

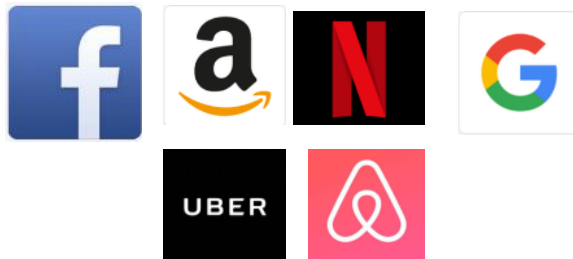


# Brewing Education – Crafting the Future ... new brand, new approach

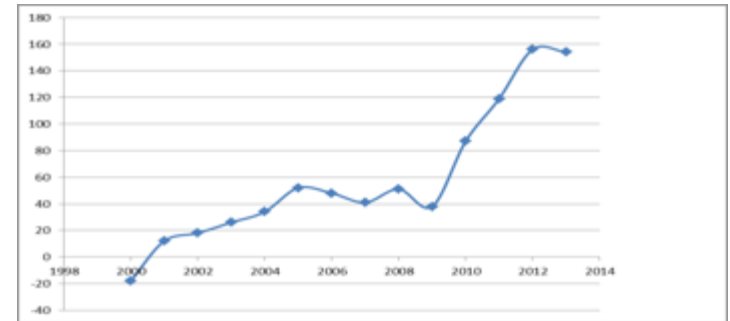
Presented By Professor Katherine Smart

# WHY change? WHO are we communicating with?

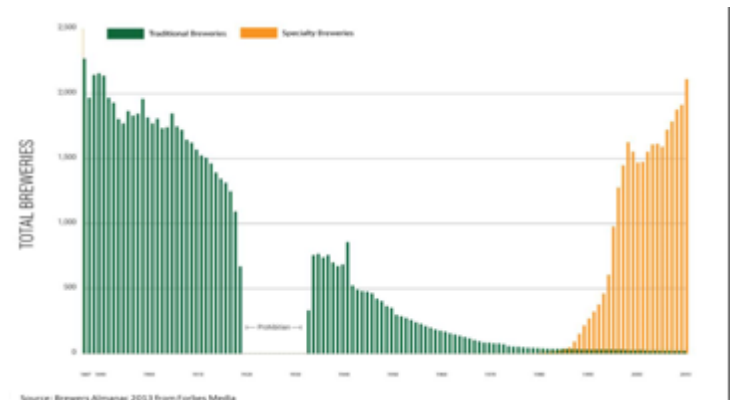
- The market continues to change
  - c. 2,000 breweries in UK
  - c. 5,700 breweries in USA
  - similar patterns worldwide
  - mirrored by distilling
- People's expectations are different
  - FANG Uber & Air BnB



Net change in breweries 2000 – 2013 (UK)



Traditional vs Craft 1887 – 2012 (USA)





**WHAT** did we wish to convey?  
Education.....always on... anywhere... multiple platforms...



INSTITUTE OF  
BREWING &  
DISTILLING

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# OUR CONCERN

## IBD (in general) still perceived as “old school”



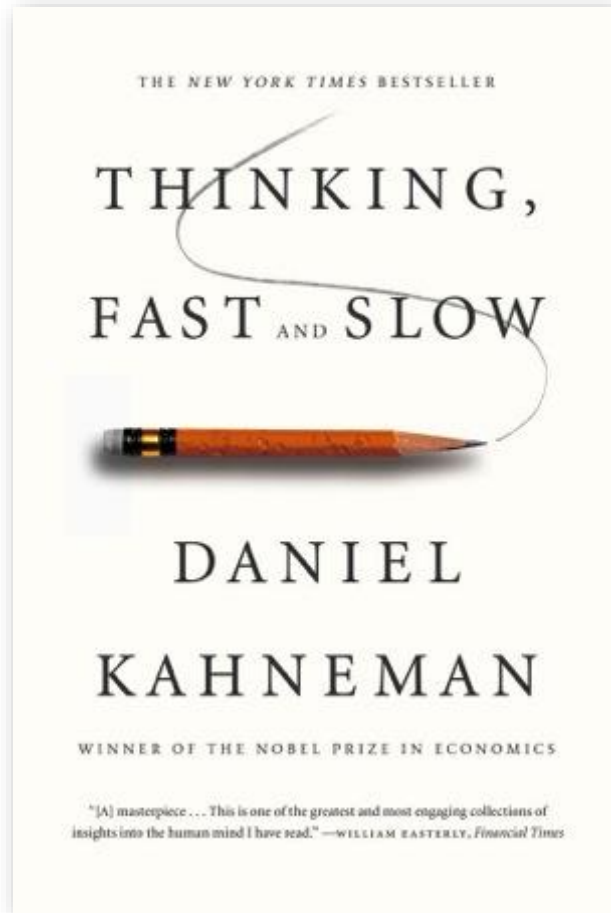
# HIDDEN in plain sight



Worldwide bottled market is worth in excess of \$150 billion

Branding and marketing a widely available commodity has generated billions for global multinational companies

# WE NEEDED TO LEARN .....



It used to be thought that people were rational

*But the power of brands lies in an emotional connection*



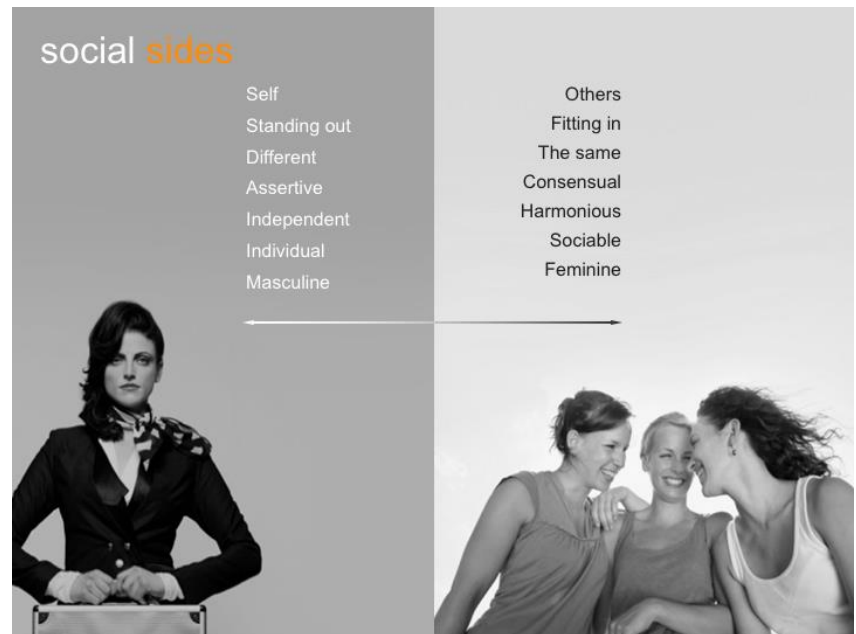
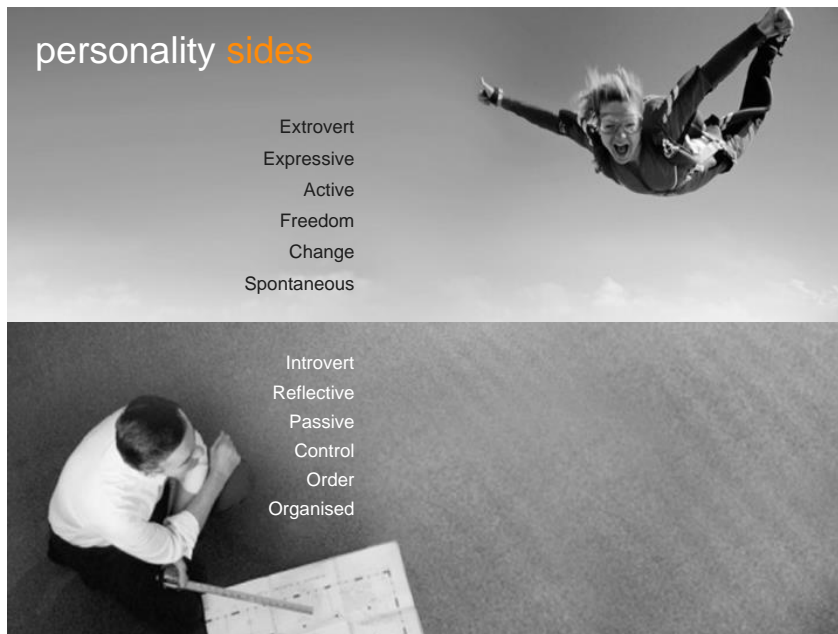
# REALISING WHAT WAS IMPORTANT

People make choices based on **who they are** and more specifically, **who they want to be...**and the world they wish to enter



# Haines McGregor – THE MODEL

- The model works on the interplay of two axes. The vertical personality axis and horizontal social axis
- Put another way, how people essentially are and how they feel relate to the world around them





# HOW IT WAS USED

Research phase examined the needs and motivations of:

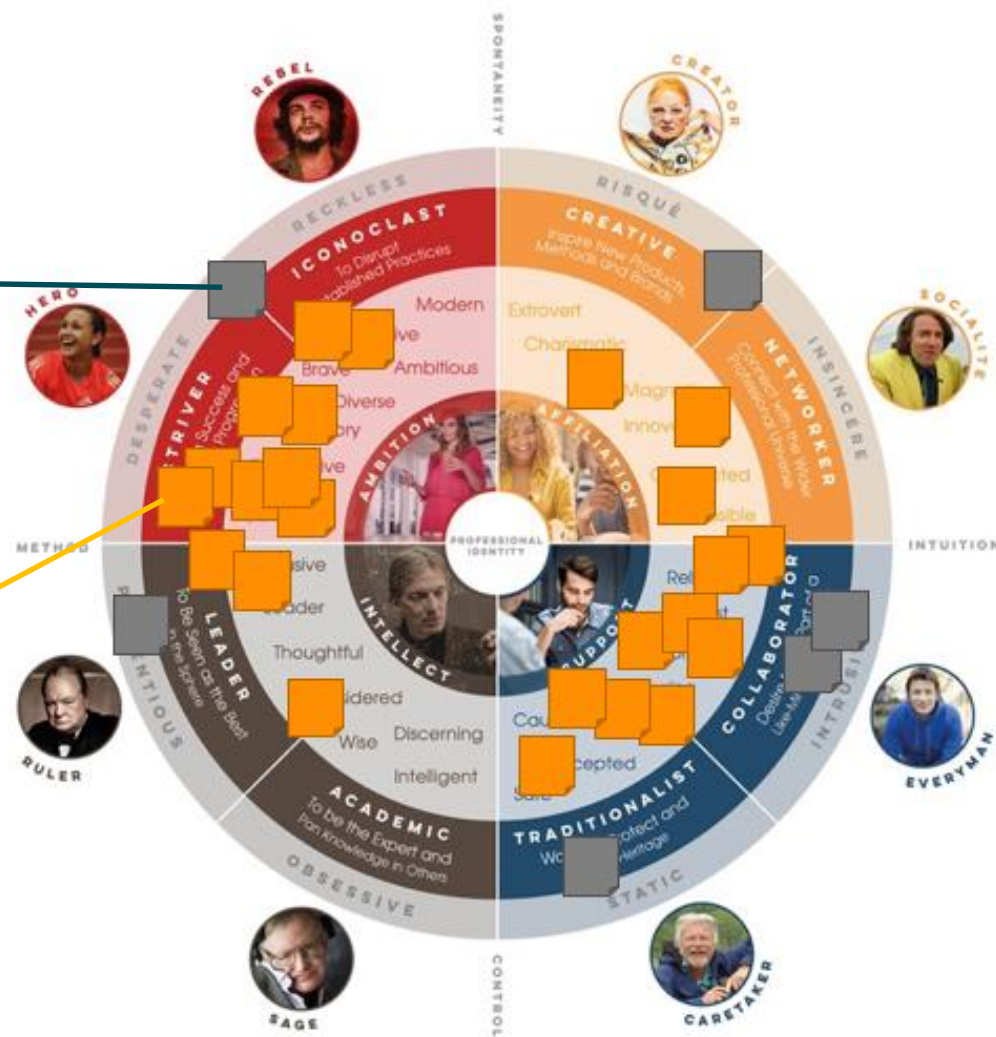
- Members
- Non-members
- Brewers
- Distillers
- “Craft”
- “Large Corporate”
- Exam candidates
- Different geographies
- Different demographics
- Advocates
- Critics
- Other Stakeholders



# FRAMEWORK for decision making

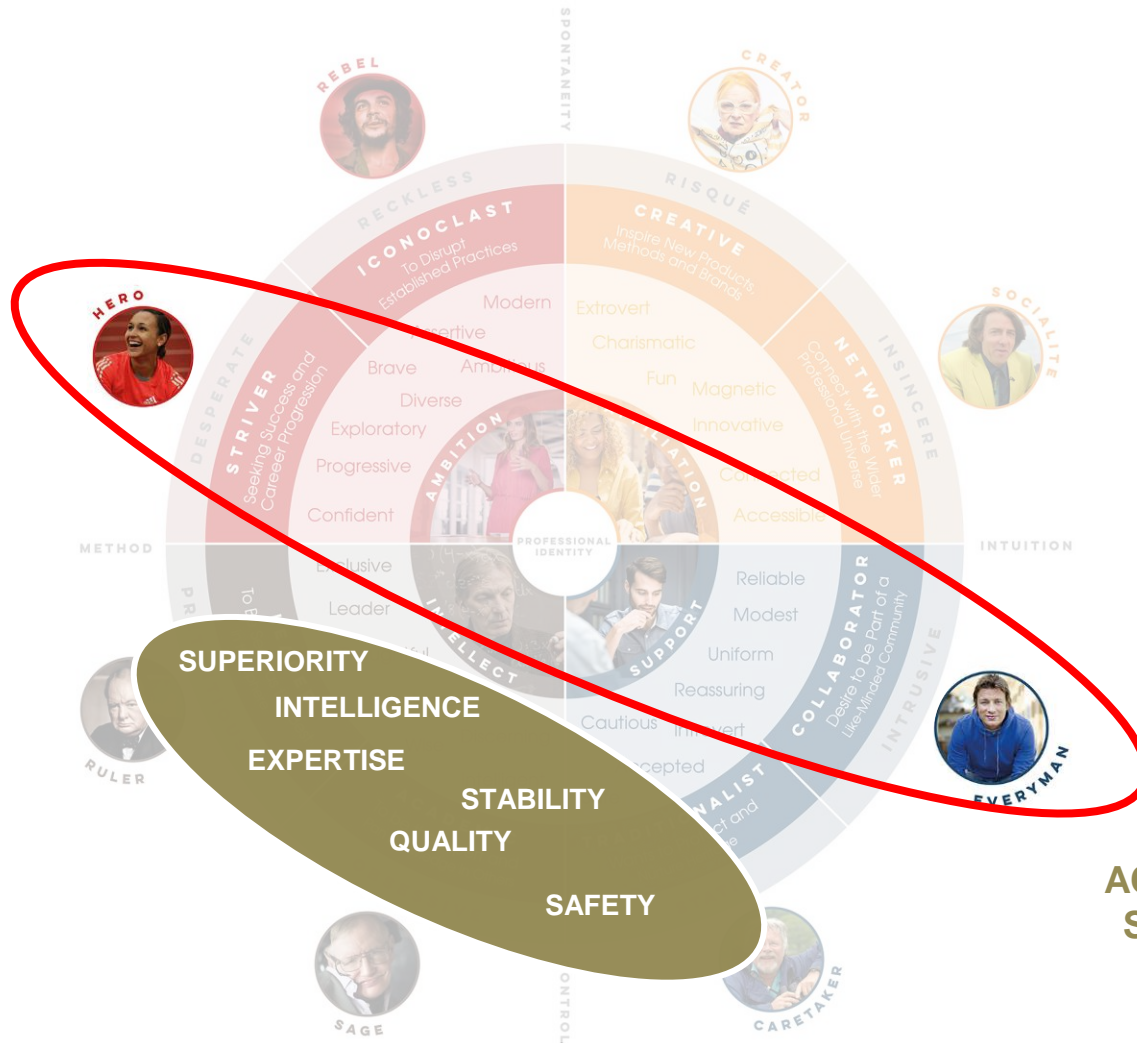
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Negative  
comments

Orange:  
Positive  
comments



# LEARNINGS

**EMPOWERMENT  
& CONFIDENCE**



**ACCESSIBLE &  
SUPPORTIVE**



INSTITUTE OF  
BREWING &  
DISTILLING





personality



inclusive



accessible



supportive



proud

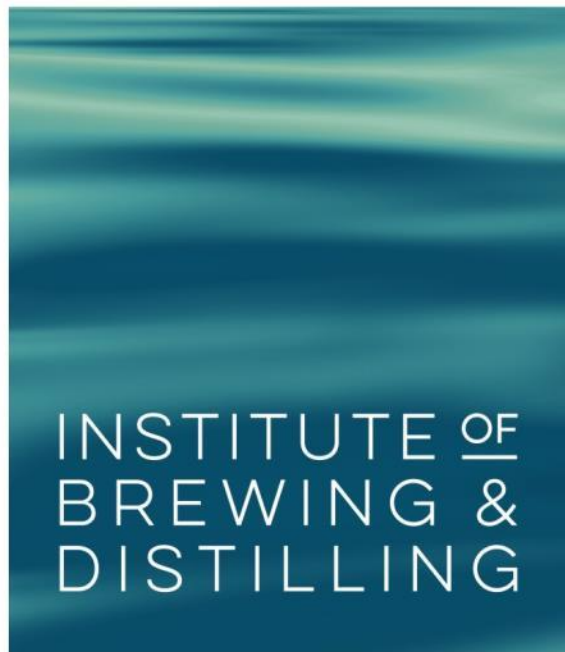
champion the potential  
in our community



brave



modern





# The brand in action

## GCB – self directed learning course

- Revised course – on-line
- Rich material
- New illustrations, video, simulation
- Self-assessment questions
- Exam (at a centre) included
- Tutoring & community to follow
- £355+vat

Launched and well received at CBC in May 2018  
Our new identity made a huge difference to our approach







The background of the slide is an abstract, flowing pattern of orange and red hues, resembling liquid or smoke. The colors transition from deep reds and oranges in the lower half to lighter, more vibrant oranges and yellows in the upper half, creating a sense of movement and depth.

**Thank you!**

**Any questions?**