

# Brewing change.

Why Creature & Co. are the perfect creative agency to help you raise the bar with purposeful beer campaigns.

**CREATURE**  
**&CO.**



# We're a creative agency with a conscience.

Our team at Creature & Co. are experts at communicating challenging topics simply, helping brands navigate purpose through a combination of memorable, multi-platform creative content, and sustainable, impactful and measurable strategic thinking.



# Like you, we're passionate about planet-friendly beer.

We believe in the power of storytelling to encourage a shift towards eco-conscious brewing practices. Our goal is to ignite a collective awareness and drive responsible choices, making planet-friendly beer a cornerstone of a greener, more sustainable future.

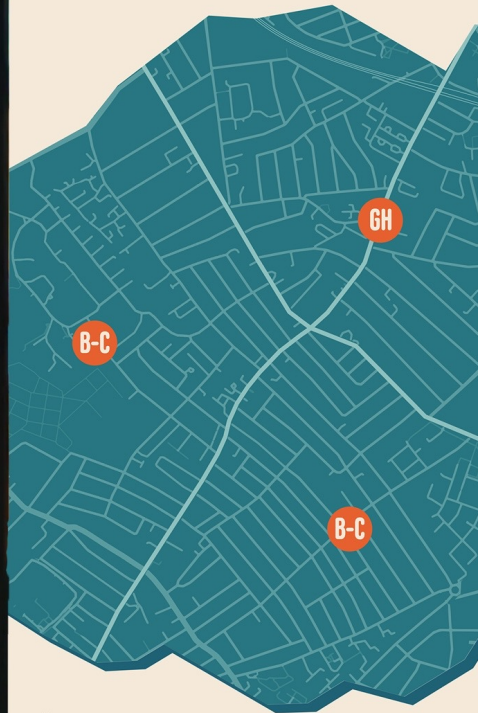
**Want to collab? We've already started thinking up ideas...**

**The idea.**

**A slick, cool digital  
pub directory  
for planet-  
friendly pints.**

Three white diagonal scratches, resembling claw marks or paint strokes, are located in the bottom right corner of the image.

PINTS for  
the PLANET



Key

**B-C** Brewed by a **B Corp**





## Features:

- ✓ **Interactive map**
- ✓ **Special listings**
- ✓ **Green scheme**
- ✓ **Tailored branding**
- ✓ **UGC functionality**
- ✓ **Discounts and promotions**

Why it works.

**Builds a network.**

**Great longevity.**

**Incentivises  
real change.**



# Why now?

We surveyed people between the ages of 21-45 about their beer habits...



35%

said they would choose a planet-friendly beer over one contributing negatively to climate change.



65%

want to know more about where their beer comes from.



60%

care how their beer is made and the impact this has on the planet.

There is a **proven opportunity** for brands to capture an audience who are ready and waiting for a significant shift in this industry.

It's time to build your campaign to **peak public interest, drive brand lift and convert sales** all whilst driving positive change for **planet and people.**



**Saving the planet  
is **thirsty work**,  
but someone's  
got to do it...**



**Interested in developing this idea? Want to learn more  
about **who we are**, **what we do** and **how we work**? Read on...**

OUR ROOTS IN ENVIRONMENTAL JOURNALISM GIVE US A **UNIQUE, INQUISITIVE, RESEARCH** AND **FACT-LED** APPROACH.

# CREATURE & CO.

All our Creatures have been employed for their **love and knowledge of our planet**, with great brand skills ranging from **strategy** through to **production**. Together, our mission is to help organisations **navigate purpose** to create **lasting change** and **empower people** to act on the world's challenges.

Our Co's are **best-in-field** specialists and advisors in **social and environmental movements**. Our little black book is full of amazing people who we bring in at the right time for the right job.

# WHAT WE DO

## STRATEGY

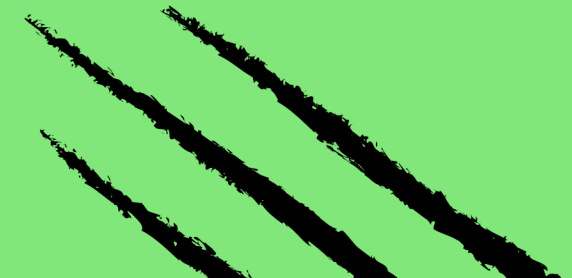
- ✓ BRAND PURPOSE
- ✓ COMMS STRATEGY
- ✓ CONSUMER RESEARCH
- ✓ ESG & IMPACT REPORTING
- ✓ CONTENT MARKETING STRATEGY
- ✓ BRAND PARTNERSHIPS

## CREATIVE

- ✓ COPYWRITING
- ✓ CAMPAIGN DEVELOPMENT
- ✓ DIGITAL & SOCIAL COMMS
- ✓ GAMIFICATION & DIGITAL DESIGN
- ✓ SUSTAINABILITY INITIATIVES

## PRODUCTION

- ✓ VIDEO PRODUCTION
- ✓ AUDIO PRODUCTION
- ✓ ILLUSTRATION & ANIMATION
- ✓ DIGITAL DEVELOPMENT



#1

On average 3-4 weeks

## RESEARCH

INITIAL **BRIEFING**  
**AUDIT** OF BRAND & CONTENT  
BRAND **SAFARI**  
**SENSITIVITY** & LEGAL CHECK



### RESEARCH REPORT

- AUDIT FINDINGS
- INITIAL WATCH OUTS & RECOMMENDATIONS
- FORMALISATION OF BRIEF, BUDGETS & KPI'S

#2

On average 4-6 weeks

## IDEATE

CREATIVE **WORKSHOP**  
**BESPOKE** IDEAS  
CONCEPT **TESTING**  
**FINALISATION** OF CONCEPT



### CREATIVE PRESENTATION

- TONE OF VOICE
- CONTENT STRATEGY
- CREATIVE DIRECTION
- SUSTAINABILITY STRATEGY

#3

On average 2-8 weeks

## CREATE

**CONTENT** CREATION  
PRODUCTION  
FEEDBACK & **AMENDS**  
**FINAL** CHECKS



### DELIVERY OF ASSETS

- REQUIRED FORMATS
- LAUNCH SUPPORT
- PROJECT FEEDBACK

#4

Every 3, 6 or 12 months

## SUPPORT

**CONTINUOUS** DEVELOPMENT  
UPDATING **CLAIMS**  
**NEW CONTENT** & TRENDS  
UPDATING **INFO & DATA**

**C&CO.**  
**PROJECT**  
**SPRINT.**



# GET IN TOUCH



## CREATURE &CO.

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