

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 beer 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 ah-ha 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. It was the 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 Bohemia to select for us the best hops 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. All beer is cooled in plate glass rooms, in filtered air. Then the beer is filtered. Then it is sterilized, after being bottled and sealed.

We age beer for months in refrigerating rooms before it goes out. Otherwise 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.

J. L. STACK

The Home Beer

Let your home beer be Schlitz because of its purity. Get the good without the harm.

In our brewery, cleanliness is carried to extremes. Even the air in our cooling rooms is filtered.

Every bottle of Schlitz beer is sterilized, to insure freedom from germs.

And all Schlitz beer is aged for months, so that it cannot cause biliousness.

Be as careful of your beer as you are of your food. Order Schlitz and be sure of it.

Schlitz
Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.
**The Beer
That Made Milwaukee Famous.**

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!

Ask Your Doctor

about Schlitz beer. He knows the importance of purity.

Tell him that Schlitz beer is aged for months before it is marketed. He will say that it cannot cause biliousness.

Tell him that every bottle is Pasteurized after it is sealed. He will say that such beer must be germless.

Ask your doctor what these virtues mean to you.

Ask for the Brewery Bottling.
See that the cork or crown is branded

Schlitz
**The Beer
That Made Milwaukee Famous.**

Purity is Supreme

The materials we use are the best we can buy. And a partner in our business selects them.

The goodness of Schlitz is due largely to them.

But the supremacy of Schlitz as a home beer has been gained by the fact of its absolute purity.

Purity is not so conspicuous as some qualities in beer, yet it is very expensive. That is why it is rare.

But what does it matter how good a beer is if it is not a pure beer? If its use is unhealthful? If its result is biliousness?

Schlitz beer is known as the pure beer the world over.

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