

Concepting

Earlier this year, I saw this bus driving around Westminster:



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It was Brewdog's campaign for their own stout, which is supposed to rival Guinness.

Then all of a sudden it hit me. I had the perfect comeback.

It's just a shame I'm not in charge of Guinness' advertising.

Still, I thought I'd use it as an example of my concepting skills.



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So Brewdog said...



And they also said...



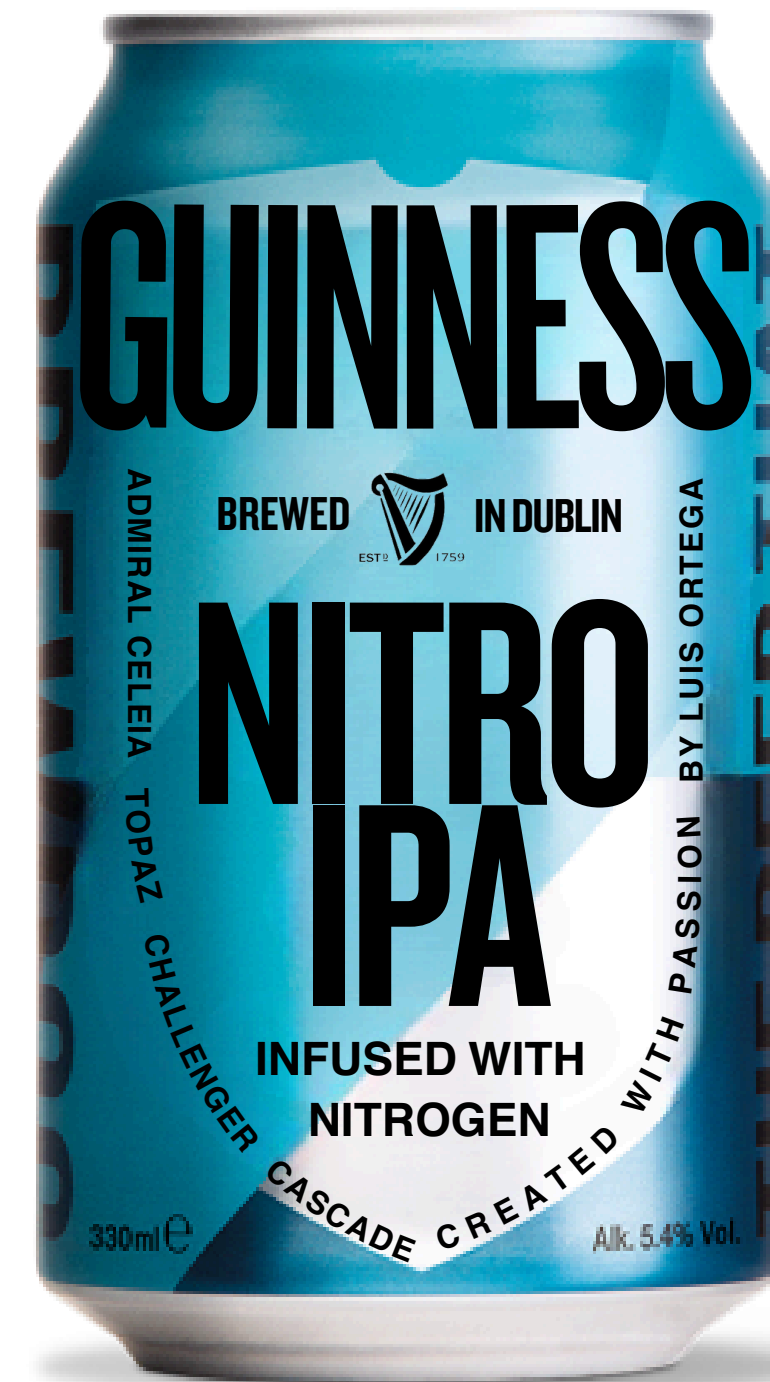
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To which I so wished Guinness had replied...



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**YOU'VE
BEEN
PUNK'D**



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While running this promotional message, Guinness would have released a limited edition of their Nitro IPA, packaged mimicking Brewdog's distinct brand identity.

After stocks depleted, they would have issued the follow-up messages below:



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And to really squash that argument once and for all...

SOMETIMES, IT IS THE SIZE OF THE DOG IN THE FIGHT.



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This works, because it hits Brewdog on so many different levels:

1. It reinforces Guinness' position as the "top dog" in the stout game,
2. It uses its "rival's" own brand language against them (dog)- the way Brewdog did on their original message (toucan).
3. It uses the word "fight", with its connotations of the "fighting Irish", which is very much an element of Guinness' defiant identity (see slogans- "Made of More", "The Original All Black")

