



EXAMPLE BRAND MANAGEMENT ROADMAPS & TIMELINES

CBC 2026 | Navigating the Now While Evolving for Your Brand's Future

Oceania Eagan, Blindtiger Design | blindtigerdesign.com

Silver City

BREWERY

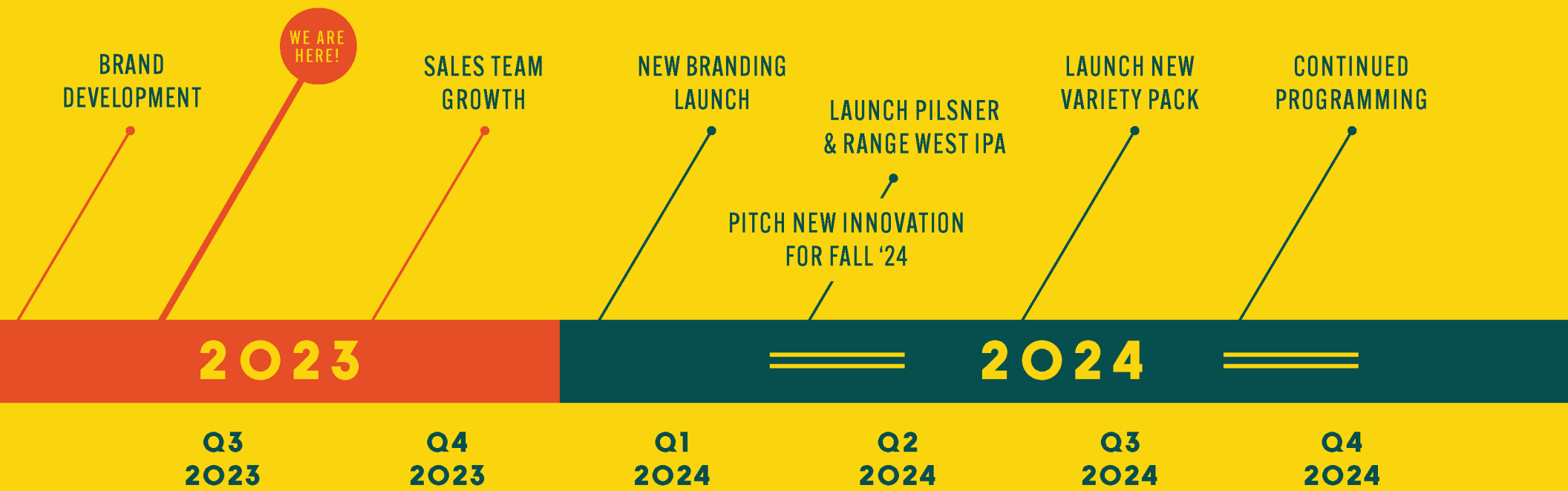


GOALS & OUTLINE

Refocus the brand and portfolio. Get back to our roots of award-winning beer. Build our largest and most experienced sales team.



NEW PACKAGING



The background image is a photograph of Pike Place Market in Seattle, featuring the historic building with arched windows and a clock tower. A large white USPS delivery truck is parked on the street in the foreground, and a crowd of people is visible on the right. The word "Pike" is written in a large, white, cursive script, and "BREWING" is in a smaller, white, bold, sans-serif font below it.

Pike BREWING



NW BEVERAGES · APRIL 2022

LOOKING AHEAD

WHAT'S IN STORE FOR 2022



BRAND

BEER

MARKETING

SPRING

SUMMER

FALL

WINTER

REBRAND		LAUNCH NEW BRAND	ANNIVERSARY EVENT	
RECIPE UPDATES	NEW PACKAGING ROLLOUT			
RELAUNCH R&D PROGRAM	THIRD STORY + SEASONAL PACKAGING ADDED			
REBRAND TEASERS ON SOCIAL	REBRAND LAUNCH CAMPAIGN	PITCH CHAINS FOR 2023 PLACEMENT	HOLIDAY CAMPAIGNS	
		TAP HANDLE REDESIGNS		



Heidelberg
BEER

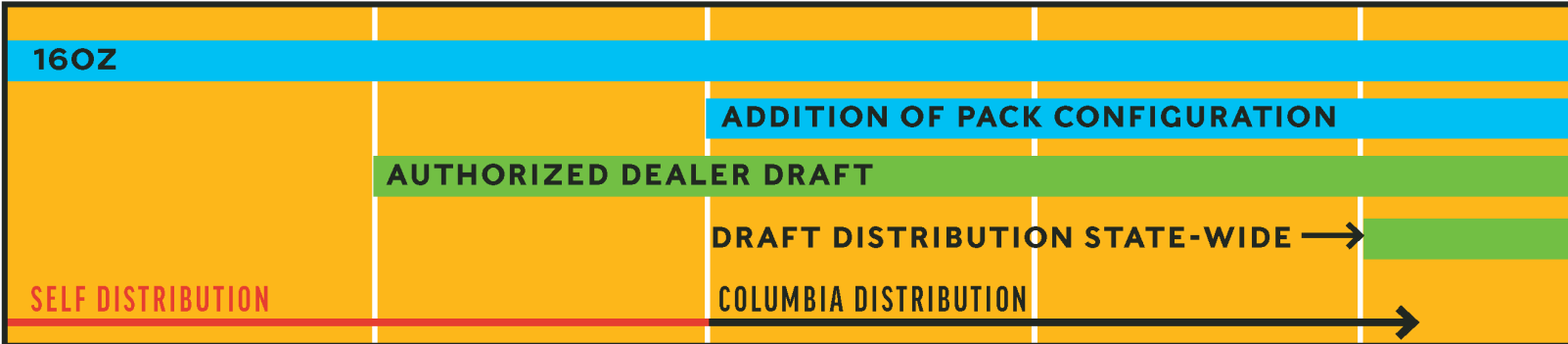
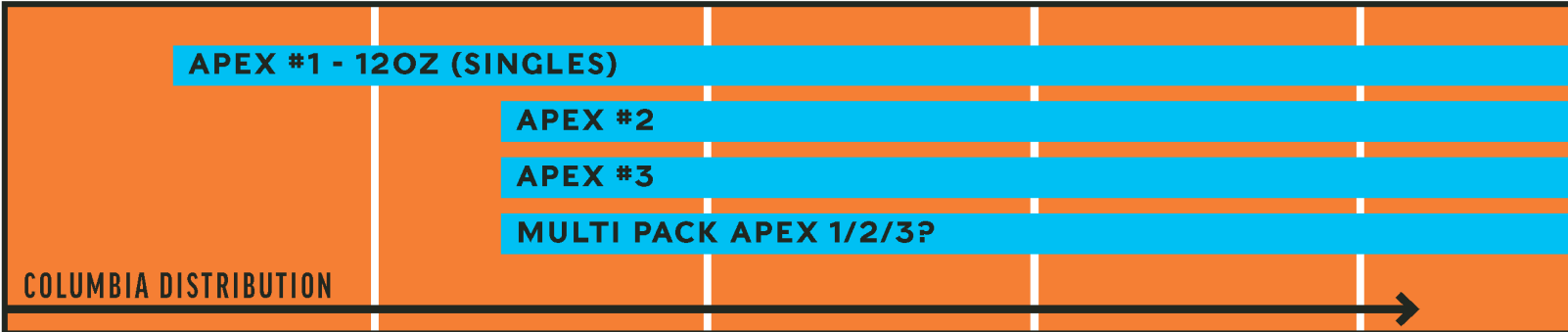


apex
CBD
sparkling beverage

NOVEMBER 2021

BRAND TIMELINES

2021 SPRING 2022 FALL 2022 WINTER 2022 2023



= CANS & PACKAGING = DRAFT