



## **Brief: Create a forward-looking spirit brand deeply connected to the place it comes from.**

### **BACKGROUND:**

Spirits are deeply entwined with specific places and their cultures. Think about how Scotch whisky is an expression of place or how tequila is so connected to ideas about Mexican identity.

We would like you to look at the world of spirits and create a brand that comes from somewhere. It can be a specific region or country, or even a town or city; but the drink should tap into something unique. This could be its culture, its geography, its past or its future.

You should look to create something that does the right thing for people and/or the planet, that finds a way to give back that's relevant to what it is and where it comes from, showing respect at every step.

It should avoid national or cultural clichés, instead creating real connection and real substance. It needs to have a reason to exist, deep roots that are more than just styling – a reason why it could only come from where it does.

Just as you think about where it's from, you should also think about where it's going. This ought to have the potential to be relevant and grow globally, not just in the UK.

It can be a new spin on something that exists, or a new innovation. Maybe it comes from somewhere you have a link to or are passionate about.

### **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
- Must be designed for an adult drinking occasion; can be alcohol or non-alcoholic

### **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](mailto:hatch@brandopus.com) by midnight on Friday 31st March 2023.
- 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 feedback session with BrandOpus designers.
- All finalists will be invited to present their developed work on Thursday 15<sup>th</sup> June 2023. 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 month's paid internship at BrandOpus.
- The winning entry may even be launched by Molson Coors!