

We Can: Creative Brief for Ball Corporation's Corporate Image Ad

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August 13, 2019

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Overview

The Ball Corporation was founded in 1880 and originally manufactured tin cans for industrial products like paint and kerosene but they built a name on glass containers used in home canning (History, n.d.). Ball no longer makes the iconic canning jars but they are still a global leader, manufacturing metal packaging and aerospace design solutions. The company is headquartered in Broomfield, Colorado and ranked number 271 on the Fortune 500 list.

Project Background

In 2018, Ball set an ambitious goal to reduce GHG emissions across their value chain by 25 percent by 2030. To reach this goal, Ball has a three-prong approach: to increase efficiency within its own manufacturing processes, to reduce carbon intensity among its suppliers, and to increase global recycling rates (Cook, 2016). The corporate image advertisement for Ball will address this the company's sustainability goals as well as the sustainability of aluminum packaging in general.

Target Audience

The primary audience for the corporate image advertisement is craft beverage makers — these are brewers of beer, wine, spirits and other beverages. This audience is important because they are customers of Ball and represent a growth area for the company. Glass has long been king for packaging of craft beverages, but usage of cans is on the rise. In 2014, the split among bottles and cans was 84 percent and 16 percent, respectively (Kendall, 2019). That gap closed significantly in recent years and in 2018 the breakdown was 59 percent glass bottles and 41 percent cans (Kendall, 2019).

There are 7,346 craft breweries in the United States as of 2018 (Brewers Association, 2019) -- the primary user of aluminum cans for craft beverages. Ball has 400 brewery customers (Cook, 2017) — about 5 percent of the market. There are also 7,762 wineries in the United States (How Many Wineries, 2018) and cans are becoming a popular packaging option for wine makers. In fact, canned wine is a 28 million dollar business (doubling 2016 sales of canned wine) with plenty of room for growth (Higgins, 2018).

A secondary audience for Ball's corporate image ad is the craft beverage consumer. Research indicates that 40 percent of adults age 21 and older consume craft beverages (Watson, 2018).

Among craft beer drinkers, 31.5 percent are female, 68.5 percent are male and nearly 90 percent are non-hispanic white (Kendall, 2018). Generally speaking, the craft beer drinker is a man between age 21 - 34 who makes approximately \$75,000 to \$99,000 annually (Kendall, 2018).

Wineries have targeted Millennial-age females with canned wine products, touting them as highly portable, well proportioned and Instagram-ready (McIntyre, 2019). Packaging design is a key factor in purchasing decision — 81 percent of consumers said they have tried something new because the packaging caught their eye (Packaging Matters, 2018). The aesthetic potential of aluminum cans should be emphasized as much as quality and sustainability.

Objective

The objective of Ball's corporate image advertisement is to inform the target audiences about the company's sustainability goal to reduce carbon emissions by 25 percent by 2030 and to promote aluminum cans as the most responsible packaging choice for craft beverages.

Key Message

"We Can," is the key message for Ball's corporate image advertisement. This tagline has been used by the Ball company for years and suits this initiative well. "We can" will be used to describe what Ball does: manufacture aluminum can packaging for the craft beverage industry. It will also be used to inspire craft beverage makers and consumers to increase adoption of aluminum cans as a way to improve the environment. This ad will establish Ball as a leader in aluminum can packaging for the craft beverage industry, promote aluminum cans as a key to environmental sustainability, and inform the public about Ball's goal to reduce greenhouse gases.

Message Support

To support this key message, Ball will use facts and statistics to validate claims about the sustainability of aluminum cans and the company's market share.

- One-third of all canned beverages are sold in a Ball-made can (Cook, 2017).
- Beverage cans are Ball's largest business globally (Cook, 2017).
- Ball's can making process uses sheet aluminum made of 70 percent recycled content (Cook, 2017).
- Ball's cans use 40 percent less metal than they did 50 years ago (Cook, 2017).
- Ball makes 20 varieties of aluminum beverage containers — 30 percent of its business is specialty containers (Cook, 2017).
- Unlike plastic and glass containers, aluminum cans are a blank canvas and can be entirely customized through graphic design (Cook, 2017).
- Aluminum cans are becoming more popular with consumers because of their portability and small environmental-footprint (Cook, 2017).

- Aluminum is one of the most recycled materials and 75% of all aluminum ever produced is still in use today (2018 Sustainability Report, n.d.).

Design Elements

Ball's corporate image ad should have a modern design and relaxed tone with a green and blue color palette to communicate sustainability and tie in with Ball's corporate branding. The imagery should be an infographic in the shape of an aluminum can with selected statistics about Ball's sustainability goal and the sustainability of aluminum can packaging.

Headline: We Can

Copy: Ball is committed to reducing its greenhouse gas emissions by 25% by 2030¹.

- Increase efficiency: save energy and materials
- Grow renewables: purchase renewable energy
- Cut embedded carbon: work with partners to reduce upstream impacts

1. In 2017, Ball's climate protection strategy and performance was an industry benchmark on the Dow Jones Sustainability Index

Secondary Headline: So Can You

Nearly 75 percent of all aluminum ever produced is still in use today. Can your craft beverage to maximize portability, freshness and sustainability. Ball works with more than 400 craft breweries — 1/3 of our business is specialty containers. Contact a Ball craft beverage specialist to find out more about our innovative solutions.

Media

The primary media for this initiative is a print advertisement (full page, color ad) in craft brewing industry magazines (such as Craft Beer & Brewing Magazine) with corresponding online campaigns (banner ads, social media advertising, etc.).

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