

For publication

**Project Title**

The Beer Studio  
Brand Identity

**Industry sector**

Beverages

**Client Company**

Hydes Brewery

**Design Consultancy**

WPA Pinfold

**Date**

June 2015

# THE BEER STUDIO

## A BRAND NEW BREWERY FOR A 160 YEAR OLD BREWER



**We have been overwhelmed with the terrific response we have had to our first collection of Beer Studio ales, each and every one of our beers has sold out well ahead of expectation. In creating and engaging a new drinker franchise, WPA Pinfold has provided us with a strong foundation and given us even greater confidence to continue to further innovate.”**

**David Safiruddin, Marketing Director**

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Hydes Brewery had been brewing beer in the heart of Manchester since 1863 and was beginning to feel its age - changing socio-demographics in its drinking heartland and the recent 'craft' beer revolution was taking its toll. The management decided to downsize and move to a new location – and refocus the business.

The regional market was already at saturation point with five significant regional brewers and over 35 microbreweries in the Manchester area, combined with the threat of a national explosion of new 'craft' brewers. Hydes had to make some radical restructuring and relocation decisions and it decided to capitalise on its traditional brewing expertise to create a new brewery with a portfolio of cask conditioned ales that were more experimental and had some of the new craft keg taste and flavour profiles.

The management team collaborated with us on the strategic brand planning and analysed all aspects of the brand opportunities, proposition and positioning. This resulted in a change of name for the proposed brewery and a more focused strategy.

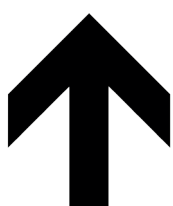
The new brewery brand, located on the edge of Media City, taps into the new generation of urban drinkers that have been moving into the city. The name took its inspiration from the creative quarter in which the brewery is based and the design, using fluorescent colours (the pump clips are glow edge acrylic), challenged the conventional wisdom of what a cask ale should be. The brand complemented the more challenging beer styles that the head brewer had created, using novel and exclusive hops and malts.

A brave move for a brewer with an over 160 year pedigree – that has paid off. The Beer Studio has built up a fantastic following among beer aficionados and discerning trade customers – **with every brew batch being a complete sell out, within the first few weeks of release.**



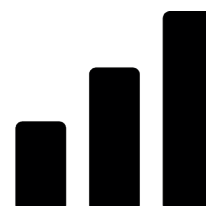
**+828%**

ROI in first two years -  
profit



**+1,846%**

Outperformed market  
by 1,846%



**+24%**

Ongoing YOY increase  
in volume sales



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**OUTLINE OF PROJECT BRIEF**

The Beer Studio is Hydes' brand new brewery located in Media City UK and is dedicated to experimentation and innovation in the brewing of cask conditioned ales.

**Business Objectives**

- Create a new brewery brand for the relocation of Hydes brewery to a new location in Media City.
- Create a complementary and differentiating positioning to Hydes' core range of beers.
- Create a new market for Hydes - target the new craft beer drinkers (Millennials), whilst also appealing to the adventurous traditional ale drinkers.
- Drive sales.
- Increase penetration – short term regionally, mid term nationally.
- Position the new brewery as one of Manchester's leading and most progressive brewers.

**Design Objectives**

- Create an innovative identity that appeals to a broad spectrum of drinkers and reflects the brewery's positioning.
- Create stand off and differentiation at point of purchase – at the bar.
- Add value and deliver a premium look and feel.
- Create a range of beer sub-brands that both retains brand integrity and facilitates cost effective transition from one beer style to the next - different beer styles are brewed at least every month.

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On trade application



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**Business Challenge**

The challenge for Hydes was to create a totally new market for its cask conditioned ales, to address the slow decline in sales of its core beers. The market has become saturated, there is an average of over three microbreweries opening every week and over 1,285 breweries in the UK. There are now over 35 breweries in Manchester alone.

The aim was to introduce a more contemporary approach to the traditional cask ale market - to tap into the modern, thinking drinkers who are influenced by the growth in 'craft' beers.

**Project Scope**

This was a new product and brand development project which included:

- new product development
- name generation
- brand identity and brand story
- sub branding - beer styles
- on-trade hand pull and pump clips
- brand communications (microsite, POS).

**Strategic Thinking**

The new brewery was an opportunity for Hydes Brewery to cast off its old world image and launch a new and innovative range of beers to sit alongside its traditional Hydes core range. With over 8,000 beer brands in the UK Hydes had to punch above its weight and present a very unique proposition. Manchester has five significant regional brewers all competing for the same market, and over 35 micro-brewers who have burst onto the scene. All research points to a market decline in traditional ale volumes, and a growth in the new 'craft' beers (+1.3% volume in 2014 driven by new microbrewers). Hydes had to create a new business model that restructured the business and realigned its value proposition - to add value and widen its market appeal.

We spent a lot of time on strategic planning (brand mapping, consumer profiles, market analysis, proposition and positioning) and worked closely with the client on product innovation. The final brand execution taps into The Beer Studio's location on the edge of Media City, Salford (Manchester's creative quarter) which represents its ideal target market.

**The Beer Studio has a competitive advantage by combining a modern brewery with traditional brewing know-how and this needed to be communicated through the brand.**



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### The Beer Studio –

Pioneers of the use of new  
raw materials in the UK  
brewing industry.



Manifesto

### Glassware (left to right)

Golden Ochre  
Burnt Sienna  
Terre Rouge  
Venetian Red

Named after famous  
paints / pigments



### Description

Hydes is a Manchester brewer, founded in 1863, that had been experiencing slow and gradual decline in beer sales over a number of years, due to the boom in new craft microbreweries and also the changing socio demographics of its drinkers' heartland. The brewer took the decision to relocate and develop a totally new brewery brand, to complement its core portfolio of beers.

Most Brewers tend to shy away from using the very latest materials relying on tried and tested varieties of malt and hops to ensure that they have no unwanted surprises in their processes. However the new brewery, with its new state-of-the-art equipment, combined with the skill of its experienced brewers enabled it to pioneer the first use of such materials. The result is that you get to try beers made with these new varieties before anyone else.

### From this belief we created the brewery's manifesto as part of the brand vision and values:

At the beer studio we believe in creating beers that blend our traditional brewing skills and with our modern brewing plant to create beers that are contemporary and vibrant.

- 1/ WE USE UNIQUE AND EXCLUSIVE HOPS, SOURCED FOR THEIR AROMA AND TASTE.**
- 2/ WE USE ONLY MALTS THAT ARE EXACTLY RIGHT FOR OUR CONTEMPORARY BEERS AND DELIVER DISTINCTIVE FLAVOURS.**
- 3/ OUR YEAST ARE A CLOSELY GUARDED SECRET AND THEY PROVIDE THE ALCHEMY IN THE CREATION OF OUR UNCONVENTIONAL BEERS.**
- 4/ OUR BREWERS ARE THE ARTISTS WHO ARE PASSIONATE ABOUT CREATING BEERS THAT EXCITE, INSPIRE AND SIMPLY SATISFY...**





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#### Overview of market

The Beer Studio needed a different approach to its branding. The Manchester beer scene has been revolutionised by the explosion of choice across the beer sector.

- Trebling of breweries since the millennium
- Average of 3 new breweries a week
- More beer styles than ever before - 8,000 different beers
- The UK beer market declined by over 500 million litres between 2009 and 2013 (2014 is predicted to increase by 1.3%)
- Over 1,285 breweries in the UK - an annual increase of 10%
- Over 35 breweries in Manchester
- Craft beers, usually highly hopped brews produced in a specific location on a small scale, are lauded as driving the non-lager resurgence. YouGov's research finds that there is significantly more awareness of them among younger Britons (39% of 18-24 and 25-39 year-olds compared to 25% of over 60s)

#### Project Launch date

February 2013

Perspex day-glo pump clips



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**OUTLINE OF DESIGN SOLUTION**

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The new brand had to hit the ground running in a highly competitive, oversubscribed market - with no advertising or marketing support. The concept was to create a contemporary approach to cask ale branding and clearly differentiate it from the mainstream traditional cask ranges. The brewer had already chosen a name (Quays Brewery) and we persuaded him to change this to something that was more about creativity (The Beer Studio). In keeping with this, many of the beers were based on the quirky names given to artists' colours – as beers have traditionally used colours in descriptors and naming (black, red, golden, etc). The innovative nature of the brewery was reflected in the use of fluorescent colours and minimalist design – including perspex glow edge pump clips, which have never been utilised by a beer brand before. The Greater Manchester provenance was reflected in the use of the Manchester iconic skyline whilst a simplistic illustration style was developed to also represent the distinctive flavour styles.

A key factor in the new design was to differentiate the brand from Hydes' core, traditional beer range and add value at the point of purchase.

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Brand mark with Manchester  
Skyline graphic



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We created a brand that builds on the brewer's Media City provenance (Manchester's creative quarter), differentiating it from the cask ale mainstream. The hand pull pump clips were the key communication channel for the brand and we created a range of day-glow acrylic clips, complemented with a bespoke branded tap handle. The confident minimalist design ensures consistent brand recognition and great stand out – which is critical to building equity and reputation. Traditional real ale pump clips tend to be cluttered and lack clarity in their messaging – in an over crowded market there is a need to have clear messaging alongside good design.

The brand activation included POS posters, microsite, drip mats, bar runners and simple information leaflets. Finally, such was the success of the brand, it was later developed into a retail offer – The Beer Studio Bar & Grill.

The brand design reflects The Beer Studio's unique value propositions as an experimental brewer (with a wealth of experience and expertise) using novel and innovative hops to brew high quality and drinkable cask conditioned ales - that are different from the mainstream, yet not as challenging to drink as many of the new wave keg beers. The design is unique, with fantastic stand off on bar, yet it is underpinned by engaging content and credibility. The design positions The Beer Studio as a modern, progressive brand, that has traditional brewing expertise.

#### QR code drip mats





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## OTHER INFLUENCING FACTORS

The Beer Studio was initially launched through Hydes' own pubs in competition to its existing range of beers. There was limited POS which carried the brand activation and which was part of the pub estate ongoing communications.

Selling to the Freetrade was through direct selling.

A microsite was produced as part of the brand activation and this was a passive point of reference – no pay per click or other advertising was used. Social media was already in place and there was no increase in this activity.

There were no other influencing factors – no advertising was involved.

## RESEARCH RESOURCES

Mintel  
Good Beer Guide  
Pete Brown/Cask Ale Report  
EPOS  
YouGov.

#### POS

