

Reviving the cult of a once-iconic brand

Tags: Branding, Retail - Convenience Stores, Supermarkets/Grocery

Source: Cole & Weber United

Type: Case Study

[Overview](#) | [Download](#)

In the 1980s, Colt 45 was legendary. However, over time, Colt 45 was trumped by the proliferation of new brands, beers, liquors and new age beverages that flooded the market. Cole & Weber United's opportunity was reinterpreting Colt's rich heritage for a new, more multi-cultural audience – making it a "cool to drink" alternative for younger, influential multi-cultural males. But, they had to do it on a budget of less than 1 percent of other alcoholic beverage spenders.

Throughout the years, one thing remained true: when you start the night with a Colt 45, you're going to have quite a story the next day. To champion those moments only Colt 45 could provide, CWU teamed up with graphic novelist Jim Mahfood and assembled an interactive world of street-art-style graphic novels called "The Tales of Colt 45" celebrating the pre-partying, post-partying, and intimate encounters unlikely to end in marriage. Each novel was illustrated in black and white on a brown bag background in order to capture the true simplicity and appreciation for the brown paper bag so well known to the Malt beverage category, and in particular Colt 45.

