

## The problem

The East Anglian brewer had expanded beyond beer into business areas as diverse as specialist wines, kitchenware retail and boutique hotels but was struggling to articulate the glue that held them all together.

DHM was asked to develop an Organising Idea that would unify all the different aspects of the new Adnams brand as a prelude to a new, visually and tonally consistent, communications approach.

## What's special inside?

As befits a brand from the Sunrise Coast - the part of Britain that first sees the sun each morning - Adnams has a philosophy that is optimistic and can do. It just gets on and does whatever's in its power to make the world a better place - whether that's through putting a grass roof on its distribution centre to catch and recycle rain water or by brewing the world's first carbon neutral beer.

## What's the murmur outside?

Britain today feels like a cynical, jaded place. Footballers cheat on their wives, bankers cheat on the taxpayers and MPs seem to be cheating on all of us. Trust in anything or anyone has plummeted and hope for real, positive change feels in short supply. But that's exactly what's creating the opportunity for a champion of positivity. For, as every commodities trader knows, what is scarce is valuable.

## Organising Idea

**ADNAMs.**  
SOUTHWOLD

Drink positive. Think positive. Live positive.

## Summary

