

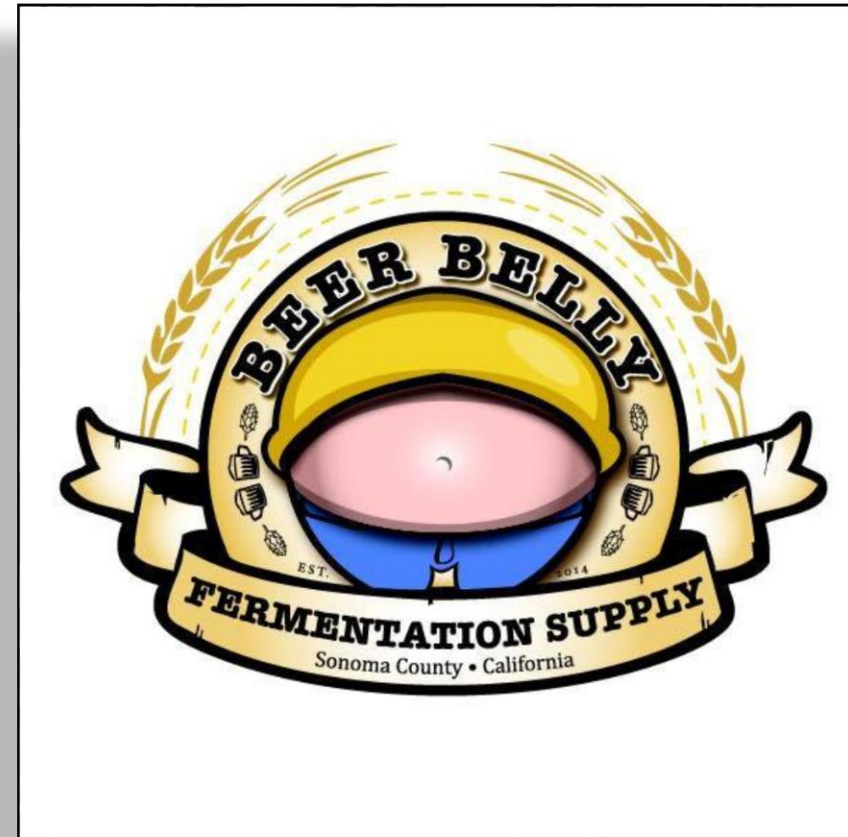
CREATING A BRAND

THAT APPEALS TO LOYAL CUSTOMERS

with Christal Farias



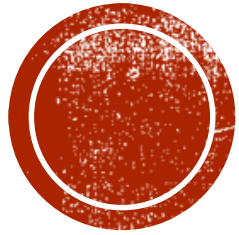
WHO THE HECK IS CRISTAL FARIAS?



ONE THING YOU MUST UNDERSTAND



NOW WHAT?



- Date your target market
- What do you bring to the table?
- Who is your biggest competition?
- Make a plan
- Brand identity
- Trademark
- Advertising or die
- Create a place people want to be
- Social media & an online presence
- Combatting the internet
- This is a hobby not a necessity, you **MUST** make it fun!



DATE YOUR TARGET MARKET

Who are they?

What do they look like?

How old are they?

How much money do they make?

Are they married?

Do they have kids?

Where do they hangout?

What do they do for fun?

Go where they go.

Do what they do.



WHO THE ARE YOUR CUSTOMERS?

Target Market Categories



IF YOU TRY TO MARKET
TO EVERYONE, YOU'LL
END UP MARKETING TO
NO ONE.

Recite

made with ♥ @ Recite.com



WHAT DO YOU BRING TO THE TABLE?



- Are you the cheapest?
- Do you have the best selection?
- Do you have the newest stuff?
- Do you have the best hours?
- Are you the most accessible?
- Are you the most knowledgeable?
- Do you ship the fastest?
- Do you have the best website?
- Is your store the most attractive?



THE OTHER GUY

Who is your biggest competitor?

Where are they located?

Is there enough to go around?

What are their hours?

What are they good at?

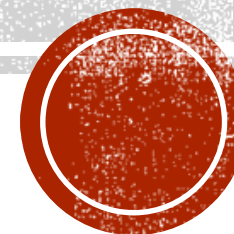
What are they terrible at?

How can you do it better?

How?



MAKE A PLAN



DESIGN YOUR BRAND'S IDENTITY

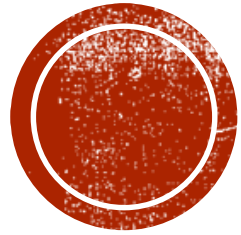
BRAND

a brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

IDENTITY

the visual devices used to represent the company. Identity systems are outlined in the company "style guidelines", which serve as a framework to ensure their corporate image is consistent.





**PICK A NAME SOMEONE
ELSE DOESN'T HAVE**

LOGO

the central, identifiable visual element that helps customers discover, share and remember a company's brand. Usually it's in the form of an icon or logotype.

99designs
Graphic design company



Local College Students

Hire a Reputable Graphic Designer

LOGO



THE PSYCHOLOGY OF COLORS

Red

- Encourages appetite; often used by fast food chains
- Creates a sense of urgency
- Is frequently used for clearance sales
- Associated with movement, excitement and passion
- Is high in energy and immediately pulls focus
- Physically stimulates the human body, affecting nerve impulses, raising blood pressure and heart rate

Blue

- Associated with peace, water and reliability
- Provides a sense of security and promotes trust in a brand
- Curbs appetite and stimulates productivity
- Most common color used for offices and conservative corporate brands
- Calming mind, providing a sense of tranquility and space
- Young people associate blue with maturity



Green

- Associated with health, tranquility and nature
- Also associated with money and wealthy people or brands
- Frequently used for promoting environmental issues
- Green stimulates harmony in the brain and encourage balance between body and emotions, leading to decisiveness

Purple

- Associated with royalty, wisdom and respect
- Stimulates the problem solving area of the brain as well as creativity
- Frequently used for beauty and anti-aging products
- Represents a creative, wise and imaginative brand, service or product

Orange & Yellow

- Increases cheerfulness and optimism
- Yellow makes babies cry, while orange can show caution
- Stimulates logic centre of the brain and promotes enthusiasm
- Of used too frequently, can create a sense of anxiety



Black

- Associated with authority, power, stability and strength
- Often is a symbol of intelligence
- Frequently used to trim down appearance of sizes on items
- Can often overwhelm people if it is used too frequently

Grey

- Symbolize feelings of practicality, timelessness and solidarity in life
- Too much grey often leads to feelings of nothingness
- Though grey is nice to have, it can draw in emotions of old age, death and depression

White

- Associated with feelings of purity, cleanliness and safety
- White can be used to project the absence of color or neutrality
- Using white can spark a sense of creativity since it acts as a clean state



SLOGAN

Slogan or a tagline is "a catchphrase or small group of words that are combined in a special way to identify a product or company,"

- Your slogan tells what you do, generates excitement and sets the expectation
- Live better, payless
- We're loving it
- Nationwide is on your side
- Have it your way
- Just Do IT
- Because you're worth it



YOUR FONT IS YOUR VOICE

A Lolita Scorned Alba ACQUAINTANCE

Adine Kinnberg Anke Calligraphic FG

Allembert STARSTRUCK ~~Turbo ripped~~

BLOODY Carmilla Demo CARMENCITA

Campaign-Normal Carolingia

Chicken Scratch Nuth
Decadentia

Infiltrate

Chic decay Chopin Script



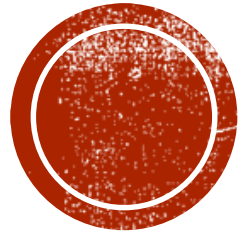
TRADEMARK

Beer Belly



???





ADVERTISE OR DIE



CREATE A SPACE PEOPLE WANT TO BE

Before



After



IN A HOBBY STORE PEOPLE COME BECAUSE THEY WANT TO BUY. LET THEM.

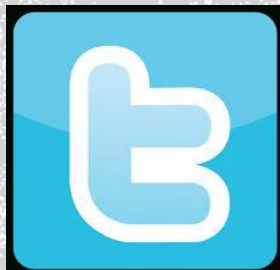
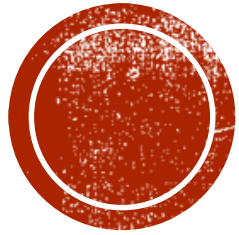
Disorganized



Organized



SOCIAL MEDIA & ONLINE PRESENCE



BEER = FUN

Beer is Social so keep the party ball rolling...

Brew Days

Bottle Shares

Local Festivals

Anniversary Party

Field Trips

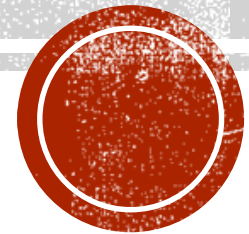
Brew Club

Home-brew Competitions

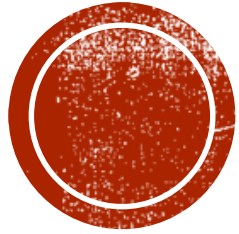
BJCP Study Groups

Meet the Brewers

Off-Flavors Course



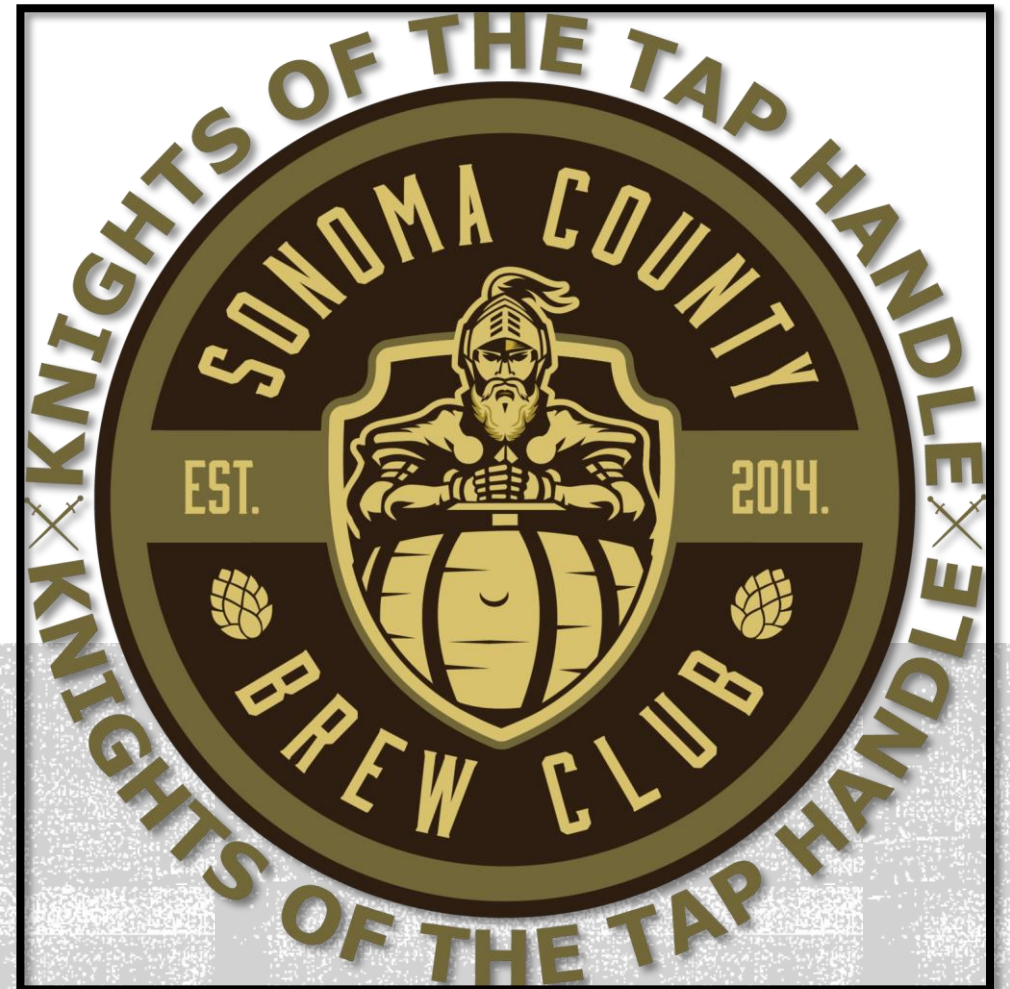
THE CUSTOMER EXPERIENCE





Community
Brew Day 

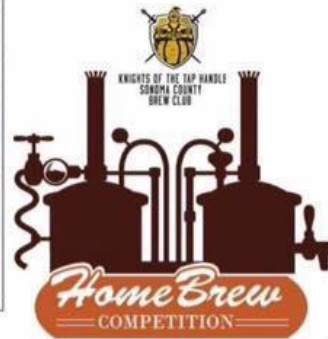
HOMEBREW CLUB





JJ Jay

Petalums Hills Brewing Co



Randy Grempe

3rd St Ale Works



Brad Barmore

Sports Meats Beer



Wesley Deal

Barrel Brewing Co



Manuel Mussen

Old Redwood Brewing Co



Join Us... 3:00p to 6:00p @ Beer Belly

We will be accepting English, Irish, German & Belgian style beers, no sours!

22oz of beer required for judging, extra to share encouraged

Contestants need arrive by 3:00p

Contestants should be prepared to briefly introduce their beers to the judges

You may submit up to 2 different beers if pre-registered

CO-BRANDING



TEAM UP WITH LOCAL MANUFACTURERS



SUPPORT THE LOCAL BEER COMMUNITY & THEY WILL SUPPORT YOU



QUESTIONS?

