

## Bringing Back Beer: Bard's Tale Brews Up a New Look

Hunt Adkins, an advertising and branding agency based in Minneapolis, recently launched work for their client Bard's Beer. The only gluten-free beer that uses malted sorghum, Bard's Beer was originally created for people who are gluten-intolerant or who prefer a gluten-free diet. As the agency of record for Bard's, Hunt Adkins was tasked with rebranding Bard's. The scope of work included: identity system, packaging, in-store signage, print advertising and a fully redesigned website.

Consumers looking for the new Bard's Beer will find a completely redesigned bottle and six-pack featuring a bottle-laden fist bursting through the clouds—a symbolic representation of our inalienable right to drink beer. Packaging design shifts will also allow the previously black six-pack carriers to command stronger shelf presence through use of a light blue, red and black palette that draws from the beer landscape but leverages the infrequency of the color to garner more pop.

“The challenge with Bard's was: How do you brand a non-traditional beer so it speaks to both the necessity that comes from the gluten-free community and the tradition and adventure that the craft beer drinker desires?” said Bard's Beer CEO Brian Kovalchuk. “Hunt Adkins understood our two-birds-one-stone goal and really ran with it by developing strategy and creative that speaks to the beer drinker in all of us instead of the gluten-free beer drinker in some of us.”

“We felt we had to recognize the profound sense of loss that gluten-intolerant beer lovers faced, while still appealing to the enthusiasm that craft beer drinkers bring to the table,” said Doug Adkins, CCO at Hunt Adkins. “In the end we landed on a core insight: Beer as an inalienable right. No one should be denied the freedom to solve the world's problems over a beer. It's simply not possible to raise a glass of, say, prune juice, and pontificate on the best place to hole up during a zombie uprising. Ordering another round of skim milk will rarely lead to meaningful discussions about what exactly it takes to get into the Irony Hall of Fame in Bismarck, North Dakota. These are matters that can only be seriously discussed over a beer. And Bard's gives that right back to everyone.”

The brand campaign, “Discuss it over a Bard's,” is designed to reacquaint consumers with the fun and irreverence that accompanies a few brews. Bard's lovers will find the message extended from the packaging to the underside of the bottle caps (which feature suggested conversation topics), to in-store signage and the completely new website ([www.bardsbeer.com](http://www.bardsbeer.com)). With a mix of a more modern and accessible look, engaging stories, and conversation starters that will allow consumers to tell their own tales, the new Bard's Beer holds true to the core benefits of beer drinking: great taste and great times.

The new identity, packaging, sales materials and website launched in November 2008. To view more of the work, visit [www.huntadkins.com/bardsbeer](http://www.huntadkins.com/bardsbeer). Hunt Adkins and Bard's Beer are currently developing strategy for 2009.

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*Bard's Beer ([bardsbeer.com](http://bardsbeer.com)) is America's first gluten-free sorghum beer and the only beer brewed with 100% malted sorghum for traditional taste and aroma. Founded in 2005 by two self-professed beer aficionados and avid home brewers diagnosed with celiac disease, Kevin Seplowitz and Craig Belser wanted to provide a craft beer for the gluten-free community that is a peer of classic craft beers. Bard's Beer is currently distributed throughout the US and Canada.*



[huntadkins.com](http://huntadkins.com)

*Hunt Adkins is an advertising agency that sometimes does advertising. For 16 years, they've helped clients identify problems that prevent business growth and develop creative solutions that increase business by developing emotional relationships with consumers through brand development, advertising and promotions as well as trading card design, wax lip creation and any other number of ways that spread their client's message. Current clients include Nutrisoda, Northern Tool + Equipment, AI Frank Asset Management, Schwan's Home Service and Guinness Atkinson among others. Find out more about Hunt Adkins at [www.huntadkins.com](http://www.huntadkins.com).*