

# ADNAM'S

SOUTHWOLD

**Brief set by**  
Adnams

**In collaboration with**  
Paula Bloodworth  
(Wieden+Kennedy)

## Create a campaign with maximum impact to make sustainability taste good

### Related Disciplines

Graphic Communication  
Advertising  
Graphic Design  
Illustration  
Animation

### Deadline

20 March 2019, 5pm GMT

### The backstory

Adnams is a brewery and distillery in Southwold, on the Suffolk coast. They've brewed beer since 1872 and are big on sustainability. But it's not just beer they make. They also produce award-winning spirits, wines, and have their own pubs, hotels and stores.

The brand is caught in a tricky middle ground between a big mass player and boutique craft drinks. They're well-known in East Anglia thanks to their innovative and inspiring products, but despite this, a large portion of the UK aren't as familiar with them.

### What's the challenge?

Adnams has a deep heritage and ongoing commitment to sustainability. It constantly innovates to create products that give back to the earth it borrows from.

However 'sustainability' can be an ugly, overused word. It can mean greenwashing for the sake of it and compromising on taste. Which Adnams doesn't.

### Create a campaign that:

- creates a new message in a category saturated with craft messages or jokes
- includes on and offline touchpoints
- makes sustainability something you want to drink
- is effective. Consider different ways to spread your message, and inject Adnams' innovative spirit into social media, website, events, etc.

Adnams has an exciting story, but doesn't yet have a strong connection with a new generation of drinkers. Its potential has gone untapped. How can you showcase this potential in a new and exciting way?

### Who are we talking to?

18 to 50 year olds. They enjoy premium quality. Sustainability drives their choice of products, rather than purchasing them for the sake of being virtuous.

Make sure you don't alienate Adnams' existing audience. And do focus on audiences outside of East Anglia.

### Things to think about

#### How to reflect the brand

Adnams is an independent, family business. So the warmth, passion and care for the products is strong. Their character is playful, humble, approachable and friendly. They aren't preachy or virtuous, so your campaign shouldn't be either.

### How to use Adnams' location

Southwold is a huge part of Adnams' identity. This coastal town resonates throughout the brand.

### How to show sustainability - differently

So many companies shout about this but Adnams has loads of sustainable habits – see *further information pack*. They 'do' sustainable because it's good for their products.

### How to use the brand elements

Animation, illustration and colour are strong parts of the core brand. How might you use them in your campaign? See *further information pack for more details*.

### How to use a budget wisely and well

Look beyond traditional ad campaign routes: i.e. don't go straight to nationwide TV campaigns. How could you scale up an idea and create heat and engagement?

### The important stuff

Adnams is an alcohol brand, so be responsible. See *further information pack for guidelines on promoting alcohol*.

You should celebrate the whole Adnams brand in your campaign, not just a single product.

Present your campaign idea and strapline in a nutshell. Include an explanation of your concept and how it celebrates Adnams' sustainability. Explain the channels you'd use (websites, social, events, etc). Think beyond the obvious, for example how could you use their pubs, hotels and stores to your advantage?

### See Further Info included in your brief pack for everything else you'll need to know.

**What to submit and how:** Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

### Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

### Optional (judges may view this if they wish):

**Interactive** work (websites, apps, etc); physical supporting material; if your mainpiece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGS** (max. 4).