



# Carling Black Label

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By Tshepo Molefe



# Brief

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From the list of brands, create a proactive ad campaign that will bring more brand awareness to the chosen brand

# Brand of Choice

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Carling Black Label

# Background

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Black Label has always been a “manly” drink. From its first rebranding days, Carling Black Label was the “Champion’s Beer”, targeted at all blue collar workers. Then later on changed its strategy to suit all men.

However, due to social norms, women don’t necessarily drink Black Label, in fear of being stigmatized.

# Idea

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Since Black Label has such a masculine brand identity, thus excluding anyone who identifies as a woman or non-binary, I thought of an advert that would change the Black Label brand tone and make people that love Black Label but don't identify as masculine, feel like they are also included.

# Pay-Off Line

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“For Everyman!”

# List of Deliverables

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1. Youtube Ad
2. 2 x Print Ad

# Youtube Ad Description

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Client: Carling Black Label

Element: Youtube Advert

Type: Conceptual

Length: 20"

Writer: Tshupo Molefe

Title: For Everyman!



# Youtube Ad

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Visuals	Audio
Camera rises from a Mahogany table top On it sits a cold Black Label.	SFX: Black Label's ' I'm a Man ' theme song starts playing.
Camera zooms into the Black Label	
Hand with long pink nails grabs the Black Label and lifts it to her mouth and drinks.	
We find that the woman who lifted the beer is actually a drag queen.	
After drinking the beer, she stands in her most dominant pose	
The drag queen is on the left of the screen and the words pop out on the right "Carling Black Label. For Everyman"	MVO (Drag Queen): Carling Black Label. For Everyman.

# Print Ad No 1 Description

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Client: Carling Black Label

Element: Print Ad

Type: Conceptual

Writer: Tshepo Molefe

Title: For Everyman!

# Print Ad No 1

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**CARLING BLACK LABEL**



[www.shutterstock.com](http://www.shutterstock.com) - 48177676

**FOR EVERYMAN!!!**

# Print Ad No 2 Description

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Client: Carling Black Label

Element: Print Ad

Type: Conceptual

Writer: Tshupo Molefe

Title: For Everyman!

# Print Ad No 2

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**CARLING BLACK LABEL**

**FOR EVERYMAN.**