

How to create alcohol packaging that leaps off the shelf

THE
CREATIVEMETHOD.
INNOVATION BY DESIGN



With more and more wines, breweries and distilleries popping up every year, whether you're a newbie with a passion for craft beer, a well-known international brand or run a multi-generational family estate, you will know: running a successful business in the alcohol industry is about so much more than selling great liquid.

As the shelves get more crowded, the importance of having packaging design that stands out for the right reasons is paramount.

But how do you capture attention, elicit curiosity, captivate and endure?

Let us open up and discuss how to take your alcohol brand from anonymous to acclaimed.

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Use the art of storytelling to connect with consumers

Since the dawn of time, there is nothing that we as a species have liked better than sitting around the fire and sharing a few yarns.

Stories are not only one of the most effective forms of communication known to man, but they help us to understand and make sense of the world around us.



The success of both your brand identity and your business relies on making your customers care. By forging an emotional connection with your audience through story, whether you're making them grin or tugging at their heartstrings, you ensure that they keep choosing you over your competition.

Believe it or not, one of the best ways to create an enduring and authentic relationship with customers is by telling them a personal story.

Storytelling is one of the oldest forms of branding. Great brands are built on great stories – ones that create interest, warmth, trust and connection.

And if you're worried that you don't have a unique or interesting enough story to tell, don't panic. Having consumed, collaborated on and created a wide array of alcohol brands – from the obscure to some of Australia's better known beverages – we know that sometimes it's simply a case of asking the right questions to uncover the perfect yarn.



Storytelling: Rum Co. of Fiji

Coca-Cola Amatil had a range of award-winning, (and delicious) premium Fijian rums that were under-performing in the spirits category. The current range of rum was lacking standout with no quality credentials and nothing ownable to enable storytelling.

Following a brand and spirits category audit we created multiple ideas to unlock white space and brand innovation, including a ranging strategy and brand architecture that would enable premiumisation.

To bring the Rum Co. of Fiji story to life and give the brand meaning, we engaged a local artist to create warrior and chief tattoo iconography that showcases the brand's Fijian heritage, history and credentials.

Storytelling: POETS Country Lager

The name POETS might conjure up images of regally dressed ladies and gentlemen reciting Shakespeare to one another on the riverside whilst a harp tinkers in the background. In reality, POETS beer is a full flavoured lager for country Australia. The brand and packaging tells the story of hard working Aussies who have their priorities right – laying their tools down on a Friday to enjoy a few cold ones in good company. This is the POETS way: *Piss Off Early*, Tomorrow's Saturday.



Command attention with intelligently disruptive design

We've all heard the saying that we eat with our eyes. There's a reason that branding focuses so much on the visuals.

Being too cautious or following design trends can result in a brand that is generic and boring; outlandish design for the sake of making noise can fail to connect.



The key is to understand the industry and its design cues, know the rules and when to break them, find the white space – then disrupt with intelligence.

It's not just about being aesthetically pleasing, either. A memorable brand is one that challenges the status quo, making a potential customer stop in their tracks and think, or smile, or laugh, or reminisce. Then tell their friends and buy another one!

Bold, intelligent design sells.

Clever, disruptive design cuts through the noise and is remembered. Every successful brand began with a leap of faith, so get creative!

Your creative vision doesn't have to stop at the label. Details like the shape of the label or bottle itself, unique colour

selection and brand blocking can create a striking first impression. Remember that you want alcohol branding and packaging that not only captivates, but endures. With clever packaging, you can create an instant classic.



Intelligent disruption: Whalebone Bay

Designed to celebrate the diverse whales that inhabit New Zealand's long coastline, each of the five varietals of Whalebone Bay wine features a different species of whale with unique character. When bottles are lined up on shelf, whales swim through the boundaries of each label, changing from species to species, to create strong brand blocking and visual disruption.

**Distinctive assets
are crucial for standout,
identification, recall and
cost effective growth.**

Clever touches like discoverables, unique illustrations and visuals, a hero colour or custom typeface give your branding depth, and give consumers something new every time they interact with your brand.



Ownable assets: Yenda Brewing Co

Due to a massive influx of players into the craft beer space, Yenda had lost market share against its competitors. The creation of the large Y as a core visual brand asset on the label strongly reflects the brand name and also ensures the brand is easily seen and identified from a distance.



The colour of the Y changes on each beer variant, making it a strong device for wraps, shippers and bar taps alike.



Ownable assets: Delta Estate Wines

Delta Estate Wines are elegant, modern and restrained. We created a new logo and identity that heroes the Delta triangle, which has been synonymous with the brand since its inception.

The rest of the design solution centres around attention to detail, taking a closer look at each of the elements used to handcraft the small batch wines to perfection. From the soils, climate and grapes themselves, to the people whose passion and pride comes from a desire to be exceptional.

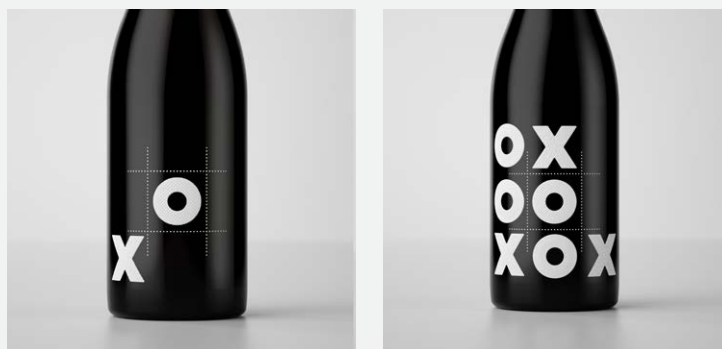


The softness and handcrafted feel of each label is juxtaposed with the strong, clean Delta logo, helping the name stand out on shelf.

Invest in quality design and print craft

All of this sounds fabulous, but a great idea poorly executed is a wasted opportunity.

Don't skimp at the final hurdle – give your brand and packaging the love it deserves with fully crafted print production that takes a good idea to the next level.



This playful post-Covid packaging gave everyone a little hug and kiss with a familiar game as a label. Each individual letter had a different embossed texture adding to the tactile experience.

Given the right environment, we all like to be touched. Great packaging design will engage as many of the senses as it can. Well utilised production techniques provide depth and a more tactile experience that can help to cement your brand and packaging in the consumer's mind.



Design craft: Wild Turkey Rare

Wild Turkey Rare is a premium bourbon that uses measures of Wild Turkey Rare Breed Bourbon to produce a more premium and quality tasting product. The premium end of the RTD bourbon category was in strong growth and the Wild Turkey team wanted a product that would over-deliver on consumers' demand and expectation.



As the bottle was black, we chose gold to allow the most important typography to pop off the pack.

The packaging needed to be sophisticated and have strong premium and quality credentials, whilst remaining masculine, so we took small elements of the existing brand design and stripped it right back.

Every year we release our own Christmas wine to celebrate the year and to help our clients and staff get into the holiday spirit.



Print craft: Flipside Wines

This also gives us the opportunity to showcase unique production techniques that take a label from interesting to engaging.

Our 2018 release invited people to shed their business digs and slip into summer with a fairly dull upper label that peeled back to reveal vibrant beach imagery beneath.

We'd love to hear your story.
The Creative Method has been
building intelligently disruptive
brands in food and drink for over
17 years. With customers both
big and small, we love nothing
more than collaborating with
like-minded people to solve
brand and packaging challenges.

Whether you're a marketing manager looking
to reinvigorate a brand or an entrepreneur
with the beginnings of a dream, we'd love
to hear your story.

Get in touch on 02 8231 9977 or
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