



SUMMER OF PILS

Summer 2021 | 3-Month Campaign



Campaign Goal

Position Fresh Pils of LA—Common Space Brewery's German-style pilsner—as the beer of the summer.

Core Messaging

1. Summer isn't cancelled
2. We're declaring it the Summer of Pils
3. This is one nice crispy boi

Campaign Results

In just 3 months, Fresh Pils of LA went from the brewery's 5th best-selling beer to 2nd best-selling beer.

Summer of Pils Initiatives

Events

We launched the campaign with a large, branded event featuring:

- Custom Fresh Pils of LA glassware and merch
- Live music and beer-themed food trucks
- Branded beach balls, games, and taproom decor

Additional events followed throughout the summer, both at the brewery and at partner retail locations across Los Angeles.

Signage

We maximized visibility through printed materials placed:

- In the taproom and restrooms
- On all to-go and delivery orders
- At retail locations and bars (plus stickers for guests)



Summer of Pils Initiatives

Social Media

Social was one of our most impactful channels.

We shared:

- UGC and stories of how people were enjoying Fresh Pils
- Branded photos and short-form video content
- Interactive posts and real-time event coverage

This organic momentum significantly contributed to the campaign's success.

Influencer Marketing

This was the brewery's largest influencer push to date.

We partnered with local beer enthusiasts and creators in our target demographic. Each received a Fresh Pils of LA care package to try, enjoy, and share.



Summer of Pils Initiatives

Paid

I launched a complementary brand awareness campaign using:

- Facebook Ads
- Google Display Ads

These placements helped ensure Fresh Pils of LA showed up digitally as often as it did in person.

Landing Page

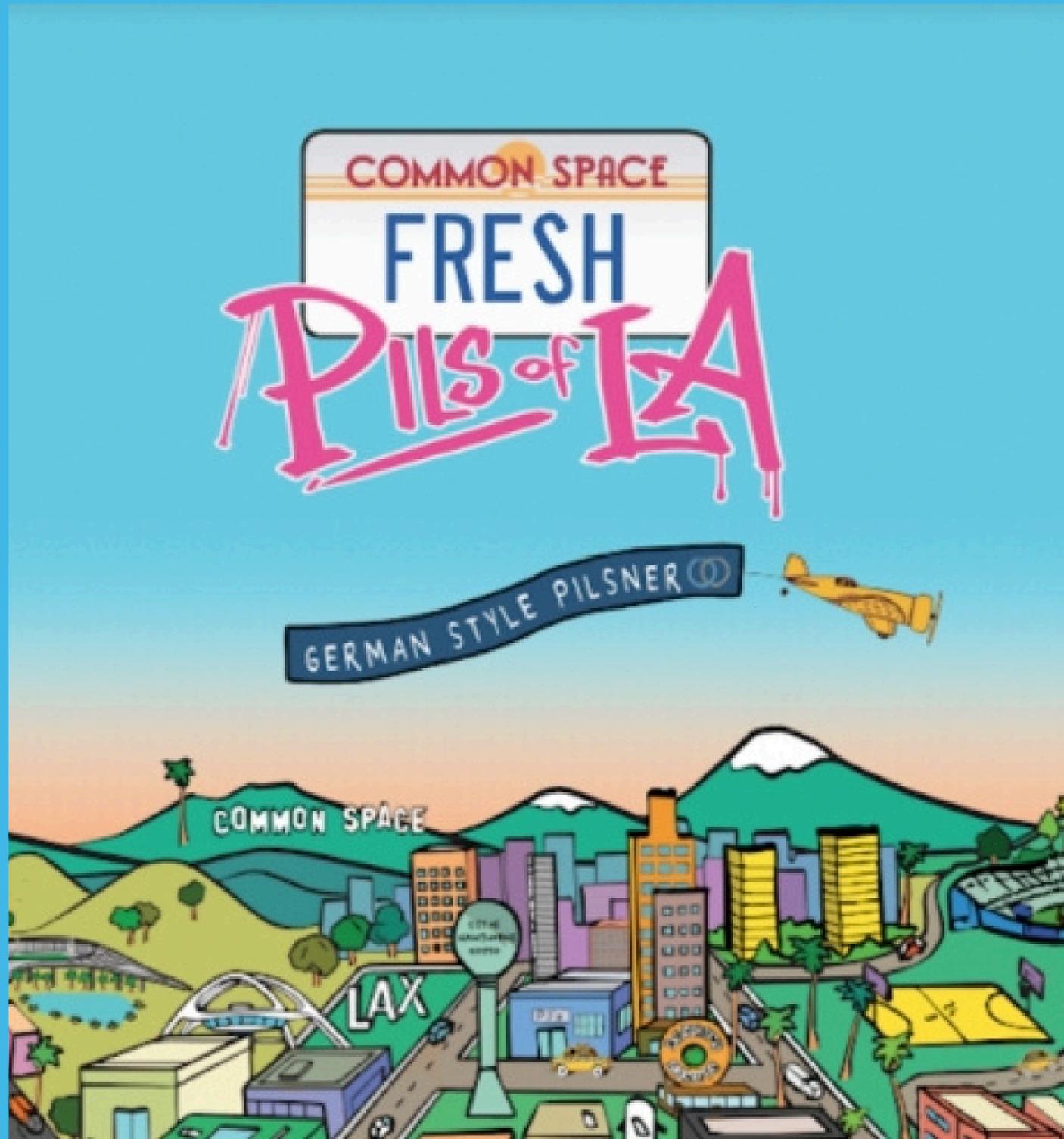
I created a custom landing page where visitors could:

- Learn about Fresh Pils of LA
- Find where to buy it
- View event details and upcoming activations
- Access media from the campaign



**“THIS IS
ONE DAMN
CRISPY BOI”**

KUSHAL HALL
HEAD BREWER



KEY TAKEAWAY

This brand awareness campaign saw the most return of any campaign the brewery had ever launched.