

[Related Stories](#)





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



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!](#)[Create an Ad](#)[Connect With More Friends](#)

Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

[More Ads](#)



capbrew's Channel

Subscribe

All

Uploads

Favorites

Playlists



0:00 / 0:32

360p



[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

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/>

View comments, related videos, and more

Like



... (more info)

Uploads (11)



Supper Club commercial 30spot
203 views - 3 months ago



Sing For Your Supper
246 views - 4 months ago



Sing For Your Supper - 1
101 views - 4 months ago

[see all](#)

Favorites (2)



Supper Club Taking Off 04-06-10
nbc15video - 64 views



Capital Brewery 3/31
nbc15video - 106 views

[see all](#)

Sing For Your Supper (5)



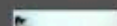
Sing For Your Supper
capbrew - 246 views



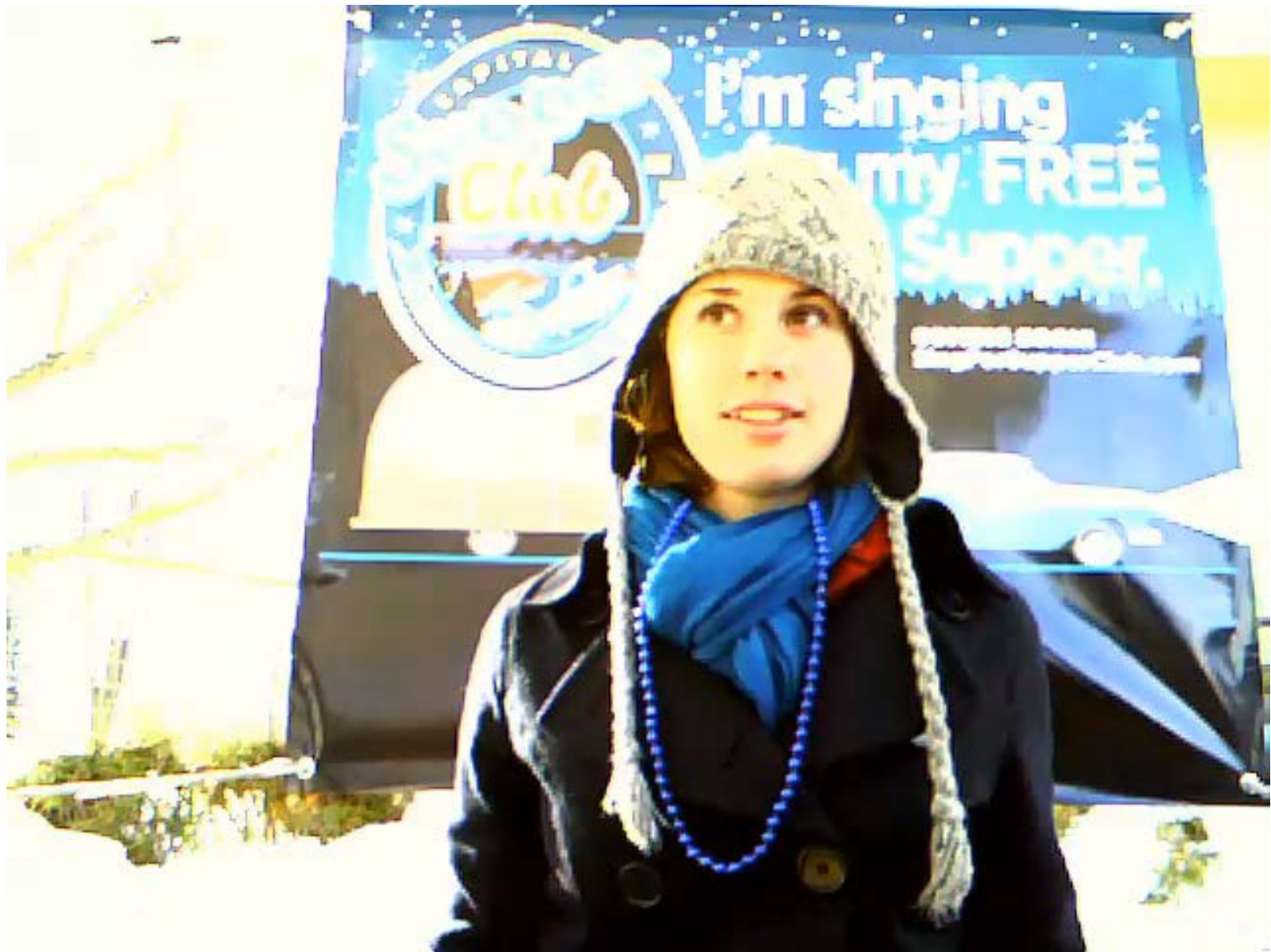
capbrew

Subscribe

Subscribers (11)









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

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

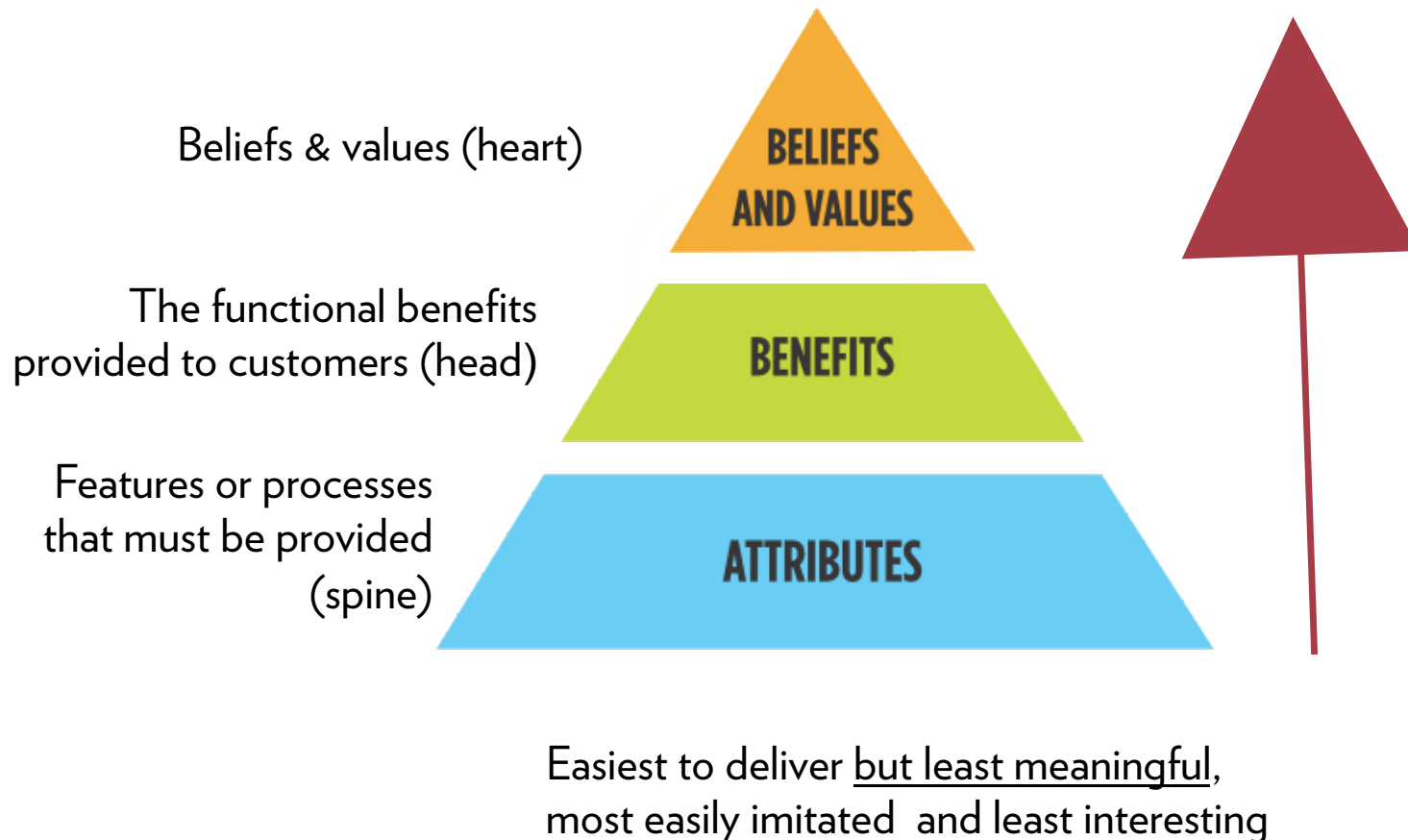
CELEBRATING **OVERTURE'S** FIRST 10 YEARS



OVERTURE CENTER FOR THE ARTS | FALL 2014

LEVELS OF BRAND ASSOCIATION

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





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