

A photograph of a group of people at a social gathering, clinking beer glasses. The image is dark and moody, with a warm, orange-toned overlay. The text "OUR BRIEF TO OURSELVES" is written in a stylized, hand-drawn orange font across the center. There are also some orange line art drawings of beer bottles in the top right corner and a dotted line with a small square at the bottom right.

# OUR BRIEF TO OURSELVES

# OUR BRIEF TO OURSELVES

A decorative orange scribble in the top right corner of the slide.

Toit bottle beer has the potential to become a market leader in the craft beer category. Hence it should be built around centre-of-the-market communication ideas that have universal appeal





# OUR BRIEF TO OURSELVES

We are not dealing with yet another beer brand here. We're looking at a market leader of tomorrow, at least in craft beers.

So only centre-of-the market ideas please. No fringe ideas. No niche ideas that appeal to a small set of people.





# OUR BRIEF TO OURSELVES

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We are Toit. If anyone knows how to brew craft beer, we do.  
We shall speak with authority, with an attitude, with confidence.





# OUR BRIEF TO OURSELVES

The challenge is to create a bottle brand that adheres to the Toit spirit.

And yet is distinctive enough to not pass off as communication for the brewpub.



# OUR BRIEF TO OURSELVES



There are two ways to approach communication ideas.

One, that emerges from the beer world, and the other that is intrinsic to our product.

We shall attempt both.





A group of people are gathered around a bar, holding up glasses of beer in a toast. The scene is dimly lit, with warm, golden light from the beer and the bar's ambient lighting. The people are smiling and looking towards the camera. In the background, there are more people and some blurred lights. The overall atmosphere is festive and social.

THE  
STARTING  
POINT

TOIT  
BREW PUB

Obviously the Toit Brewpub.

Without it, the Toit bottle wouldn't exist.







# TOIT

## WORLD FAMOUS

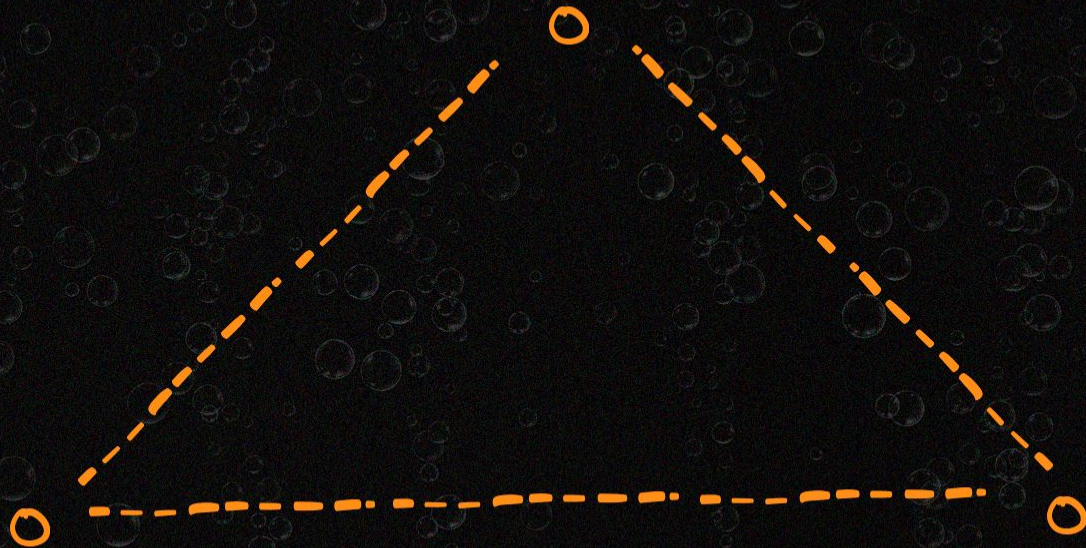
### IN BANGALORE



TOIT

BANGALORE

BEER CATEGORY



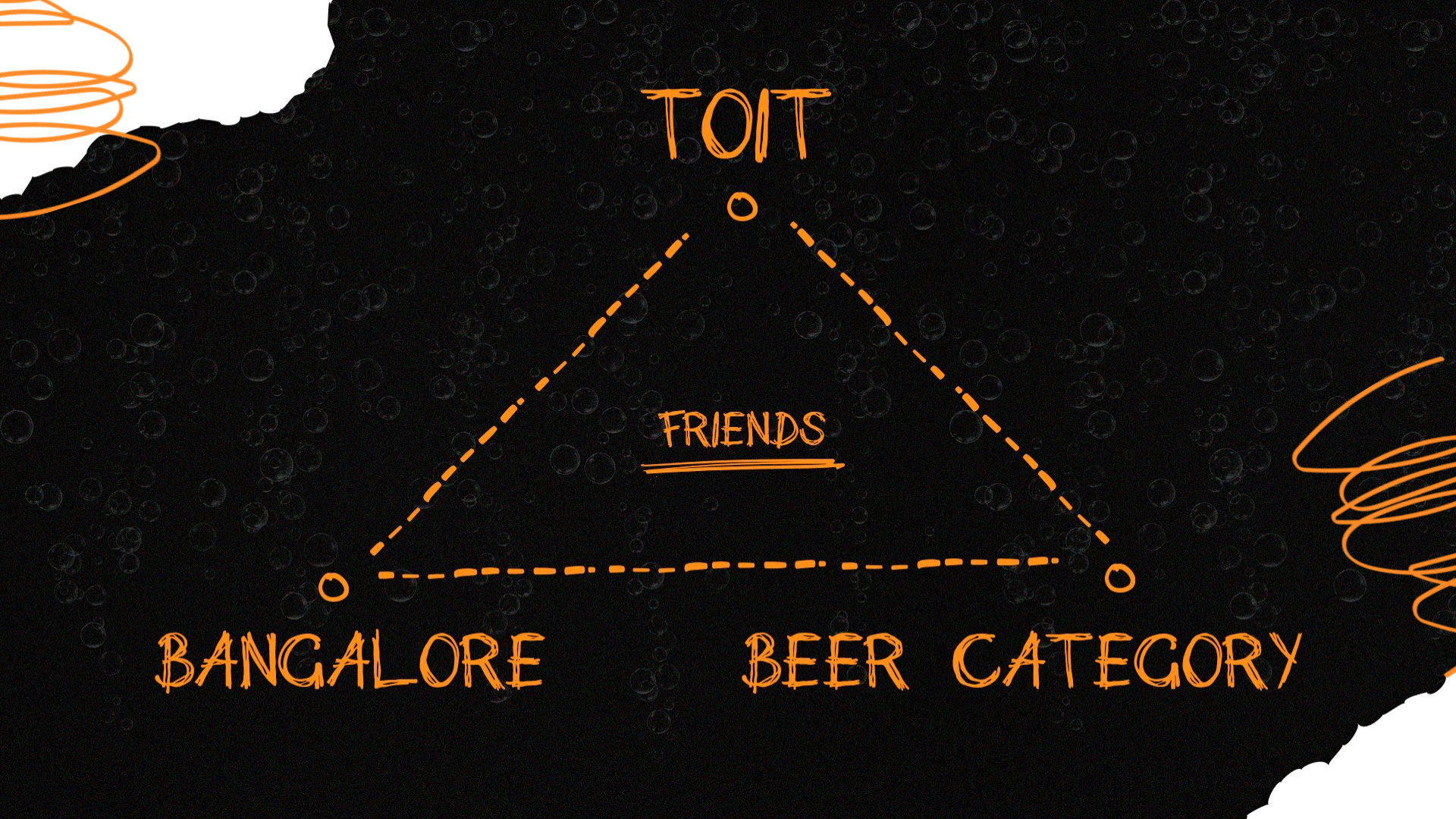


TOIT

FRIENDS

BANGALORE

BEER CATEGORY





A photograph of three young adults (two men and one woman) sitting together and clinking beer bottles in a toast. They are all smiling and looking towards the camera. The background is a window with a view of greenery outside. The image has a dark, moody tone with orange graphic elements (scribbles and lines) overlaid. The text 'THE UNIVERSAL CATEGORY CODE OF BEER' is written in a large, orange, hand-drawn font across the middle of the image. The phrase 'FUN WITH FRIENDS' is written in a smaller, orange, sans-serif font at the bottom right.

# THE UNIVERSAL CATEGORY CODE OF BEER

FUN WITH FRIENDS



BEER IS  
THE GLUE  
THAT BRINGS  
FRIENDS TOGETHER



# Bangalore too, is about friends

There is something about Bangalore that gets you to make friends effortlessly

The easy-going demeanour, chilled out people, laid-back personalities, the love for music, the pub culture, the weather, the cosmopolitan mix.





# Here, everybody has lots of friends

Friends who are like you

Friends who are unlike you

Friends across age groups and  
socio-economic strata





Not just a large circle of friends, but many large circles of friends.

Friends whom you invite home

Friends whom you go out with

Friends whom you jam with

Friends whom you go to Nandi Hills with

Friends whom you talk work with

Friends whom you analyze gadgets with







TOIT,  
THE MOTHER BRAND  
IS ALL ABOUT  
FRIENDS TOO







# A COMMON REFRAIN IN OUR CONSUMER INTERVIEWS

Toit is a very friendly place.




A group of people are gathered around a table, holding various glasses of beer. The scene is dimly lit, suggesting an evening setting. The people are smiling and appear to be enjoying their drinks. The background is slightly blurred, focusing attention on the beer and the social interaction.

# TOTT

THE  
FRIENDLIEST BEER  
IN TOWN







They say that in Bangalore, one makes friends easily.

You know, they are right.

Take me, for example. I make friends wherever I go. To be expected, since I am born and brought up in Bangalore.

I don't fuss, I'm not choosy, I don't have airs. I don't care who you are, as long as you are someone who loves Bangalore.

I won't give you the cheesy stuff like oh, we're so alike, or I'll always be there for you.

I'm your friend, not your partner or spouse. And, I don't take myself too seriously.







Let's chill together, let's hang out together, let's laugh together. You pull my leg, and I'll pull yours.

Get me to meet all your friends, your colleagues, and your family. They'll look at you with new eyes when you introduce me as your friend.

Yes, I am indeed extraordinary. You can travel the world and you won't come across any beer as special as I am.

You'll always find me chilling somewhere, and sometimes I chill standing on my head. Just give me a shout, and I'll be ready to come out with you.





# CREATIVES





# The product-centric approach

Inspired by the taste of Toit bottle beer  
(Which we have been consuming in copious amounts for the past few weeks)





A dark, moody photograph of several beer bottles. The focus is on a bottle in the foreground, which has a white label with some text, including "CA 11220" and "VEZA". The background shows other bottles, some with white caps. The overall lighting is low, creating a warm, amber glow. Overlaid on the image is orange, handwritten-style text that reads "IT'S SIMPLY THE BEST BOTTLE BEER IN TOWN". The text is arranged in three lines, with "BEER" and "IN TOWN" underlined. There are also some orange scribbles in the bottom right corner.

IT'S SIMPLY  
THE BEST BOTTLE BEER  
IN TOWN



Compared to it, the other  
craft beers feel amateurish

We are more refined

Full bodied, yet lighter on the stomach

A taste that lingers

Feels authentic





# One consumer's response

“Beer ka taste aisa hona chahiye  
Some are too heavy, some are too watery  
But this seems perfect”





When we have a beer  
that's so good, we should  
say it upfront

With an attitude

Without being apologetic about our lack of modesty





Makes it difficult for a  
beer lover to ignore us

And compels them to try us

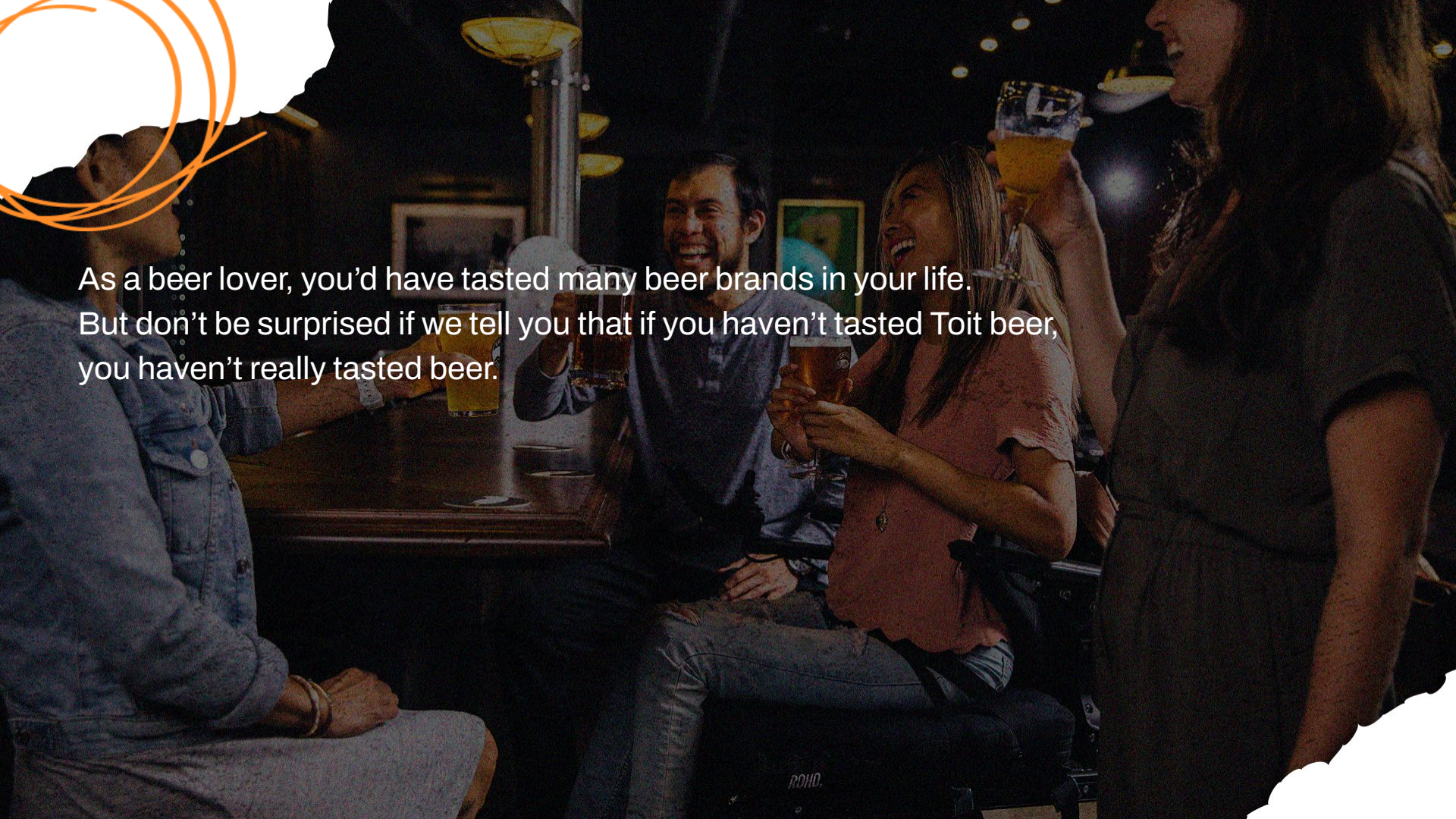




TOIT  
THE BEST BEER  
IN TOWN







As a beer lover, you'd have tasted many beer brands in your life.  
But don't be surprised if we tell you that if you haven't tasted Toit beer,  
you haven't really tasted beer.



CREATIVES





# The low hanging fruit

People who frequent Toit, who love it,  
who follow it on social media





# We have put out communication about our bottles

As well as on our pages in social media

But most remain unaware

And some have misunderstood our bottles to be samplers  
from our brewpub.





We need a simple, but sharp  
idea can build rapid  
awareness, and erase ambiguity

In our premises as well as social media





# The difference between the brewpub beer and the bottle beer

The latter has a crown





# The crown

Tell you that Toit is also now available as bottle beer  
That it's not filled from our vat  
That it is sold through liquor outlets like other beers  
That you can consume it at home







# CREATIVES







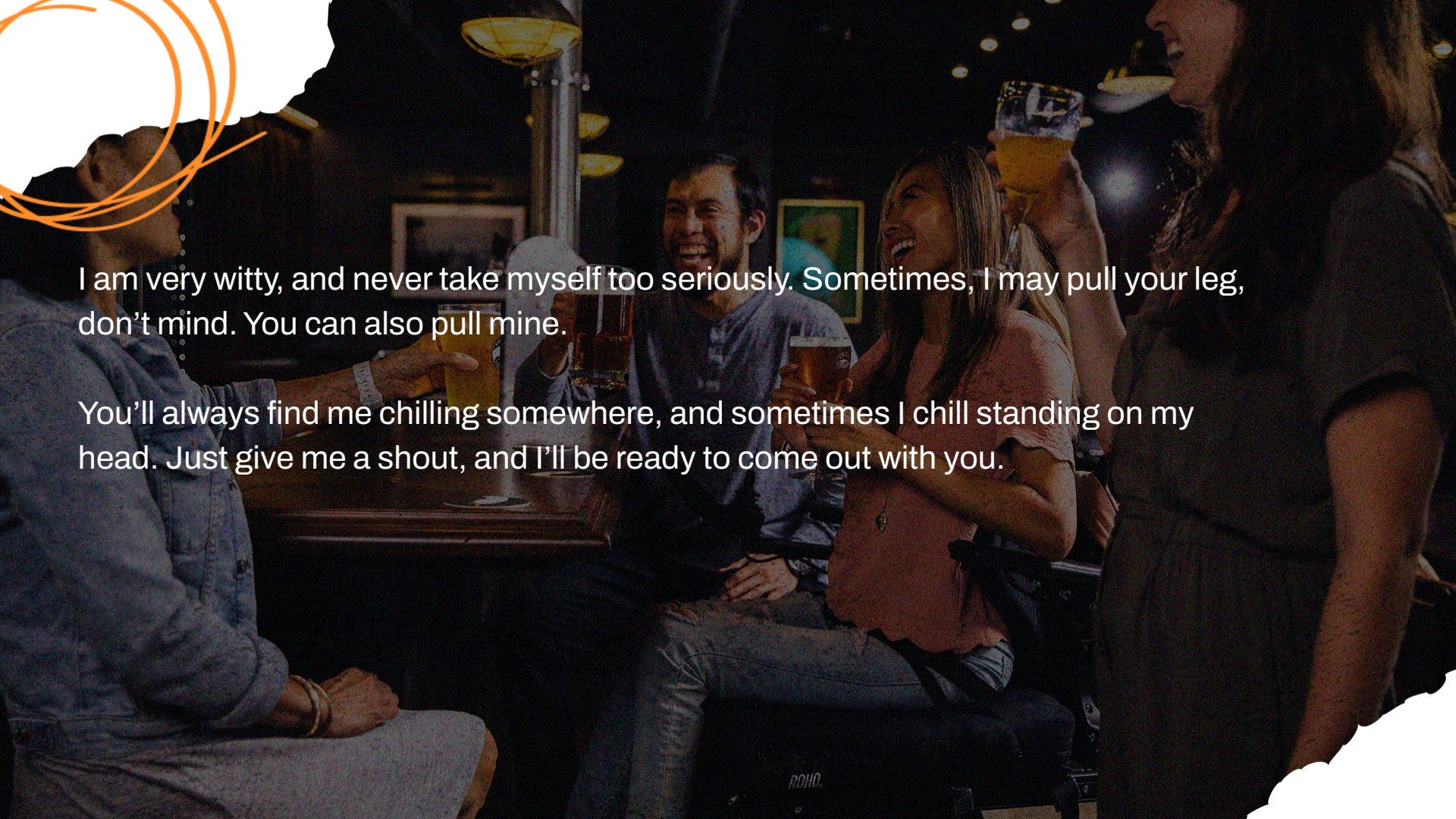
Hi, I'm Toit, your new friend.

What! Did you say that you don't know me? C'mon, I'm world famous in Bangalore. If you love Bangalore, you'll love me too. You don't really have a choice.

I don't fuss, I'm not choosy, I don't have airs. When I make friends, it is for keeps. Once you get to know me, you'll want to introduce me to your other friends, to your family, colleagues, everybody. I believe it takes all kinds to have a great time.







I am very witty, and never take myself too seriously. Sometimes, I may pull your leg, don't mind. You can also pull mine.

You'll always find me chilling somewhere, and sometimes I chill standing on my head. Just give me a shout, and I'll be ready to come out with you.



### **Brand POV**

Everyone needs a place  
where they can be  
themselves

### **Brand Values**

Never be judgmental. Never  
take yourself too seriously.  
Never try too hard

### **Brand Culture**

A commitment, not a one night  
stand

### **Brand Purpose**

Beer lovers must know what  
freshly brewed world class  
beer tastes like

## **BRAND CORE**

# **A BANGALORE STATE OF MIND**

### **Brand Vision**

To make the name Bangalore  
synonymous with beer

### **Brand Philosophy**

It takes all kinds to create a  
beer experience

### **Brand Personality**

An efficient machine inside a  
chilled-out body

### **Brand Craft**

Brewing unique,  
authentic beer