

## BRAND DEVELOPMENT

# road crew



born to lose ♠ live to win

BREWED BY  
CAMERONS

[www.motorhead-beer.com](http://www.motorhead-beer.com)

## Client:

# Camerons Brewery

in conjunction with Motörhead

**2016 - present**

## Tasks:

- Create branding
- Designs for promotion, global advertising and merchandise.
- Liaise with manufacturers in Europe and USA.
- Co-ordinate production of labelling, packaging and merchandise.
- Design, build and maintain the website. SEO.
- Social media promotional designs.
- Ensure deadlines met for North and South launch dates.

### Items designed and sourced:

Bottle Label • Bottle Packaging (Internal) • Bottle Packaging (Supermarkets)  
Website • Vehicle Branding • Pint Glasses • Pump Clip • Pump Lenses  
Bar Mats • Bar Runners • T-shirts • Shirts • Hoodies • Badges  
Stitch On Badges • Flags • Banners • Printed Promotional Material  
Presentation Packs • Headwear • Bar Blades • Tap Handle  
Gift Sets • Golf Balls

# road crew

motörhead

OFFICIAL BREW

born to lose ♠





born to lose ♠ live to win

# INTRODUCTION





# motörhead

An English rock band formed in June 1975 by bassist, singer, and songwriter Ian Fraser "Lemmy" Kilmister. The band is often considered as one of the earliest members of, the new wave of British heavy metal which re-energised heavy metal in the late 1970s and early 1980s. Although they changed their line-up many, many times -- they never changed their raging sound.

Motörhead has been credited with being part of various musical scenes, thrash metal or speed metal in the main, from the mid 1970s onward, when asked the question, that they play Rock n Roll. Lemmy has said that they had more of an affiliation with Punk Rockers than with the so-called Heavy Metal scene; Motörhead having evolved out of the London mid-1970s Punk era.

Motörhead released 22 studio albums, 13 live recordings, 12 compilation albums, and four EPs over a career spanning 40 years. As a power trio, they had particular success in the early 1980s with

several successful singles in the UK Top 40. The albums Overkill, Bomber, Ace of Spades and particularly No Sleep 'till Hammersmith cemented Motörhead's reputation as a top-tier rock band. The band are ranked number 26 on VH1's 100 Greatest Artists of Hard Rock. As of 2016, they have sold millions of albums worldwide.














The band toured throughout their 40 year career as a trio of Guitarist Phil Campbell, Drummer Mikkey Dee while fronted by Lemmy, in early 2015 they entered the studio to begin work on a new album. The finished product, titled XXX: Bad Magic, was released in late August 2015. Sadly, Lemmy's health continued to decline. He died on December 28, 2015. The band's last record turned out to be a recording of two typically blistering sold-out shows at Munich's Zenith concert hall only a month prior to his death.

The Motörhead legacy will live on through their music and loyal fans for many years to come.



## Tasting Notes

### Röad Crew

SEE		Golden
SMELL		Citrus, Hoppy
TASTE		Crisp, Hoppy, Citrus, Blackcurrent
BITTER	    	
SWEET	    	

ABV 4.5%

Hops: Galena, Bramling Cross, H. Mandarin Bavaria, Huel Melon  
Malts: Pale Ale, Wheat



#### Notes

Lemmy wrote "(We are) the Road Crew" as a tribute to his crew about his time as a roadie for Jimi Hendrix. He took 10 minutes to write this anthem whilst in a North London studio toilet and in his own immortal words "It was the only quiet place in the building. I had an idea and I needed somewhere to work it through. That is the only song I can remember writing in the toilet."

*'I just love the life I lead,  
Another beer is what I need,  
Another gig, my ears bleed,  
We are the road crew.'*

**Röad Crew** is an American pale ale packed full of hoppy citrus and blackcurrent flavours delivering a crisp, refreshing, superior taste to celebrate the spirit of the song and those who inspired it.

Motörhead For Life

#### Food match:

The hoppy flavours of this session pale ale would work fantastically well with spicy Cajun style foods. Perfect to try with a plate of chilli covered nachos.





# Röd crew

BREWED BY  
CAMERONS

## Key Numbers and Facts

Launched  
16th December 2016



### LAUNCH

Launch Party at the prestigious Porterhouse, Covent Garden London attended by drinks/music industry, journalist and fans. Supported by band members Mikkey Dee and Phil Campbell.

### DIGITAL

#### Motörhead social media followers



Facebook: 2.8 million

Twitter: 630K

Instagram: 420K

Röd Crew has its own social media identity  
[www.motorhead-beer.com](http://www.motorhead-beer.com) (inc webshop)

**Facebook:** @MotorheadBeer  
(6,067 followers)

**Twitter:** @MotorheadBeer  
(2,081 followers)

**Instagram:** @motorhead\_beer  
(1,892 followers)

Winner of the Carouser 2017  
'Freshly Spilt: Best Newcomer' Award



Available through national UK wholesale channels.

**LWC**

Matthew Clark

Leathwick

SMALL BEER

Nectar

Supermarket listings:

**TESCO**

**Morrisons**  
Since 1889

Already exported into 20 countries with more countries to follow.

the  
**Head of  
Steam**

UK installs in Brighton, Leeds, London, Sheffield, Huddersfield, Carlisle, Newcastle, Liverpool, York and Cardiff.

Support, likes and shares from **Motörhead** pages and also band member **Mikkey Dee** and **Phil Campbell**



### RATE OF SALE



For every 1 pint of a leading American craft beer there are 2½ pints of Röd Crew sold\*

Cask - 9g • Keg - 30ltr steel and plastic export  
Bottles - 24 x 330ml and 10 x 330ml

### DISTRIBUTION

As of September 2017



\*Data taken versus Brooklyn Lager keg sales in Head of Steam pub group during December 2016 - January 2017.



## THE LOGO



# THE LOGOS

MAIN LOGO  
WITH GOLD EFFECT ELEMENTS



# THE LOGOS

## FULL LOGO WITH GOLD

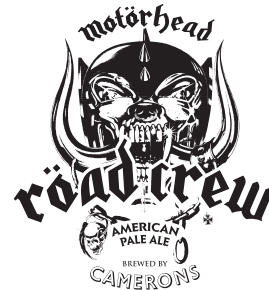
Gold variation not to be used on white. Logo CF must be used.

LOGO AF



To be used on  
dark backgrounds

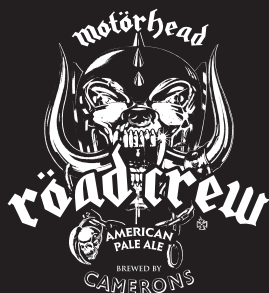
LOGO CF



To be used on  
light backgrounds

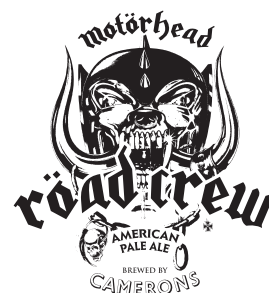
## FULL LOGO PLAIN

LOGO BF



To be used on  
dark backgrounds

LOGO CF



To be used on  
light backgrounds



# THE LOGOS

## BASIC LOGO ON LIGHT

To be used on dark backgrounds

The logo features the words "road crew" in a bold, black, stylized font. The letters are slanted and have a slightly irregular, hand-drawn appearance. The word "road" is on the left and "crew" is on the right, with a small gap between them. The entire logo is set against a white rectangular background.

road-crew-curved-text-BLACK

## BASIC LOGO ON DARK

To be used on light backgrounds.

The logo features the words "road crew" in a bold, white, stylized font. The letters are slanted and have a slightly irregular, hand-drawn appearance. The word "road" is on the left and "crew" is on the right, with a small gap between them. The entire logo is set against a black rectangular background.

road-crew-curved-text-WHITE

# THE LOGOS

## SIZES

Minimum size allowed for  
full logo



Minimum size allowed for  
basic logo



# LOGO VARIATIONS

PREVIOUSLY MENTIONED RULES OF USAGE APPLY.

LOGO WITH TAG - BLACK1



LOGO WITH TAG - BLACK2



LOGO WITH TAG - COLOUR1



LOGO WITH TAG - COLOUR2



LOGO WITH TAG - WHITE1



LOGO WITH TAG - WHITE2



LOGO WITH TAG - COLOURONWHITE1



LOGO WITH TAG - COLOURONWHITE2



# road crew

## motörhead

OFFICIAL BREW

## Support Items

We designed a range of promotional items to support the brand.

- Sculptured, metallic keg tap handle
- Branded pint tankard
- 3D moulded pump clip
- Bar blades
- Bar runners
- Shirt & T-Shirt staff uniforms
- Baseball caps & beanies
- Selection of five beer mats with alternative Lemmy quotes
- Collectors edition silver capped bottles
- Gig flags and banners





born to lose ♠ live to win

## THE BOTTLE





# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

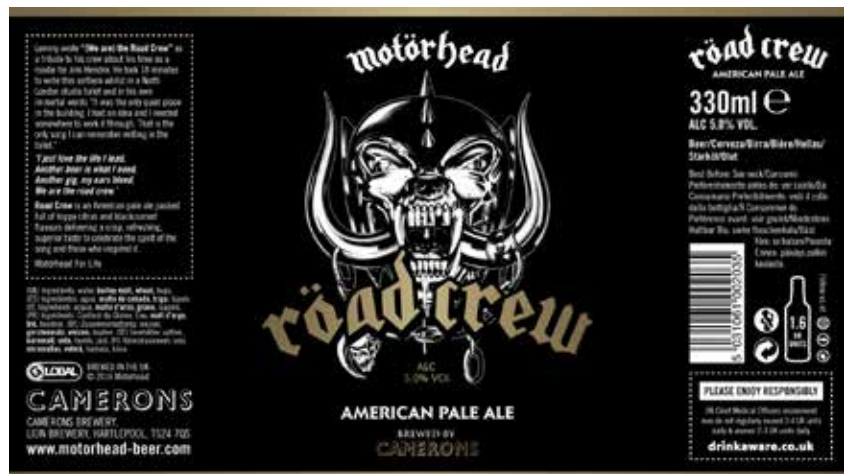
## motörhead

OFFICIAL BREW

born to lose ♠ live to win



• Actual bottle



Bottle Caps •

• 3D renderings. Front and back



## Bottle Label Design



# road crew

motörhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win

## The Bottle

330ml bottle label design

3D pre-production  
rendering





born to lose ♠ live to win

# SUPERMARKET PACKAGING





# road crew

## motorhead

OFFICIAL BREW

born to lose ♠ live to win



**TESCO**

**Supermarket  
Packaging**

  
**Morrisons**  
Since 1899

# road crew

## motorhead

OFFICIAL BREW

born to lose ♠ live to win



**TESCO**

**Supermarket  
Packaging**

  
**Morrisons**  
Since 1899



born to lose ♠ live to win

## INTERNAL PACKAGING



# road crew

motörhead

OFFICIAL BREW

born to lose ♠ live to win



Wholesale Packaging



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



Wholesale Packaging





born to lose ♠ live to win

## VEHICLE BRANDING



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



Vehicle Branding



born to lose ♠ live to win

## WEBSITE DESIGN & BUILD



# road crew

## motorhead

OFFICIAL BREW

born to lose ♠ live to win



[www.motorhead-beer.com](http://www.motorhead-beer.com)



### The Website

- Website design
- Website build
- Maintenance
- SEO
- E-commerce integration
- News updates
- Animation







born to lose ♠ live to win

## BILLBOARDS & ADVERTISING



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win

## Billboards and Advertising

A series of promotional billboard, banners and festival flags were produced featuring some of Lemmy's best quotes.





[drinkaware.co.uk](http://drinkaware.co.uk)

# road crew

motorhead

OFFICIAL BREW



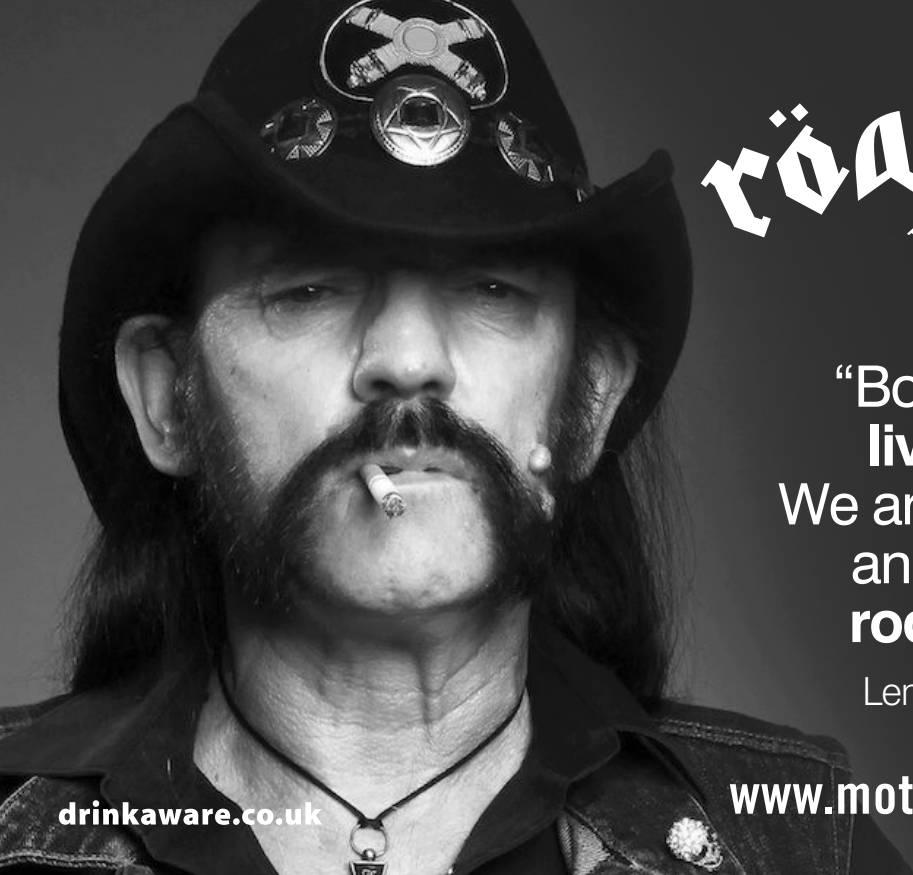
“That was a **great time**,  
the **summer of '71** -  
I can't remember it  
but **i'll never**  
**forget it!**”

Lemmy Kilmister



[www.motorhead-beer.com](http://www.motorhead-beer.com)

BREWED BY  
CAMERONS



[drinkaware.co.uk](http://drinkaware.co.uk)

# road crew

motörhead

OFFICIAL BREW



“Born to lose,  
live to win.  
We are Motörhead  
and we play  
rock 'n roll.”

Lemmy Kilmister

[www.motorhead-beer.com](http://www.motorhead-beer.com)



BREWED BY  
CAMERONS



# road crew

motorhead  
OFFICIAL BREW



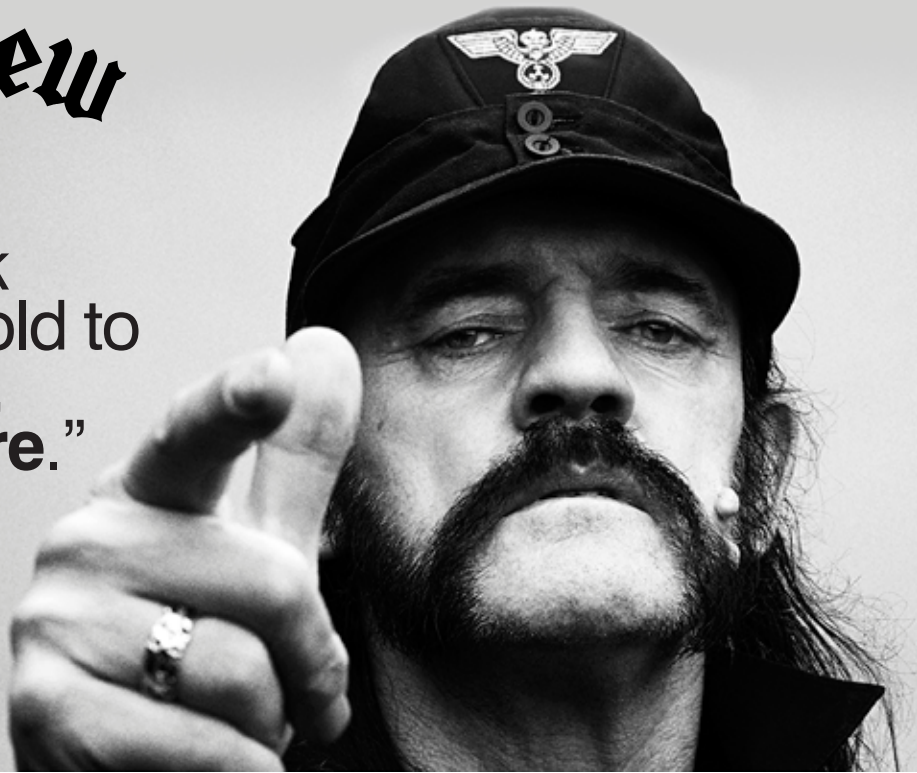
“If you think  
you’re too old to  
**rock ’n roll,**  
then **you are.**”

Lemmy Kilmister

BREWED BY  
**CAMERONS**

**drinkaware.co.uk**

**www.motorhead-beer.com**







born to lose ♠ live to win

## SUPPORT ITEMS



# road crew

motörhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

motörhead

OFFICIAL BREW

born to lose ♠ live to win





# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



METAL AND PLASTIC BEER PUMP HANDLE



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win





# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



a kid once said to me  
“do you get hangovers?”  
I said,  
“to get hangovers you  
have to stop drinking”

Lemmy Kilminster

# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win

## Beer Mats

Five collectable different back designs featuring classic Lemmy quotes



## Bar Blades

Heavy duty bar blades with dynamic design



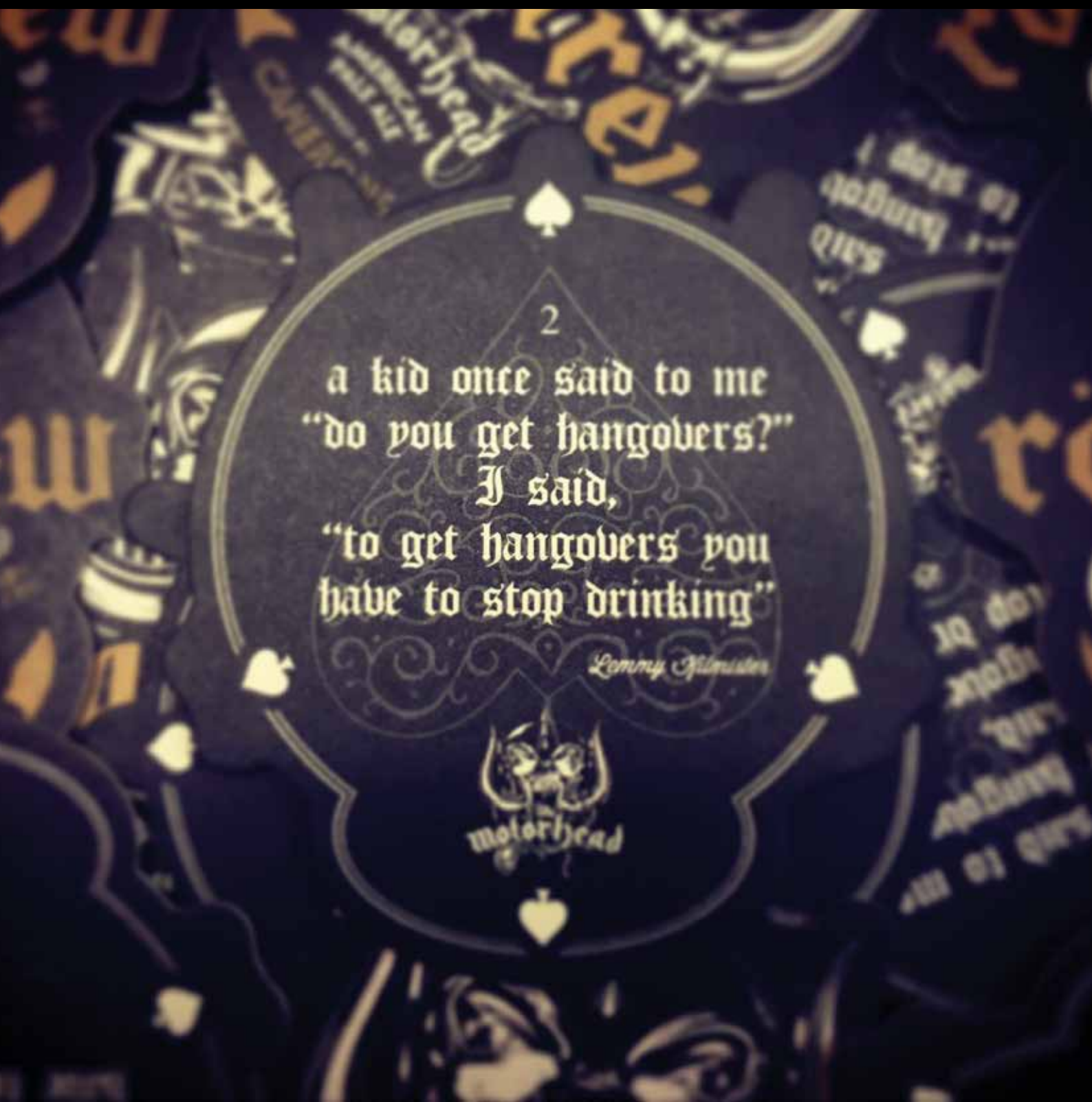


# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



STITCH ON PATCHES







# Global Invasion

UK - Italy - Sweden - Denmark - Germany - Holland  
Serbia - Slovenia - France - Hungary - Switzerland - Spain  
Finland - Russia - Cyprus - Norway - Ireland  
Czech Republic - Belgium - Japan

road crew



AMERICAN  
PALE ALE

born to lose ♠ live to win

BREWED BY  
CAMERONS



[www.motorhead-beer.com](http://www.motorhead-beer.com)



## 3D VISUALISATION



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win





born to lose ♠ live to win

# SUPERMARKET ADVERTISING







# road crew



born to lose ♠ live to win



AVAILABLE  
NOW



**Morrisons**

Since 1899



born to lose ♠ live to win

# MURDER ONE: SPECIAL EDITION



# road crew

## motörhead

OFFICIAL BREW

born to lose ♠ live to win



Packaging



# road crew

## motörhead

OFFICIAL BREW

born to lose ♠ live to win



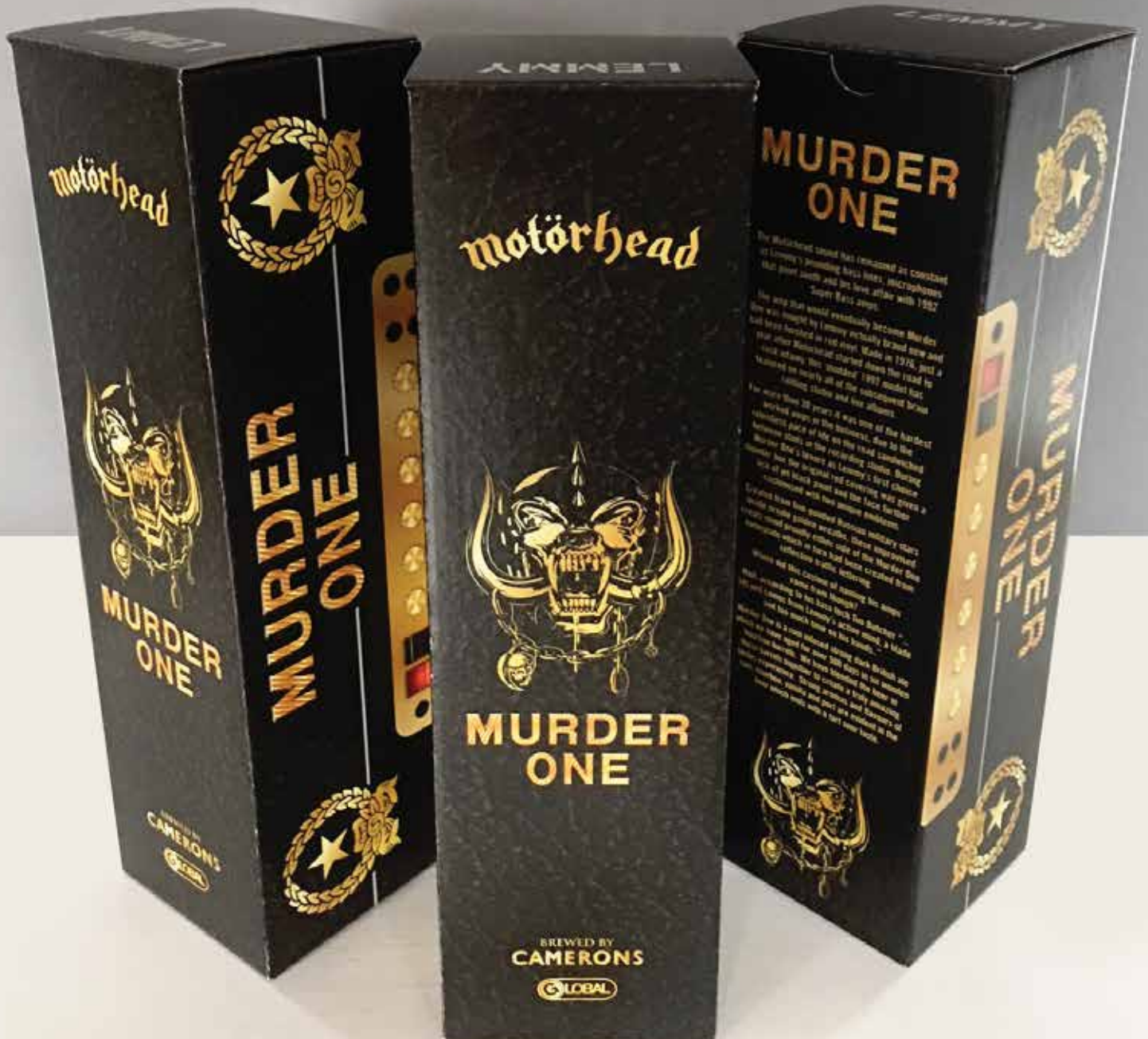
Packaging

# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win



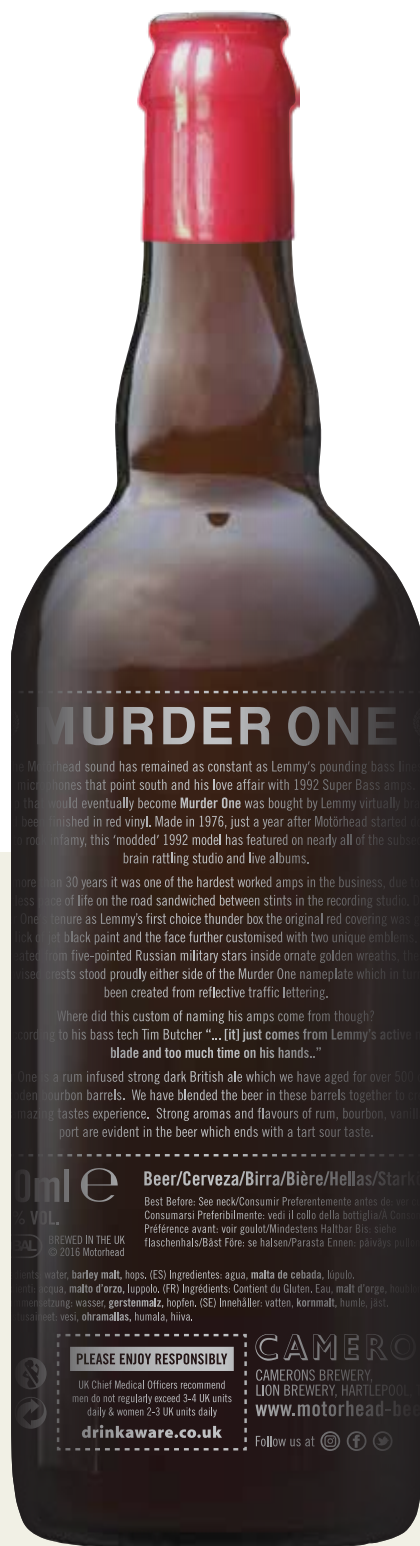


# road crew

## motorhead

OFFICIAL BREW

born to lose ♠ live to win



# road crew

motorhead

OFFICIAL BREW

born to lose ♠ live to win

