

Pete's ESP Lager : Creative Brief

Why Are We Advertising?

Sales for Pete's are falling and are flat for the micro-brew category, as a whole. Pete is introducing a new Extra Smooth Pub Lager (ESP) as a "Holy Mary" move to save the company. This new lager has a lighter, smoother taste compared to their heavier, harder to drink Wicked Ale.

Who Are We Talking To?

Guys, mainly between the ages of 21 and 30, who drink beer. They have a core set of 3-5 beers they are loyal to, but experiment with lots of brands, especially the microbrews.

What Do We Know About Them That Will Help Us?

Meet Rob. From 9-5 he's a 24 year-old Financial Analyst. Four days a week he works on his biceps; 1 day a week on his social skills (ballroom dancing classes). On the weekends, his mission is to go out on the town "kickin' it with the boys" and "picking up chicks." He's very image conscious. In fact, before he goes out, he'll actually change his outfit more times than his date will. He's well on the way to developing expensive habits - from his hang-outs to his liquor. Finally, he doesn't have to wait for Nickel Beer Night to be able to afford to go out and have a good time. He knows what he likes to drink and is glad he can afford the labels, instead of the call brands. As for his experience with Pete's, he's had the Wicked Ale, but realistically, if he wants to drink something heavy, it's going to be a Guinness. Most of the time, he just wants something light that he can slam, but with a label that is worthy of respect.

What Is The Main Thought We Need To Communicate?

To the "Gen-X Yuppie" who is serious about his fun and his beer - Pete's ESP Lager is a lighter brew for the lighter times.

What Is The Best Way Of Accomplishing This?

By speaking to these guys in a light, fun tone at the time when they're most susceptible - at the bar. Even though they're secretly serious about the labels they'll be caught holding, ultimately drinking for them is all about having a good time. There is also a great opportunity here to leverage their existing awareness (and to some degree, respect) of Pete's Wicked Ale by comparing the new lighter lager with the existing darker ale.