



Engagement Guidelines

Client: Frio Beer



**CELEBRATE
EVERY MOMENT.**

**ELEVATE
YOUR EXPERIENCE.**

Font

(HEADER FONT)

ABOLITION REGULAR

FIRA SANS EXTRA BOLD / ITALIC

FIRA SANS SEMIBOLD / ITALIC

FIRA SANS REGULAR / ITALIC

Colors



HEX #223E7C

C: 100%
M: 88%
Y: 22%
K: 8%

R: 34
G: 62
B: 124



HEX #335da0

C: 68%
M: 42%
Y: 0%
K: 37%

R: 51
G: 93
B: 160



HEX #CE0E2D

C: 12%
M: 100%
Y: 91%
K: 3%

R: 206
G: 32
B: 47



HEX #C8C8C8

C: 21%
M: 16%
Y: 17%
K: 0%

R: 200
G: 200
B: 200



HEX #000000

C: 72%
M: 65%
Y: 68%
K: 80%

R: 23
G: 24
B: 21



Company Profile:

Main Tag Line: "Celebrate Every Moment"

Frio Light: American-brewed pilsner at 4.7%, 92 calories, 2.8g carbs, 0 sugar.

Frio 6.0: American-brewed pilsner at 6%

States available: Arkansas, Texas, Louisiana, Mississippi, Oklahoma, Kansas
Missouri, Nebraska, Tennessee, Georgia, Alabama

*Will soon be selling Frio in Utah (Feb), Pennsylvania (Apr/May)



Hashtag Guide:

Brand/Main: #CelebrateEveryMoment (main, use always)
#elevateyourexperience (secondary, use more when Frio ranch water, seltzers, and CBD infused gets launched), #EnjoyFrio

Brand: #FRIOlight #FRIObeer #LowCarbBeer #AmericanBrewed
#AmericanBeer #AmericanOwned #AmericanProud #BeerLovers #FRIOFam
#FRIOmoment #FrioHackFriday #FrioFriday #Frio60 #FrioFiesta
#FrioFestivities #FrioFun

General/beer: #happyhour #pourmeanother #drinksondeck #cheers
#imbibegram #boozestagram #drinkstagram #drinksathome #beer
#beerstagram #beerofinstagram #beerporn #beerbeerbeer #beerlover
#beerlove #beerday #beerfan #beergirl #beerbabe #beercan
#beeradvocate #beerlife #beerworld #beervibes #instabeer #beertography
#beerme #beerforeveryone #americanpilsner #beerdrinker #drinkbeerday
#thirstythursday #dranks #drinks

College: (tag colleges, games, etc) #beerpong #beerbong #weekendvibes
#flipcup #drinkup #tailgate #gameday #BYOB #beerhaul

Outdoorsy: Tag specific activity, i.e. #DeerSeasonBeerSeason #Hunting
#Fishing #FishingBeer

Health Conscious: #ketofriendly #ketobeer #nosugar #sugarfree
#ketoalcohol #ketodrinks #lowcarb #lowcarbbeer #ketofinds #lazyketo
#lowcarbliving #lowcal #lowcalorie #lowcaloriebeer #lowcarbalcohol
#trackingmacros #lowcarblifestyle #lowcarblife #lowcarbdrinks



Ads Targeting Audiences:

Frio Beer - General Audience

Actions ▾



Summary

Usage

History

Audience Name

Frio Beer - General Audience

Size

64,000,000

Type

Saved Audience

Created

2/10/21, 4:18 PM

Last Updated

2/18/21, 8:08 PM

Saved Audience Details

Location - Living In:

United States: Alabama; Arkansas; California; Florida; Georgia; Kansas; Louisiana; Mississippi; Missouri; Nebraska; Oklahoma; Pennsylvania; Tennessee; Texas; Utah

Age:

21 - 65+

People Who Match:

Interests: Beer, Music festivals, Oktoberfest, Parties, Bars, Draught beer, Coors Brewing Company, Coors Light, Stella Artois, Drinking, Beer festival, Keystone (beer brand), Party game, Anheuser-Busch brands, Beer garden, Pilsner, Miller Lite, Samuel Adams (beer), Alcohol, Pabst Blue Ribbon, Blue Moon (beer), Lager, Budweiser, Heineken International, Nightclubs, Nightlife, Corona (beer), Pale ale, Alcoholic beverages, Happy hour, Wine & Spirits, Heineken, Low-alcohol beer, Pub, Well drink or Light beer



Ads Targeting Audiences:

Frio Beer - College Audience

Actions ▾ ×

Summary

Usage

History

Audience Name

Frio Beer - College Audience

Size

32,000,000

Type

Saved Audience

Created

2/18/21, 8:08 PM

Last Updated

2/18/21, 8:17 PM

Saved Audience Details

Location - Living In:

United States: Alabama; Arkansas; California; Florida; Georgia; Kansas; Louisiana; Mississippi; Missouri; Nebraska; Oklahoma; Pennsylvania; Tennessee; Texas; Utah

Age:

21 - 35

People Who Match:

Interests: Beer pong, Beer, Sorority Life, University, Music festivals, Beer Drinking, Oktoberfest, Distilled beverage, Parties, Bars, Natural Light, Draught beer, Coors Brewing Company, Coors Light, College football, Stella Artois, Drinking, College, Beer festival, Dance music, Keystone (beer brand), Party game, college sports, Anheuser-Busch brands, Beer garden, Day Drinking, House party, Pilsner, Miller Lite, College Football News, Tailgating, Samuel Adams (beer), Alcohol, Pabst Blue Ribbon, Blue Moon (beer), Student, Lager, Budweiser, Heineken International, Nightclubs, Flip cup, Nightlife, Corona (beer), Junior college, Pale ale, Alcoholic beverages, Drinking game, College basketball, Happy hour, Wine & Spirits, Tailgate party, Heineken, Fraternity, Low-alcohol beer, Beer pong (paddles), Pub, Fraternities and sororities in North America, Well drink, Drinking Buddies or Light beer, Education Level: In college or Some college



Ads Targeting Audiences:

Frio Beer - Outdoorsy Audience

Actions ▾



Summary

Usage

History

Audience Name

Frio Beer - Outdoorsy Audience

Size

76,000,000

Type

Saved Audience

Created

2/18/21, 8:08 PM

Last Updated

2/18/21, 8:24 PM

Saved Audience Details

Location - Living In:

United States: Alabama; Arkansas; California; Florida; Georgia; Kansas; Louisiana; Mississippi; Missouri; Nebraska; Oklahoma; Pennsylvania; Tennessee; Texas; Utah

Age:

21 - 65+

People Who Match:

Interests: Outdoors, Fishing, Surf culture, Surfing, Outdoor recreation, hunting and fishing, Beer, Mountain biking, Hunting, Music festivals, Boating, Camouflage, Outdoor enthusiast, Kayak fishing, Oktoberfest, Mountain bike, Parties, Bars, Natural Light, Draught beer, Coors Brewing Company, Coors Light, Stella Artois, Drinking, Beer festival, Keystone (beer brand), Outdoor Channel, Fishing techniques, Party game, Anheuser-Busch brands, Beer garden, Recreational fishing, Columbia Sportswear, Hog Hunting, Trophy hunting, Pilsner, Miller Lite, Field & Stream, Sportsman Channel, Samuel Adams (beer), REI, Bass Pro Shops, Alcohol, Pabst Blue Ribbon, Fisherman, Blue Moon (beer), Yeti, Camping, Lager, Budweiser, Fishing rod, Nature, Heineken International, Nightclubs, Dick's Sporting Goods, Deer & Deer Hunting, Nightlife, Deer hunting, Corona (beer), Turkey hunting, Fly fishing, Pale ale, Alcoholic beverages, Bass fishing, Hunting season, Outdoor Life, Happy hour, duck hunting, Wine & Spirits, Heineken, Realtree Outdoors, Low-alcohol beer, Horseback riding, Fishing bait, Pub, Hunting dog, Academy Sports + Outdoors, Duck Dynasty, Well drink or Light beer

