

**DGTL**  
A G E N C Y

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## CASE STUDY



# Developing an Engaging Brand for VIVA Brewery

Discover how we transformed a small, backyard craft brewing operation into San Antonio's #1 selling craft beer.

**CLIENT**

VIVA Brewery

# A homegrown beer brand is turned into a Texas sensation with powerful branding developed by DGTL Agency!



## The Problem:

Creating a strong brand identity that resonates and engages with the overall Texas beer market while retaining the San Antonio craft beer influence that VIVA was founded upon.

## The Solution:

With DGTL Agency's experience, through concept development and data-led engagement strategies, we were able to develop and implement a true-to-roots branding that Texas residents fell in love with.

Now on the shelf at over 50 retailers including H-E-B, Spec's, and Total Wine, VIVA Brewery has the brand to back up their brews.



VIVA Brewery started as a shared hobby between neighbors who wanted to brew high-quality yet approachable craft beer. Over time, they developed the flavors and gained inspiration from their beloved hometown of San Antonio.

Brew days turned into gatherings with friends and family. After a short time, they began sharing their brews in local community events. Realizing the potential of their brews, they set out to develop the vision of the VIVA brand with the help of DGTL Agency.

# V!VA

San Antonio Brewery

**Industry:**  
Beer & Beverage

**Company Size:**  
Small (2-10 employees)

**Location:**  
San Antonio, TX

**Use Case:**  
Develop a Strong  
and Engaging  
Brand Identity



Fast-forward to the present; VIVA has a fleet of custom-wrapped delivery and event vehicles, print advertisements in some of the most popular local magazines, engaging online strategies and new limited seasonal brews.

Brand development is a continuous effort, and DGTL Agency provides the ability to strategize, develop and implement branding in a scalable and engaging way.

# Partnership History

VIVA Brewery and DGTL Agency have been working together since 2019.



## Timeline:

- **2019:** Brand established, first brew designs, website launch, kickoff event, monthly social media content, BPO engagement services.
- **2020:** Shift to turnkey design services and adjusted marketing goals due to pandemic sales.
- **2021:** Focused on high-level marketing strategy, point-of-sales materials for vendors, and new seasonal lineup.
- **2022:** Finalization of seasonal lineup marketing, refreshed point-of-sales material designs to support distributor switch, updates to current can and tap handles, merchandise line designed for consumers and events.

## Major Projects:

- Can & Tap Handle Designs
  - Agile workflow for various manufacturers
- Website Project
- Car & Van Wraps
- Merchandise Design
- PR Assistance
  - Press Releases
  - Media Pitching
- Ongoing Point-Of-Sales Design
- Email Marketing Campaigns
- Influencer Marketing

## Before



**VIVA always had a strong sense of community and excellent quality beer, but with the help of DGTL Agency, they were able to promote their products and culture more effectively.**

**We took a look at the name, VIVA, and decided the brand should embody life, movement, celebration and togetherness. VIVA brewery was now the “life of the party” and gained a following by engaging their audience with an organic social media presence and approachable brand.**





**V!VA**  
San Antonio Brewery

**LIFE OF THE PARTY**



**VIVA.BEER** f @VIVABEERTX  
i @VIVA\_BREWERY



**After**



After





# VIVA Core Brew Can Designs





# VIVA Seasonal Can Designs



# VIVA Tap Handles





# VIVA Sales Sheets

**VIVA**  
San Antonio Brewery

Instagram  
Twitter  
Facebook  
LinkedIn

Started here in San Antonio

Small batch brewing to ensure the freshest ingredients

### Amarillo Blonde Ale

The cerveza that started it all.

A challenge to craft a local beer that could refresh anyone in the hottest of San Antonio summers, came the birth of Amarillo Ale. A refreshing light beer with notes of grapefruit provides smooth drinkability year-round.

5.1 ABV  
15 IBU  
SRM 3.1  
Hops: Amarillo

KEGS: \$OL \$140  
SIXTEL: \$42

Want to find out where we are served? Check out our Viva Beer locator on our website! [viva.beer](#)

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San Antonio Brewery

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### Battle of Hops IPA

El Dorado, Citra, and Amarillo hops combine to infuse tropical aromas alongside complex malt flavors and smooth bitterness. Battle of Hops was crafted in the spirit of Fiesta, an iconic celebration of history, tradition & community.

6.9 ABV  
69 IBU  
SRM 4.2  
Hops: El Dorado, Citra, Amarillo

KEGS: \$OL \$140  
SIXTEL: \$74

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### Americana Lager

The beer inspired by San Antonio's unique, vibrant culture and Hispanic heritage that can be seen everywhere. The Americana Lager pairs great with any local cuisine and/or fiesta. A nice, clean Vienna malt flavor with pronounced lime aroma and a fresh finish.

5.1 ABV  
21 IBU  
SRM 4.2  
Hops: Motueka, Liberty

KEGS: \$OL \$140  
SIXTEL: \$42

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### Bexar Rock Beer

As a part of our seasonal offering, we brewed Bexar Rock to be the perfect companion to all your springtime activities. It's a smooth, easy-drinking lager with a warm malt flavor that can be enjoyed year and over. Bright blue skies, warm weather, and backyard BBQs are all made better with a refreshing Bexar Rock.

4.8% ABV  
15 IBU  
SRM 7

KEGS: \$OL \$150  
SIXTEL: \$69

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### Ale Niño Hazy IPA

Just like the weather phenomenon, our Ale Niño is a cool burst of refreshing tropical and citrusy flavors. The perfect balance of aroma, flavor, and bitterness to compliment this unique Hazy IPA.

5.8 ABV  
52 IBU  
SRM 4.8  
Hops: El Dorado, Citra, Centennial

KEGS: \$OL \$150  
SIXTEL: \$69

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San Antonio Brewery

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### St. Antonio

When you think snow, think San Antonio! As a part of our seasonal offering, St. Antonio is a smooth, refreshing beer with hints of Mexican vanilla, chocolate and coffee. A full flavored beer but at two heavy. This winter, live like there is snow tomorrow.

5.9% ABV  
22 IBU  
SRM 40

KEGS: \$OL \$150  
SIXTEL: \$72

**VIVA**  
San Antonio Brewery

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### Spurverza Light Lager

Spurverza represents the spirit of South Texas. A local light beer that will easily become your go to option. Brewed for our friends that love to relax and enjoy each day.

4.2% ABV  
10 IBU  
SRM 2.5  
Hops: Motueka

KEGS: N/A  
SIXTEL: N/A



# VIVA Print Collateral

## Billboard Ad



## Fiesta Medal



## Table Topper



## Tin Tacker



## Fiesta Stickers



## Quarter Page Ad

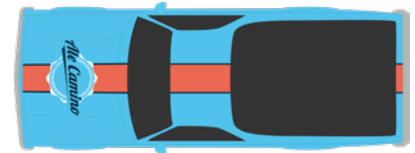


# VIVA Vehicle Wraps

## Ford Transit Van



## Event Vehicle - The "Ale Camino"



## Semi Trailer





# VIVA Social Posts





# Business Impact

Over  
**3.5k**

story pickups for regional  
media coverage

On Tap at Over

**100**

bars and restaurants  
across Texas

Now on the shelf at over **50** retailers including:

**SPEC'S®**  
WINES · SPIRITS · FINER FOODS

**H-E-B**

**Total  
Wine®**  
& MORE



# **Want to take your brand identity to the next level?**



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