

Harpoon Posters:

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 out-of-home posters helped promote Rec. League at their brewery tasting room as well as their St. Patrick's Day Festival events which draw thousands of people.