

RJ Rockers Brewing Company Creative Brief

Converse University Themed Beer Can Design



Purpose and Opportunity:

- Create an attractive beer can design that encompasses the themes of Converse University
- Create sales to a dedicated audience, while also pushing sales forward in the Spartanburg community
- Expand the image of RJ Rockers and Converse outside of the Spartanburg Community

Objects and Challenges - What does the project work to accomplish?:

- Create an attractive design that pulls customers in and creates a lasting impression
- Encompass the themes and images that make Converse recognizable

Target Audience - Who are we speaking and appealing to?:

- Converse alumni, Donors, Individuals with more sophisticated tastes, Individuals who do not usually drink beers but prefer whipped beers, Individuals who enjoy trying unique beers

Message - What is the key idea to be remembered?:

- The themes and importance of Converse within the Spartanburg Community
- The pride of the Converse Community
- "WE WILL"

Attitude - What is the style and tone within the project?:

- The sophisticated style of Converse

Competition - Who are we going up against?:

- Major brewing companies in the Spartanburg and Greenville area
- Holiday Brewing, Quest Brewing Company, Thomas Creek Brewing, etc.

Deliverables and Format - Key pieces that will be produced:

- Concept/thumbnailed sketches
- 1 can design within the standard RJ Rockers design Template
- 2-3 finished can designs outside of RJ Rockers design template