

BRIGHT NIGHT 2022

LIVING IT UP ON THE LONGEST DAY OF THE YEAR

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GOALS

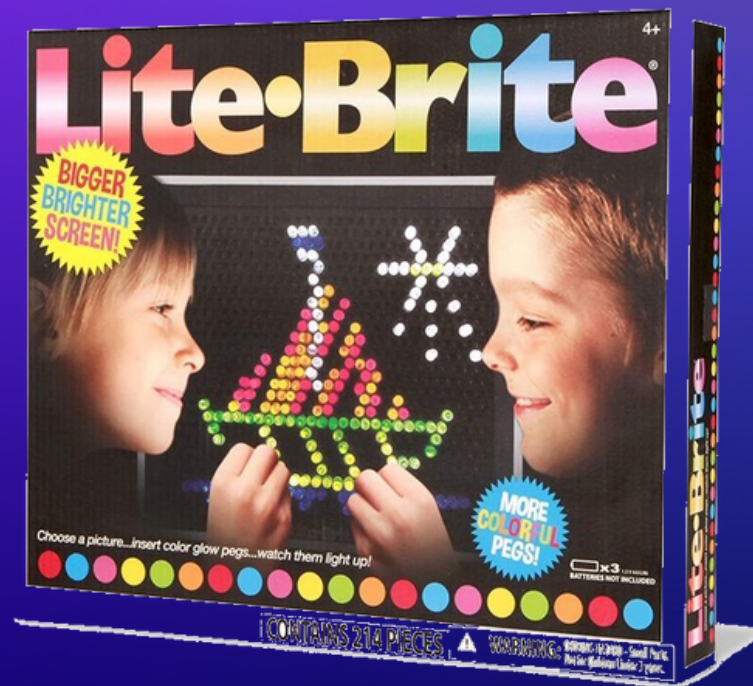
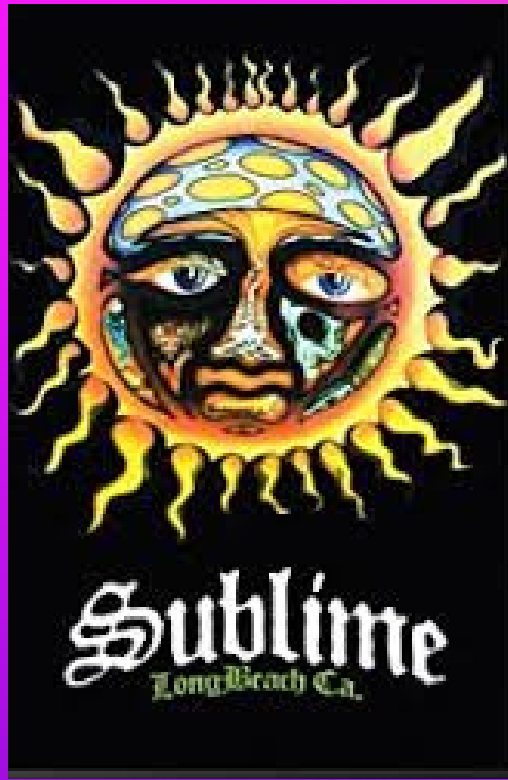
1. COME OUT SWINGING WITH ON-PREMISE SUPPORT
2. ENGAGE NEW DRINKERS WITH ON-TREND EVENT ACTIVITY
3. ENCOURAGE VELOCITY AT BELL'S ACCOUNTS
4. HAVE FUN!



90's & 00's

NOSTALGIA

INSPIRATION



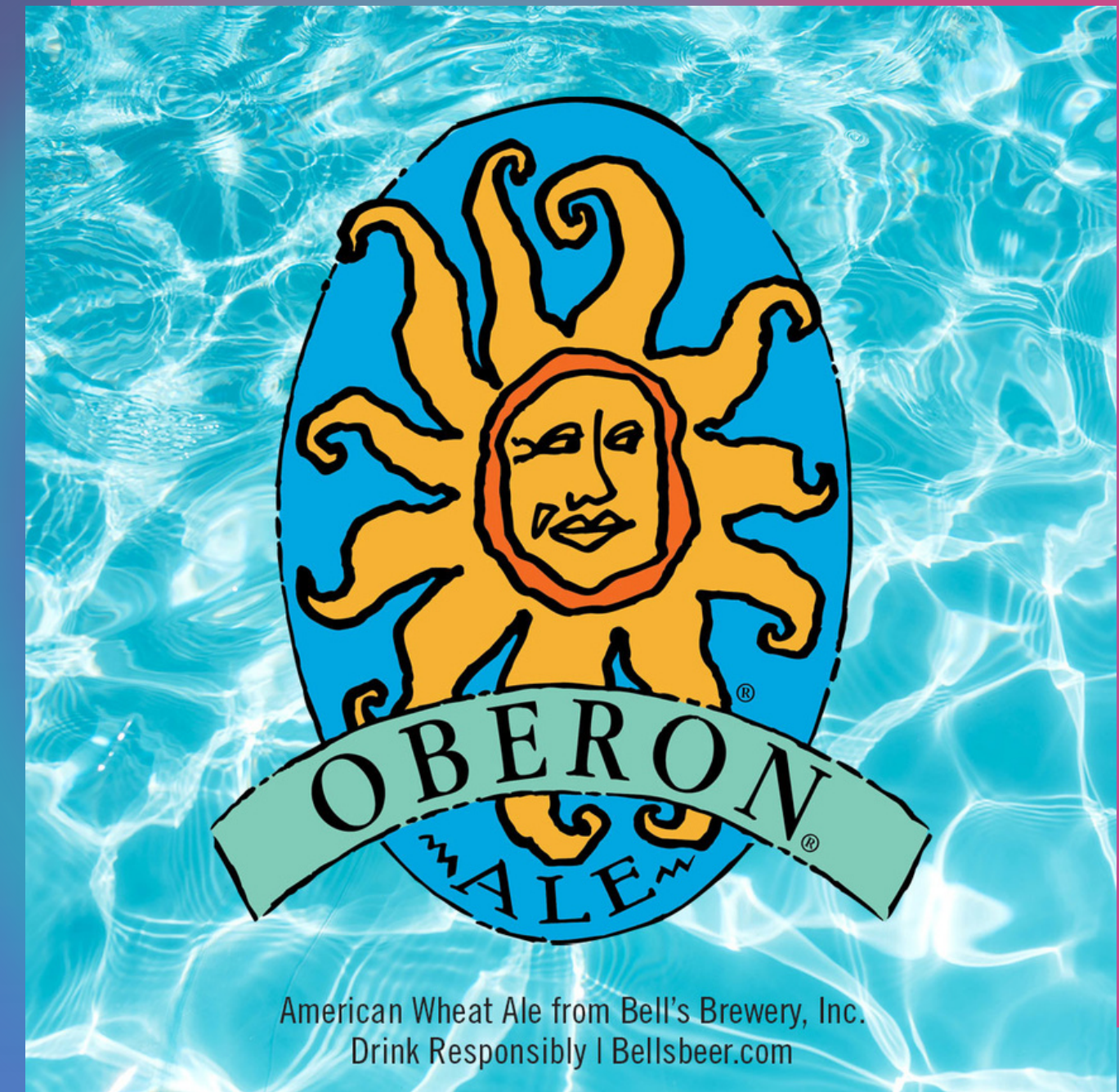
LIGHT AND DARKNESS

BRIGHT NIGHT 2022 DETAILS

JUNE 1-30

IT MIGHT BE THE LONGEST DAY OF THE YEAR,
BUT THERE'S PLENTY OF TIME TO PARTY

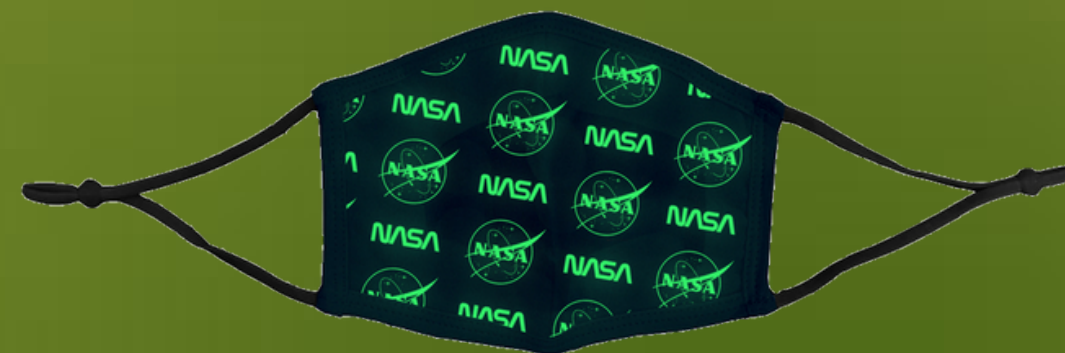
- COLORFUL POINT OF SALE AND SIGNAGE
INSPIRED BY THE OBERON TIE DYE MINI
KEG
- SWEEPSTAKES TO WIN LIMITED EDITION
BLACK LIGHT POSTER ART BY
@ATMOSPHEREPRINTINGCOMPANY
- AURA COLOR READINGS AT SELECT ACCOUNTS
- SUNSET PROJECTION SELFIE STATIONS AND
SNAPCHAT/IG FILTER
- BLACK LIGHT PAINT NIGHTS + DJ NIGHTS



- HAPPY HOUR SPECIALS
- SPECIALS TIL SUNSET
- RING THE BELL AT SUNSET
- SWEEPSTAKES FOR GLAMPING TRIP IN ICELAND (OR MICHIGAN) TO VIEW THE NORTHERN LIGHTS & STARS IN STYLE
- FOLLOW UP PARTNER EVENT WHEN TIME CHANGES IN THE FALL (TIME THEMED W/ LIGHT UP CLOCK)
- COMMUNITY SPOTIFY PLAYLIST - SUN/LIGHT/DARKNESS THEMED SONGS

MORE
BRIGHT
NIGHT
DETAILS

SUPPLEMENTAL POS IDEAS



WHAT DOES THIS PROGRAM LOOK LIKE IN ACTION?

Account level activation

- 2+ Bell's placements
 - Oberon, Two Hearted, Flamingo Series, Light Hearted, LoSun
- Month/Week/Day long feature or specials
- Promotional signage up at accounts by first week of June
 - POS usage during events or to incentivize rebuy
- If applicable, leverage Tuesday 6/21 (or week of) event
 - Utilize sweepstakes for art, glamping trip
 - Playlist at account if possible
 - Target accounts: chain partners, beach-themed bars, dive bars, college bars

WHY THIS PROGRAM WORKS

DRIVE SALES ALL MONTH

ACCOUNTS THAT HAVE PARTICIPATED IN THIS EVENT
CONSISTENTLY SEE AN OVERALL VOLUME INCREASE
OF OVER 22% DURING THE MONTH OF JUNE

NATIONAL WEB & SOCIAL MEDIA BREWERY SUPPORT

CUSTOM POINT OF SALE

SOCIAL ASSETS FOR BUSINESS PAGES





**STAY
TUNED
&
STAY
BRIGHT**