

SMM CASE STUDY

ABOUT THE BRAND

TJ's BrewWorks is a microbrewery, with freshly brewed beers, great food and an amazing ambience. Established in January 2010, TJ's Brewworks was mandated to develop the Beer Category by enhancing the consumer experience at the point of consumption.

Social Media Stats:

Facebook:

5,323 Followers

Instagram:

604 Followers

Twitter:

1,741 Followers



CREATIVE SHOWCASE:

Campaign:

#BrewingMemories

With brand the relaunch underway, this campaign served the purpose of a walk down the memory lane. This campaign featured each of the brews with its own unique personality and voice. The idea behind personifying each brew was to increase the connection and fondness for the brews the consumers' mind. The personalities allocated to the brews are varied so a varied set of audience will be able to identify themselves with the brew.



CREATIVE SHOWCASE:



Mystery Brew
The Almost Bi-Polar One



Pale Gale Ale
The Sweetheart



Premium Bock
The Posh One

CREATIVE SHOWCASE:



Zen Weiss
The Calm One

The personality and tone would be that similar to Yoda (a popular character from the Star Wars Series) or the Iron Fist a popular character from the Marvel Multiverse.



Devils Dark
The Self Proclaimed Dad

The self proclaimed leader of the group. He's always assertive and one of strong opinions and directives. He's the workshop head, again self proclaimed.



Buck B
The Gym Rat is Zen's Cousin

The next entrant with Quin is Buck B, he's Zen's cousin, he also has a different appearance based on the new glasses that are being introduced at Tjs, but is a buff version of the same glass. With slightly broader shoulders and a lower curve on the glass, this one is meant to have more masculine characteristics. He's a Gym Rat, and loves to talk about health and Nutrition.



Quin B
The Chick who is Mystery's Cousin

The new chick on the block, she's Mystery's Cousin and has a different appearance based on the new glasses that are being introduced at Tjs. She's sleek slender and knows that she's sexy. The sleek and slender aspect about this is what we will translate into as lower calorie alternative.



Mystery Brew
The Almost Bi-Polar One

The always positive one, who keeps bouncing from Normal to Hyper depending on the situation, his personality is unpredictable and is a derivative of the name itself.



Premium Bock
The Posh One

He's the posh one, and has an air about himself. Which comes from his rich background and luxurious upbringing. The slightly spoiled one



Pale Gale Ale
The Sweetheart

The sweetheart of the lot, always down to earth and always there to help. She's the gentle soul amongst the lot.

FINAL RENDITIONS:



Blonde Brew
The Bubbly One



Buck B
The Gym Rat
is Zen's Cousin

FINAL RENDITIONS:



Mystery Brew
The Almost Bi-Polar One



Premium Bock
The Posh One

FINAL RENDITIONS:



Quin B
The Chick who
is Mystery's Cousin



Pale Gale Ale
The Sweetheart



Devils Dark
The Self
Proclaimed Dad

CAMPAIGN ARTWORKS:

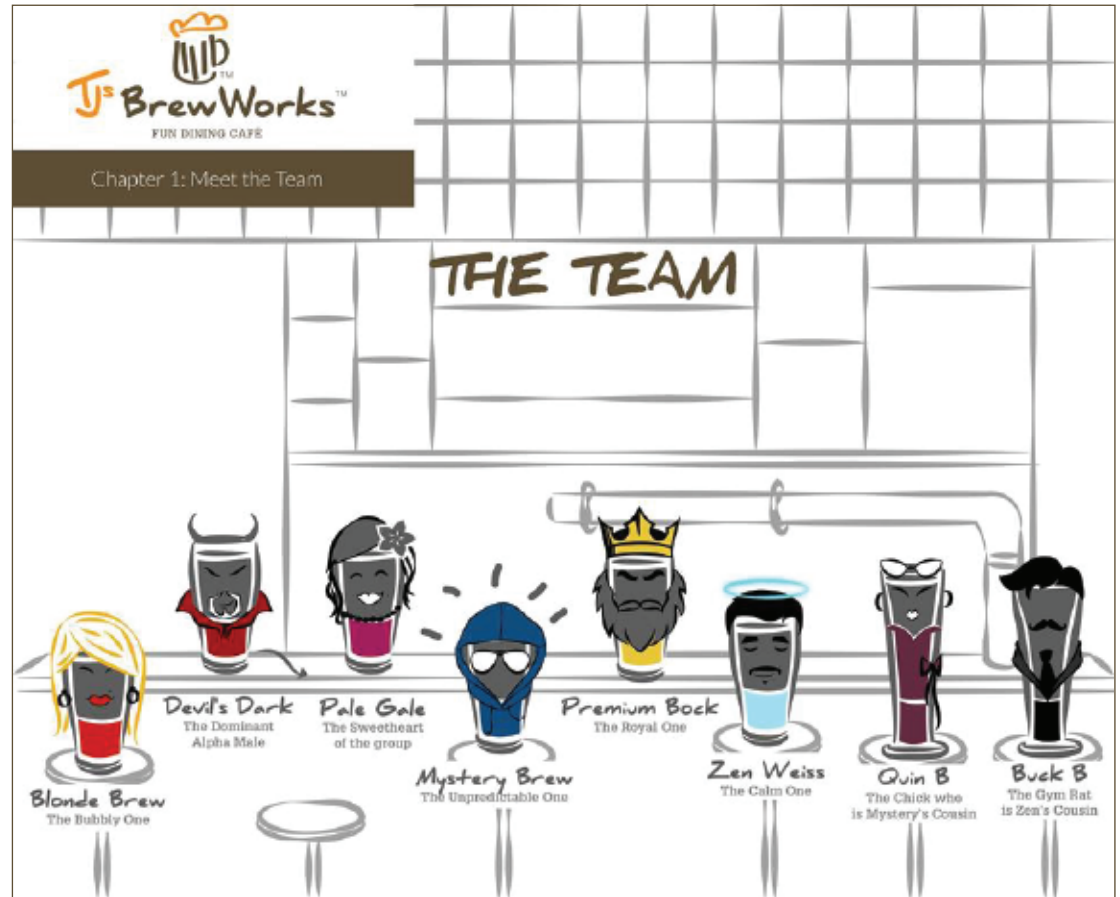
Post #1

Caption

Who are we?

Well some of us have been along for long. Some just got on board. We are here to tell you more about us and TJ's Brew Works. Watch this space for more.

#BrewingMemories #TeamTJ



CAMPAIGN ARTWORKS:

Post #2

Caption

Hi! This is Zen a.k.a the calm one. I'm of Belgian descent. And since my patience in the size of a mountain, I become the problem solver of the group.

#BrewingHappiness # TeamTJ



CAMPAIGN ARTWORKS:

Post #3

Caption

How you doin'?

If you're wondering who this is, I'm the guy your mother warned you about a.k.a TJ's Devil's Dark.

To know more about me, stay tuned.

#BrewingHappiness #TeamTJs



CAMPAIGN ARTWORKS:

Post #4

Caption

Hi! This is Quin B. The name says it all. I love to be the center of attention and I'm always dressed the best.

#TJsTeam #TJs QuinB #BrewingMemories



CAMPAIGN ARTWORKS:

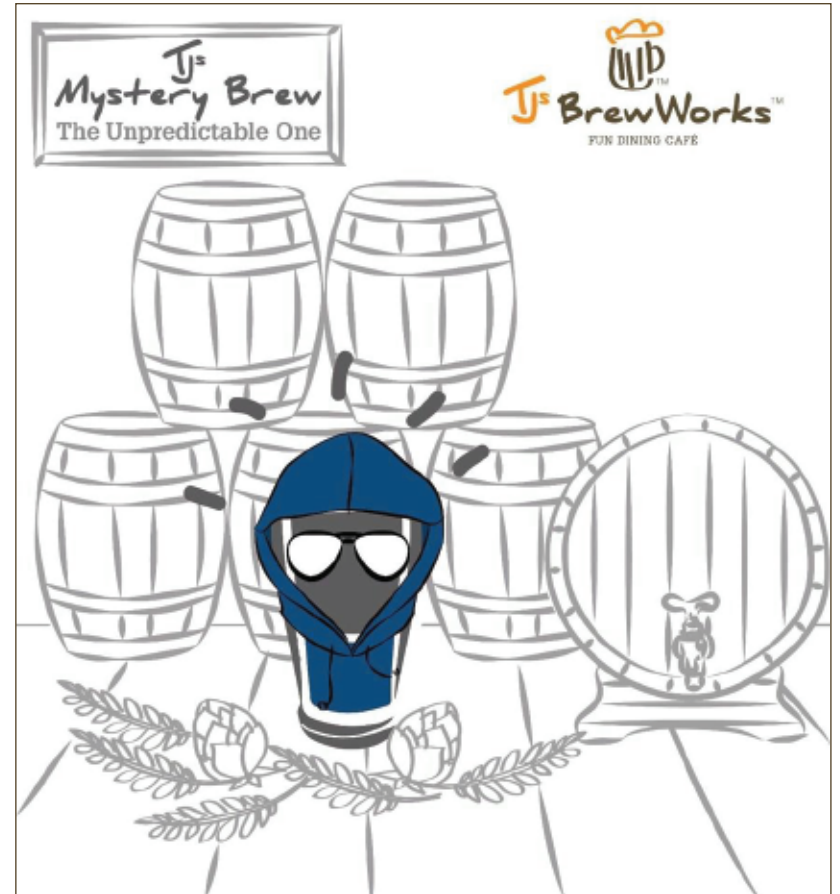
Post #5

Caption

They asked me to introduce myself. Got a lot to say at the same time I don't know what to say. So in short this is TJ's Mystery a.k.a the unpredictable one.

Stay tuned for more.

#BrewingMemories #TJ'sMystery #TeamTj's

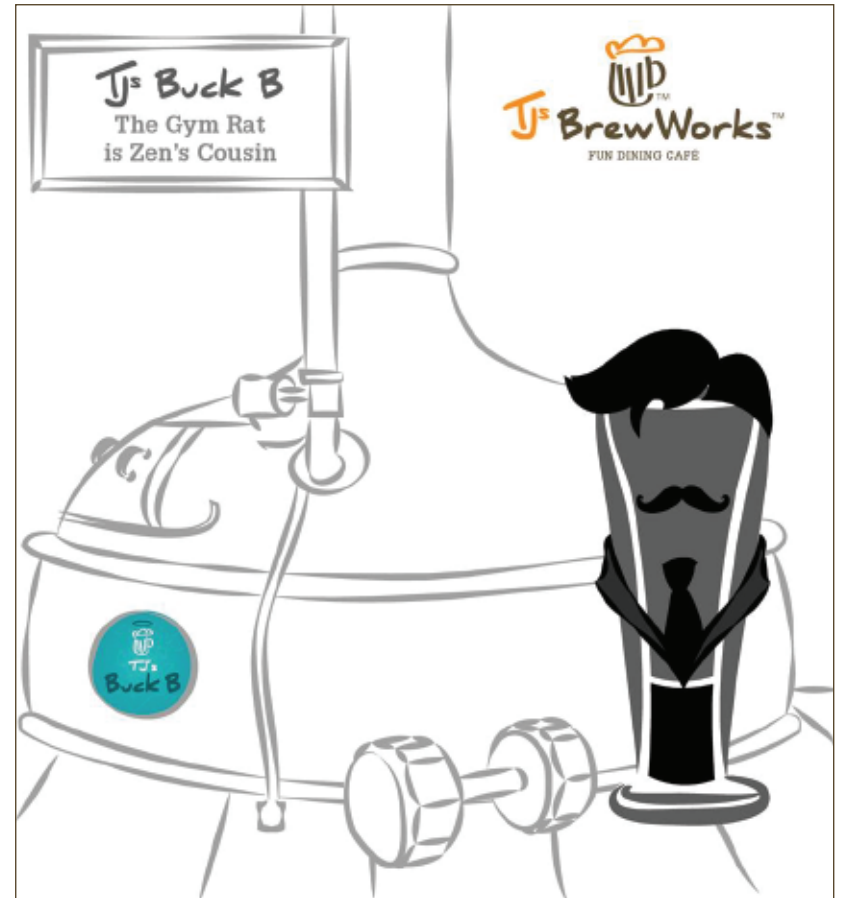


CAMPAIGN ARTWORKS:

Post #6

Caption

Oh hi there! You must be wondering who this hot-shot is. I'm TJ's Buck B. Quintessentially good looking and a fitness enthusiast. To know more about me ladies, stay tuned.
#TeamTJs #TJsBuckB #BrewingMemories



CAMPAIGN ARTWORKS:

Post #7

Caption

Honestly, sweetness is underrated! If you are wondering, why

I'm smiling? That's cuz I'm the best at it.

Stay tuned to know more about me.

#BrewingMemories #TeamTJs #TJsPaleGale



CAMPAIGN ARTWORKS:

Post #8

Caption

Looking for good company? I'm your man. Be rest assured you will never be bored.

Stay tuned for more.

#TeamTJs #TJsPremiumBock

#BrewingHappiness



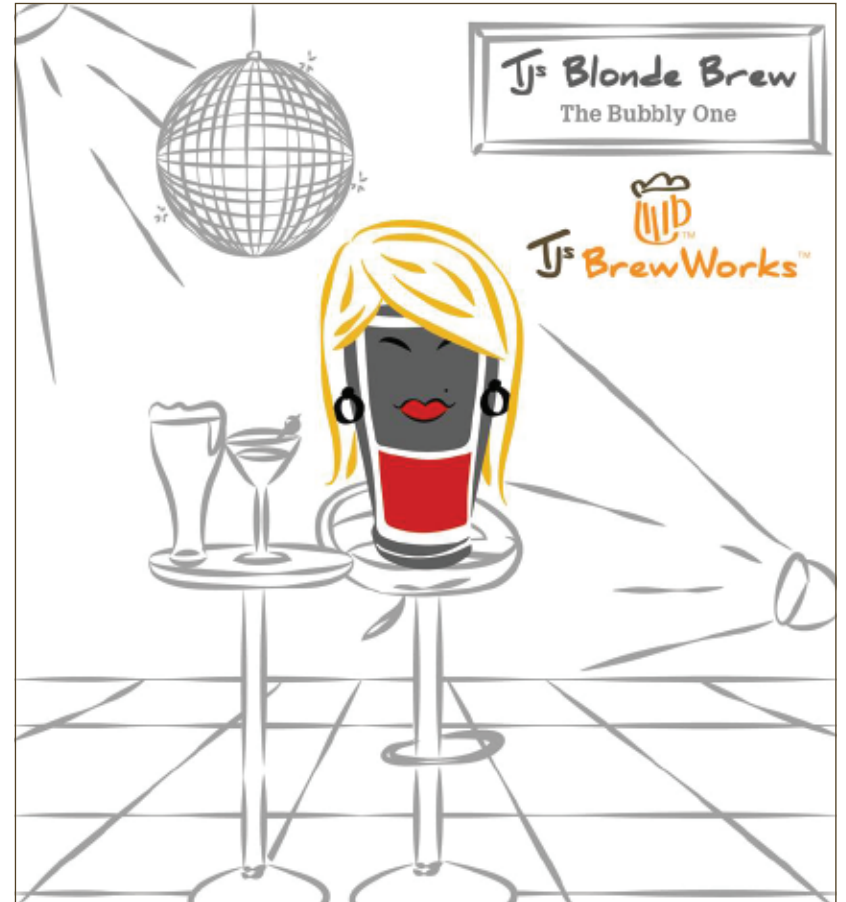
CAMPAIGN ARTWORKS:

Post #9

Caption

Hello! I have been waiting for my chance. So to tell you a little about myself. I'm the life of any party and you cannot win an argument with me. To know more about me stay tuned.

#BrewingHappiness #TeamTJ's #TJ'sBlondeBre



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WHO'S TELLING YOUR STORY?



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