

Beer X Human Experience Strategy



The Assignment

Inspire the Mediavest-Spark media team with a strategy to create a great human experience for Beer X.

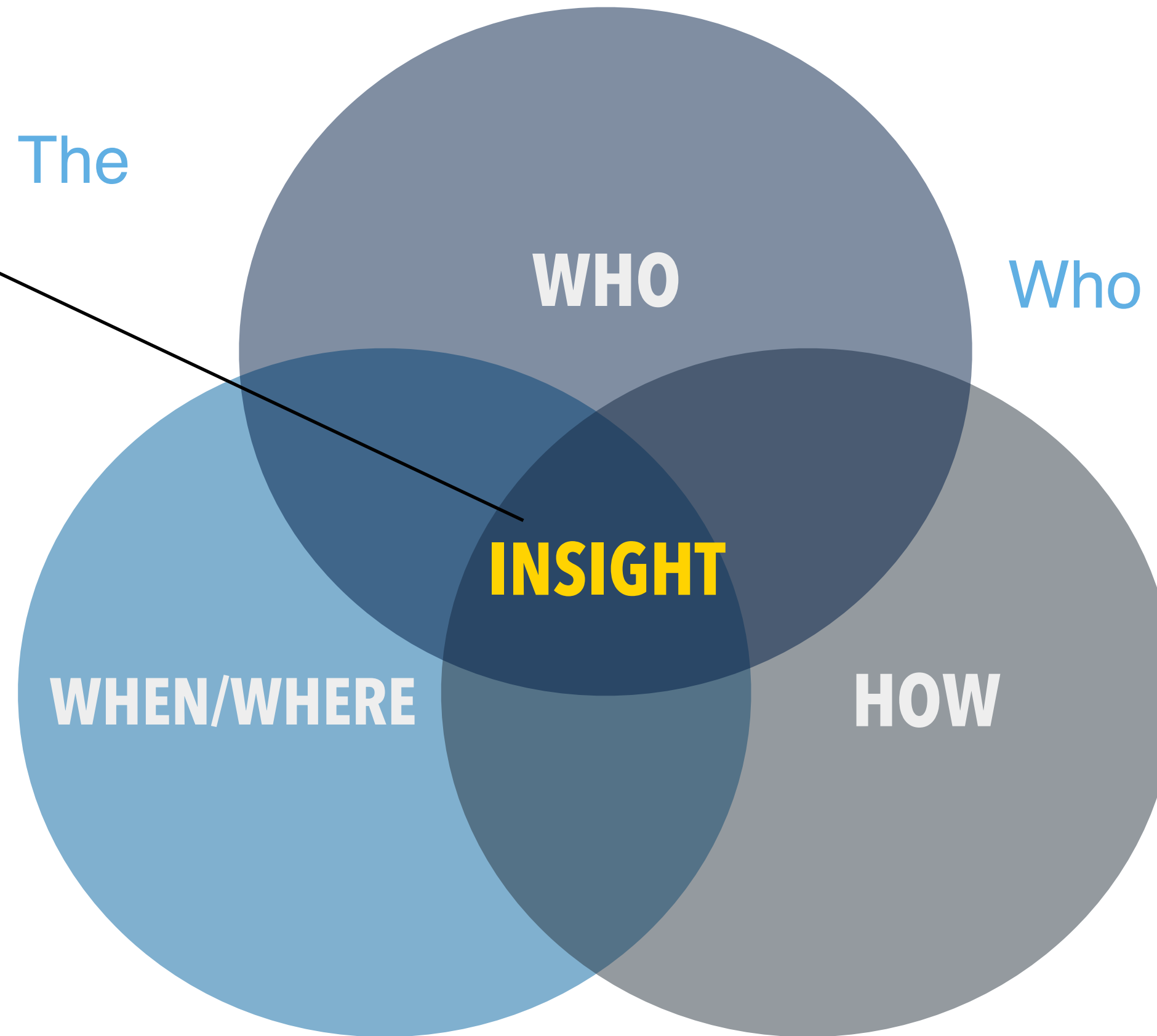
The Challenge

Beer X wants to be seen as the Beer of Bold Choices. Beer X is losing share of the male big social nights out that occur at upmarket premises. The target does not see this brand as the beer to be seen drinking by his peers. The brand has good distribution and is at a competitive price point with its key competitors.

The Human Experience Roadmap

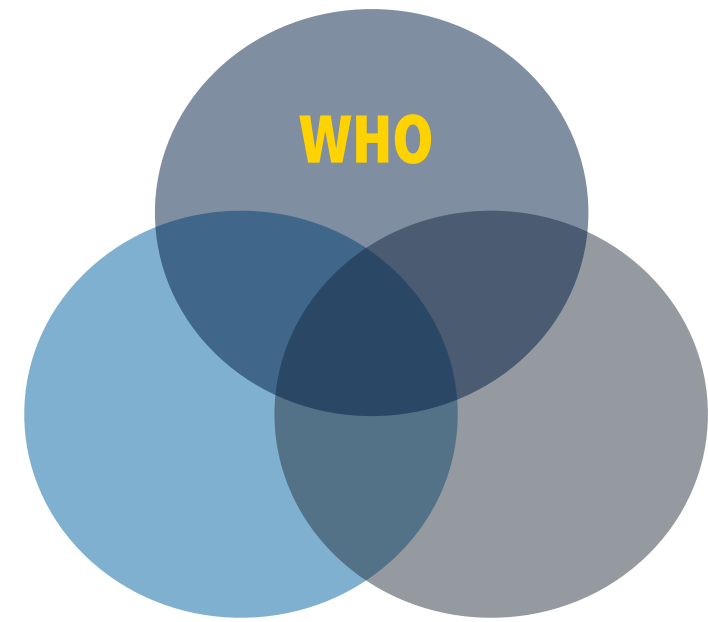
Human Truth That Unifies The Target and The Brand

Being Relevant at The Precise Time



Who Are We Talking To?

Brand's Role in The Target's Life

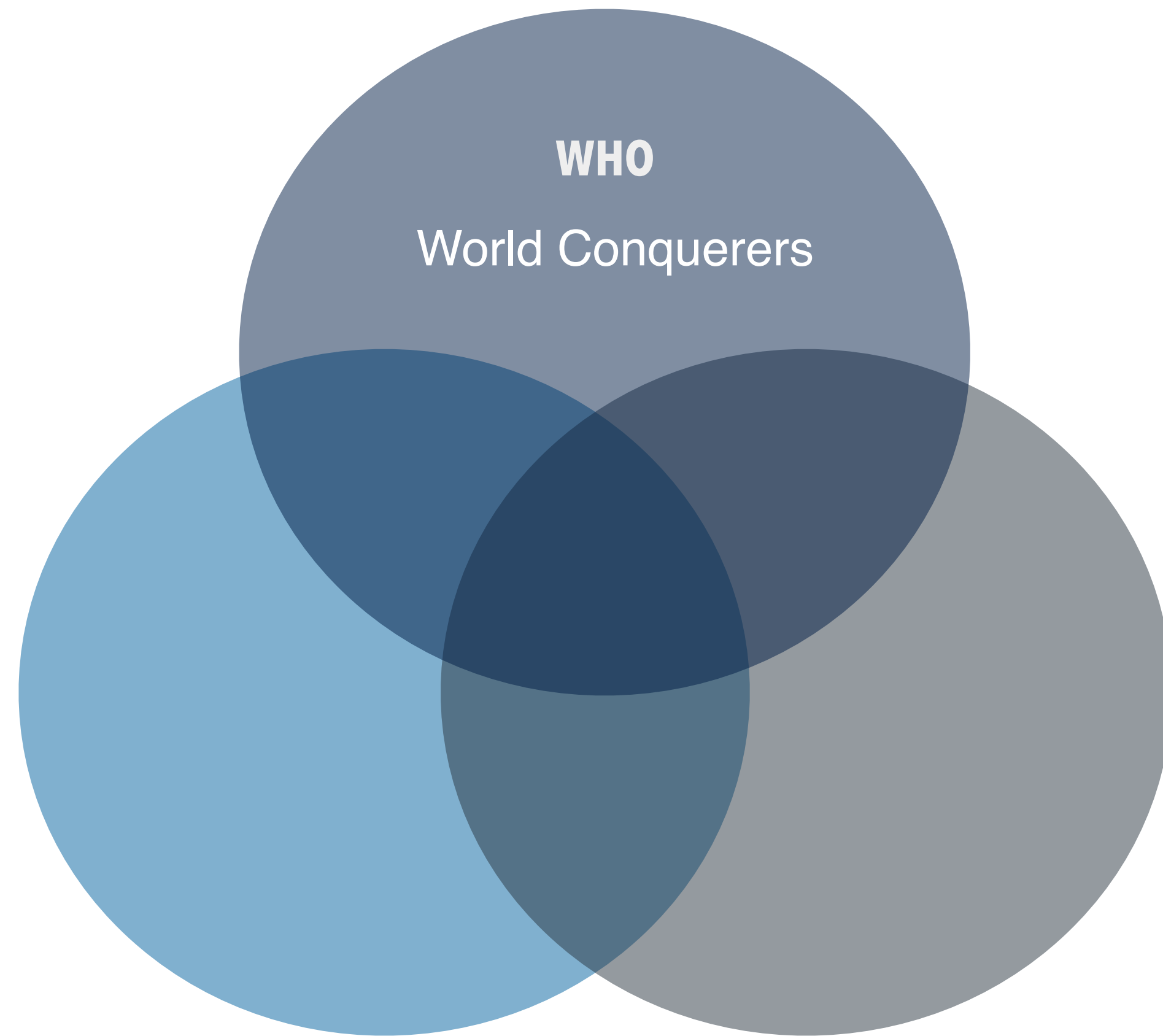


WHO:

Male Beer Drinkers 21-30
50K+ Individual Income
Single or recently married
College graduate

The World Conquerers

They are finding their place in the world. It's time for them to prove what they are made of, and to be recognized for their accomplishments. They are fearless; they aim high. They know that in order to win big, they must make bold choices.

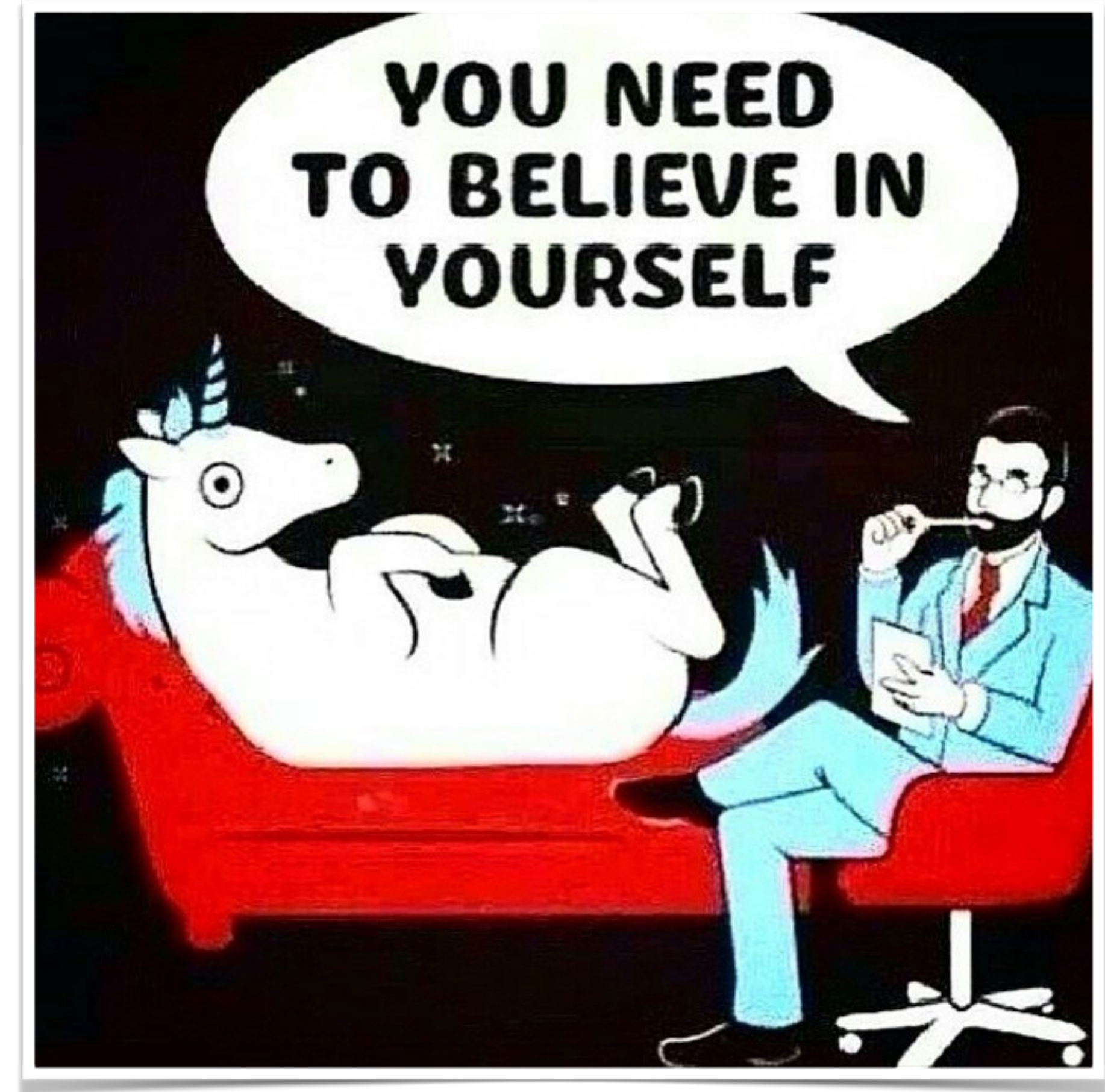
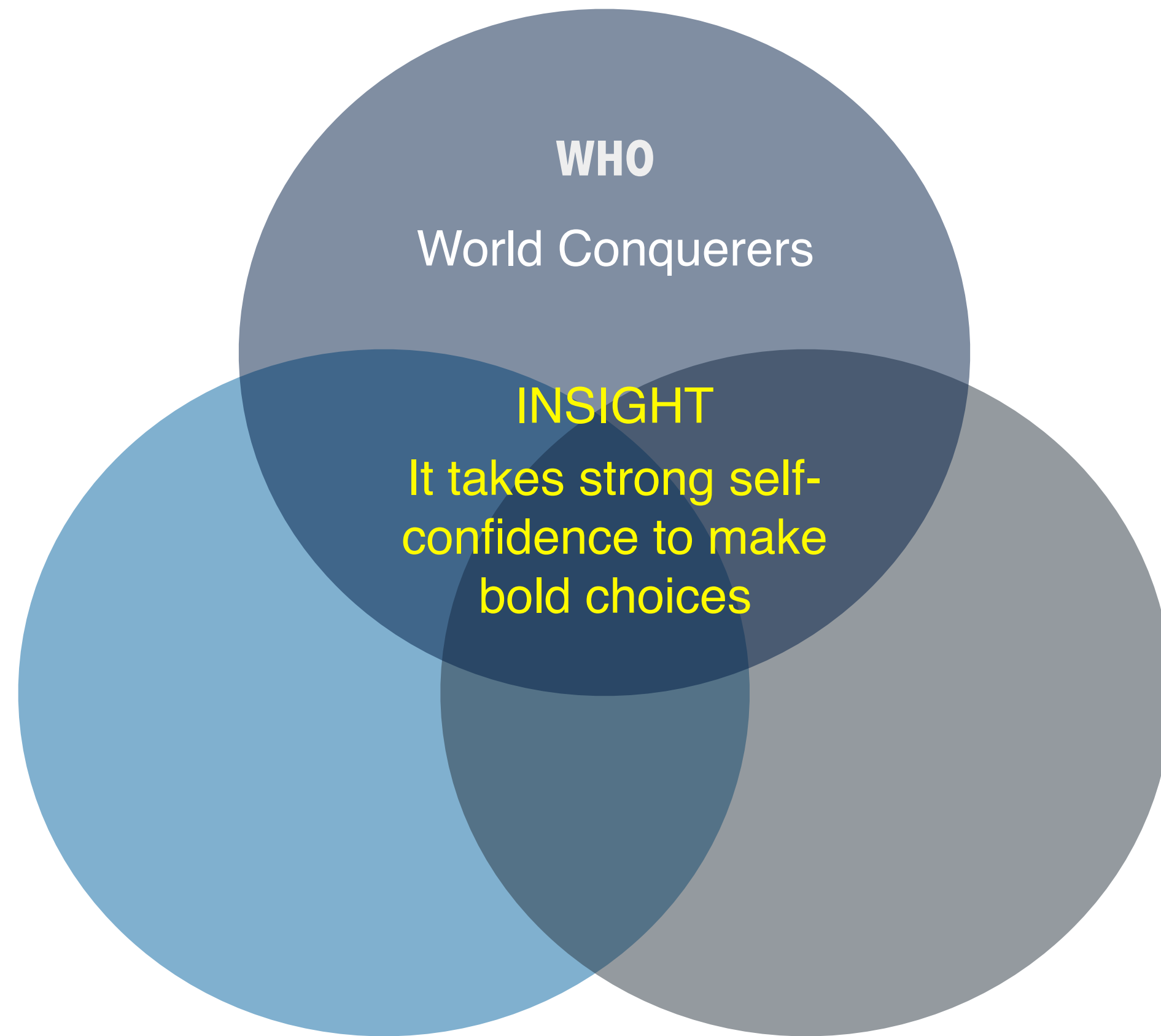




INSIGHT: The Human Truth That Unifies The Target and The Brand

It takes strong self-confidence to make bold choices

“Self-confidence” is the soul of boldness. It opens a window to reach beyond the coolness and the thrill of making bold choices, which is what most brands do. “Self-confidence” gives Beer X a meaningful role in the World Conquerers’ lives and connects with them through its confident personality and quality craftsmanship.





WHEN/WHERE: Being Relevant at The Precise Time

When Self-Confidence Matters

In order to achieve the desired positioning and drive on-premise sales, we will connect with World Conquerors at the times when self-confidence must manifest itself to empower bold choices. First, we will create strong, long-lasting **associations for the brand**, and then we will **influence behavior** by engaging them when they are predisposed for consumption.



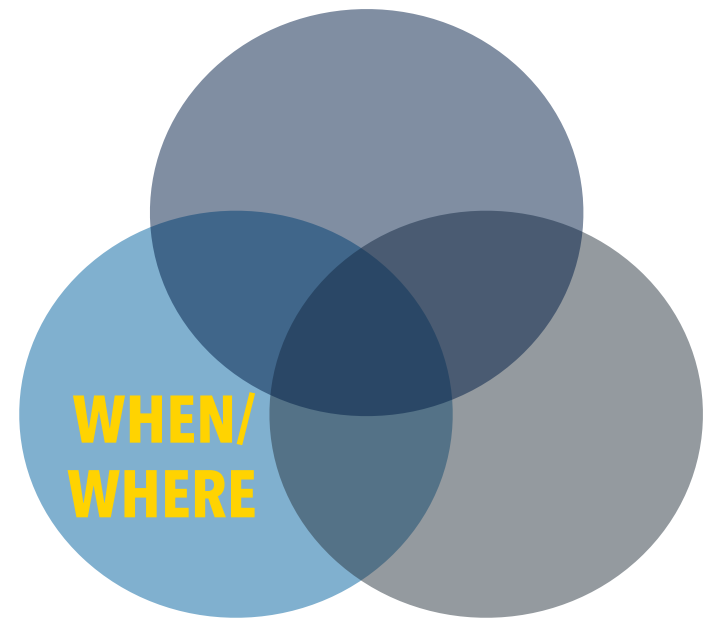
WHEN/WHERE: Being Relevant at The Precise Time

Creating Brand Associations

BEHAVIORAL INSIGHT: The associations linked to a brand have the most power of influence when they are derived from sensorial experiences.

We will tap into World Conquerers' competitive nature and engage them during occasions that trigger or evoke the feeling of self-confidence.

Beer X “moments” will be created around decisive times within competitive events and when triumph is celebrated, including when our target participates in the event or is just a spectator.



WHEN/WHERE: Being Relevant at The Precise Time

Creating Brand Associations



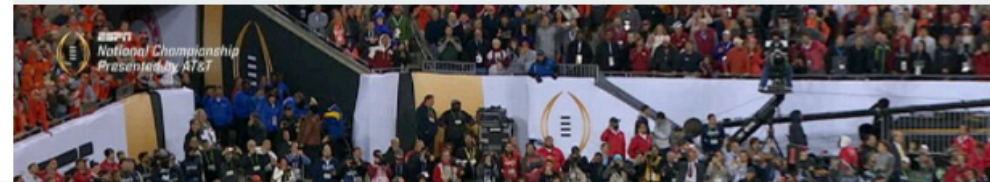
WATCH: Clemson wins championship on last-second Hunter Renfrow TD

Ryan Cooper | NCAA.com
Last Updated - Jan 10, 2017 00:59 EST
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In a national championship game that featured many stars on full display, one who shined possibly the brightest is a 180-pound former walk-on.

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Clemson redshirt sophomore Hunter Renfrow sealed the Tigers' national championship with a touchdown grab with just a second left on the clock. It was his 10th catch and second touchdown on the night, as he was a reliable option for Deshaun Watson all game long.






WHEN/WHERE: Being Relevant at The Precise Time

Influencing Behavior

World Conquerers show different mindsets depending on the situation in which they find themselves. Each mindset calls for different beer occasions, which lead to unique engagement opportunities. The life of our target is mainly divided into two situations: **work** and **party**. Our strategy will address these situational differences to effectively build brand relevance and influence their choice.



WHEN/WHERE: Being Relevant at The Precise Time

Influencing Behavior **WORK**

WHERE

COMMUTING

OFFICE

"HAPPY HOUR"

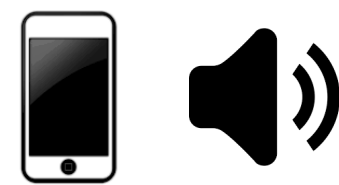
MINDSET

"I want to excel"

"Show Time"

"The world is mine"

MEDIA





WHEN/WHERE: Being Relevant at The Precise Time

Influencing Behavior **PARTY**

WHERE

PLANNING

GETTING
READY

COMMUTING

ON-PREMISE

MINDSET

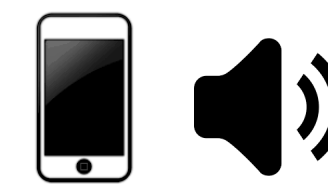
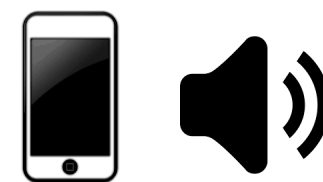
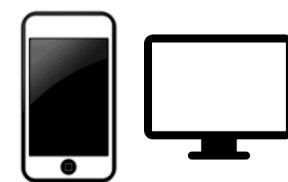
“Ready to Rock & Roll”

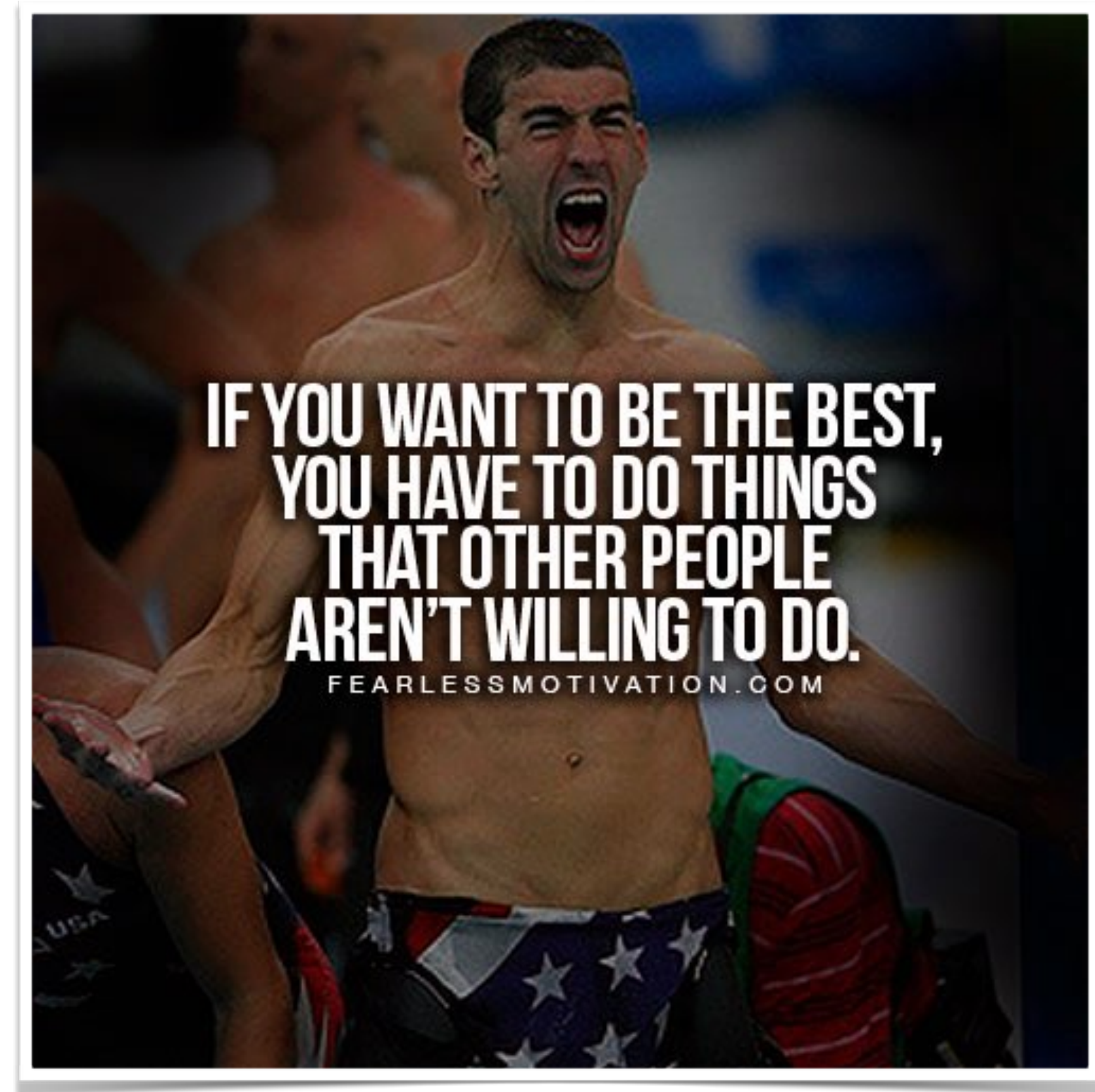
“Looking hot”

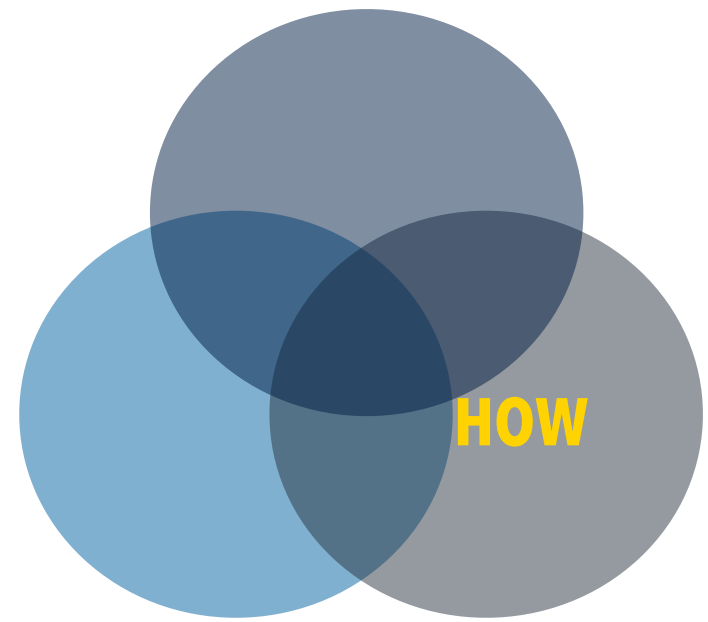
“Where is the action?”

“Game On”

MEDIA







HOW:
Beer X's role in the target's life

Fostering Self-Confidence

Let's go beyond the coolness and the thrill of boldness. Let's give these World Conquerers a little hand to help them achieve what really matters to them. Let's do our best to become their friends and to be present along their challenging and exciting journey.





10 Kobe Bryant Quotes – A Legend That Inspires

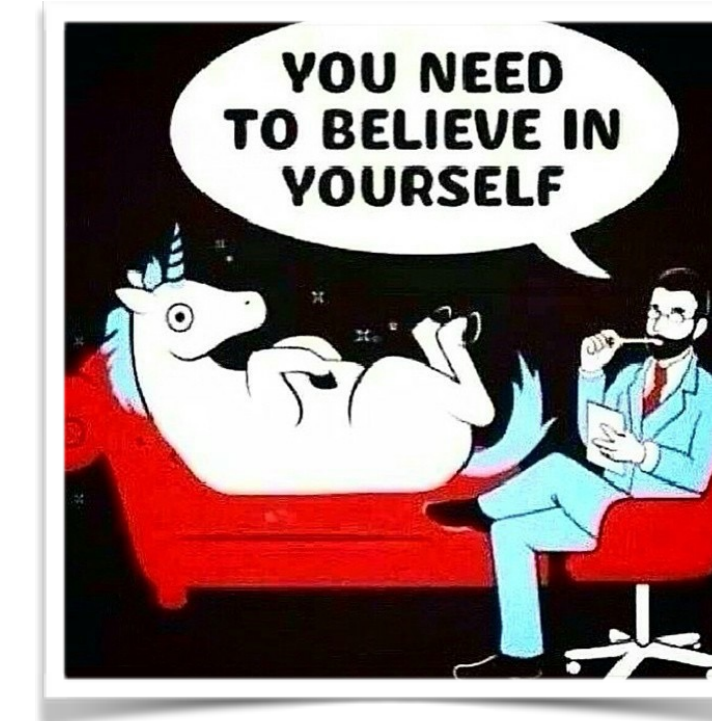
👤 Fearless Motivation © January 21, 2016

Kobe Bryant is retiring from the NBA this season. The future Hall of Famer is one of the best that has ever played the g... [READ MORE...](#)

Brand X Human Experience Strategy



WHO
World Conquerers



INSIGHT
It takes strong self-confidence to make bold choices

WHEN/WHERE
Self-Confidence Matters

HOW
Fostering Self-Confidence

