

BIG LITTLE BREW/PUB

DIGITAL APPROACH

APRIL 2026 |
Pitch Presentation



BRAND STRATEGY

THE CORE PROBLEM

WHAT WE
NEED TO FIX



Low visibility
A hidden terrace
brewery



Credibility
A highly skilled
brewmaster with no
visibility



Powerful story
A deep
philosophical,
farmer-first vision

THE OPPORTUNITY

Kharadi = IT Crowd

- Looking for meaningful experiences, not just drinks
- Burnout
- Repetition
- High income, low emotional connection



BRAND POSITIONING

OPTION 1

The farmer angle, don't position it as - "We source from farmers" instead position it as - "Every beer you drink here starts with a farmer."

Shift the position:

- From supplier to storyteller
- From ingredient to origin/story behind the products
- From transaction to connection

OPTION 2

For thinking professionals who are tired of noise, Berley's Brewing Co. is a hidden rooftop brewery that serves thoughtfully crafted beer rooted in real stories — from soil to soul.

BRAND PILLARS

(YOUR CONTENT + CAMPAIGN FOUNDATION)

1. Craftsmanship (The Brewmaster Story)

- Degree in brewing = authority
- Not just beer its **intentional brewing**

Content angle: “This is not beer. This is a decision.”

2. Farmers & Source Story

- Direct sourcing has massive emotional + ethical positioning

Content angle: “Your beer starts 500 km away, in a farmer’s field.”

3. Philosophy & Paradox

This is GOLD. No one in Pune is doing this.

Content angle:

- “Strong beer. Soft thinking.”
- “The quieter the place, the louder the thoughts.”
- “You come here for beer. You leave with something else.”

BRAND PILLARS

(YOUR CONTENT + CAMPAIGN FOUNDATION)

4. Berley (The Identity Anchor)

The dog gives:

- Warmth
- Recall
- Merchandising potential
- Visual consistency

5. Name Transition Strategy

From: Little Big Brew Pub (generic) To: Berley's Brewing Co. (ownable, memorable)

Don't just change the name.

Make it a story-led transition.

CAMPAIGN IDEAS

“Meet Berley”

- Who is Berley?
- Why does he represent the brand?
- Why this shift?
-

The Hidden Location is Your Biggest Strength
Right now, it's a disadvantage.
We flip it into an aspirational discovery.
Position it as: “Pune’s Best Kept Secret”



CAMPAIGN IDEAS

- “Find It” - e.g. IYKYK (If you know, you know)
- “Drink With Thought” - e.g. “The more you slow down, the more you feel.”
- “From Soil to Sip” - e.g. “This didn’t start in a brewery. It started in a field.”
- “Berley Knows” - e.g. “Use the dog as the voice”
- Others - IT Park penetration, Referrals, Entry Experience, Offline storytelling through branded material



THE VISUAL EXPERIENCE

The physical space becomes a quiet storyteller. Every touchpoint from table cards and coasters to wall installations subtly connects the beer back to its origin.

- Farmers are not shown as information, but as presence
- Materials, textures, and visuals reflect earth, grain, and craft
- Stories are revealed in small, discoverable moments

The goal is not to explain the brand, but to let guests feel the journey from soil to sip within the space.

CHEERS!

 www.digitalrhetoric.in  +91 9637008020  info@digitalrhetoric.in

 Row House 1, Sunflower Apartments, Narayan Annaji Shinde Rd,
Salunkhe Vihar Society, Kondhwa, Pune, Maharashtra 411048