



STUDY

TJ's BrewWorks



STRATEGIC BRANDING • COMMUNICATION



VGC was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

ABOUT vgc



A group of four young adults are gathered around a wooden table in a bright room with large windows. A man with curly brown hair and a woman with long blonde hair are laughing heartily. On the table, there are two brown beer bottles and several glasses filled with beer. The scene conveys a sense of fun and social interaction.

Beer is a social drink



Beer drinking in all cultures is an extremely social activity that has a natural inclination for bringing people together during day or night. This is particularly noticed during cricket or football matches when pubs come alive with good cheer, bonding and bonhomie.

A group of four young adults are having fun on a boat deck. Two men are in the foreground, one wearing sunglasses and a blue swim trunks, the other shirtless with his mouth open. Two women are behind them, one in a blue bikini and the other in a yellow and pink striped swimsuit, both splashing water. The background shows a city skyline across the water under a clear blue sky.

So it was important for
the **communication strategy** to
leverage these positive, **social**
aspects of beer drinking.



And we didn't have to look far –
in fact no further **than the name,**
BrewWorks!



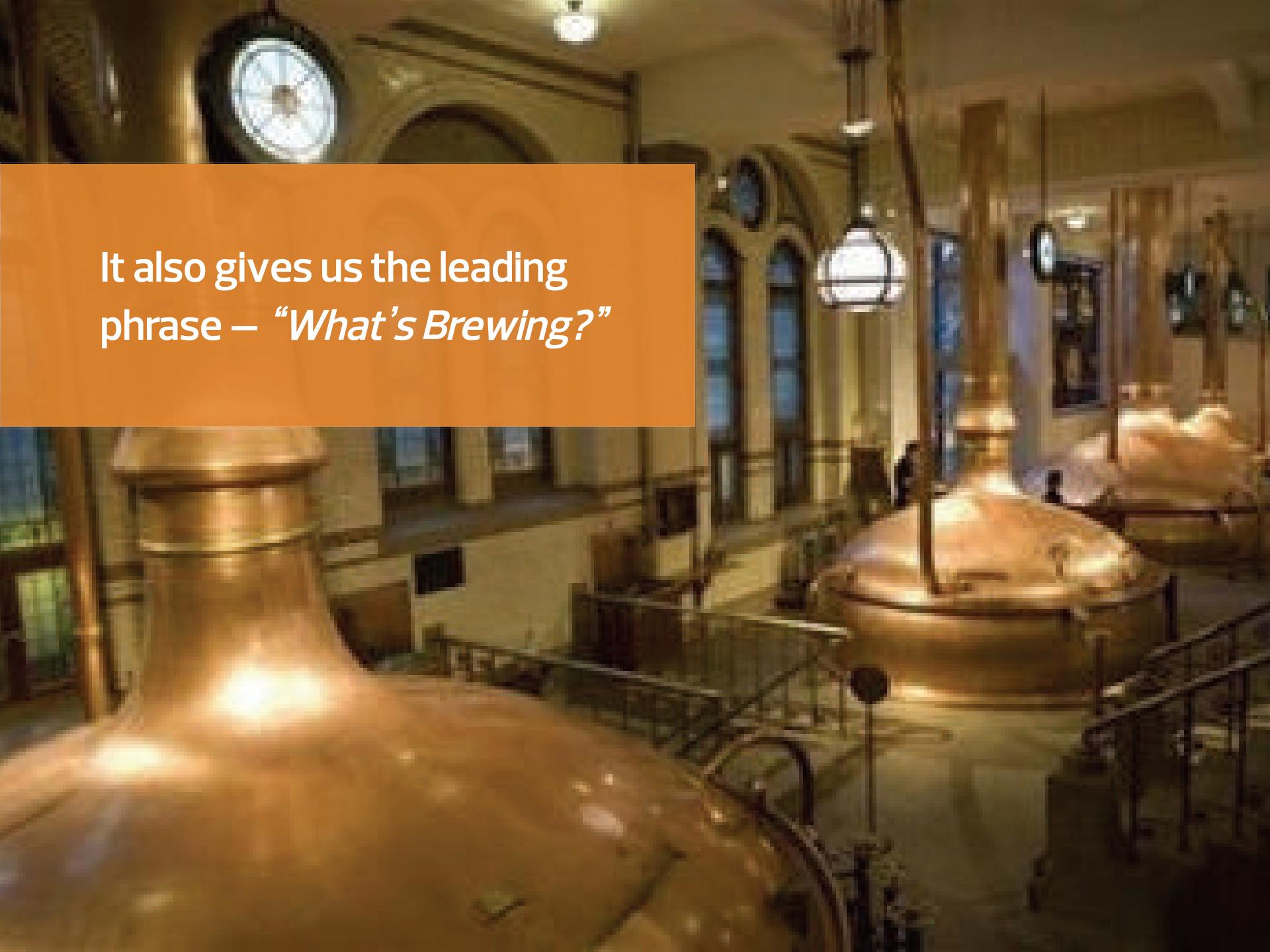


T's BrewWorks™





The term **brew** is so versatile that it refers to our unique brand of handcrafted beer.



It also gives us the leading
phrase – “*What's Brewing?*”

What's

Brewing?

As a phrase, “What’s Brewing?” at once invites conversations, teases and prompts interesting responses and goads people into revealing information about their lives. All of which is best done over a beer.

What's brewing at TJ's BrewWorks?



Brewing conversations

A photograph of a young man with dark hair and a beard, wearing a dark blue button-down shirt. He is smiling warmly at the camera. A person's arm is wrapped around his shoulder from the right side of the frame. In the foreground, a hand holds a clear glass filled with a golden beer, with a thick white head of foam. The background is slightly blurred, showing what appears to be a brewery or bar interior.

Brewing relationships

A color photograph of a middle-aged man with a beard and mustache, smiling warmly at the camera. He is wearing a dark t-shirt and holding a metal tray with four glasses of beer. The beers range from a dark, foamy stout to a light, bubbly pale ale. The background is a brewery interior with equipment and barrels.

Brewing ambitions



Brewing moments

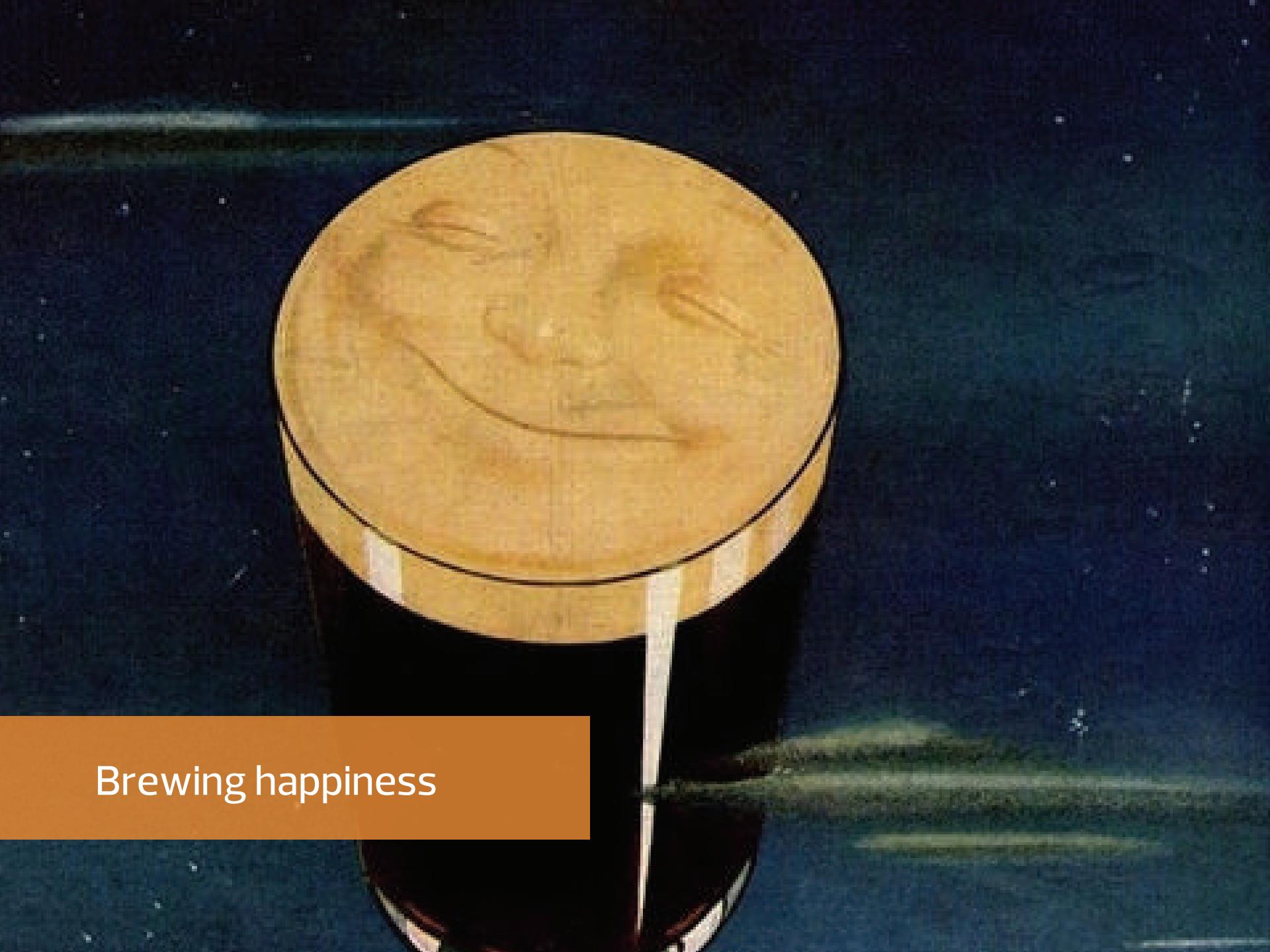


FRESH
BEER

Brewing freshness

Brewing culture





Brewing happiness

A person with short, light-colored hair, wearing an orange robe, is seen from behind, drawing a complex chalk mural on a blackboard. The mural features a variety of white chalk drawings, including a large circular pattern resembling a mandala or a stylized sun, several cocktail glasses, a ship on waves, and a small figure in a circular frame. The blackboard has some mathematical and scientific notation written in chalk at the top, such as "T(1/2) = R".

Brewing art

A photograph of two musicians performing live. The man on the left is wearing dark sunglasses and a black button-down shirt, smiling and looking towards the camera. The man on the right is wearing glasses and a black patterned shirt, focused on playing his guitar. They are in a room with warm, yellowish lighting and a mural of a person's face in the background.

Brewing music

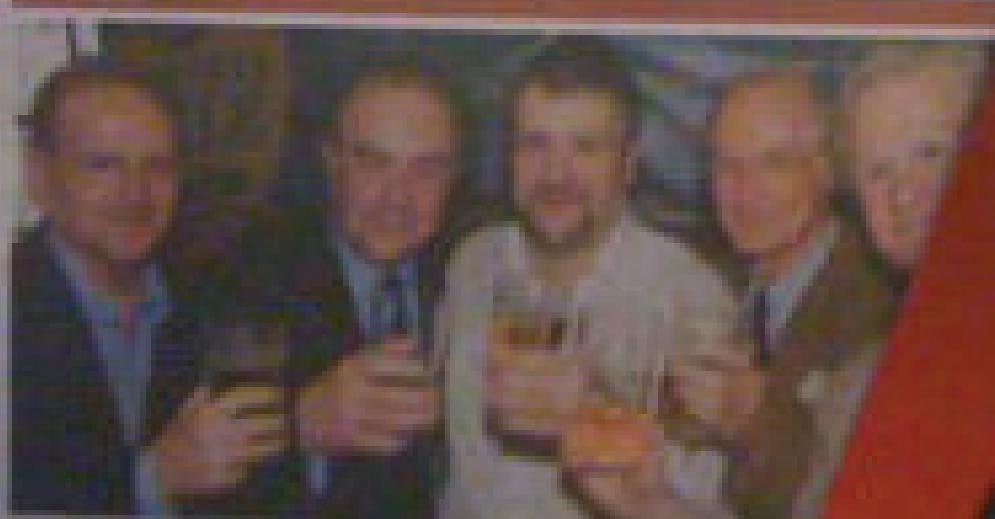


Local news & local brewing news • Beer news from around
England & beyond • Craft beer reviews • **PUB CHAMPIONSHIPS**



WHAT'S BREWING

NEWSPAPER OF THE CAMPAIGN FOR REAL ALE



Brewing news

The advertisement features a red 'which?' magazine cover. The cover has a blue background with a white pub interior illustration. At the top, it says 'IN PUB QUIZZES' and 'works for you'. Below that, it says 'Now you're Retired' in large letters, with a small 'QUIZ' button. In the center, there's a white saucer with two biscuits. At the bottom right, there's a yellow circle with the words 'FREE GUIDE'.

Obviously then, Brew Works is not
a place that only brews beer...
but much,
much more!

Brewing news **Brewing stories** Brewing relationships **Brewing Taste** Brewing plans **Brewing ideas** Brewing conversations **Brewing recipes** Brewing passion **Brewing energy** Brewing excitement **Brewing inspirations** Brewing trust **Brewing bills** Brewing change **Brewing melody** **Brewing life** Brewing secrets **Brewing symphony** Brewing argument **Brewing games** Brewing drama **Brewing laughter** Brewing strengths **Brewing pride** Brewing fantasy **Brewing greed** Brewing zest **Brewing surprises** Brewing Affection **Brewing joy** Brewing culture **Brewing connections** Brewing words **Brewing trouble** Brewing memory **Brewing trouble** Brewing music **Brewing gossip** Brewing colors **Brewing happiness** Brewing sunshine **Brewing messages** Brewing messages **Brewing events** Brewing ambitions **Brewing vision** **Brewing hope** Brewing hospitality **Brewing mixes** Brewing moments **Brewing freshness** Brewing newness **Brewing smiles** Brewing magic **Brewing madness** Brewing illusions **Brewing artists** Brewing magic **Brewing imagination** Brewing contacts **Brewing adventure** Brewing design **Brewing adventure** Brewing times **Brewing art** Brewing people **Brewing stars** Brewing perfection **Brewing miracles** Brewing health **Brewing wealth** **Brewing razzle** **dazzle** **Brewing interests** Brewing alliances **Brewing friends** Brewing spirit **Brewing lyrics** Brewing bloggers **Brewing hunger** Brewing loyalty **Brewing patience** Brewing belief **Brewing warmth** Brewing comfort **Brewing creativity** Brewing sanity **Brewing appetite** Brewing details **Brewing values** Brewing empathy **Brewing bliss** Brewing delights **Brewing beliefs**

Brewed to perfection

Brew of words, stories and great times

Environment/ Events

What's brewing at BrewWorks? (Customers can make a choice)

Catching up with friends?

A romantic tete a tete?

A secret rendezvous?

Meeting a prospective employer?

It could be anything

Interactive table mats, coasters, etc

Consumers could also fill in their answers on the coasters and submit it to win a " six pack"

Environment/ Events

There can also be a ‘What’s Brewing’ blackboard wall for people to fill in or draw “What’s Brewing” in their lives’?

Here, customers can fill in what’s brewing in their lives – new job, new boyfriend, new hairstyle, shifting house, writing a book etc.

We could create a wall of beer mugs that could carry names and their entries.

It could be an interesting art Installation!

We could even brand “What’s Brewing?” paper serviettes with illustrations.



Environment/ Events

**Choose your beer according to your mood.
Bitter. Light. Creamy etc.**

Like the Beer palette, we could have Beer mood swatches – so “What’s Brewing” could be a bad hair day, fight with the boss, losing a match, falling in love etc.

Digital Campaign | Website

As customers submit entries of 'what's brewing in their lives', BrewWorks will post the same as a status update on the TJ's BrewWorks page in real time.

The My Places app on Facebook will be used to tag who the customer is with, at Brew Works.

Maybe, a new "What's Brewing?" app can be designed for Facebook by BrewWorks, where people can select from a list of life's common events or create their own unique one.

Customers who have the most varied and regular "What's Brewing?" updates get a free beer pitcher.

Also "What's Brewing" is a large enough platform to discuss various topics apart from beer on Facebook and social media.

Merchandise

What's Brewing “make your own t-shirt”.

T- shirts with quotes “As he brews, so shall he drink”

Beer mugs with sayings like brewing magic, brewing ambitions etc

Brewing sunshine for the umbrella

Brewing appetite for the plates

News | Out of home/space graphics

What's brewing? could be a great way to connect with what's making news:

Such as:

Kareena's exorbitant fees for Heroine.

Ashley Cole and Cheryl spotted together.

Is Rahul Gandhi getting ready to become Prime Minister?

Stickers of “----- brewing” can be placed on movie posters based on their storyline.

Design Applications



Brewing Pints



Brewing sunshine



Brewing appetite



Brewing BBQs



Brewing happiness



Brewing music

Design Language



Design Language

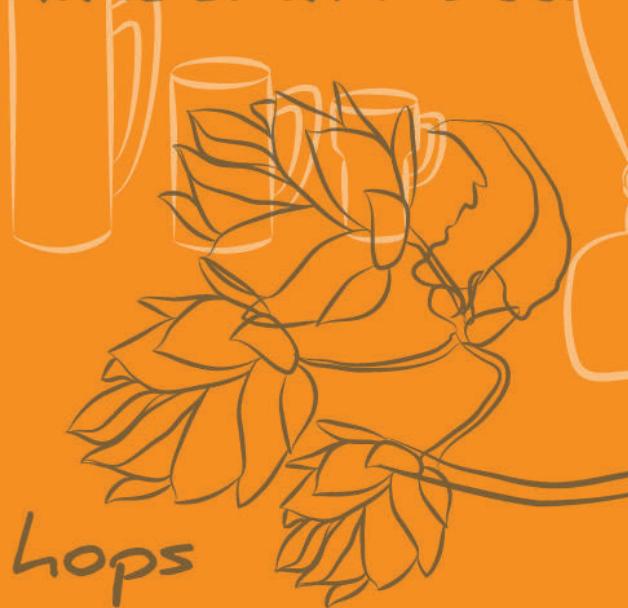


Fresh &
Flavorful



Design Language

Handcraft beer



Hops



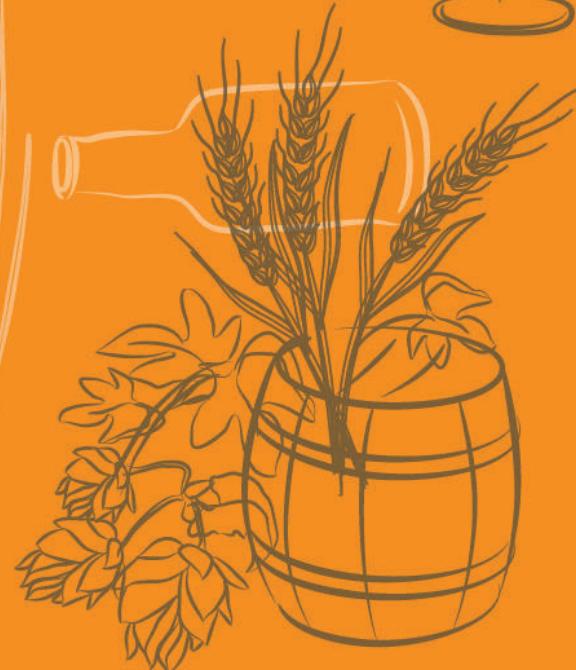
Premium
Brewed

Fresh & Flavorful



aroma

wheat



Color Palette

Primary Colours



Secondary Colours





Letterhead

Brewing words



Brewing news Brewing stories
Brewing relationships Brewing
Taste Brewing plans Brewing
ideas Brewing conversations
Brewing recipes Brewing
magic Brewing energy Brewing
passion Brewing inspirations
Brewing trust Brewing bills
Brewing change Brewing
trends Brewing melody Brewing
excitement Brewing love

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Part of
Rian Hospitality Pvt. Ltd.

ID Card



Envelope

Brewing messages

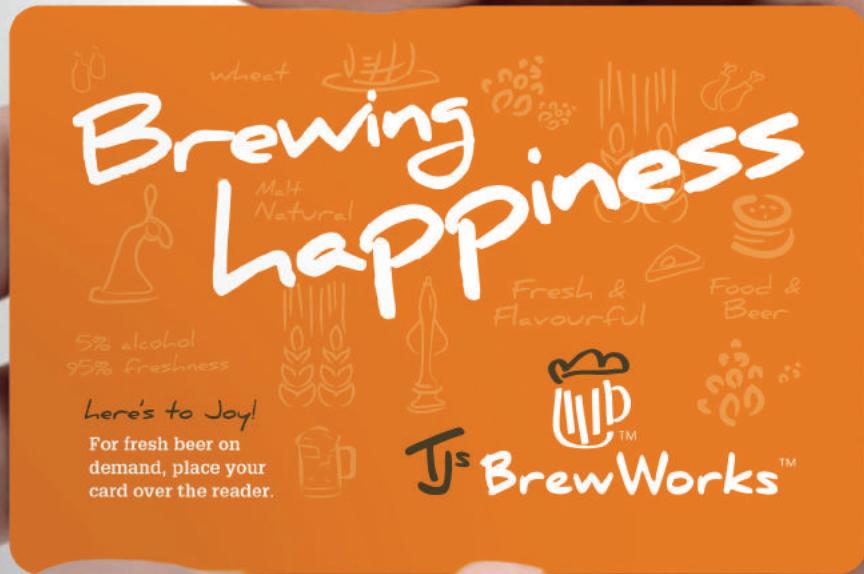


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Invoice



Loyalty Card



Food & Beverage Menu



Menu Inside



Menu Inside



Table Mats



Interactive Menu



FORGOTTEN
TRUNK
DR. LUIS
AMARILLO
URREA

Beer Palette



Tent Card



Feedback Form

Feedback Form



TJ's BrewWorks™

Code no. _____

Table no. _____

Name _____

Phone _____

E-mail _____

Address _____

Beer

Other Beverages

Food

Service

Awesome



Great



Good



Not bad



So-so



Jute Pouch



Coasters



Wall Graphics



"Handcraft Beer
is proof that God
loves us and wants
us to be happy."



Wall Branding



A strong, heavy bodied, dark brew with a distinct taste of roasted malt and a chocolaty aftertaste. It is mildly sweet, low on bitterness with a smokey flavour.

Depending on the brewer's fancy, indulge in a heady, spiced blend or enjoy the refreshing burst of fruit brews.
Prepare to be surprised!



Rich and flavoursome, this special brew from wheat and barley malt is spiced and delicious. With a hint of cilantro and pepper this cloudy pale yellow drink is a traditional Belgian style recipe.



This brew is made from 100% wheat malt and is known for its light, citrusy flavor. The beer has a subtle floral and herbal character with a long, crisp finish.



for everything brewing in your life, we have the perfect brew for you!



100%

Wall Branding



Dispense your own point* of joy!

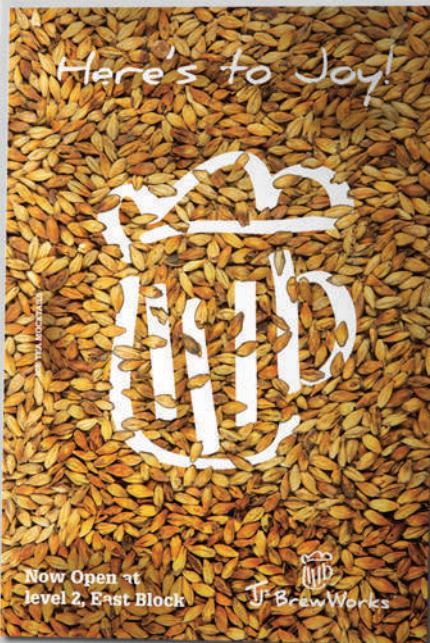


e Tea Mocktails

Wall Branding



Pillar Branding



Wall Graphics

handcraff beer

ops

Premium
Brewed

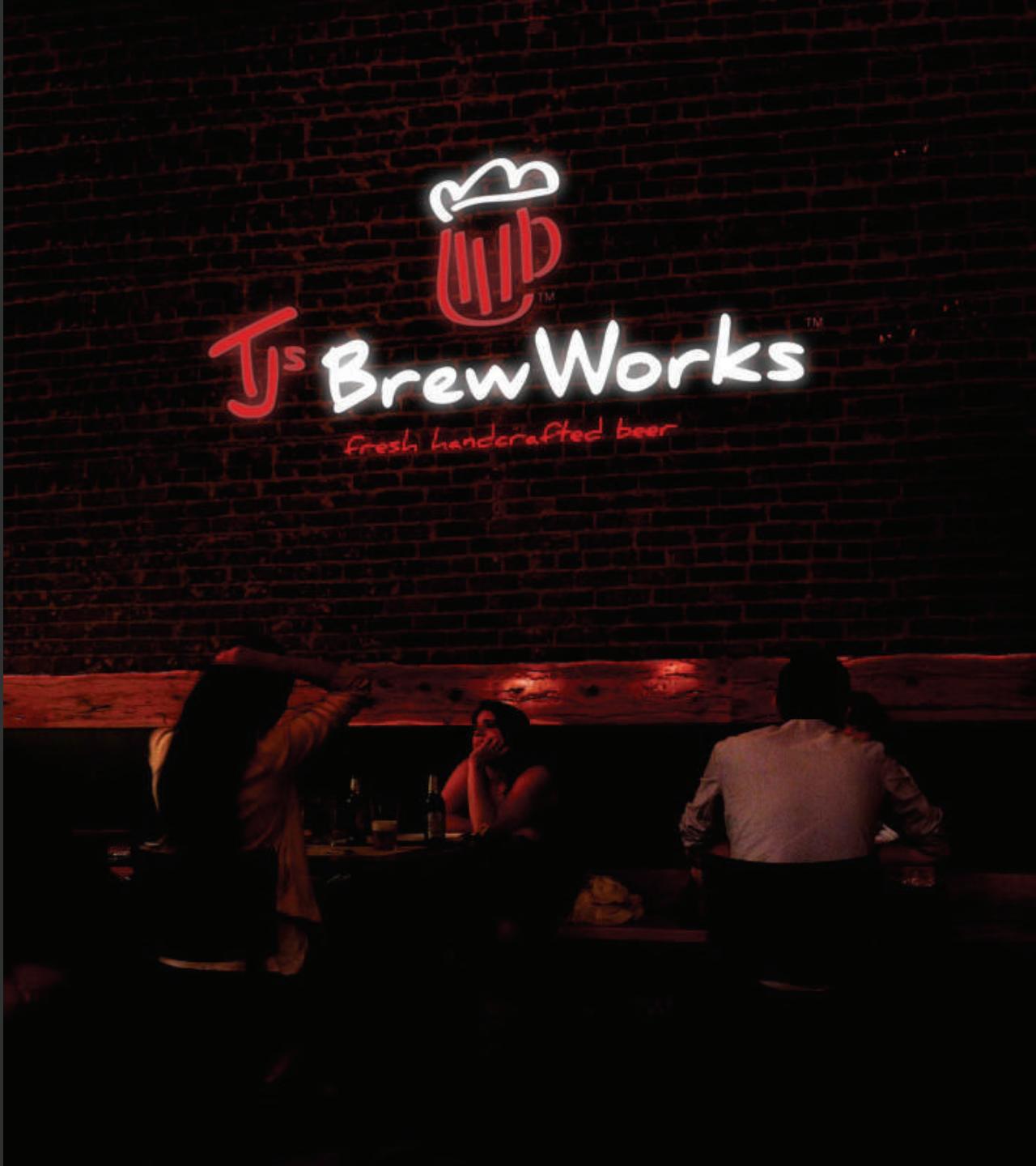
Fresh & Flavorful



Signage



Signage



Beer Mugs



Customised Beer Mugs (can become a wall installation)



J's
BrewWorks



Brewing
Appetites

TJ's Brew Works®



Beer Taps





T-shirt



T-shirt



Apron



Apron



Restroom Signage



Website



facebook  Search  Home Profile Account

Tjs Brew works  Like Food/Beverages

Create a Page

Friends' events See all

 a youth awareness to breath medita...
Tomorrow at 11:00 until Tomorrow at 11:00

RSVP: Yes - No - Maybe

 Group guided meditation by Temple...
18 September, 15:30-17:30

RSVP: Yes - No - Maybe

 Spiritual rebirthing with Mystical...
18 September, 18:00-20:00

RSVP: Yes - No - Maybe

People you may know See all

 Rajlakshmi Mohta
4 mutual friends


 Rajeev Agarwal
6 mutual friends


still can't decide, spin the wheel to find the brew for you.



Wall

Info

Smack Cards

Chivas

Racing

Photos

Video

Events

Brew Labs

About

Having a great beer means enjoying it responsibly, or in this case, posting...
More

723,535

Chat (13)

Location







Glass Branding





Client Speak

"The work we initiated with VGC for my maiden venture has a lot of significance to me personally – That it is my first ever after hanging my boots as a corporate citizen! We set out to create a brand for the proposed Microbrewery business that I wanted to set up. We explored many routes and possibilities to position the Brand initially before we zeroed in on which way to go. I must admit that the interaction right from the start with Preeti and her team has been delightful to say the least. I have to express my sincere, heartfelt appreciation and gratitude to the whole team for producing such outstanding Brand Creative and collaterals. [It is their clear understanding of client needs, deep involvement and a burning desire to excel in everything they do that has resulted in the creation of a Brand that we are today proud of.](#) The relentless appreciation of the brand and all that TJ's Brew Works stands for today continues unabated till date from friends, customers and business associates. It is needless to say any more in VGC's favour – Our customers have given their vote, we reached the #1 position as of week 5 since opening among Pune's top 25 trending restaurants."

T.J. Venkateshwaran
Managing Director, Rian Hospitalit

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

Kumar Mangalam Birla, Chairman
ADITYA BIRLA GROUP

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

Deepak Nath, Category Head
SABMILLER INDIA

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

Derek Hugh Jones, Director Marketing
SABMILLER INDIA

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

Anurag Batra, CEO
EXCHANGE4MEDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

Neha Hiranandani, Director
HOUSE OF HIRANANDANI

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

Pranab Barua, CEO
MADURA FASHION & LIFESTYLE

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997





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