

## Harpoon's Rec.League "Little Victories"

When local Boston brewery, Harpoon asked us to create a campaign for its new low alcohol, low calorie beer, Rec. League, we knew exactly where the idea needed to go. This is an everyday beer that won't slow you down. It's perfect for celebrating the little victories in life, the small wins that may not warrant a night on the town but have earned a cold beer. These social videos showcase these satisfying little victories and the beer that pairs with them perfectly.