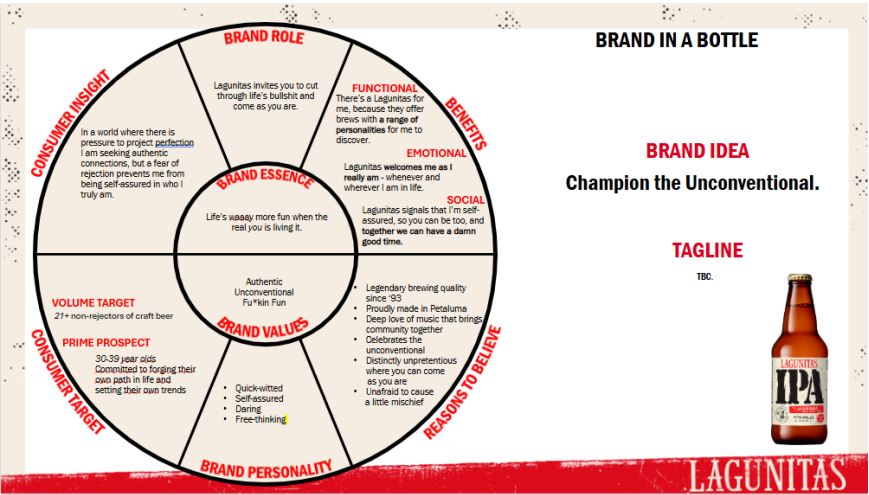


THE BRAND

Brand: Lagunitas IPA
Opco: Lagunitas Brewing Co
Marketing Director: Hannah Dray

Brand In A Bottle:



Core Creative Brand Idea:
Champion the Unconventional

Market Context:
The US Craft category has been facing significant decline, with distributors and retailers consolidating their craft portfolios, and consumers choosing to opt for brands they trust will deliver consistent quality with every purchase. Lagunitas IPA is a legacy craft brand established in '93, however had fallen off the radar with consumers due to spend & focus in previous years being allocated to innovation brands. We needed to remind consumers of our legendary brand that tastes great and is also a brand to have a good time with.

THE CAMPAIGN

Campaign name: Lagunitas Make it Legendary
Launch date: July '24
Formats: OOH/DOOH, Social, Digital Display, PR Stunt, In Store Mobile, POS, Packaging

Job To Be Done:
Re-ignite the love of Lagunitas by getting lapsed Millennial consumers (35-44s) to overcome the belief that the Lagunitas brand stands for nothing.

Communications objective:
Remind consumers that Lagunitas is the Legendary go to craft brand that embraces the real you and is the craft brand you can have a good time with.

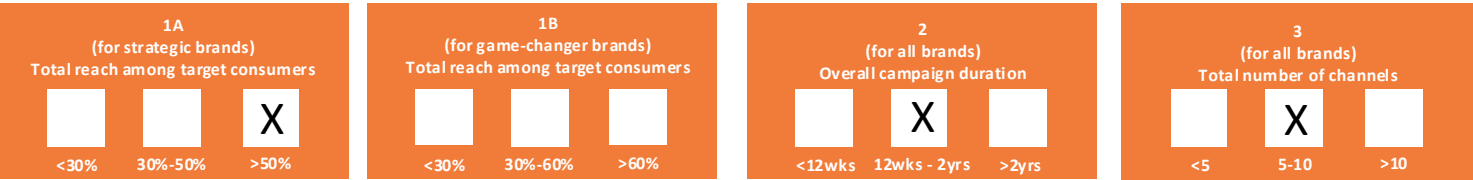
Insight:
In a world where there is pressure to project perfection, I am seeking authentic connections, but a fear of rejection prevents me from being self-assured in who I truly am.
PR Stunt: Each year hundreds of consumers invite brands & Lagunitas to their weddings in the hope of receiving free products, but what they don't expect is any of them to turn up to the event itself.

Campaign strategy and creative idea:
Relaunch the brand by putting our legendary legacy at the heart of all messaging including on the forefront of our packaging, whilst also bringing to life the brands irreverent and unconventional personality reinforcing that the bold IPA brand consumers knew and loved was back.
Creative Idea: Make it Legendary

MWBs:
MWB 2 Iconic Visual Identity
MWB 3 Develop breakthrough communication

Demand Space:
Unwinding Together

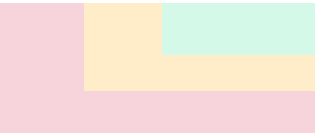
Creative Commitment:



Campaign assets:

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Not Applicable**



Meaningfulness score(s):
Difference score(s):
Salience score(s):

Post-campaign results:
Business
+5% increase in ROS of IPA brand
+16bps Market Share performance improvement '24 vs '23, +2.8k% improvement in Social Engagement as mainstream media platform for Lagunitas
Campaign: 125M+ Impressions, Youtube content 70% above benchmark,
Social Stunt: 13.2m Views, 6.2m Consumers reached, 500+ entries to win their wedding being crashed in '25