



**SONG**

BEER  PLAY

# What is SONG

- What:** A premium Craft Beer Series
- Flavor:** An IPA (India Pale Ale) and a Honey Manuka Beer.  
SONG Classic Hit, and SONG Honey Hit.
- Landscape:** Growing Craft Beer movement (international). Consumer weariness with large brands.
- Origin:** New Zealand
- Size:** 330ml bottles/can/Kegs
- Markets:** New Zealand, Australia, Singapore, Thailand, Hong Kong, China, India
- USP:** Upmarket presentation. Street Culture. Exportable (most NZ Craft beers are not).
- Positioning:** On-Trade bars and clubs, music venues and events.  
Backstage, VIP areas and Launch Parties  
Off-trade retail and E-commerce.
- Philosophy:** Street Culture is Music, film, entertainment, models and parties.  
Skateboard culture is for kids.



# The Key to SONG

*"I'm not God but if I were God, ¾ of you would be girls,  
and the rest would be pizza and beer."*

Axl Rose, Guns n Roses - 1989

There's not much of a party if there's no music. Songs are already at the party.  
Now get the beer.

NZ Craft Beers have names such as Weezledog Hopster, Salty Sea Dog, Kerevu Velvet Boot. And other names that have very little Branding potential (outside of being strange). Branding execution often takes on a cartoon or graffiti look.

SONG is about being cool. Being desired. Being invited to the party.

The brand name is simple, easy to remember and conveys its own culture.

Consumers remember brand via emotional connection. SONG is positioned to relate to celebration. And the association to having a great time, at a great place with other great people.





# Design Aspects



SONG Beer will be produced in painted Matte Black Bottles.

NOTE: the First Soft Roll-out will be Black glass bottles (tinted not painted)

# Design Aspects



We quite like the idea of the white part of the above label to look like a music festival ticket (ie Admit 1)

Stage 1: we will be using a paper label (however, we do have special effect options such as embossed/raised areas, Spot UV or Foil Printing).

STAGE 2: Will be printed direct onto bottle with an option to use full color decal

# Design Aspects



The Black will be for SONG Classic Hit IPA

In STAGE 2, we will be using painted bottles with this (above) copper color. This will be used for the Manuka Honey beer (Honey Hit)

For the paper label, we may use copper to differentiate between the SKUs



# Our attitude

*For more ideas and a feel for the brand identity goto:*

*NOTE: this is still under construction so some elements are not supposed to be there. See Front page and Media slideshow for inspiration images.*

<https://marc0450.wixsite.com/song>

