

Liar, Liar, Brand on Fire

The Importance of Living Your Brand

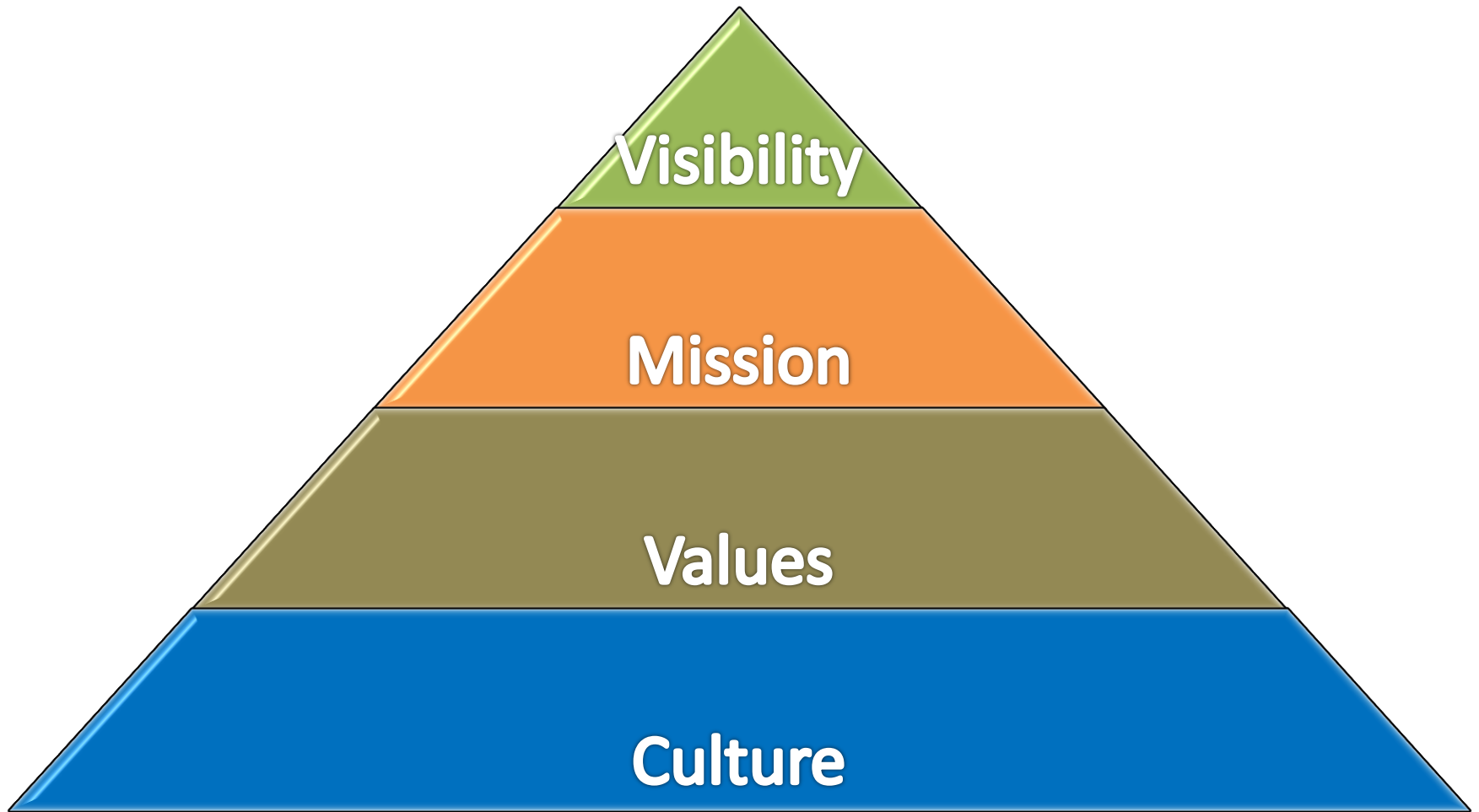




Building a Brand is like Building a House,
. . . only more **fun** and more **work**



How to Build a Brand



Creating a Culture

THE BLUEPRINT





Create Your Culture

Before it Creates Itself





People love a great **STORY** . . .

connect

Insights

Emotional

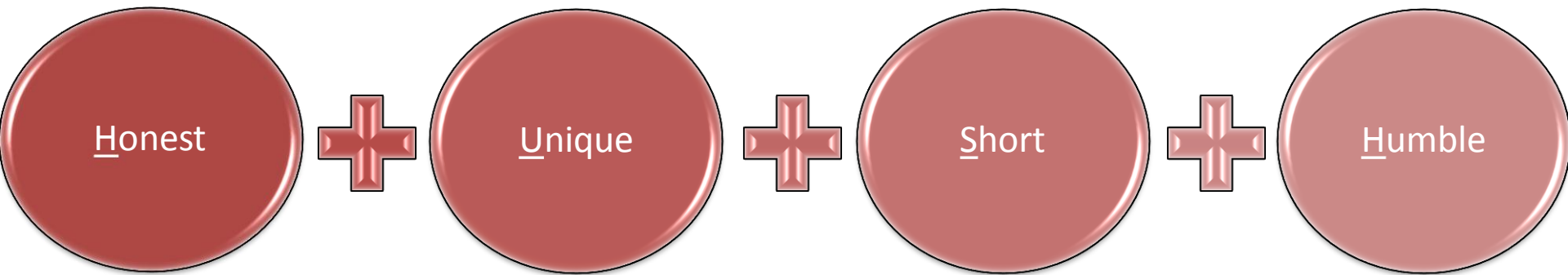
. . . But they love *your great*
story even more





The Key To Your Great Story?...

HUSH!





THE CREATURE COMFORTS STORY

OUR CONSUMER JOURNEY

**Crave
Curiosity**

**Find Your
Passion**

**Follow
Your
Passion**

**Find
Happiness**

**Enjoy the
Creature
Comforts
of Life**



What Do You Stand for as a Team / Business

THE FOUNDATION





Lay the foundation right the first time,
it is responsible for everything to come





At Creature Comforts, we built on foundation on six core pillars



What will you accomplish together

THE STRUCTURE





The CCBC Mission Statement

To build an industry respected, consumer loved, and commercially successful craft beer company that inspires people to pursue their passion





What if everyone in this room decided to focus on earning respect from their industry peers instead of dollars from customers?





The walls and support structures of your brand are grounded in your **beliefs**

“To believe in something, and not to live it, is dishonest.”
— Mahatma Gandhi





At CCBC, we **BELIEVE** that we can:

- Be considered the “Top Brewery” in America
- Make CCBC a “**Best Place to Work**”
- Have 1 Million followers on social media
- **Create trends** in the beer industry
- Be the fastest growing brewery in America
- Have a material **impact on the communities** where we operate
- Make the best beer in America
- Serve as the **largest tourist destination in Athens**
- Be considered visionary and revolutionary by our industry peers
- Stay ahead of our growth, investing in people and infrastructure
- Set the **benchmark for talent development** and retention
- Become a Green/LEED certified brewery
- Deliver world class marketing x



How Will We Achieve Our Mission

THE DECOR





A disconnect between a Consumer's **Impression** of
your Brand

and their *Experience* with your Brand WILL
create confusion

ATHENS GA

Lazy

CREATURE

COMFORTS

Sloppy

CREATURE COMFORTS

Brewing Co

MESSY

Chill





Q3P

Being **Industry respected** is not just about the beer we make, it is about the entire business and **brand we are building**



What does it take to be industry respected?

- Quality People
- Quality Products
- Quality Promotions





Ensure Your People **Always** Come First, Like It or Not, **They Are Your Brand,**





If You Lead as an **ENIGMA**,

Expect your *People* to be **PUZZLED**,

And your **Customers** to be **CONFUSED**





Thank You

