

HARPOON

LOVE BEER. LOVE LIFE.

YOUR ULTIMATE BACKYARD PARTY

The summer is here and that means it's time to queue the music, light the charcoal, invite the friends and pull out the beer cooler. This summer, Harpoon is giving you two brand new beers to love all summer long: Camp Wannamango, and our new year-round Sweet Spot. Plus, we're going to help you celebrate even more this summer with some help from partners, Tivoli, Kayem, Sweet Baby Ray's and others.

Feature products: Camp Wannamango, Sweet Spot

DATES

5/1-7/15

CONSUMER THEMED GIVEAWAYS

What do you need to turn your backyard BBQ into the Ultimate Back Yard Fest (Linked to online quiz and social media responses)

PROMOTIONAL SUPPORT

Paper Promotional Piece
Case Tucker
Table Tent

