



Old Style 2010 Radio Campaign

IF WE *Kraeusened* RADIO, OLD STYLE WOULD
FLOW OUT YOUR **SPEAKERS.**

Think LOCAL. *Drink* LOCAL.



THE OPPORTUNITY

Today's news is tomorrow's Old Style campaign. Old Style beer set out to use the power of radio in a way that had never been done before. As a result, the world's first hyper-topical, super-local radio campaign was born.



THE BIG IDEA

Improv comedy is a Chicago original. Old Style beer is a local favorite. The idea to bring them together created quite a buzz for this regional brew. The 60 second radio spots featured various improv comedians from the famous Chicago iO Theater.



THE RADIO

The improv comedy was based on Kraesuening– the Old Style brewing tradition of making things better. The iO improv comedians “Kraeusedened” real local news stories and made them better. The unscripted campaign launched with topics centered around “O’Hare Body Scanners”, “Blago”, and “World Naked Bike Ride”. But any news story was fair game.



**“Body
Scanners”**



“Blago”



**“Naked
Bike Ride”**



THE BREAKTHROUGH APPROACH

The campaign had to be recorded every few weeks to quickly take advantage of the latest local happenings and create a comedic spot around buzz-worthy topics. New radio was released in phases over the summer as interesting local news unfolded. Old Style suddenly became a fresh and relevant brand for many 25 year olds who have a strong affinity for things local and authentic.



THE CAMPAIGN

The campaign extended to Old Style Kraeusened Comedy nights at local bars and taverns with iO performers making guest appearances. Print, out-of-home, and retail merchandising were all part of the Kraeusening campaign that made all kinds of things better. Fans could even Kraeusene their favorite web site with a digital Old Style Tapper.



HEILEMAN'S
Old Style
AUTHENTICALLY
KRAEUSENED

IF WE *Kraeused* YOUR PARTY,
THIS WOULD BE YOUR KEG.

THINK LOCAL. DRINK LOCAL. OldStyleBeer.com

Out-of-Home



HEILEMAN'S
Old Style
AUTHENTICALLY
KRAEUSENED

IF WE *Kraeused*
YOUR BACKYARD, IT WOULD
BE A *Beer* GARDEN.

Think LOCAL. *Drink* LOCAL.

OldStyleBeer.com

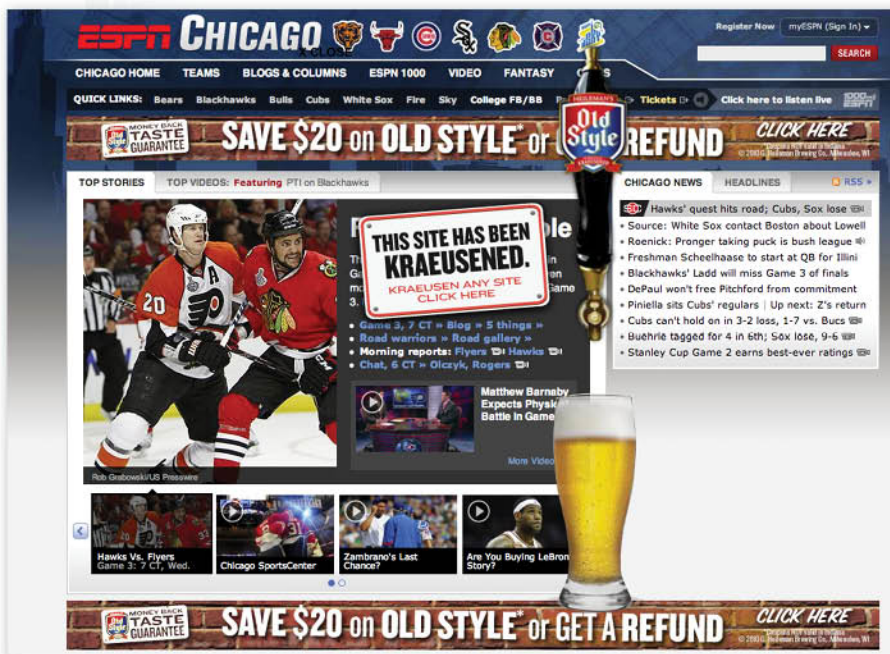
Retail Banner



IF WE KRAEUSENED
THE STAGE

YOU'D BE
A ROCK GOD.

Flashing Banner Ad



Digital Tapper Webpage Takeover



THE RESULT

The innovative, hyper-topical approach to radio reestablished Old Style beer as an integral part of the local fabric of the city.

Old Style. Think Local. Drink Local.