



Obser-ken

Celebrating the Summer Solstice
with in-store activation



"For a quart of ale is a dish for a king."

- William Shakespeare



Oberon



A celebration of the Summer Solstice, inspired by the work of Shakespeare, Renaissance Faire culture, long days, warm nights, and woodland fairytales

- ◆ Embrace Bell's culture by showcasing the top seasonal brand
- ◆ Engage Bell's drinkers with unique in-store activation
- ◆ Establish value to retail partners



Inspiration



Midsummer Night's Dream stage set



Jordan M. is drinking a Two Hearted Ale by Bell's Brewery at Bristol Renaissance Faire



Can



Earned the Always Inspired To Keep It Wild badge!

5 Sep 21 View Detailed Check-in

1



Ober-Ren Program

Own the longest day of the year with the summer's most refreshing wheat beer: May 1-June 30

- Laser-cut, woodland inspired display pieces and Oberon fairy lights
 - Reversible to feature winter scene (tie in w/year-round wheat series)
- Custom signage available, featuring partnership with National Renaissance Faire network
 - 18 lucky winners (and a guest) will win a trip to a RenFaire in Southern California, Wisconsin, or New York and VIP tickets to the Bell's RenFaire tailgating experience & pub crawl
- Scan QR code on signage to enter and gain access to custom Bell's Summer Solstice content





More Ober-Ren details



National Renaissance Faire

Beer sponsor, partnership at 3 of the largest Renaissance Faires in the country, with over 600,000 attendees combined.

The connection with Bell's culture and Oberon is a natural fit.



Atmospheric display pieces

Inspired by the theater set design of a Midsummer Night's Dream, the woodland display piece that is reversible can stay up all year long.



Interact online

Accessed through a QR code on the display signage, customers can gain access to special Bell's summer solstice content, including Untappd badges and [Twitch.tv cosplay influencers](#) for RenFaire costume inspiration.

Why this program works



Brewery support

- Versatile, year-round display and signage available
- Consumer-facing sweepstakes
- Interactive online content



Brand recognition

- Bell's Oberon is the #3 highest-selling seasonal
- Co-display with #1 beer in America, Two Hearted Ale



Optimal timing

- Early Summer program
 - displays up in time for July 4th
- Longer days = more daylight and outdoor drinking occasions
- Tie-in to your local RenFaire

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"...the short and the long of it"



- ◆ Embrace Bell's culture by showcasing the top seasonal brand
 - #3 craft seasonal last year
- ◆ Engage Bell's drinkers with unique in-store activation
 - online content, sweepstakes
 - unique floor display
- ◆ Establish value to retail partners
 - high quality display items
 - appeal to diverse set of customers





"A good local pub has much in common
with a church- except that a pub is
warmer, and there's more conversation."

- William Blake, British poet



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On-premise activation program



Join the PUB CRAWL!



Photo: Deborah Grosman



Party like it's 1564!

Celebrate the Summer Solstice with Bell's #1 seasonal,
Renaissance attire encouraged

- Join the Summer Solstice celebration with Renaissance nights at on-premise accounts
 - Sun-down toast
 - Bell's beer & traditional food pairings
 - Cask ale tapping at select accounts
- Scan QR code on signage to enter and gain access to custom Bell's Summer Solstice content
 - Untappd badges
 - Social media assets
 - Twitch.tv cosplay inspiration
- Custom signage available on table tents and signs, featuring partnership with National Renaissance Faire network
- 18 lucky winners (and a guest) will win a trip to a RenFaire in Southern California, Wisconsin, or New York and VIP tickets to the Bell's RenFaire tailgating experience & pub crawl
- Bell's tailgating experience
 - Tailgate the local Renfaire with a day of food, costumes, music and games

Beer & BBQ



- ◆ Bell's can partner with New York-based chain Dinosaur BBQ for a beer & smoked meat pairing program
- ◆ Staff training materials
- ◆ Social media support
- ◆ Customer-facing Summer Solstice events with prizes



Opportunities to expand

Supplemental point of sale



Oberon sun
string lights



Pride & diversity
themed swag



table tents,
bar signage



co-branded
Renaissance
goblets

Type of accounts to target

- ◆ British, Irish pubs
- ◆ BBQ restaurants
- ◆ On-premise chain partners
- ◆ Accounts near the Renaissance Faire location





Why this works

Everyone has an
alter ego at the
Renaissance Faire

Beer drinking,
diversity, and a
fantastical
imagination are all
part of RenFaire
culture (just like
Bell's)



Thank you!

