

Two Tribes X TILEYARD

Brand Statement

Two Tribes is London-based brewery that combines a love for brewing beer with a passion for making music.

Project Background

Two Tribes is solely focused on collaboration, with the aim of working with like-minded creatives together and building a thriving community through the service of great beer brewing and vibrant music production.

The Problem

Despite Two Tribes sharing a campus with industry professionals and academic institution TILEYARD, and sharing a mutual love for music and creativity the currently don't have a project that ties them together. Until TILEYARD approached Two Tribes and proposed a collaborative special edition brew.

The Goal

The overarching goal is to celebrate creativity and collaboration, for this project its about fusing the craft of brewing with musical creation. This will be achieved through combining Two Tribes and TILEYARD company values with design development, in the hopes of creating a portfolio of visuals to showcase the potential growth of this Two Tribes X TILEYARD project.

Target Audience

As mentioned the aim of this project is bring creatives together and so ideally we'll aim to engage anyone that's involved in some aspect of craft or creativity (music included within this). It is highly likely that the majority of the audience will be associates of Two Tribes (brewers, employees, foodies) and TILEYARD (musicians, industry professionals, alumni, students and staff) and so targeting a large demographic will be about focusing on the aspect of creativity to unite everyone from the age of 21+ to most likely 50-60 years old.

Competitor Research

Across the London plane it is fair to say that Two Tribes will have a wealth of competition between craft breweries and similar street food "nooks". Although the biggest competitor to note is fellow London brewery, Signature Brew. This North London company also take inspiration from music to create their product line and often collaborate with globally recognised musicians, the Foo Fighters to give an example.

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Similarities between Two Tribes and Signature Brew:

- Both North London breweries
- Both are keen fans of music
- Both have very striking wallpaper can designs
- Both have introduced a merchandise line of clothing, accessories, glassware etc.

Differences between Two Tribes and Signature Brew:

- Signature Brew host live events very frequently, using from up and coming musical artists.
- Signature Brew's aim is to revolutionise the quality of live music beer whereas Two Tribes want to celebrate music, art and creativity.
- Two Tribes only occupy one location, on the Kings Cross campus and Signature Brew operate three different locations.

Promotional Platforms

Because the target audience is quite large the scope of where to showcase and advertise the launch can be quite varied since the target audience is anyone aged 21 and above.

Ideally since both Two Tribes and TILEYARD have a very strong social presence this is main platform to use for marketing , Instagram seems the most active platform but also conveniently allows for an expanse of visual work to be produced.

Tone of Voice

The tone of voice used for the design developments will be colloquial and very informal, they will reflect the tribal/ native aesthetic that Two Tribes have adopted and should be welcoming and inviting for all, using copy like "Ready to join the tribe?" as an encouragement for the target audience to come together.