

NoDa Brewing Brand Framework

SWOT Analysis

Strengths:

- Produces award-winning, high-quality beer (Hop, Drop 'n Roll: 2014 World Beer Cup Gold) consistently.
- Almost five years of operation, and thus the brand is well established in the Charlotte beer community.
- Brew a variety of styles.
- Ability to do smaller, experimental batches, aka NoDable releases, every week.
- Only brewery in town with deep roots in the homebrewing scene.
- Multiple locations just north of Uptown Charlotte.
- Wide distribution in the Charlotte area--including Bank of America Stadium and Time Warner Cable Arena.

Weaknesses:

- Limited distribution outside of Charlotte metro area--most of the beer is sold within 35 miles of the brewery.
- The craft community is such that it values camaraderie over competition. This is good for potential collaborations and good-will, but can make it more difficult to overtake or stand apart from other craft breweries.
- Business is built on philosophy of handcrafting small-batch beers with a dedication to quality and variety, which could potentially be difficult to scale long-term.

Opportunities:

- Large market of beer drinkers who seek the quality and sophisticated taste of craft beer.
- Even larger market of craft beer drinkers outside of the Charlotte metro area that have yet to try NoDa beer.

Threats:

- NC laws that put restrictions on how much craft breweries are allowed to produce and distribute. This can make expansion a difficult proposition, and laws are made to be changed--for better or, potentially, for worse.
- The craft beer market continues to experience rapid growth, and thus more competition.
- The Charlotte market is fairly crowded as well, and even the NoDa neighborhood is also inhabited by another craft brewery, Birdsong.

Unique Selling Point

NoDa's unique selling point is that the brewers come out of a homebrewing tradition. Few things are more "craft" than making small-batch beers in one's basement or garage, and that's the scene that NoDa brewing grew out of. It has the closest ties to the homebrewing tradition in the area. This is reflected in the care and attention to detail that they put in all of their beers. It is also largely why they brew such a wide variety of beers, and tend to do a lot of experimental and seasonal batches.

Brand Attributes

Beer that is:

- Full flavored
- Hand crafted
- Brewed with high-quality ingredients

Brand Benefits

- As the head brewer put it, with a NoDa beer, "you can taste the full intent, history and purpose of the people that made it and pushed it to you".
- Provides people with a local, artisan, small-business product they are supporting with every pint or can they purchase.
- Beer that is about more than overconsumption to get drunk. It is meant to be savored and appreciated, much like art. It has a story.

Brand Personality

- **Bohemian:** The craft revolution, and the neighborhood from which the Brewing Company emerged are both about being free-spirited and non-conforming to macro beers that dominate the marketplace.
- **Easy-going:** Drinking a NoDa beer is about relaxing and enjoying life and good beer. It's high quality beer, but not pretentious about it.
- **Creative:** From the can designs to the beer that goes in them, NoDa beer is creativity in a glass or can.

Brand Values

- **Community-oriented:** NoDa takes its name from the neighborhood, and it strives to be a part of it. From inviting local food trucks to park outside the taphouse, to pint nights for

local charities, and a weekly run club, NoDa seeks to have a positive impact. It is also a part of the craft brewing community, and frequently participates in collaborative brewing efforts with craft breweries around the country.

- **Dedication to quality and variety:** NoDa prides itself on brewing creative beers of the highest-quality from boil to barrel. It is also committed to brewing a variety of styles from experimental batches to NoDa takes on classic styles like India Pale Ales.

Brand Character

Highly-dedicated, committed, creative craft beer creators with a strong sense of community.

Brand Essence

Brew of art.

Brand Voice

The brand voice is informative without being condescending, and not too formal. Grown-up, but still with an edge of fun, and not taking oneself too seriously.

Brand as a Person

[Chad Henderson](#), head brewer at NoDa, really personifies the brand. This might seem strange at first, but NoDa is a small, creative beer company, and that is best encapsulated in its head brewer. He began as a home brewer before meeting the Fords and helping launch NoDa. Chad once said: “If you go and drink a NoDa beer you’re drinking part of me, we’re having a conversation. It’s another way of communicating. Because we put all of us into the product.” He represents the bohemian, artistic, passionate qualities of the brand, and he is also instrumental in creating the basis of the brand, which is the product. Craft beer is highly personable, and as Chad put it, the brewers put a part of themselves in the beer they produce.

Brand Flag

The current brand flag works fairly well, it is just inconsistently applied. The green hops along with an orange-brown “NoDa” text, to me, represent the process of brewing beer from the green hops to the orange-brown color similar to beer. It is pretty well set off on a dark brown background as well. Those three should be the primary colors for the logo. It works well on pint glasses and on plain white background, but not as much on the brightly colored cans, for

example. In some ways this varied style fits with the artistic, bohemian personality of the brand. While the colors do not always translate, NoDa does well keeping typography consistent across all of its logos, and that works well for the brand.