

2 MEASURES CREATIVITY



ONE PART CRAFTER

SHAKE OF ORIGINALITY

1 MIX PROBLEM SOLVER

— DASH OF INSPIRATION —

THE CLASSIC
jkdesignr

1930's Inspired Cocktails

Cocktails became popular in America during the 1930's after the post prohibition years. Currently there isn't a cocktail brand that occupies a space, which uses this history but still remains relevant in today's market.

Brief

Create the brand and packaging for a range of pre mixed cocktails which are reminiscent of America in the 1930's but are still accessible, desirable and relevant for today's younger consumer. Your new brand should tap into the market for vintage inspired products, but achieve this in a contemporary way. Research existing cocktails from the 1930's era to form a range, examples are Bronx, Horse's neck and Manhattan.

Consider the brand name, bottle shape, bottle label and possible outer packaging. You could also consider creating a brand world for your brand by including things such as point of sale or advertising.

Sources of Charisma

Despite alcohol being illegal up until 1933 cocktails were still being consumed in secret establishments known as "speakeasies". Swing and Jazz music were popular in the 1930's, and Jazz clubs began to emerge in the heart of New York.

Target Audience

18-30 year old men and women who are socially active, brand aware and looking for something new and different.

Mandatories

Brand name, structure and packaging for 3 different cocktails.

Prize

First Prize 2 Week paid placement
 £250

Runners Up 2 Week paid placement

Deadline

2nd March 2012