

## CASE STUDY: UTEPILS

Utepils is a microbrewery founded in Minneapolis that is dedicated to brewing classic, true-to-style beers that are traditional, timeless, and always delicious.



### SERVICES PROVIDED

- Branding
- Website Design & Development
- Email Marketing
- Social Media Graphics
- Custom Banners
- Temporary Signage
- Point-of-Sale Items
- Custom Posters
- Custom Magnets
- Print Advertising
- Promotional Item Design
- Billboard Design
- Vehicle Wrap Design

### OPPORTUNITY

Utepils had the vision, the people, the micro-brewery itself, and a logo. They knew they wanted to create more than great beers: they wanted the experience of a European beer hall where friends and family could congregate and enjoy one another and have a unique experience.

Though Utepils knew that the microbrewery taproom experience was key to awareness and brand advocacy, the route to success also meant that Utepils needed to develop a strong retail presence so beers experienced in the taproom could be also enjoyed at home.

### SOLUTION: SOULO

Before their opening, SOULO worked with Utepils to make people aware of this unique experience and to encourage them to make their way to the brewery. Our work encompassed nearly all of their marketing touchpoints, from new product launches (packaging, promotion) to enhanced taproom experiences (signage, collateral) to a robust multi-channel marketing and communications campaign.



*Website*

### Managing the Utepils Brand Program

We knew we needed a strategic framework for the launch of new beers. Building on the master brand framework, we created a full-color territory study to map out existing and opportunity areas for the brand. We wanted to be sure that the brand was shoppable in all distribution points (taproom, in retail, online) to reduce confusion.

We kept pace with the Utepils brand development and created the right message and media for the brand at the right time. As excitement for the Utepils brand began to build and they received numerous awards at beer competitions, we and Utepils recognized that this presented an opportunity to drive awareness. Our multifaceted program included print, digital billboards, point-of-sale, free-standing banners, and pallet wraps.



*Beer Can and Matching Tap Handle*

### Multi-Channel Marketing Campaign

We created a full-on digital marketing campaign for Utepils (email marketing, social media graphics, website banners) as well as a wide range of shopper marketing tactics such as banners, temporary signage, point-of-sale items, posters, promotional items, website content and creation, and even a vehicle wrap (the beer truck).

The frequent launch of new beers required that we have a vision, a master brand packaging design strategy, and a clear understanding of the relevant brand equities that needed to be incorporated into new products for a cohesive brand presence.

Additionally, we created and placed traditional media such as billboards, print advertising, beer launch calendars, and distributor communications. Along the way the Utepils-branded merchandise became a popular item as well, and we created a full range of items that highlighted customers' affinity for the brand.

### Leveraging influencers

Utepils brought a great deal of equity to other related brands. We worked with them on several co-branded beers for Cowboy Jack's Restaurants, and a one-of-a-kind beer for the popular local sports station, KFAN. The publicity from these partnerships and their loyal audiences drove Utepils to new heights of sales.

### And then... COVID-19

The pandemic forced Utepils to re-think their marketing model. We supported the company in their interim focus on canned beers at all points of retail distribution.

Then, when the State of Minnesota allowed for safe re-opening, SOULO was there with a wide range of "Utepils is Open" messaging, both online and in-market—and reservations for the limited seating areas in the taproom exceeded capacity.



*COVID-19 Marketing Collateral*

## RESULTS

Thanks to impeccable communication and traffic-building, loyalty-driving tactics, sales and brewery visits have rebounded, and the taproom has seen steady traffic and interest in new beers.

**"THE TEAM AT SOULO IS INVESTED IN OUR BRAND AND TRULY CARES ABOUT OUR SUCCESS AS A BUSINESS. WE DON'T FEEL LIKE WE ARE JUST A 'CLIENT' TO THEM; INSTEAD, WE ARE PARTNERS."**

**- DEB JUSTESEN  
FOUNDER/MUSE**