

# CREATIVE BRIEF

## About the client

### Project Overview

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The client is RJ Rockers Brewing Co. located in Spartanburg, SC. RJ Rockers is wanting to create a Converse University branded witbier. The flavor of this sweet maltiness with possible notes of creamy citrus and tart zest beer will serve to draw in nontraditionally beer drinkers as well as Spartanburg residents who resonate with the love and community that Converse has brought to Spartanburg.

Due date:

This Project is due November 21st 2022

## Target Audience

### The audience

The audience for this beer is traditional and nontraditional beer drinkers (Specifically women who enjoy lighter and citrusy notes). This beer will also target Spartanburg residents who have known of Converse or have been part of the Converse community.

### Insights

Audience is most likely looking for something familiar (Converse) and looking to enjoy a drink in a local setting.

### Message

Converse is a critical part of Spartanburg's history and continue to play a role in the ever-growing downtown area. RJ Rockers is once again paying tribute to the rich history of Spartanburg through a Converse branded beverage.

## Competitors

Being the only local brewery in Spartanburg, RJ Rockers primary competition are large witbier and wheat beer manufacturers such as Blue Moon, Allagash, and Shock Top.

## The Brand

### Background and Brand values

RJ Rockers helped to revitalize Spartanburg's downtown beginning in 1997. RJ Rockers is an anchor to the downtown Spartanburg area, offering a place of entertainment, good times, and unique brews. Because of this a Converse branded beer would add to RJ Rockers growing collection of brews that reflect the Spartanburg area.

## Goals

The goals of this project are to invite Spartanburg locals and Converse alums to buy an RJ Rockers can beer, enjoy the taste and design of the product and feel the need to tell others about it.

## Creative direction

### Concept

A unique and attractive Converse branded RJ Rockers brewed wit beer.

### Creative outputs required/ Details

A beer can label design that also requires printing and distribution.

- label size 4 x 8 inches
- use of colors from Converse brand toolkit
- CYMK colors

## Timeline:

11/ 7: product names and catchphrases

11/9: concept sketches

11/14: 3 grey scale digital drafts

11/16: color studies

11/21: final project complete

## References



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Pigment Indigo