

TWO TRIBES BREWERY

Campfire Limited Edition Can Wallpaper

Arianna Cerroni
Student no: 2023698

OVERVIEW

The Brief

London-based brewery, Two Tribes, are launching a new open-air venue called “Campfire” in April 2021.

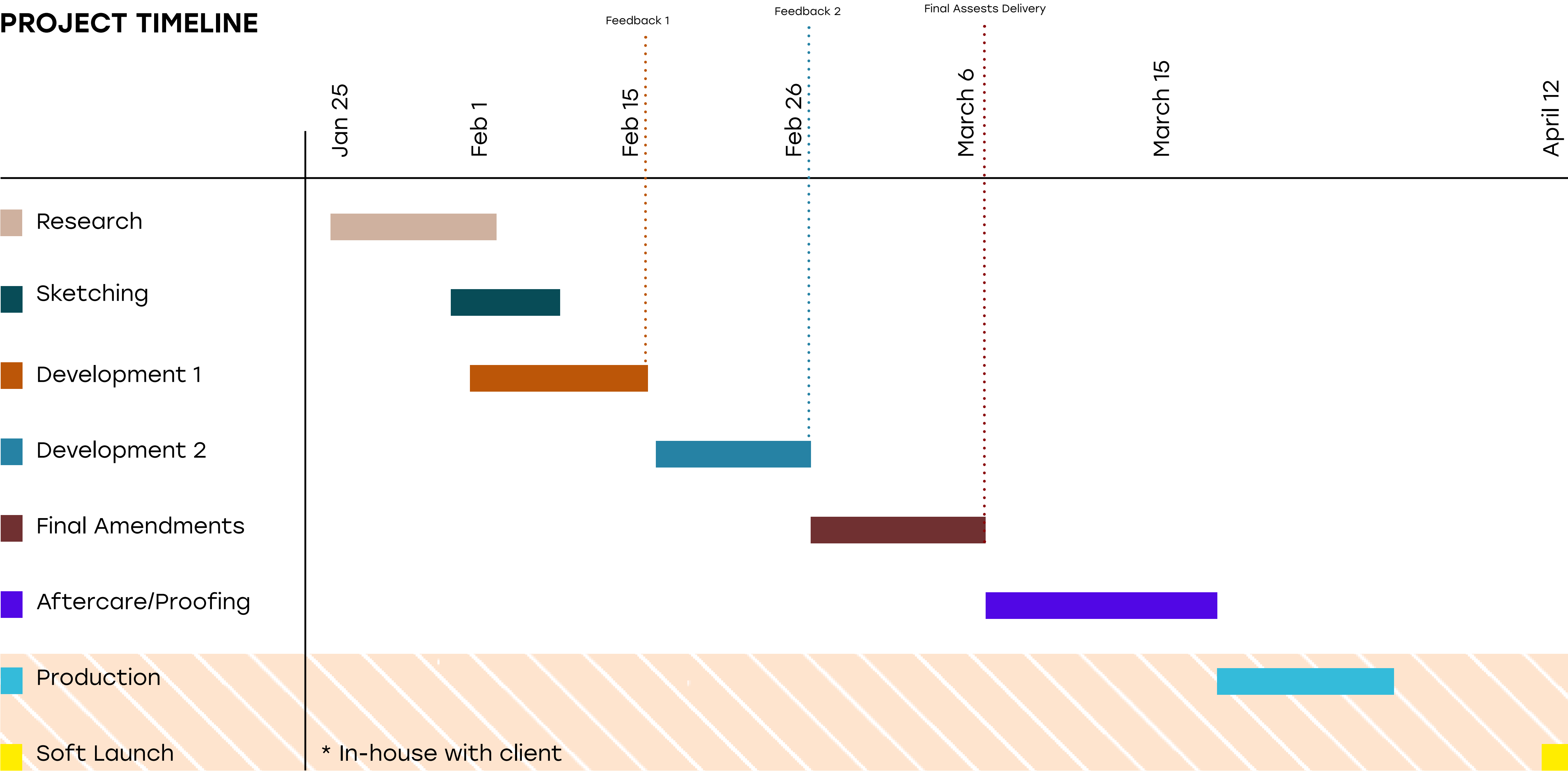
The venue takes on board the brewery’s love for music, art and collaboration taking in a step further with the addition of food - made in a fire pit by guest chefs.

They are looking to create a limited edition can wallpaper to celebrate the launch of the venue.

The design should thus celebrate the campfire ethos while still being able to blend in with the client’s current selection of bold wallpaper designs.



PROJECT TIMELINE



TIMELINE AND INVESTEMENT

INVESTMENT

- The investment includes:
- Scheduled and regular progress check-ins
 - Scheduled feedback sessions

DELIVERABLES:

Bespoke Pattern Creation

Can Wallpaper Design

Box Pattern Design

Up to 3 Extra Revisions

£2100

ADD ONS:

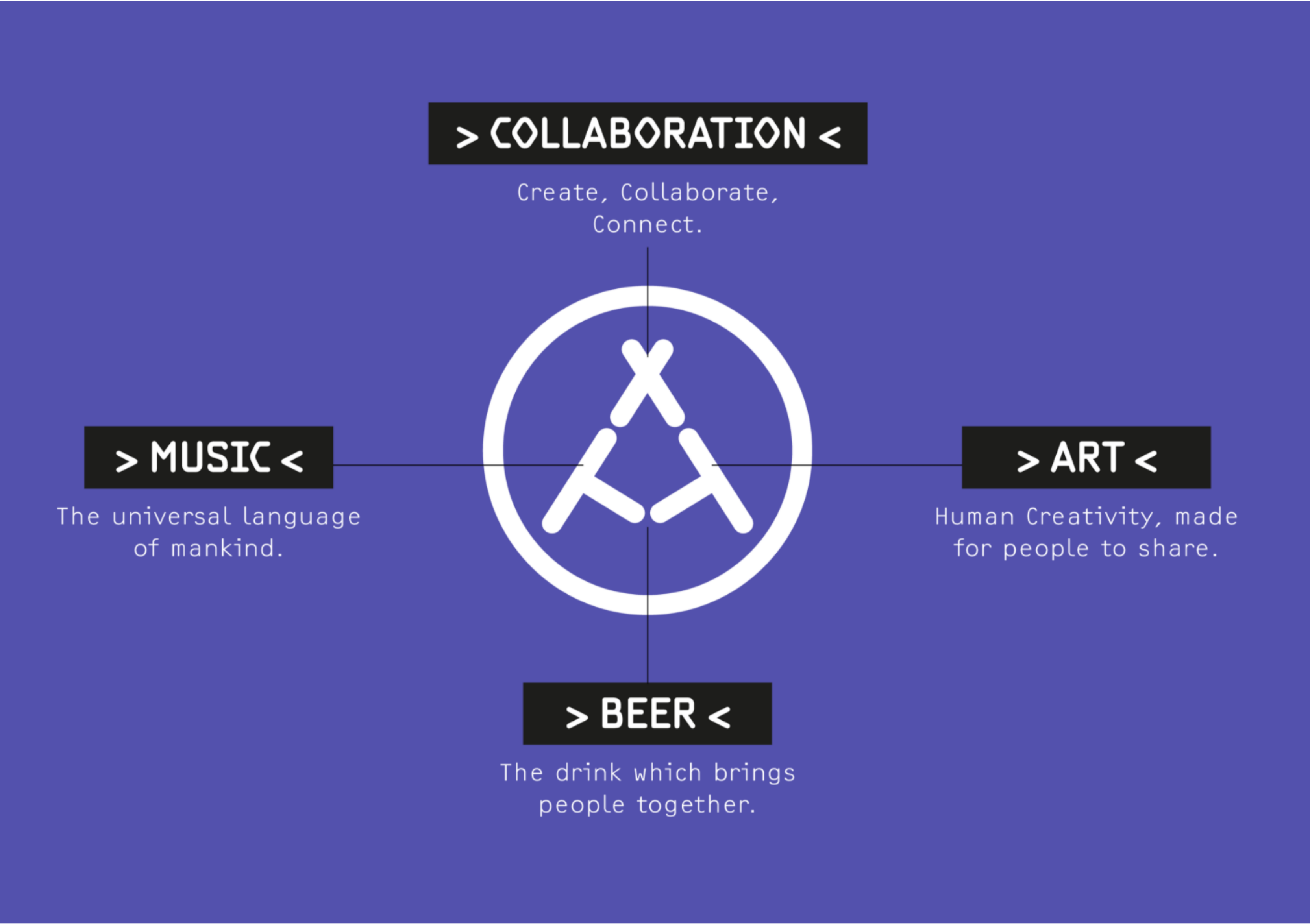
Picnic Deluxe Box Set

£300

Animation

£150

RESEARCH & DEVELOPMENT



BRAND DECODING



PARENTAL
ADVISORY
EXPLICIT CONTENT

CAMPFIRE

Campfire London is part community hub, part entertainment space. The bar is centred around an open-fire pit where live-fire chefs serve up food to a backdrop for visiting DJs and musicians, many of whom are resident at the recording studios and record labels located nearby.

Following Two Tribes ethos, Campfire was born by the love of good music, good food, collaboration and creativity.



Bobby McGee

- He is 38 years old
- Values friends and family time
- Lives in East London (frequents Randy's Wing Bar, Crate)
- He's a foodie and craft enthusiast
- Discovered Two Tribes through lockdown thanks to one of their at home kits collabs
- Likes to cook and challenge himself with new flavours and spices
- Enjoys good music and good company
- Can often be seen at outdoor markets
- Likes to experiment with new beers, but also has some trusted "go-to" beers
- Uses his IG as a reviews portfolio where he interacts with like-minded enthusiasts
- Also uses IG to discover new products (i.e. beers, bars, restaurant, recipes)



SECONDARY MARKETING PERSONA

Billie Jean

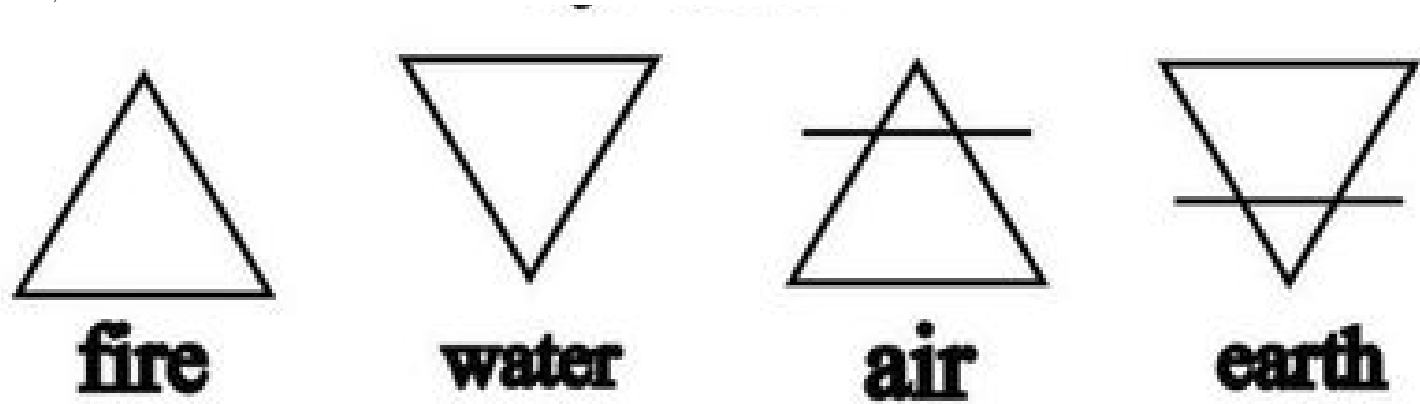
- She is 29 years old
- She works in the creative industries
- Loves live music, socialising & networking
- Lives in North London
- Keeps up with trends
- Enjoys craft beer, but sticks with breweries that she's familiar with
- Discovered Two Tribes via Tileyard London
- Regularly attends festivals and exhibitions
- Has a clean and curated IG feed, so tends to mostly share stories



MOODBOARD

- Campfire
 - Music
 - Summer
- Fun
 - Mid-Summer Rituals
 - Bold

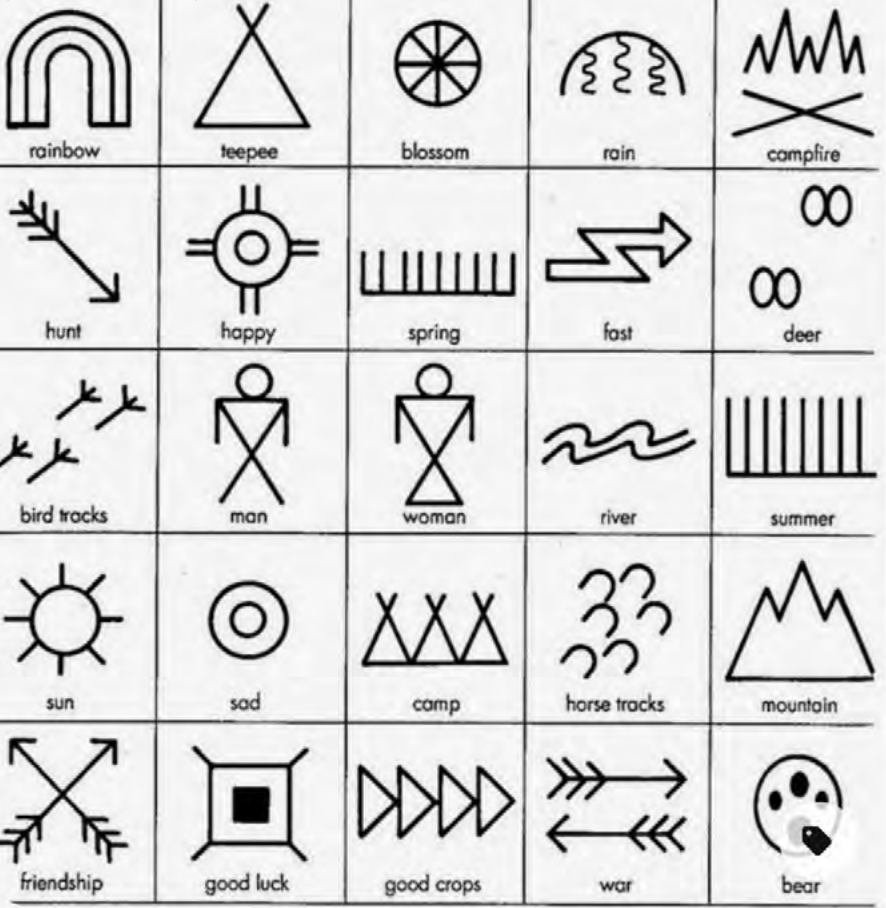
(Horn, 2013)



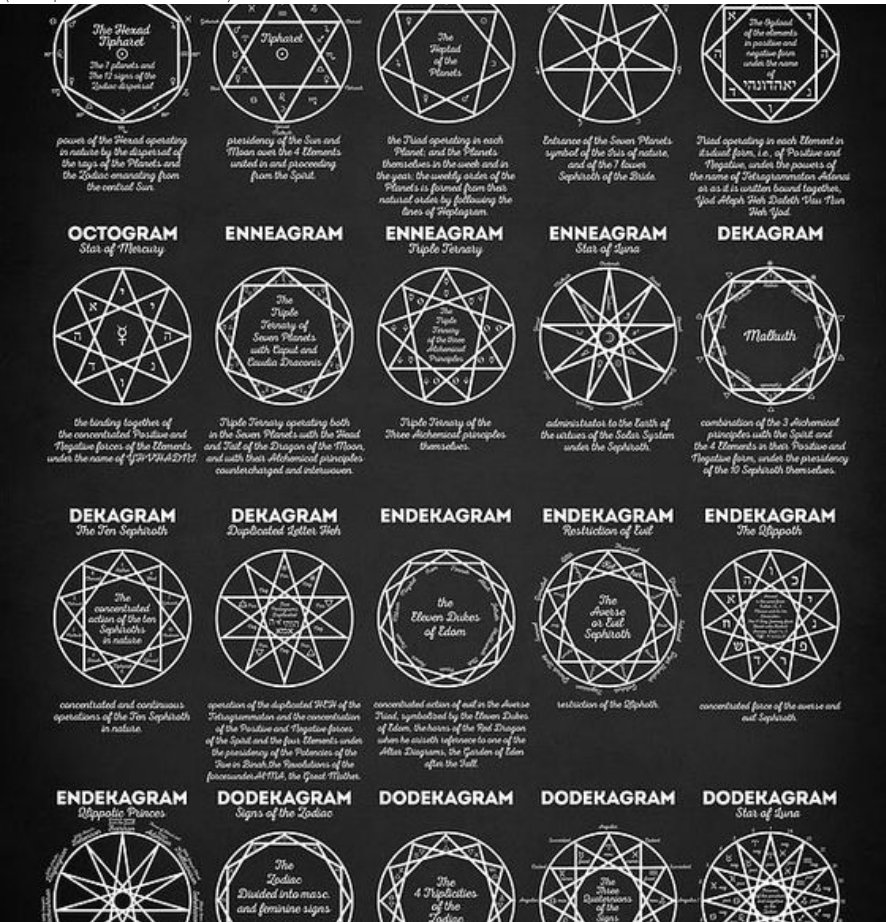
(Wilder, 2013)



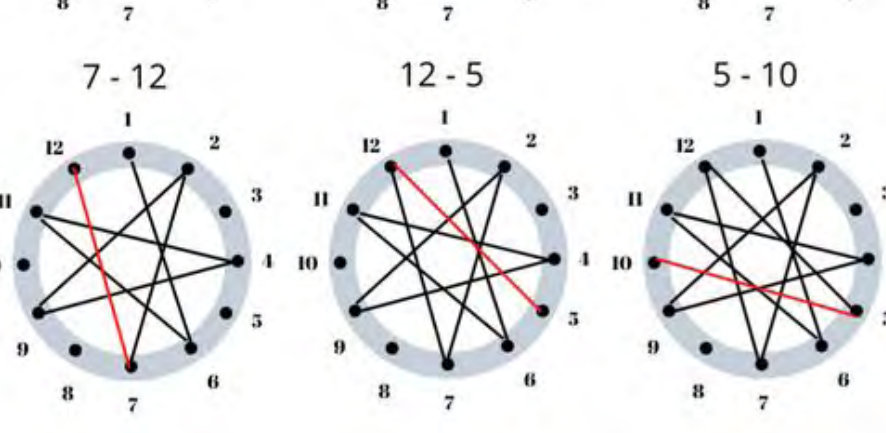
(Hoolst, n.d.)



(Zapista, 2018)



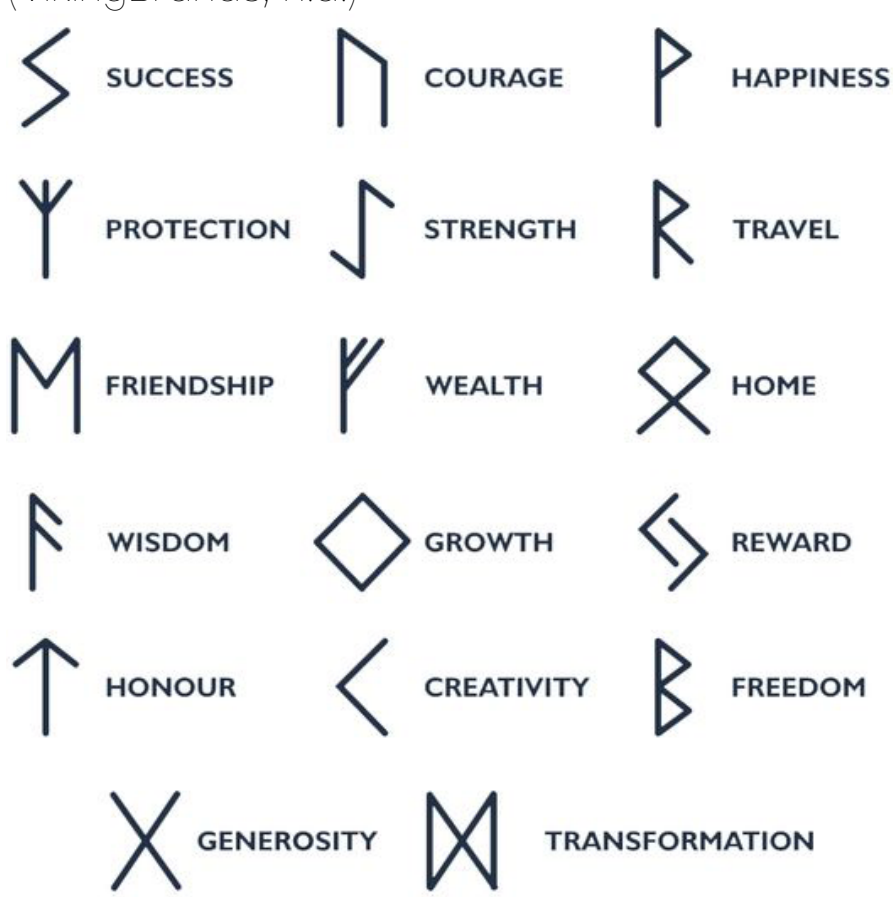
(South Luning Style, n.d.)



(Southwestern Ink, n.d.)



(VikingBrands, n.d.)



(Girard, 1964.)



(Smirno, n.d.)



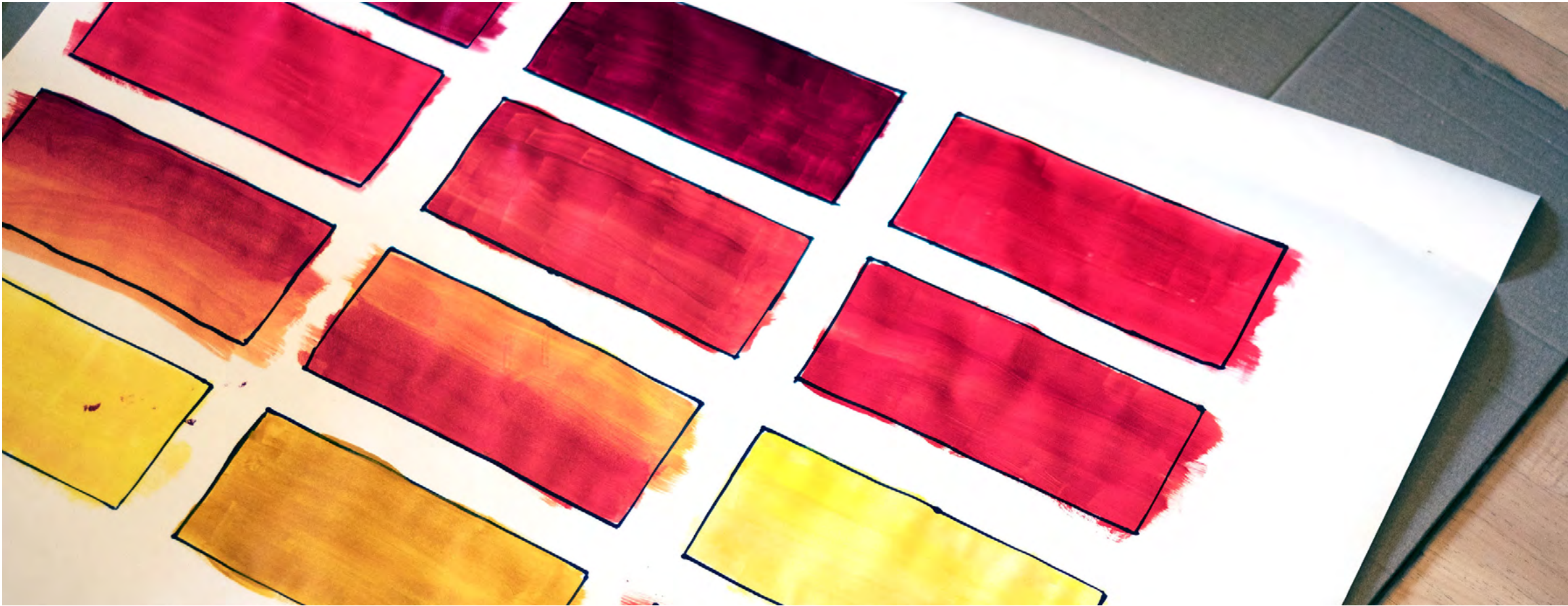
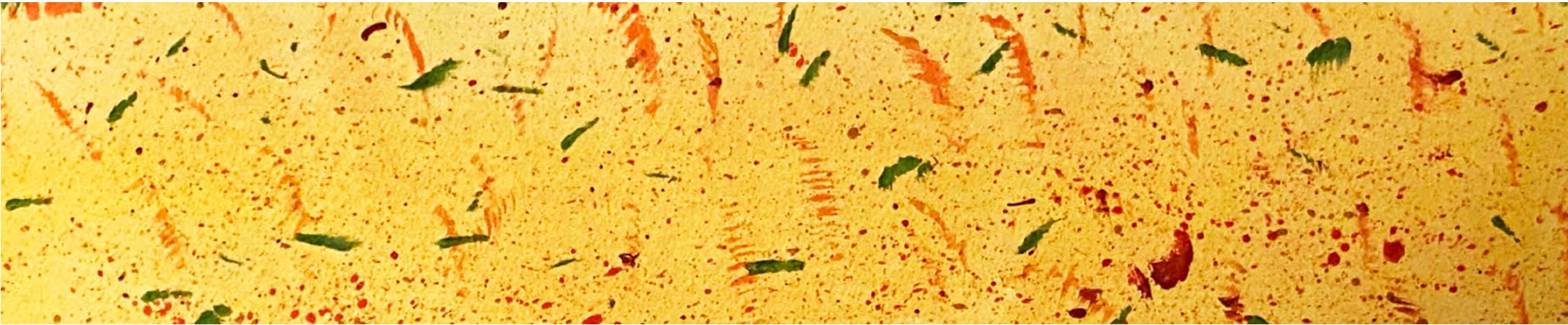
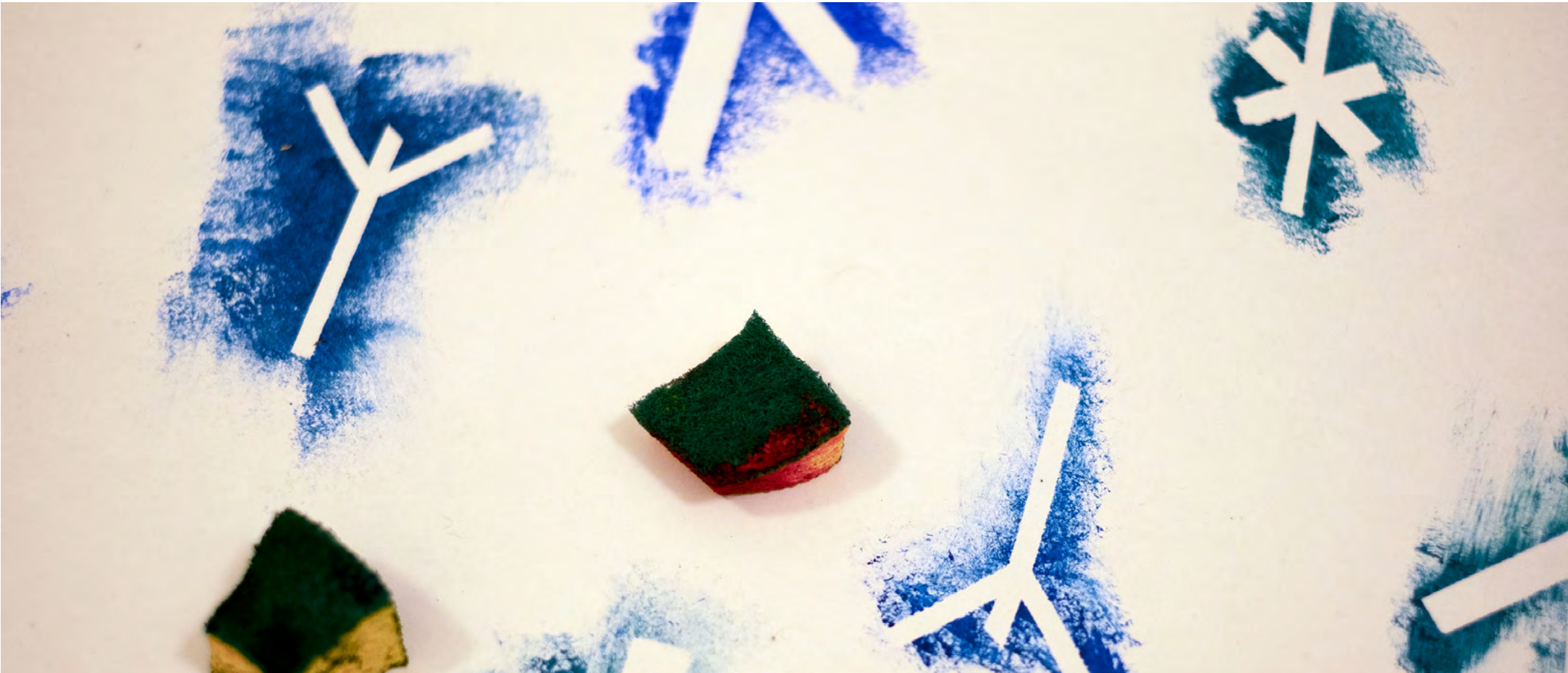
(Imagepixel, n.d.)



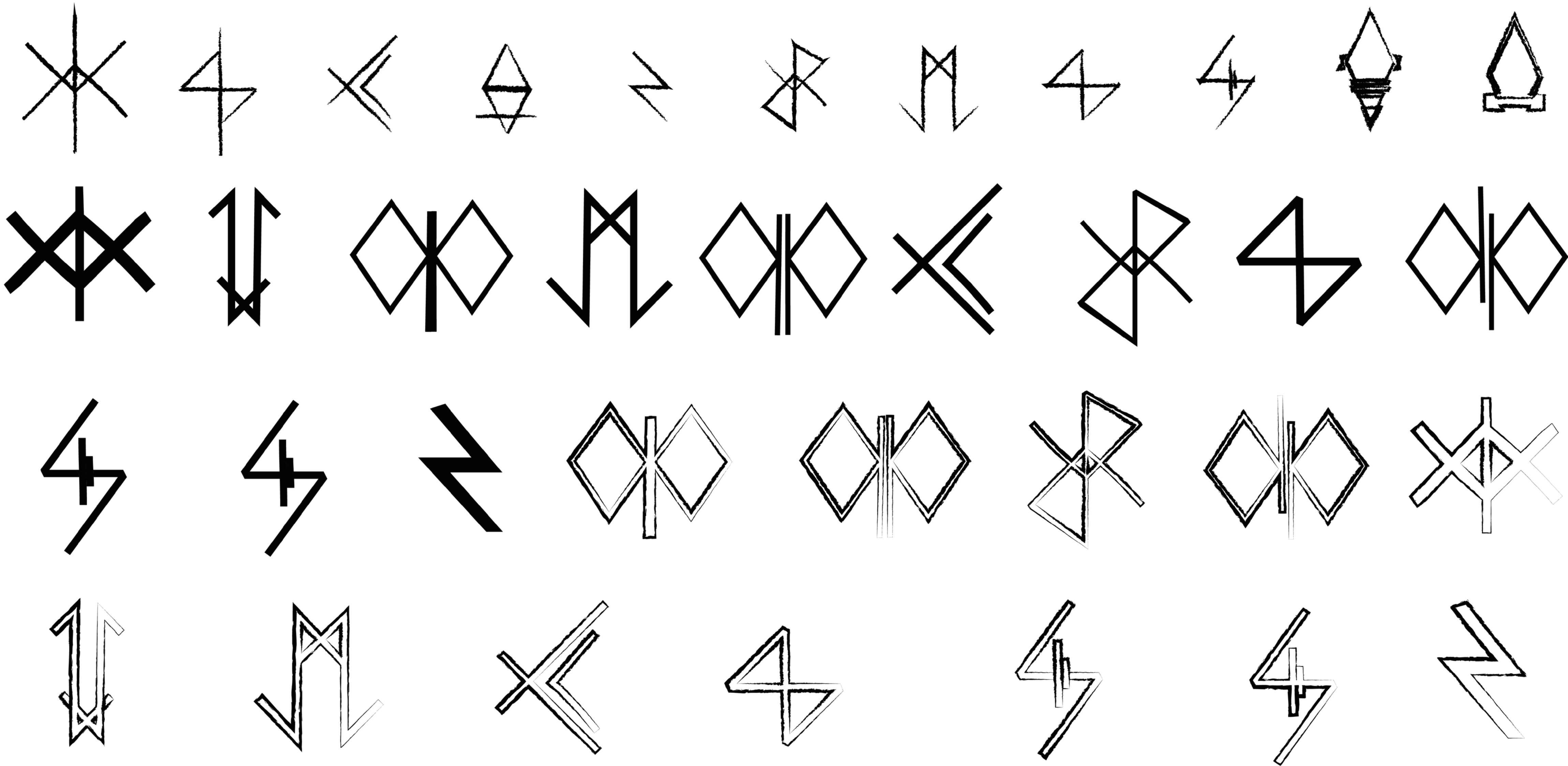
(Dishman, n.d.)



MIX MEDIA RUNES AND LAYOUT STUDY



BESPOKE RUNES



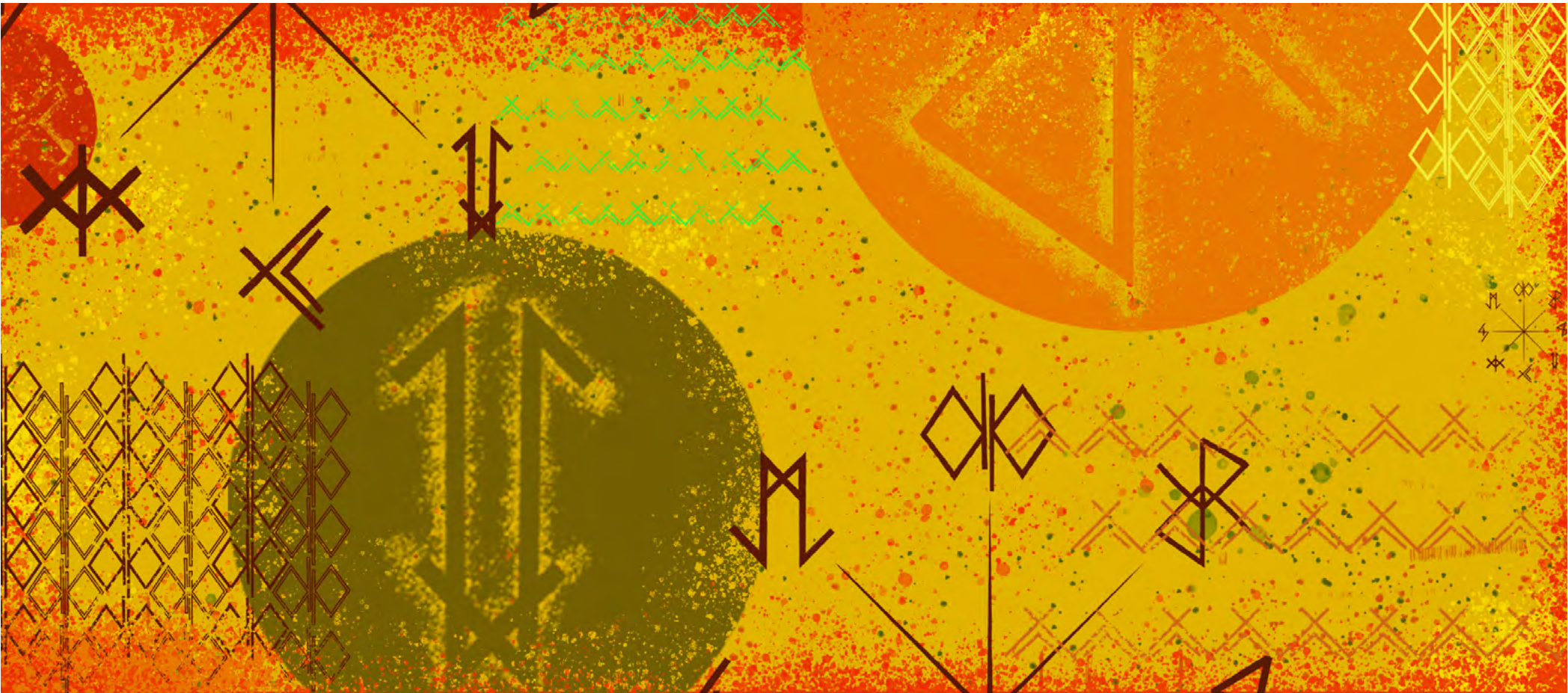
CONCEPT A



CONCEPT B



CONCEPT C



FEEDBACK



AMENDMENTS

Concept B - original



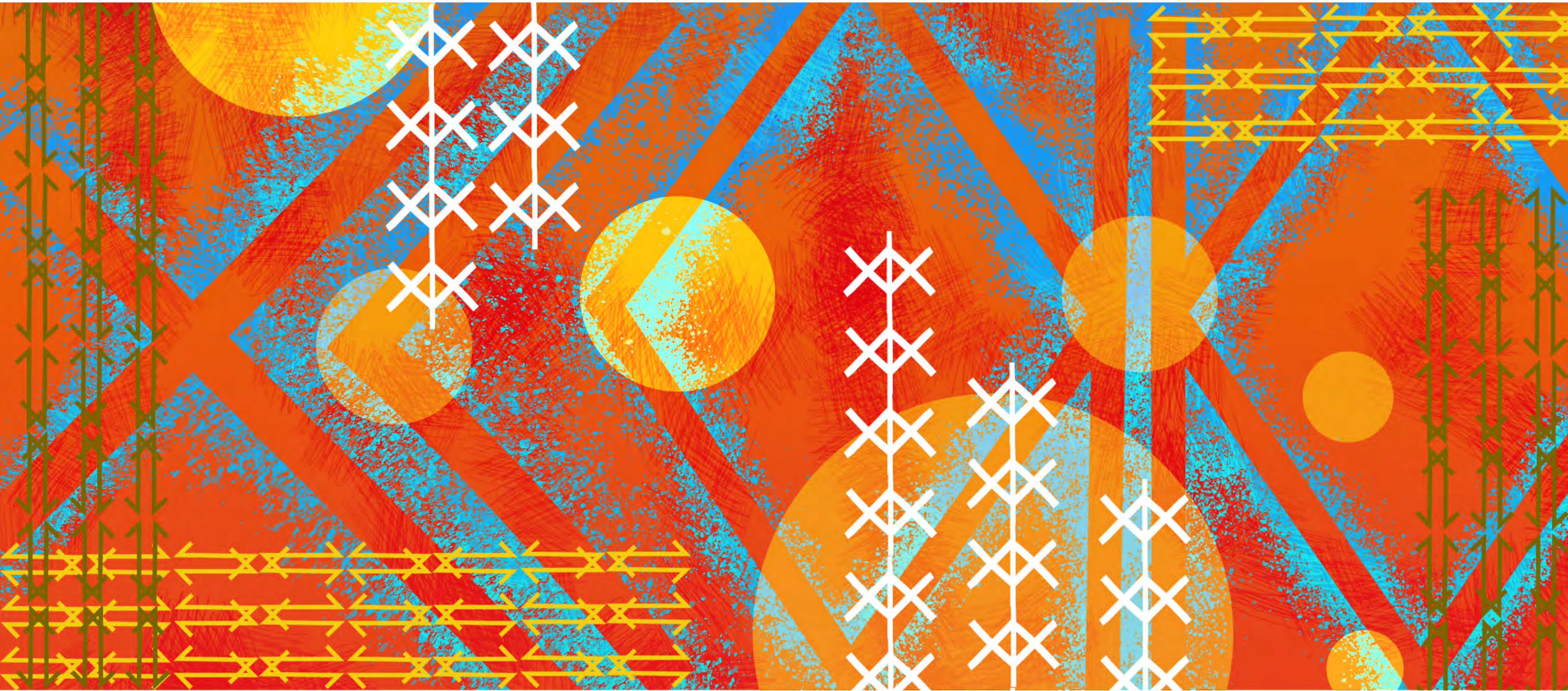
- Added runes on both sides of the label for balance and framing
- Made stencyl brighter and bolder
- Enlarged and repositioned shields

FINAL DESIGN

FINAL DESIGN



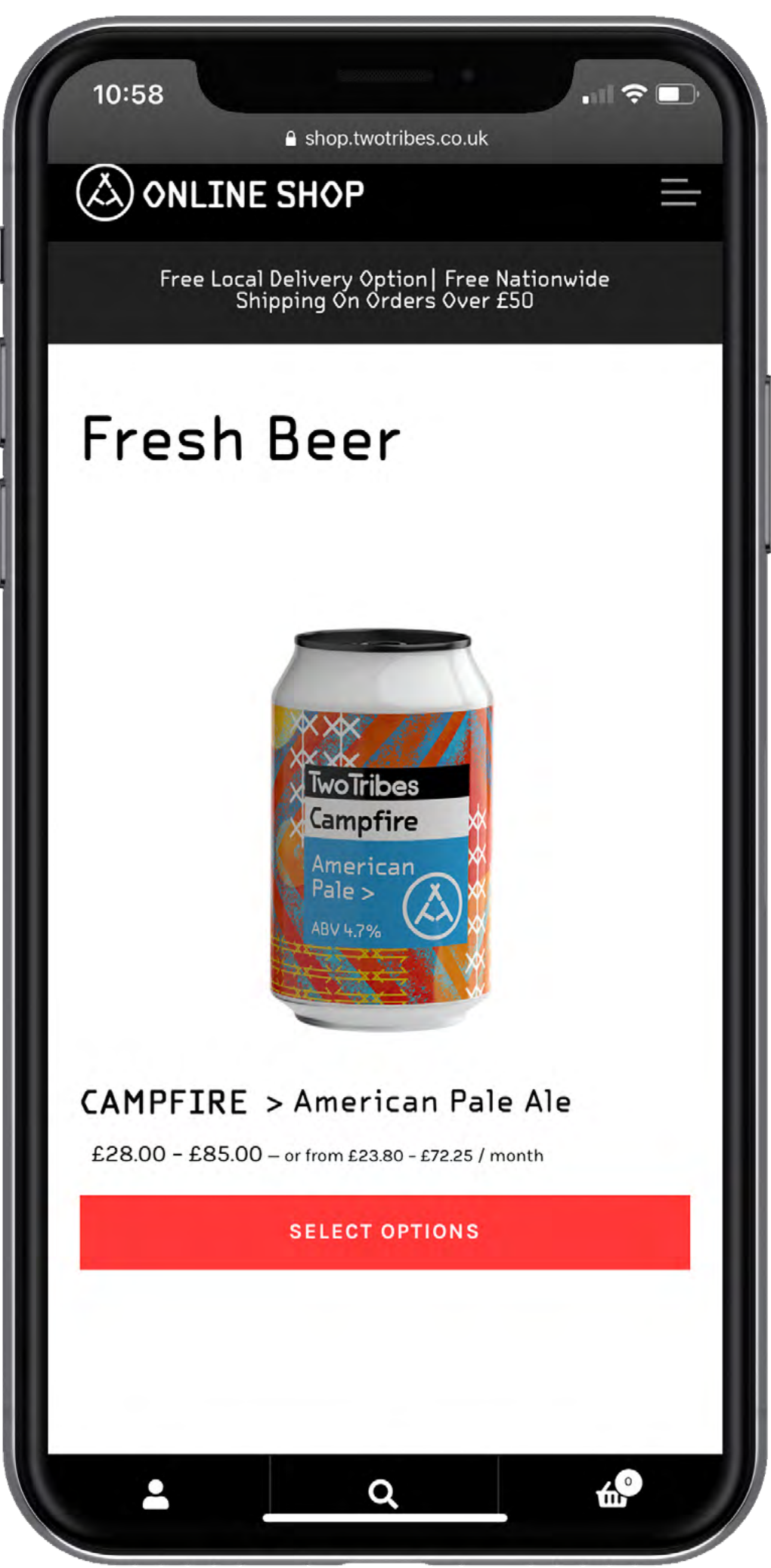
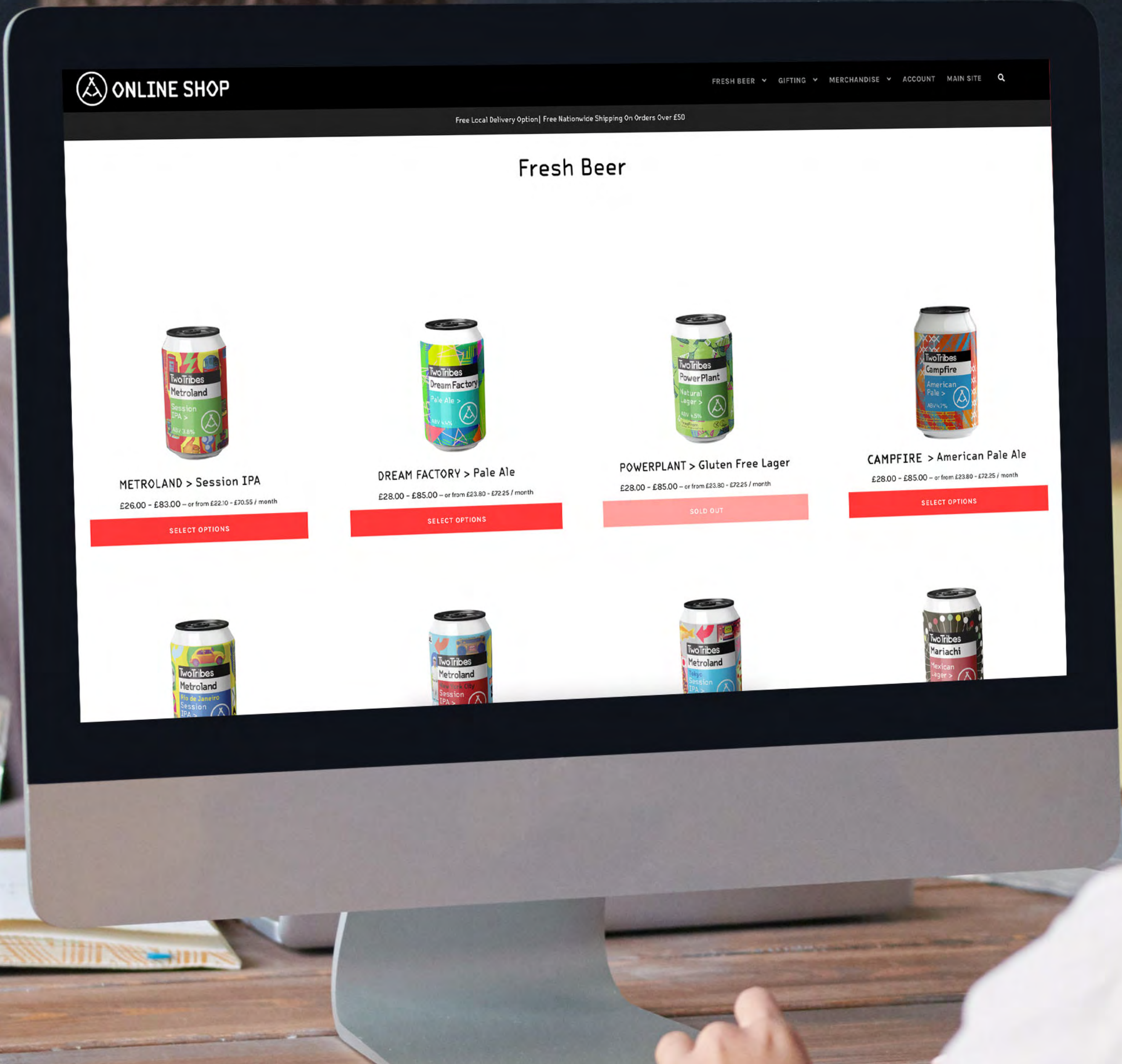
FINAL PATTERN



FRIDGE PACK AND CAN

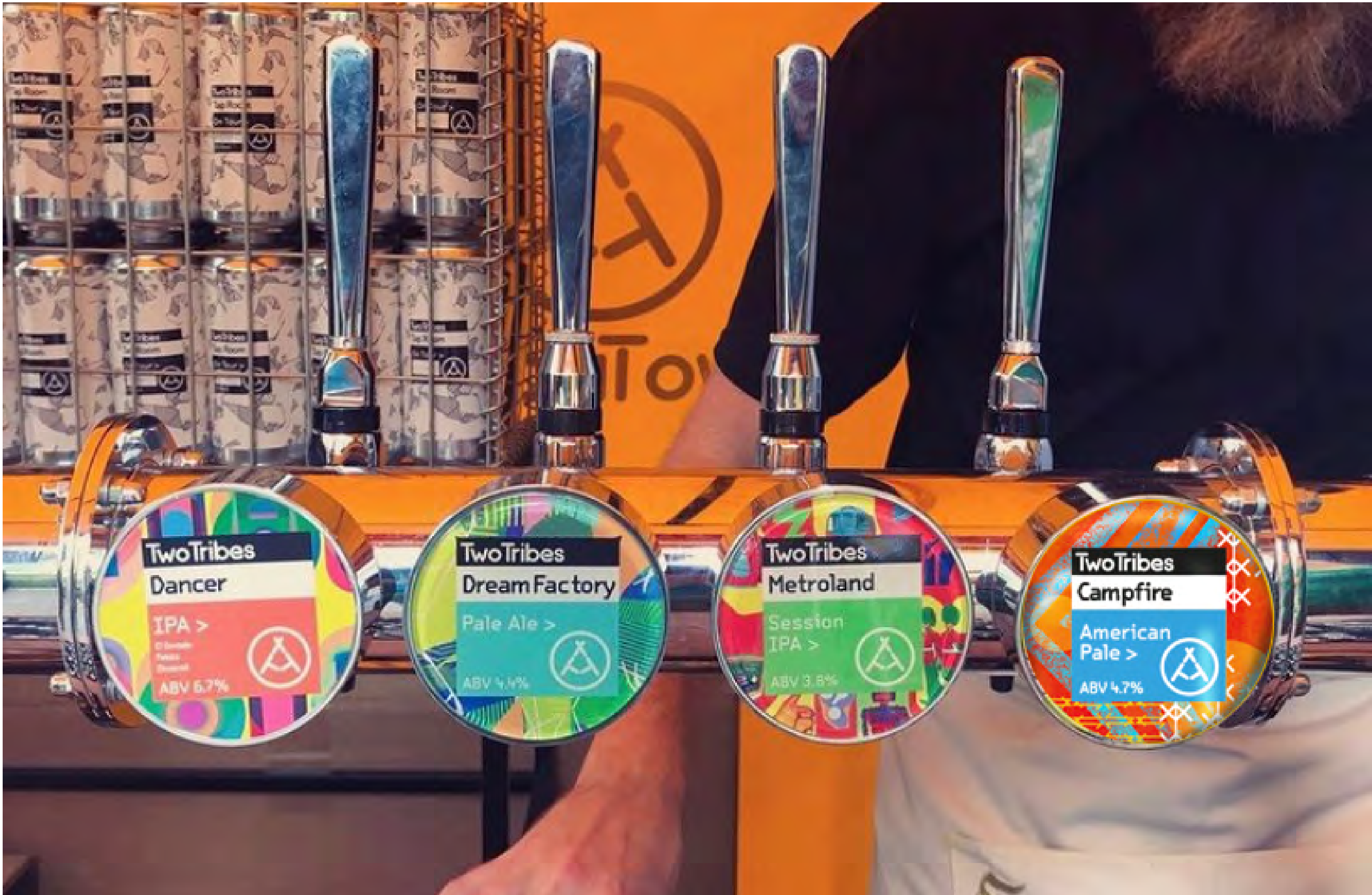


ONLINE PRESENCE



(Two Tribes, 2021)

DRAUGHT - POS



(Two Tribes, 2021)

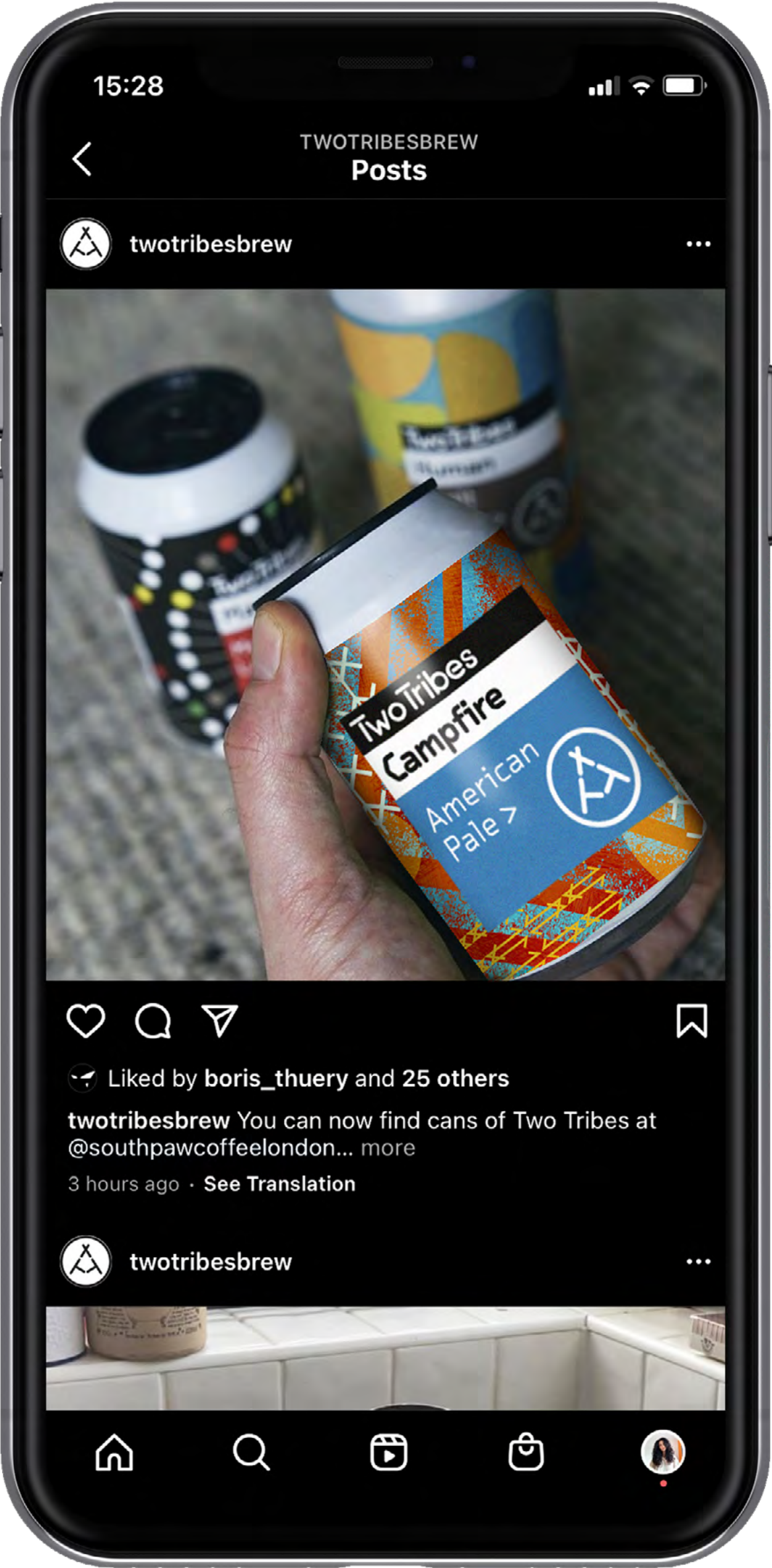
POP UP BAR



(Two Tribes, 2021)

THUMBNAIL VISUALISATION

(Two Tribes, 2021)



(Honest Brew, 2021)

Filter by Category

- ☐ Beers 126

Filter by Beer Style

- ☐ IPA 65
- ☐ DIPa 27
- ☐ Pale Ale 25
- ☐ New England 23
- ☐ Stout 9
- ☐ Sour Beer 8
- ☐ Lager 6
- ☐ Brown Ale 4

Show more ▾

Filter by Brewery

- ☐ Arbor Ales 4
- ☐ Basqueland 6
- ☐ Boundary 7
- ☐ Boxcar 4
- ☐ Brew By Numbers 3
- ☐ BrewDog 1
- ☐ Burning Sky 2
- ☐ Burnt Mill 4

Show more ▾

Filter by Country

- ☐ UK 93
- ☐ Ireland 14
- ☐ USA 8



New Member

10.0% | 440ml

Northern Monk -
Double Heathen DIPa
UK

Fruity Tropical

£7.69 Price
£7.11 Member Price ⓘ

ADD TO CASE



New

★★★★★ 5.0% | 440ml

Northern Monk x
HonestBrew - Field
Days Pineapple &
Mango Pale Ale
UK

£4.99 Price
£4.49 Member Price ⓘ

ADD TO CASE



New

4.6% | 440ml

Polly's Brew Co - In
Totu IWCBD Rose &
Hibiscus Berliner
Weisse
UK

Fruity Tart

£4.29 Price
£3.97 Member Price ⓘ

ADD TO CASE



New

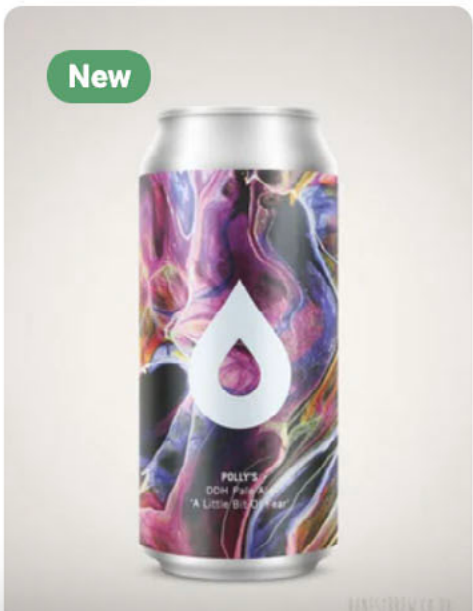
6.2% | 440ml

Polly's Brew Co -
Goodbye Gravity IPA
UK

Citrusy Rich

£5.49 Price
£5.08 Member Price ⓘ

ADD TO CASE



New

Polly's Brew Co -
Verdant Pale Ale
UK

ADD TO CASE



New

Polly's Brew Co -
Verdant Pale Ale
UK

ADD TO CASE



New

Polly's Brew Co -
Verdant Pale Ale
UK

ADD TO CASE



New

Polly's Brew Co -
Verdant Pale Ale
UK

ADD TO CASE

SHELF PRESENCE VS COMPETITORS



(independent Intelligence and Packaging Strategy, 2020)

A PERFECT DAY OUT > CAMPFIRE PICNIC DELUXE SET



SOCIAL MEDIA PROMO ANIMATION

THANK YOU.

References

Girdard, Alexander. "Blydesign | Patrones de Impresión, Patrones de Diseño, Estampados Geométricos." Pinterest, 1964, www.pinterest.co.uk/pin/57280226486796587/. Accessed 15 Mar. 2021.

Hoolst. "Https://Www.pinterest.co.uk/Pin/345088390203893152/." Pinterest, www.pinterest.co.uk/pin/345088390203893152/. Accessed 15 Mar. 2021.

Horn, Chris. "THE 'GOING-BLACK' DEMIURGIC 'DARKNESS / FIRE' ALCHEMICAL RITUAL of 'DISSOLUTION / REBIRTH' (Part 1)." Deephighlands, 1 Mar. 2013, deephighlands.wordpress.com/2013/03/01/the-going-black-demiurgic-darkness-fire-alchemical-ritual-of-dissolution-rebirth-part-1/. Accessed 25 Jan. 2021.

OU, Zapista. "Polygons and Polygrams by Zapista OU." Fine Art America, 3 Jan. 2018, fineartamerica.com/featured/polygons-and-polygrams-taylan-apukovska.html. Accessed 15 Mar. 2021.

Smirno. "Seamless Colorful Navajo Pattern. Vector Illustration , #Spon, #Navajo, #Colorful, #Seamless, #Illustration, #Vect... | Navajo Pattern, Pattern Art, Painting Patterns." Pinterest, www.pinterest.co.uk/pin/179088522672476715/. Accessed 15 Mar. 2021.

South Lumina Style. "DIY Paper Plate Dream Catcher - South Lumina Style | Dream Catcher Patterns, Dream Catcher Decor, Diy Dream Catcher Tutorial." Pinterest, 2020, www.pinterest.co.uk/pin/201395414576330659/. Accessed 15 Mar. 2021.

Southern Western Ink. "Southwestern Decor Blue and Orange Wall Art | Orange Wall Art, Etsy Wall Art, Aztec Pattern Wallpaper." Pinterest, www.pinterest.co.uk/pin/609885974532648414/. Accessed 15 Mar. 2021.

Stennis, Nigel D., et al. "Consumer Response to Packaging Design: The Role of Packaging Materials and Graphics in Sustainability Perceptions and Product Evaluations." ScienceDirect, Journal of Cleaner Production, 6 June 2017, [www-sciencedirect-com.ezproxy.uwtsd.ac.uk/science/article/pii/S0959652617312052](https://www.sciencedirect-com.ezproxy.uwtsd.ac.uk/science/article/pii/S0959652617312052). Accessed 29 Mar. 2021.

The Futur. "Bid, Proposal, Pitch - How to Get & Close Clients." Wwww.youtube.com, 11 Mar. 2015, www.youtube.com/watch?v=KuVUuAee0y0. Accessed 14 Apr. 2021.

References

The Futur. "Project Management - How to Manage Your Clients." Wwww.youtube.com, 6 Mar. 2019, www.youtube.com/watch?v=wEvVoXZzkKU. Accessed 29 Mar. 2021.

The Futur. "Use This Sales Technique the next Time You Pitch." Wwww.youtube.com, 19 Aug. 2020, www.youtube.com/watch?v=EeBfMUD7j60. Accessed 3 Apr. 2021.

Vikings Brand. "Norse Mythology Symbols and Meanings - VikingsBrand | Symbols and Meanings, Viking Symbols and Meanings, Norse Symbols." Pinterest, www.pinterest.co.uk/pin/1477812368645620/. Accessed 25 Jan. 2021.

"Vikings Season 2 Discussion in Vikings Forum | Vikings Season, Vikings Tv, Floki Vikings." Pinterest, www.pinterest.co.uk/pin/428123508304200559/. Accessed 25 Jan. 2021.

Wilder, Kinsey. "First Glimpse of Summer," Pinterest, 2013, www.sincerelykinsey.com/2013/04/first-glimpse-of-summer.html. Accessed 25 Jan. 2021.