



Brief: Cider can often feel predictable and traditional. It's time to break the conventions and appeal to new people and occasions. Make Cider the drink you must be seen with.

BACKGROUND:

What do you think of when you think 'cider'?

Is it just a sweet and fruity drink in a supermarket or do you imagine something cloudy and crafty from a farmyard?

The truth is cider has so many varieties and possibilities. There are 1000s of varieties of apple, that's before you even think about pears and dark fruits. And the drink itself can be so many things: sweet, sharp, still, sparkling, clear, cloudy, flavoured, non-alcoholic, pure or blended. Cider is incredibly versatile.

Cider is simple, but it has a rich history. From the fermented juice of apples, it has been made all over the world, wherever apples are grown, for thousands of years.

When we look in supermarkets and bars today, we see familiar rules and conventions. Since the arrival of flavoured ciders like Rekorderlig the world of mainstream cider has been quiet, whilst artisan ciders do their own thing but rarely break through to a bigger market.

Think about how beer has changed. It used to be big mass market lager or real ales, stuck in traditions. Today, beer has become much more vibrant and innovative, with something for everyone, creating drinks and brands that reach millions. There's a huge gap between sweet mainstream cider and the traditional artisan producers. What could exist there? What could be relevant to a modern world and modern lives?

We want you to create a brand that can give it a new lease of life, to find a way to make it cool again.

We want you to surprise us. Take cider somewhere we wouldn't expect, give it a role it doesn't have or simply make it feel fresh, new and like something we're trying for the first time.

Start thinking about how this can be a UK based cider with a global reach and what this means for the brand. How does your brand touch on the things that matter to a modern audience and why should they buy it?

Think about some of the considerations brands need to have today around environmental and social impact.

DELIVERABLES:

- Brand naming.
- Design of the brand identity.
- Packaging design.
- Ideas for how the brand would promote itself.
- Show how your idea can be brought to life, not just in bars, clubs, events, etc., but supermarkets too.

MANDATORIES:

- Must be insight-led: what's your insight – across consumer, category or culture?
- Must be aligned to a vision: what's the long-term goal and opportunity that answers the insight?
- Must be scalable – grounded in what exists today or the near future and what will have wide consumer appeal.
- It can be apple based, based on other fruits or a range with a combination of both.
- Must be designed for an adult drinking occasion; can be alcohol or non-alcoholic, but maximum 8% ABV.

CONSIDERATIONS:

- Think about ingredients and process. How is it made?
- What's the story behind your brand?
- How is this brand mixed, how is it served or garnished?
- Where would you find it in venues?
- Think about how it respects its surroundings and the environment.

SUBMISSIONS:

- Submissions should be sent as a PDF attachment to hatch@brandopus.com by midnight on Friday 1st March 2024.
- Submission documents should be titled in the following format:
 - Name Surname_Place of Education_Project Name.pdf
 - (for example John Smith_Northumbria University_Aspall.pdf or Jane Doe_Plymouth College of Art_Carling.pdf)
- If you wish to include any supporting digital assets (i.e. animations, videos, sonic branding), these can either be embedded in the PDF, or attached to the same email alongside your PDF.

REVIEW PROCESS:

- After reviewing, BrandOpus will select 15 finalists. These finalists will be invited to develop their projects following a one to one feedback session with BrandOpus designers.
- All finalists will be invited to present their developed work on Thursday 23rd May 2024. A winner and two runners up will be chosen from this presentation day.
- The winner will be awarded £2,000. The winner and runners up will also each receive a four-week paid internship at BrandOpus.
- The winning entry may even be launched by Molson Coors!