



CRAFTING **A** **STRATEGY**[®]

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**NORTHWEST HOMEBREWERS CONFERENCE
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BRAND COMMUNITY **ENCHANTMENT &** **THE SOUL OF BEER**

**CREDIT: ODENSE PRESENTATION BY JOHN SCHOUTEN,
DIANE MARTIN, & SAM HOLLOWAY ON APRIL 2013**

A DISENCHANTED WORLD

WE LIVE IN A WORLD WHERE CAPITALISM, MASS PRODUCTION, CORPORATIZATION AND BUREAUCRACY HAVE STRIPPED AWAY ALL SENSE OF MAGIC.



A DISENCHANTED WORLD

CONSUMERS HAVE A DEEP LONGING FOR ENCHANTMENT IN THEIR LIVES.



ENCHANTMENT AND BRAND COMMUNITY

HARLEY-DAVIDSON: ANIMATED, MAGICAL AND TOTEMIC TRANSPORT



EXECS AND ENGINEERS AS HIGH PRIESTS OR SHAMANS



BRAND COMMUNITY

A WEB OF RELATIONSHIPS AMONG CUSTOMERS, MARKETERS, THE PRODUCT AND THE BRAND. CHARACTERIZED BY:

A SENSE OF COMMUNITY AND BELONGING

SHARED RITUALS, PRACTICES & PLACES

A MORAL OBLIGATION TO THE BRAND

FIERCE CUSTOMER LOYALTY



ENCHANTMENT AND BRAND COMMUNITY

JEEP: TRANSPORT TO TRANSCENDENT EXPERIENCE



ENCHANTMENT AND CRAFT

THE ENCHANTMENT OF TECHNOLOGY IS THE POWER THAT TECHNICAL PROCESSES HAVE OF CASTING A SPELL OVER US SO THAT WE SEE THE REAL WORLD IN ENCHANTED FORM.

--GELL, THE TECHNOLOGY OF ENCHANTMENT & THE ENCHANTMENT OF TECHNOLOGY



**THE BREWMASTER'S ART IMBUES THE BEER WITH QUALITY AND SOUL
THE CRAFT BREWER IS A SHAMAN DEDICATED TO PURITY OVER PROFIT**

ENCHANTMENT AND OBJECTS

MAGIC INHERES IN THE OBJECTS OF CRAFT



BEER TRANSFORMS, CONNECTS AND ELEVATES US

ENCHANTMENT AND THE BRAND

SACRED ICONS OF AN ENCHANTED WORLD



ENCHANTMENT AND PLACE

CATHEDRALS OF CONSUMPTION...HAVE AN ENCHANTED, SOMETIMES EVEN SACRED, RELIGIOUS CHARACTER...

--RITZER, ENCHANTING A DISENCHANTED WORLD



ENCHANTMENT AND PLACE

LOCAL IS SPECIAL

**THE BREWERY OR PUB IS A SACRED GATHERING PLACE WHERE BEER
IS THE SACRAMENT**



ENCHANTMENT AND IDEOLOGY: TEN COMMANDMENTS OF LOST ABBEY

1. THE MOST IMAGINATIVE BEERS ARE OUR CRUSADE
2. WE BELIEVE WE ARE ALL IN THIS TOGETHER
3. WE STRIVE FOR HONESTY AND INTEGRITY IN OUR LIVES LIKE YOU
4. FRESH BEER IS GREAT, AGED BEER IS BETTER
5. NOW THAT YOU HAVE FOUND US HELP US SPREAD THE MESSAGE
6. THERE IS GOOD AND EVIL IN THE WORLD – OUR BEERS ARE GOOD
7. PASSION ISN'T SOMETHING YOU CAN BUY AT THE CORNER STORE
8. WE BELIEVE AN INSPIRED LIFE IS WORTH LIVING
9. LIFE IS ABOUT CHOICES, THE LOST ABBEY IS A GREAT CHOICE
10. WE ARE NOT PERFECT, BUT NO ONE IS

THE CRAFT BEER COMMUNITY



**The
Gospel:
Craft Brewing**

**The Priests:
Craft Brewers and
the Inner Circle**

**The Congregation:
Community Members**

THE CRAFT BEER COMMUNITY

SKAL!
CHEERS!
KIPPIS!
SALUD!



**THANK
YOU!**

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