

TIDES BEVERAGE CO.

# A **new** tide is riding in.

How a coastal brand awareness campaign launched Tides Beverage Co.  
from zero to known — and started moving product across Eastern NC.



# A brand-new line. An **untapped** market.

Tides Beverage Co. launched in Summer 2025 as a coastal-inspired adult beverage line featuring spiked tea and lemonade, beer, cider, seltzer, and THC-infused seltzer, all brewed and crafted with Wilmington, NC roots.

With no prior brand presence, no established audience, and a competitive local beverage market, the challenge was clear: make Wilmington notice — and make them thirsty.

## THE MISSION

*"Build brand recognition, drive real-world distribution, and sell the Coastal NC lifestyle — drink in hand."*

## SERVICES DELIVERED

- Graphic Design
- Photography + Art Direction
- Copywriting
- Advertising
- Social Media Strategy

# Strategy first. Always.

*We didn't start by posting — we started by thinking.*

## 01

### Brand Positioning

We rooted every creative decision in Coastal NC — positioning Tides as the local born on the coast, laid-back beverage you reach for when the moment is worth sharing. Every ad, every post, every partnership reinforced this single ownable idea.

## 02

### Content Engine

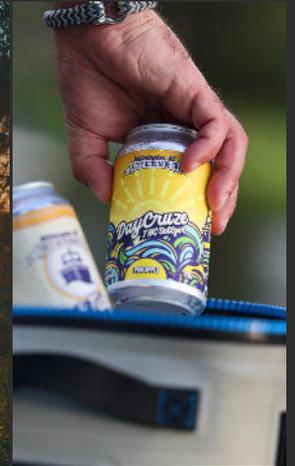
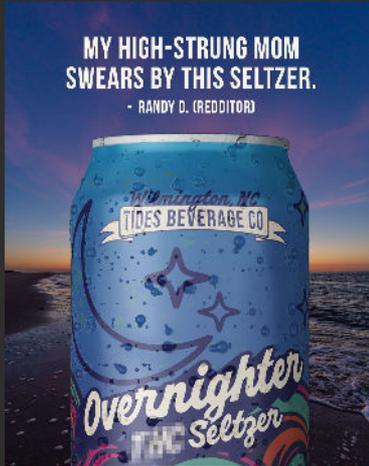
We built a full creative suite: coastal-themed social ads, billboards, photography, video content, and print collateral — all centered on the campaign idea of "sharing the moment." Branded consistently, executed boldly.

## 03

### 360 Degrees

Social media overhaul, targeted digital ads, local partnerships, and print advertising drove awareness from multiple directions — turning casual scrollers into real-world customers in bottle shops, bars, and retailers.

03 / CREATIVE SAMPLES



# Sales rising.

*Distribution growing across Eastern NC*

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From the moment we launched the brand awareness campaign, Tides Beverage Co. began making real inroads with the locals we targeted. Wilmington started recognizing the name — and the cans. Distribution to bottle shops, dispensaries, bars, and retailers across Eastern NC began ticking steadily upward.

Brand awareness campaigns done right don't just build recognition — they build revenue.

THE TAKEAWAY

*"Brand awareness isn't just about being seen — it's about being remembered. We built Tides Beverage Co. a coastal identity that gives people a reason to pick up the can and share the moment."*

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**Ready to be our next success story?**

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