Big Ah-Ha Marketing with the **Legendary Claude Hopkins**

Advertising legend Claude Hopkins used "big ah-ha" marketing to revolutionize the sales of Schlitz beer in the early 20th century.

He did so simply by being the first to describe how beer was made. He toured Schlitz's operations and noted down all the interesting aspects of the company's process. In particular, he highlighted those that supported Schlitz's main claim: that its been was pure. The campaign was a huge success and within a few months, Schlitz went from fifth place to being tied for first in the market.

Even though beer is a commodity product, Hopkins turned it into something special. He created several "ah-ha" moments for beer consumers.

In this particular ad, the big ahha that Claude Hopkins created in this advertisement is raising the awareness of the importance of cleanliness in brewing. Every brewery needs to be cleaned, yet Hopkins brought it to the forefront of people's mind.

Harper's Weekly

Perfection of 50 Years

Back of each glass of Schlitz Beer there is an experience of fifty years.

In 1848, in a hut, Joseph Schlitz began brewing. Not beer like Schlitz beer of today; but it was honest. best beer an American had ever brewed.

This great brewery today has new methods. A half century has taught us perfection. But our principles are 50 years old; our aims are unaltered. Schlitz beer is still brewed, without regard to expense, according to the best that we know.

We send experts to Bohehops in the world.

An owner of the business selects the barley, and buys only the best that grows.

A partner in our concern supervises every stage of the brewing.

Cleanliness is not carried to greater extremes in any kitchen than here.

Purity is made imperative. mia to select for us the best All beer is cooled in plate glass rooms, in filtered air. Then the beer is filtered. Then it is sterilized, after being bottled and scaled.

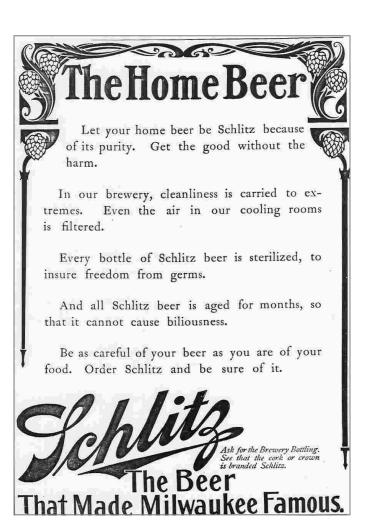
We age beer for months in refrigerating rooms before it goes out. Ötherwise Schlitz beer would cause biliousness, as common beer does.

Ask for beer, and you get the beer that best suits your dealer. He may care more for his profit than your health.

Ask for Schlitz, and you get the best beer that the world ever knew.

Ask for the brewery bottling.





Read these ads and see how Hopkins takes the ordinary and makes it extraordinary.

You can do the same thing in your business and it's how you go from blah, blah to BIG AH-HA!

