



'Great Northern'



Brand Positioning



THE ISSUE

Great Northern launched successfully in Qld with a 'parochial' positioning (the 'beer from up here').

As part of a nationwide rollout, a brand essence and personality were developed around 'escape to the wilderness'.

The truth and relevance of this essence, and the potential for different expressions of it, needed to be understood.



WHAT WE DID

Exploratory qual looking at:

1. The essence
2. The insight that underpinned it
3. Possible creative territories based around the essence



OUTCOME

Clear understanding of the target market's emotional connection to 'escape' and 'the wilderness'.

Direction for key creative elements such as imagery and tagline.

Culminated in this [launch campaign](#).

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