

# THIS LAND IS **Your** LAND



**INSIGHT:** NEIGHBOURS ARE PASSIONATE ABOUT BUILDING BETTER COMMUNITIES, BUT WHEN IT COMES TO RECONCILIATION BETWEEN NON-INDIGENOUS AND INDIGENOUS PEOPLES, THEY DON'T KNOW WHERE TO START.

**IDEA:** MOOSEHEAD LAGER WILL MODEL A FIRST STEP TO RECONCILIATION BY RECOGNIZING ITS INDIGENOUS LANDS AND HISTORY, AND THEN CHALLENGE NEIGHBOURS TO DO THE SAME.



**ACKNOWLEDGE:** FOR A LIMITED TIME, MOOSEHEAD LAGER'S PACKAGING WILL PAY TRIBUTE TO THE BREWERY'S INDIGENOUS LANDS AND HISTORY BY FEATURING A MOOSE HEAD DESIGNED BY A WOLASTOQIYIK ARTIST AND A UNIQUE CALL TO ACTION ON THE BACK OF THE CAN.

**ENCOURAGE:** EACH CAN WILL FEATURE A QR CODE DIRECTING CONSUMERS TO A HOMETOWN ORIGIN GUIDE ON [HTTPS://DOWNIEWENJACK.CA/](https://downiewenjack.ca/). MOOSEHEAD WILL CREATE THIS GUIDE IN PARTNERSHIP WITH THE GORD DOWNIE & CHANIE WENJACK FUND TO HELP NEIGHBOURS ACROSS THE COUNTRY UNDERSTAND THEIR COMMUNITIES INDIGENOUS HERITAGE.

**EMPOWER:** MOOSEHEAD WILL REWARD CONSUMERS FOR SHARING THEIR PROGRESS TOWARDS RECONCILIATION BY DONATING \$50 TO DWF FOR EACH INSTAGRAM, FACEBOOK, AND TWITTER POST THAT TAGS @MOOSEHEAD AND @DOWNIEWENJACK.

CREDIT FOR MOCK ARTWORK USED ON SPECIAL EDITION CAN: CARLA JOSEPH, FIRST NATIONS

## 1. Idea Name

This Land is Your Land

## 2. Business Objective

Moosehead Lager's strategy in 2023 is to modernize itself by encouraging fans to go after what is difficult. *This Land is Your Land* aims to advance the reconciliation efforts between non-Indigenous and Indigenous peoples, while creating a positive association between our brand and a progressive identity for our country.

First, it will be a success for Moosehead if +200,000 pieces of earned media are quantified on social channels. Achieving this target will not only fulfill the brand's need for awareness but will also render a +\$1M donation to the Gord Downie & Chanie Wenjack Fund.

Second, it supports the DWF on their mission to build cultural understanding and create a path for reconciliation by instigating the first step; educating people across the country of their local Indigenous heritage.

## 3. Target

Neighbours are average Canadians with an affinity for their local community. They are proud of their citizenship but more specifically their hometown. Ranging between 25- 55, neighbours have middle class incomes and use it to support domestic companies when they can. With a tendency to focus on the positive, they remain uneducated about reconciliation. Since it is intimidating, they procrastinate learning about it and discuss easier topics at neighbourhood block parties or condo socials.

## 4. Insight

Neighbours are passionate about building better communities, but when it comes to reconciliation between non-Indigenous and Indigenous peoples they do not know where to start.

## 5. Benefit

*This Land is Your Land* will evoke an emotional reaction from consumers who appreciate a simplified start to their reconciliation journey. The customized education provided on <https://downiewenjack.ca/> to discover the origins of their hometown will empower neighbours across the country to overcome barriers and begin actively learning.

## 6. Reasons to Believe

- 1) Moosehead Breweries is the last independent brewery in Canada still owned by Canadians, home to world class beers since 1867. Therefore, Moosehead Lager is positioned to authentically influence Canadian identity.
- 2) Moosehead Lager's most recent campaign, [Beer with Your Name on It](#), encourages neighbours to share their hard work in exchange for a can on us. The *This Land is Your Land* movement consistently rewards consumers for doing hard things.
- 3) [The DWF website](#) is currently missing a one-stop-shop resource to educate people about the indigenous history (identification of territory, residential school facts, etc.) of their local area. The hometown origin guide will bridge this education gap.
- 4) The limited-edition packaging would launch on September 30; the National Day for Truth and Reconciliation.