



# HENRY WEINHARD'S

AHM BRANDS CASE STUDY

*Henry Weinhard*

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## OBJECTIVE

Oregon craft brewers at Hop Valley drafted legendary brewer, Henry Weinhard, to their team of relentlessly curious beer innovators. The objective: evolve the Henry's brand and create an effective launch strategy to solidify the partnership and galvanize fans of both brands.

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### Key Opportunities:

- Henry Weinhard's is *the* original Oregon craft beer with a large audience of classic beer enthusiasts. Hop Valley has the opportunity to capture this new audience and bring them into the larger Hop Valley fold.
- The merging of Hank and Hop creates a powerful force of leadership and innovation within the craft beer industry.
- Hop Valley is keeping this legendary brand alive in its home state. This story is key to creating a compelling launch strategy because it harnesses the emotional connection people have with such an iconic and historical brand.





Brand Strategy

# THE CHALLENGE

Hop Valley approached AHM with an exciting challenge: reviving a recently retired, beloved brand with roots in the Pacific Northwest going back to 1856. Hop Valley was interested in bringing back the popular Henry Weinhard's Private Reserve and adopting the Henry's brand into the Hop family. Without the alignment of the two brands, there was potential for consumer confusion leading to the death of Henry Weinhard's forever. No pressure!

In order to succeed, AHM needed to capture the hearts of both brands' fans by finding common themes among the two craft breweries. By aligning the old with the new, consumers would naturally see the brands within the same family.



RETRO  
BRANDING



RETIRED BRANDING - IN CIRCULATION UNTIL 2021



## Brand Strategy

# THE SOLUTION

AHM created a messaging strategy that leveraged the nostalgia of the Henry Weinhard's brand to create a strong partnership with Hop Valley in their common origin story. In order to forge value in the minds of consumers, AHM's campaign strategy was rooted in the shared beliefs and personality of the brands. Their history as Oregon innovators and thought leaders was a perfect fit; the story just had to be told.

In addition to messaging, the transformation would also require a reinvention of Henry Weinhard's packaging. The most recent packaging in circulation was dated and did not live up to the rich history of Henry Weinhard's legacy. The solution: A new "old-school" look and feel that captured the nostalgia of the original Henry's branding.





# *Messaging* WELCOME HOME HANK!

## The Story

There's over 160 years of Oregon beer history packed into this can. It all started way back in 1856, when a young German named Henry Weinhard opened the first brewery on the West Coast, and chose Portland, Oregon for its home location. In doing this, Henry helped lay the groundwork for generations of brewers to come, and has since grown to achieve legendary status as a household name with beer lovers throughout the West.

Hop Valley is proud to carry on the Henry Weinhard's legacy by bringing what was once one of the most celebrated beers in the Northwest back to its Oregon roots. Private Reserve is brewed exclusively in Oregon, using 100% Cascade hops. Just as the original recipe called for.

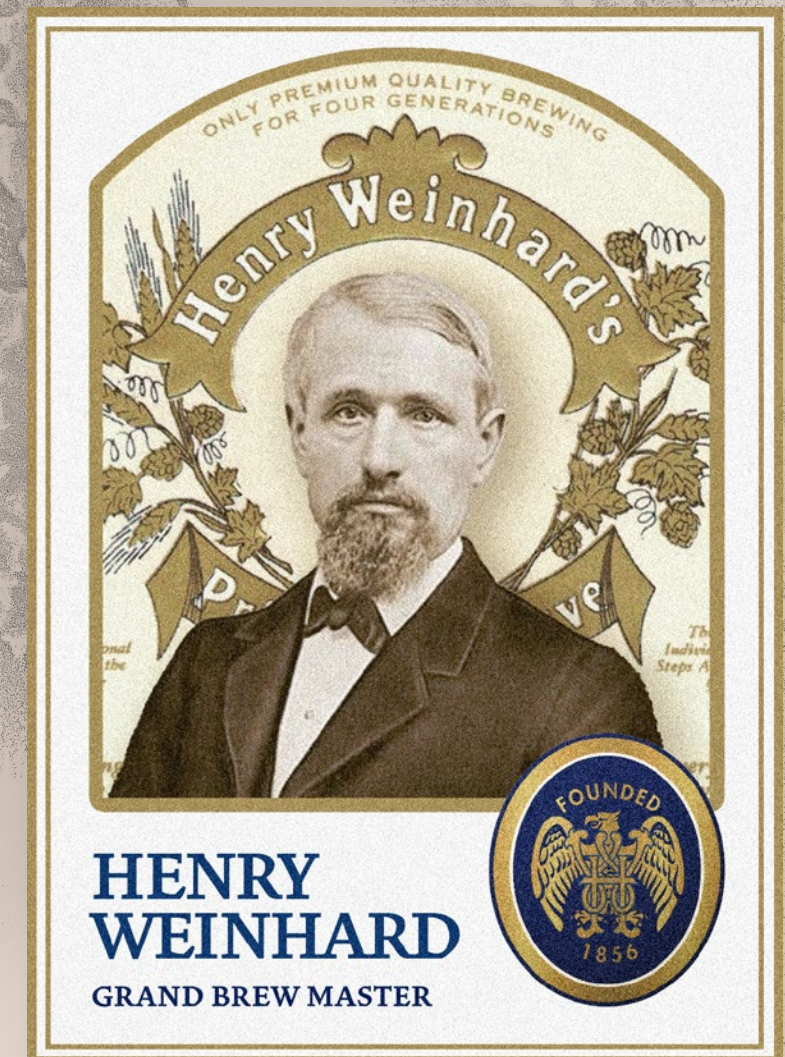
*Cheers to you, Hank.*



## The Beer

Henry Weinhard's Private Reserve is brewed with the Pacific Northwest's finest ingredients, with the same pride Henry had in the beer that he served over a century ago.

- **Hops:** Cascade Hops
- **Malt:** North American Select Pale Malt
- **ABV:** 4.7%





# Visual Strategy

## AN OREGON ORIGINAL

### Target Consumer:

Men and women of the PNW, ages 25-60 who are either:

- Past drinkers of Henry Weinhard's beer.
- Current drinkers of Hop Valley who may not recognize the Henry Weinhard's brand, but are curious about the legendary story.

### Consumer Benefits:

- Beer that tastes like the original recipe I remember.
- An original craft beer that I can be proud to drink is brewed back in its home state.
- I love this low-budget beer and its priceless authenticity.

### Creative Considerations:

Retire the dated packaging from the last decade and revive the classic Henry Weinhard branding with a throwback look and feel from the brand's origins. Allow the Henry brand to stand on its own, while keeping the tone of Hop Valley in the periphery (welcoming, genuine, upbeat, quirky).

### Performance Requirements:

Create a brand experience that is true to the origins of the beer and also meets the needs of a modern brand. Simplify overly detailed elements to make the branding more adaptable to print, screen and environmental applications with a look and feel that is reproducible in many mediums (packaging, POS, social, digital, video, etc).





# PACKAGING

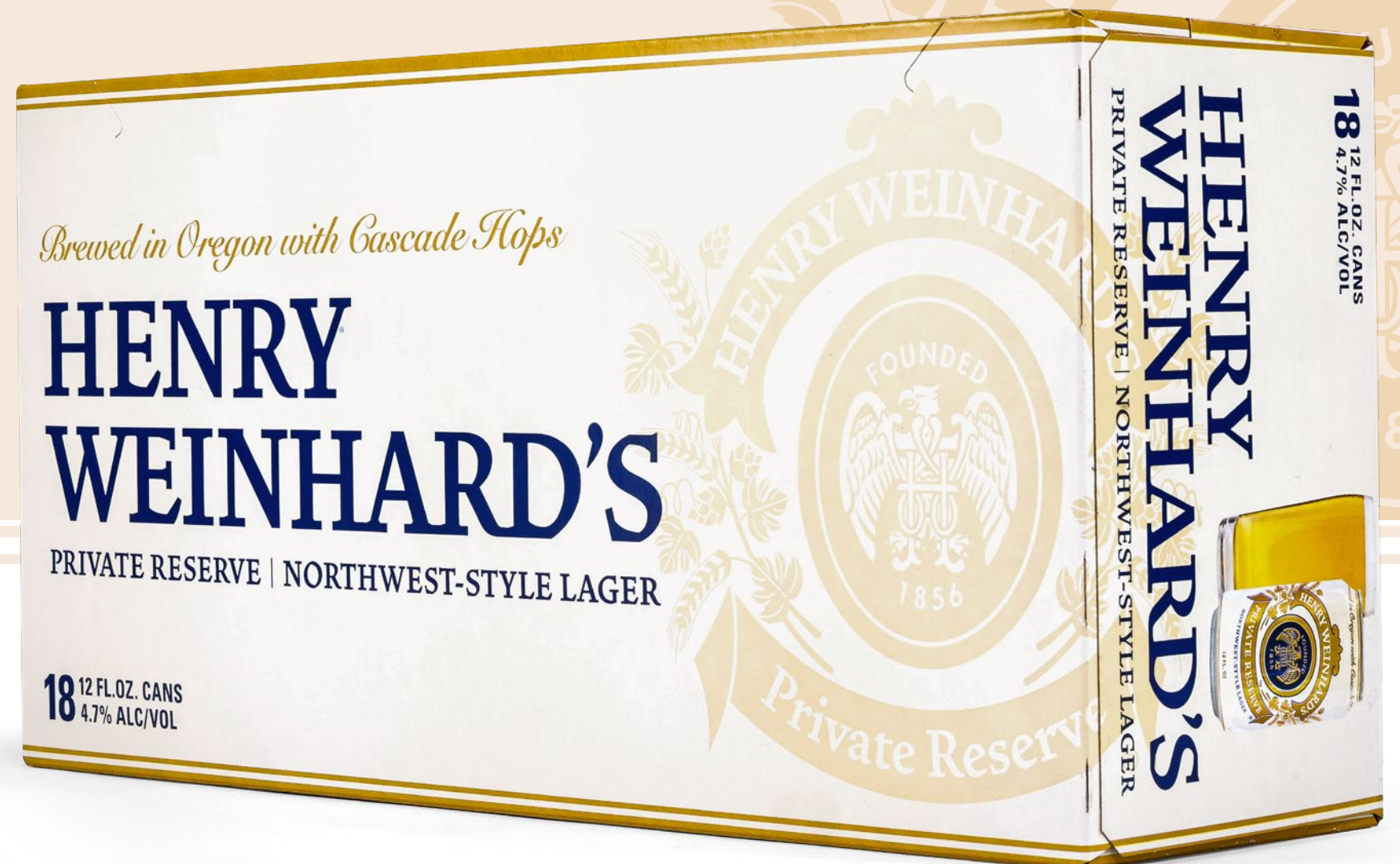
## Primary Packaging - 12 oz can

The new can design is a throwback to the original branding which speaks to the product's adherence to the original Private Reserve recipe.



## Secondary Packaging

The secondary packaging leverages the brand's equity in the name with a large word mark and clean display panels that bring a modern, yet retro look to the shelf.





POS ASSETS



"I say, that is a scrumptious libation!"





## VIDEO



### The Story

The audience learns that despite what you may have heard, Henry is in fact alive, preserved in a cryogenic chamber. When he awakens in Eugene in 2022, he discovers another legendary Oregon brewery, Hop Valley. Click below to see what happens!

[WATCH THE VIDEO](#)

### Resurrecting Henry

AHM worked with a makeup artist to turn an actor into a frosty, post-cryogenic Henry Weinhard. For the set, a steam punk cryogenic chamber was fabricated in-studio.



# WEBSITE

Hosted on the Hop Valley website, the Henry Weinhard page is a rich experience that tells the legend of the brand, including a historical timeline, video and awards. In addition, users can search for the beer in their area, buy Henry's gear, and learn about the Private Reserve beer.

 [VIEW THE PAGE](#)





# APPAREL

A suite of apparel was developed for the launch of the brand including a “Big Can Tee” with the old brand tagline Makes Perfect Nonsense™. Hop Valley says “We love the can so much, we made it BIG, and put it on a shirt. Makes Perfect Nonsense™, right?”





SOCIAL

We've been missing our Henry's!

I was so stoked to find it on a shelf yesterday!!!

I have been missing my Henry's. Just found a box last night. First one I have seen in months. I have you to thank for it? I thank you with all my heart, and bladder.

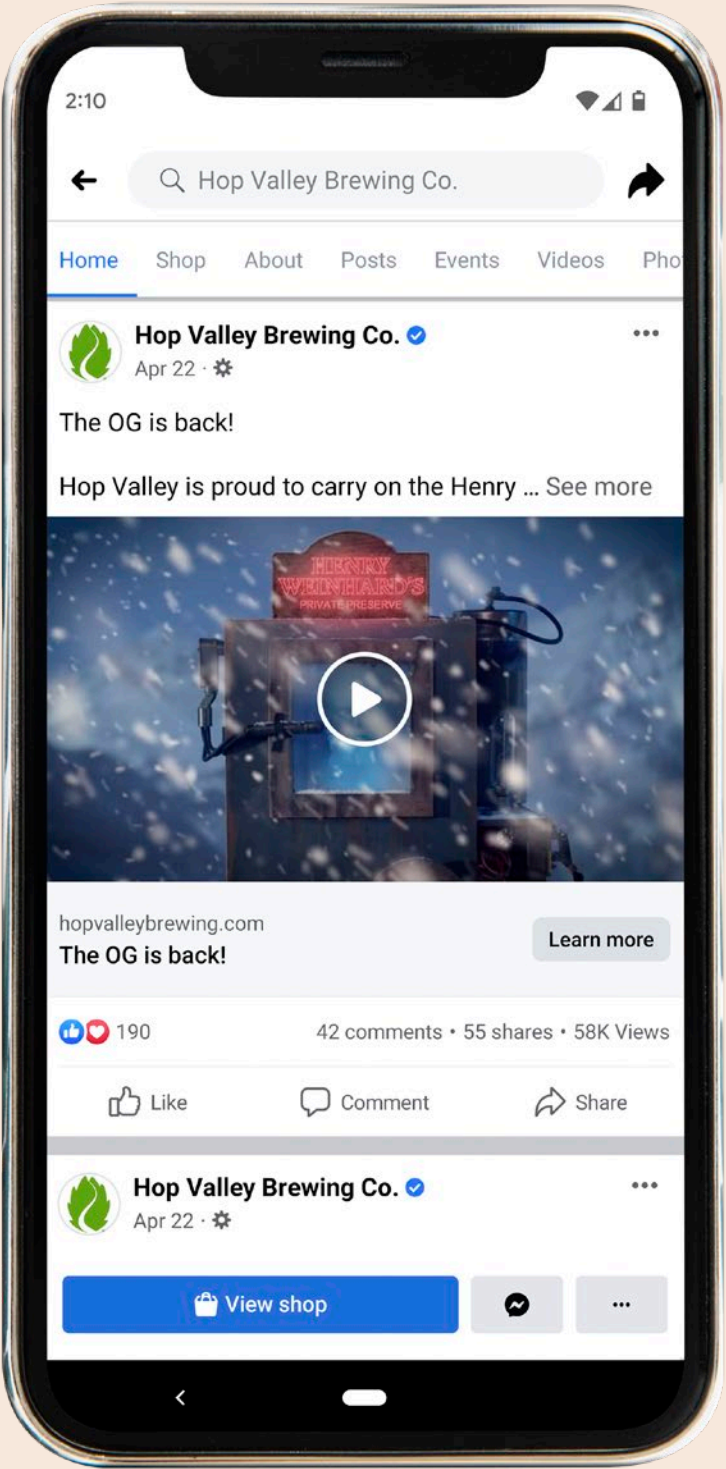
Well, this should take a few of us back in time. 😊

Thank you, thank you, thank you for bringing this beer back! It's been my favorite lawn mower / kicking around beer for years. And to have it brewed back in the northwest again makes it all that much better.

It's what I cut my teeth on. Love it.

Thank you for brewing Henry's again!! Boise, Idaho!

Love Hop Valley...I'm drinking one right now 🍺🍺



58.4K VIDEO VIEWS





Henry Weinhard