

Bad Weather Brewing Company

Social Media Creative Brief



Who We Are

Bad Weather Beer is beer for any season and any reason. We produce ales that are as unpredictable and unbridled as Minnesota's weather. Inside our lively St. Paul taproom, customers enjoy a rotating selection of beers that aim to capture the essence of the season. We host a variety of events and food trucks in our spacious taproom and decorated patio. In the true spirit of Minnesota, we offer shuttles to all Wild hockey home games. In addition to our taproom, our beers can be found in restaurants, bars, and liquor stores across the Twin Cities.

Brand Objective

We use our social profiles as a means to maintain a consistent, neighborly presence in our community. Social media is critical to generating awareness of our rotating selection of fun and unique beers and the events we host at our taproom. Our social media is our primary outlet to connect with our customers. We aim to engage our loyal followers and inspire response when appropriate.

Target Market

Demographics: Our typical customer is a beer-loving Twin Citizen, age 23-40, sometimes with a few kids.

Psychographics: Whether it be the complex flavors of our beer, the simple yet tasteful design of our taproom, or the whimsical illustrations on our cans, our customers notice and appreciate the lovely subtleties of life. They are creative and curious, lovers of all things beer. They have a strong and consistent group of people which they like to spend their time with (family, friends, coworkers, etc). Our taproom, where we have a large selection of games, serves as a gathering place for these active and hardworking folk. These resolute individuals typically have a strong sense of place and are big fans of all things Minnesota.

Purchase journey: Our customer encounters us one of three ways: in a restaurant or bar, in a liquor store, or in person. Due to our limited distribution to local liquor stores, customers typically encounter our brand for the very first time in person. We are often involved in local events where we can offer free samples and gain exposure with a broader, active local audience. We also host a variety of popular social events and food trucks at our taproom.



Brand Voice

Our voice is Minnesota Nice with a kick. We humbly present our unique creations with a dose of witty friendliness. Bad Weather may be a little unpredictable, but still always dependable like a true Minnesotan. We keep our posts simple, yet outgoing. Posts should effortlessly articulate authenticity through creative, relevant content with direct and relatable copy.

Brand Tone Considerations

