



Gilde 1546: Crafting Success for a German Legacy

Brewery based out of Hannover Germany. Est. 1546
gilde1546.com
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Mission

Steering a German-based brewery's foray into the American craft beer market demanded a strategic creative lead. My role was to orchestrate a comprehensive marketing approach across various channels, aligning branding, driving sales, organizing events, and establishing impactful partnerships.

Outcome

With a strategic blend of creativity and market insights, I rejuvenated the brewery's presence in the American craft beer landscape. We crafted a robust digital identity, compelling social media engagement, a new website, eye-catching outdoor advertising, and captivating print and digital campaigns. Our collaborative partnerships extended the brand's reach, enriching its resonance with the target audience.

Impact

The results were palpable. From curating captivating social media narratives to orchestrating immersive events, every facet of our approach yielded significant outcomes. The brewery found itself not only embraced by the American craft beer enthusiasts but also achieving substantial revenue growth in the brewery itself and distribution in local grocery stores.

Services

Graphic Design
User Experience
User interface
Copywriting
Photography
Videography
Illustration
Social Media Strategy
Strategic Market Research for Sales
Digital and Print Design
Outdoor Advertising
Environment Design
Event Planning
Team Expansion and Role Creation

Who is Gilde Brewery?

Bringing over 475 years of brewery history to your neighborhood. Our founder, Cord Broyhan, started it all in 1546 in Hannover, Germany, and today we continue his legacy by serving up the best German cuisine and bier in town.

Brewing a German Legacy in the American Craft Beer Market

In the dynamic realm of craft beer, an innovative approach is the cornerstone of success. This was precisely the method guiding a German-based brewery's entry into the American craft beer market. The challenge was significant – establish a formidable presence in a landscape bursting with diversity and competition. To achieve this feat, the brewery turned to a strategic creative lead, me.

My role wasn't just about pushing boundaries; it was about crafting a narrative that seamlessly merged a 475 year old legacy of brewing excellence with the novel vibrancy of American craft beer culture. The mission was clear: reinvigorate the brewery's identity in person and digitally, reshape its marketing channels, and establish a footprint that resonated across the American beer-loving community. This included a new website, social media strategy, events at the brewery, and our approach to get into stores and bars in the Charlotte community. The outcome was transformative. Drawing insights from market research and guided by a understanding of the brewery's unique strengths and history, we embarked on a journey that spanned diverse marketing realms. From social media to outdoor advertising, print to digital campaigns, we left no stone unturned in our quest to imprint the brewery's name on the hearts of craft beer enthusiasts. Because we know the power of their story; being established in 1546.

Events played a pivotal role in our strategy. Internally and externally, we orchestrated events that were more than just gatherings – they were opportunities to showcase the brewery's commitment to quality and innovation. Working closely with the Brew Master, we curated experiences that left an indelible mark on attendees, weaving the brewery's essence into their memories.

In the realm of sales, I took a hands-on approach. Market research became a compass, guiding the sales strategy with precision. From understanding consumer preferences to identifying untapped niches, each sales effort was meticulously crafted to maximize impact. My role extended to graphic support for presentations, displays, packaging, and brand art, ensuring that every touchpoint exuded the brewery's unique story.

As the brewery continues its journey of growth and expansion, I found myself building a dynamic creative team. This team, characterized by a blend of passion, innovation, and creative skills. The journey of propelling a German-based brewery into the heart of the American craft beer renaissance has been one of innovation, collaboration, and unwavering dedication. The tale of this transformation is for brands seeking to not just enter a new market but to leave an indelible mark on it.

