

JOHN PICARD ONTARIO-BASED ENTREPRENEUR

John Picard, whose roots in the farming and confectionary businesses stretch back over 30 years, saw a business opportunity, literally, in his own backyard. In 2012, he decided premium quality beers should be brewed in Norfolk County, his home.



BLADE

CREATIVE BRANDING

CASE STUDY



**ENJOY THE TASTE OF
NORFOLK COUNTY**
Available *EXCLUSIVELY* at the
Brewery Farm.

CHALLENGE: ESTABLISH A DESTINATION LOCATION BRAND

"ENLISTING HIS LOCAL COMMUNITY WOULD BE ESSENTIAL TO GAIN GROUND AGAINST MASS-MARKET BRANDS."

Based on Blade's solid experience in the category from our work on the Steam Whistle and Creemore



Spring brands,

we knew the

craft brewing

market is a thriving

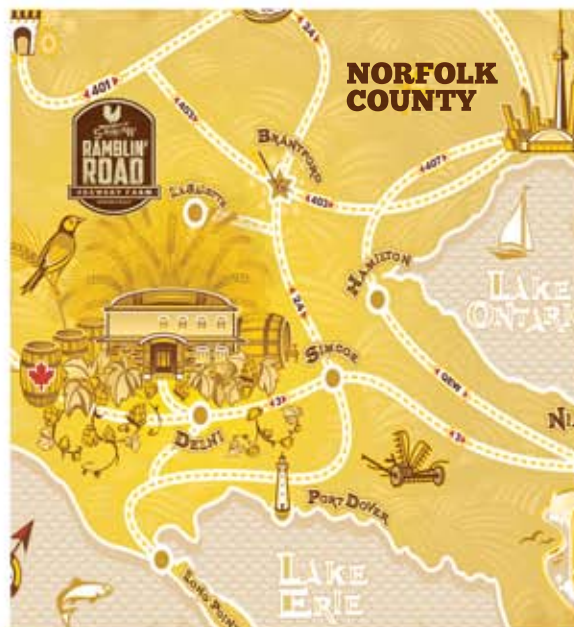
but highly

competitive

landscape. Picard's

enterprise faced the additional

challenge of being located in a



relatively unknown part of Ontario, Norfolk County, compared to other "country" destinations,

including Niagara and

Prince Edward

County. Enlisting

his local

community

would be essential

if the beer was to quickly gain

ground against well-entrenched

mass-market brands.



KEY INSIGHT: LEVERAGE THE OUT-OF-THE-WAY LOCATION

After being retained by Picard, Blade conducted an extensive brand community and competitive audit. The result of which was a fully integrated branding solution that began with the enterprise's new name:

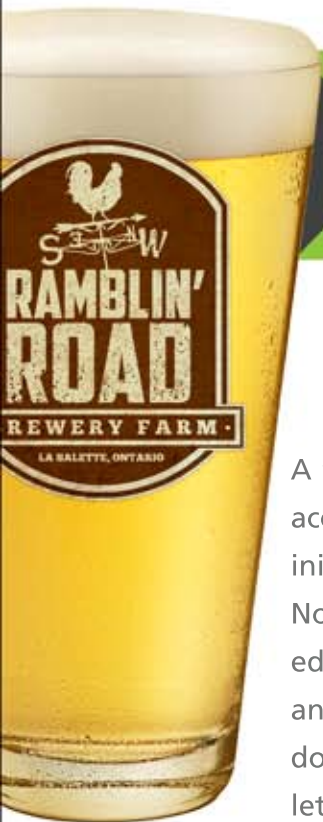
"Ramblin' Road Brewery Farm". The client agreed this approach neatly captured the enigmatic nature of the location and the unique character of the business. The brand's icon included an oddly designed weathervane that supported the circuitous route one might take to get there!



BRAND STRATEGY:

BUILD COMMUNITY IN NORFOLK COUNTY

In addition to brand iconography, packaging, image portfolio, POS materials and 'dynamic design' website, Blade developed and deployed an active social media campaign to foster enlistment in Norfolk County. The campaign was complemented by a targeted media and community relations effort, the focal point of which, was Ramblin' Road's participation at the annual Norfolk County Fair with a booth. We presented Ramblin' Road Beer as a premium quality product that celebrated Norfolk County's rich agricultural heritage.



LAUNCH STRATEGY: STRICTLY "UNOFFICIAL"

A "Flash Mob" approach is the most accurate way to cribe how Ramblin' Road initially was brought to market in Norfolk County. We arranged for key editorial content to appear in local print and radio media and placed a one page-dominant ad in one paper. Then we let the brand community do the rest.

FARM BUZZ

On the first weekend the Brewery Farm opened on December 15 2012, the crowd began lining up at 9am for a 10am opening. By 2pm, the complete inventory of over 1,100 cases had sold out - along with most of the kettle chips and fair amount of Ramblin' Road swag.



"Blade's strategy and creative work, along with their extra effort, was awesome."

- John Picard