

"It's What Connects Us"

Our concept will showcase the social atmosphere around Red Thread's branding.

We want to emphasize the tagline "It's What Connects Us" by showing the product

actively connecting a group of friends.



Make Tracks is an encouragement to get out and seek new connections. So the things you love and surround yourself with those you like to be with. Travel wherever your path may lead, and follow your thread. Whether you make tracks to the cottage, on the golf course, in the trails or in the wake, cheers to the tracks you make

INGREDIENTS: water, barley, hops, yeast. 12 IBUS SRM-4.39

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Concept

A woman (Age 22-26) is on her way home with a 12 pack of beer. On her way home she picks up some friends along the way. Her first friend (Male, Age 22-26) is waiting in line about to go into a bar, she tells him to ditch the line and come with her to her apartment. They are now both walking together through the park and find another mutual friend (Male, Age 22-26). They stop and share a drink in the park. They then head home to her apartment where another friend is waiting (female age 22-26). They all hang out in the apartment and have a beer together.





