

Two Tribes

Campfire

ReDesign
Project

Designer: Amy
Stopporton



The Brief As I Understood it



Two Tribes are looking for an original wallpaper design for the release of their new Campfire lager. The lager marks the opening of the new Tileyard Campfire venue which will open in April 2021. They also require a design for an accompanying fridge pack.

The design must reflect the breweries ethos and be in line with the Two Tribes brand. Current Two Tribes cans take influence from mid century design and Scandinavian art.

Who are Two Tribes brewery?



**Two Tribes is an independent Craft Beer Brewery,
based within the Tileyard Community of Kings
Cross, London.**

A black and white photograph of the Two Tribes Brewery building, a brick structure with a gabled roof. A large circular logo with a stylized 'X' is on the right gable. People are gathered outside at tables and standing, some with drinks. A sign above the entrance says 'Two Tribes' and 'VISIT AUSTIN PRESENTS... Jackie Venson'.

Two Tribes is an independent Craft Beer Brewery,
based within the Tileyard Community of Kings
Cross, London.

Their core values are beer, food, music and art.

**Who are the Two Tribes
target consumers?**

Age

25-55

Age
Income

25-55
£25-£50k

Age

25-55

Income

£25-£50k

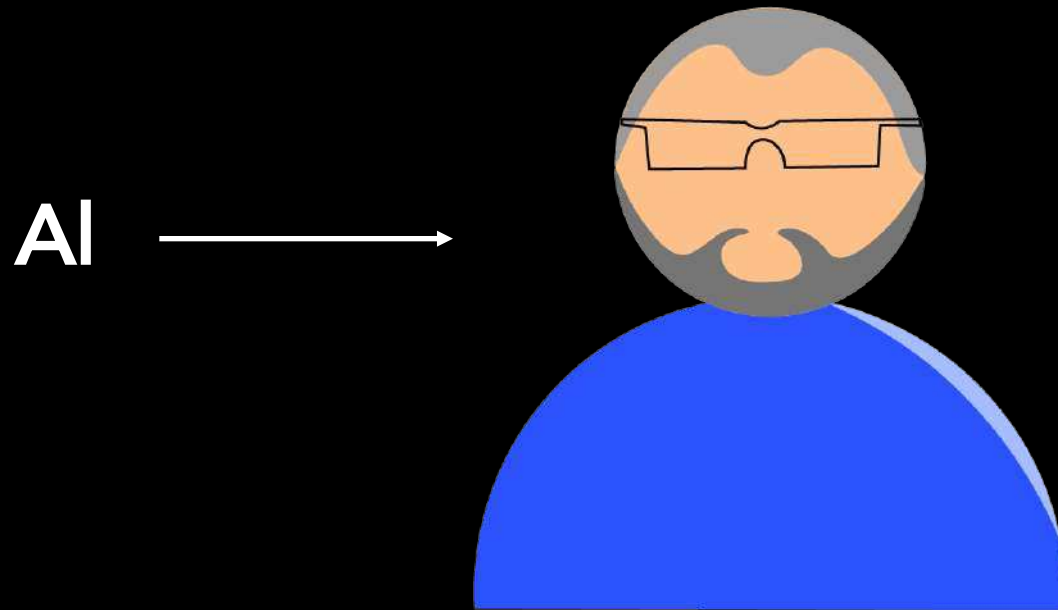
Interests/Values

Music, Art, Live Events,
Food/Cooking, Culture,
Fitness, Socialising,
Community

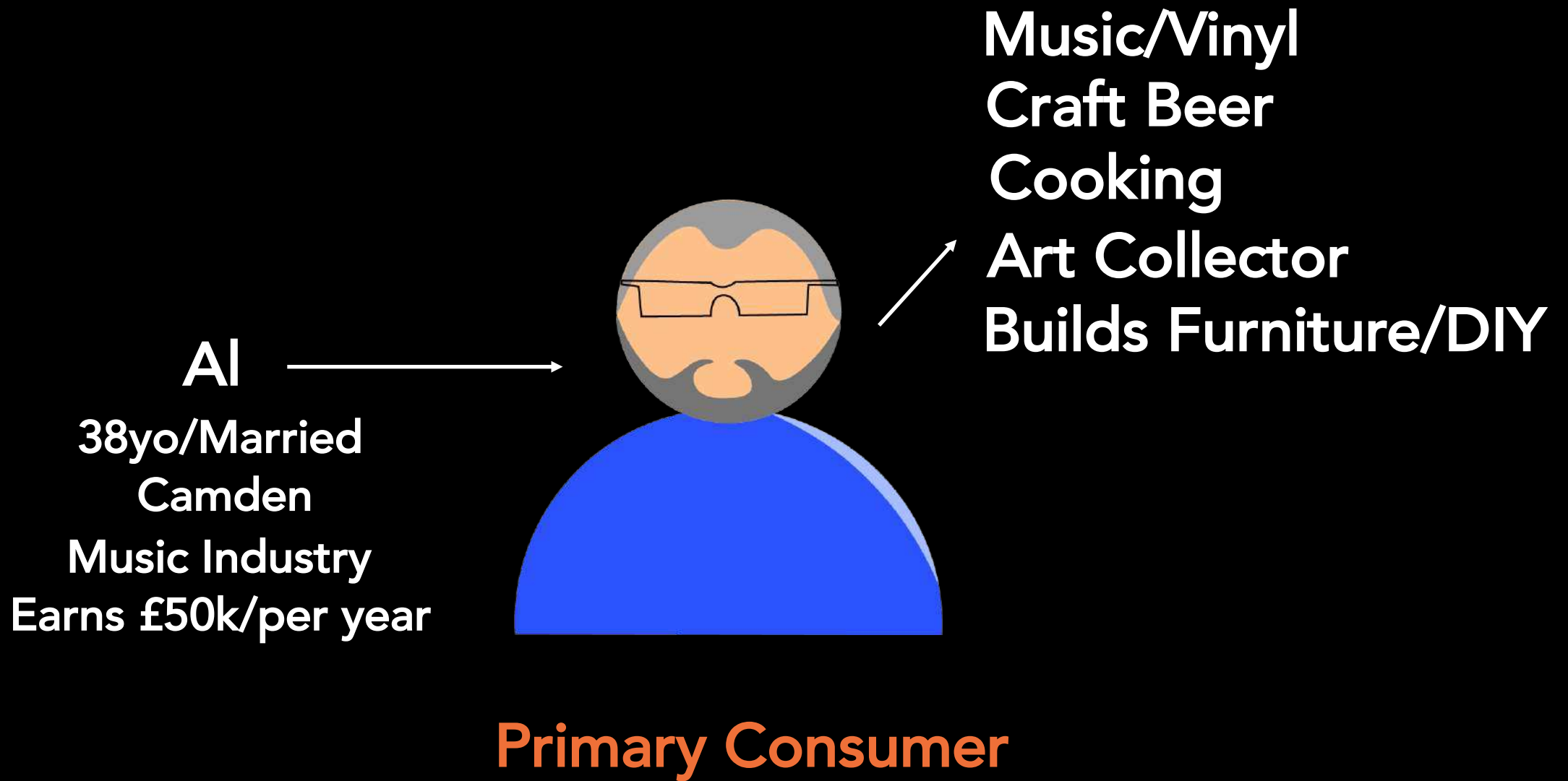
AI



Primary Consumer



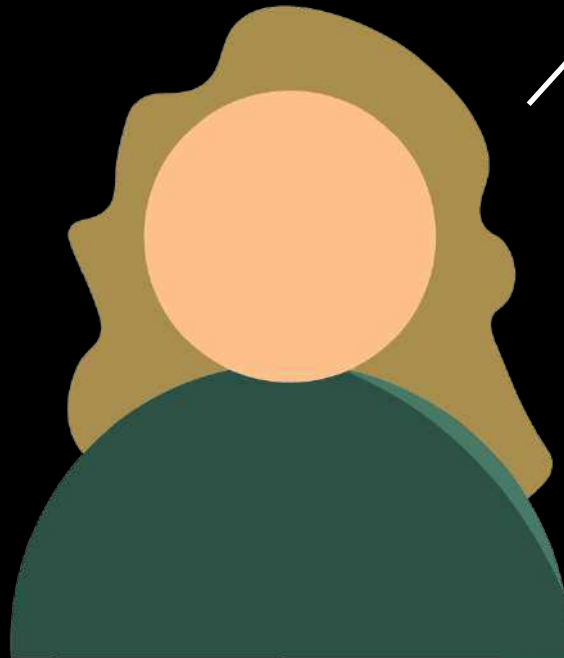
Primary Consumer



Chloe



Chloe →
28yo
South London
Marketing
Earns £30k/per year



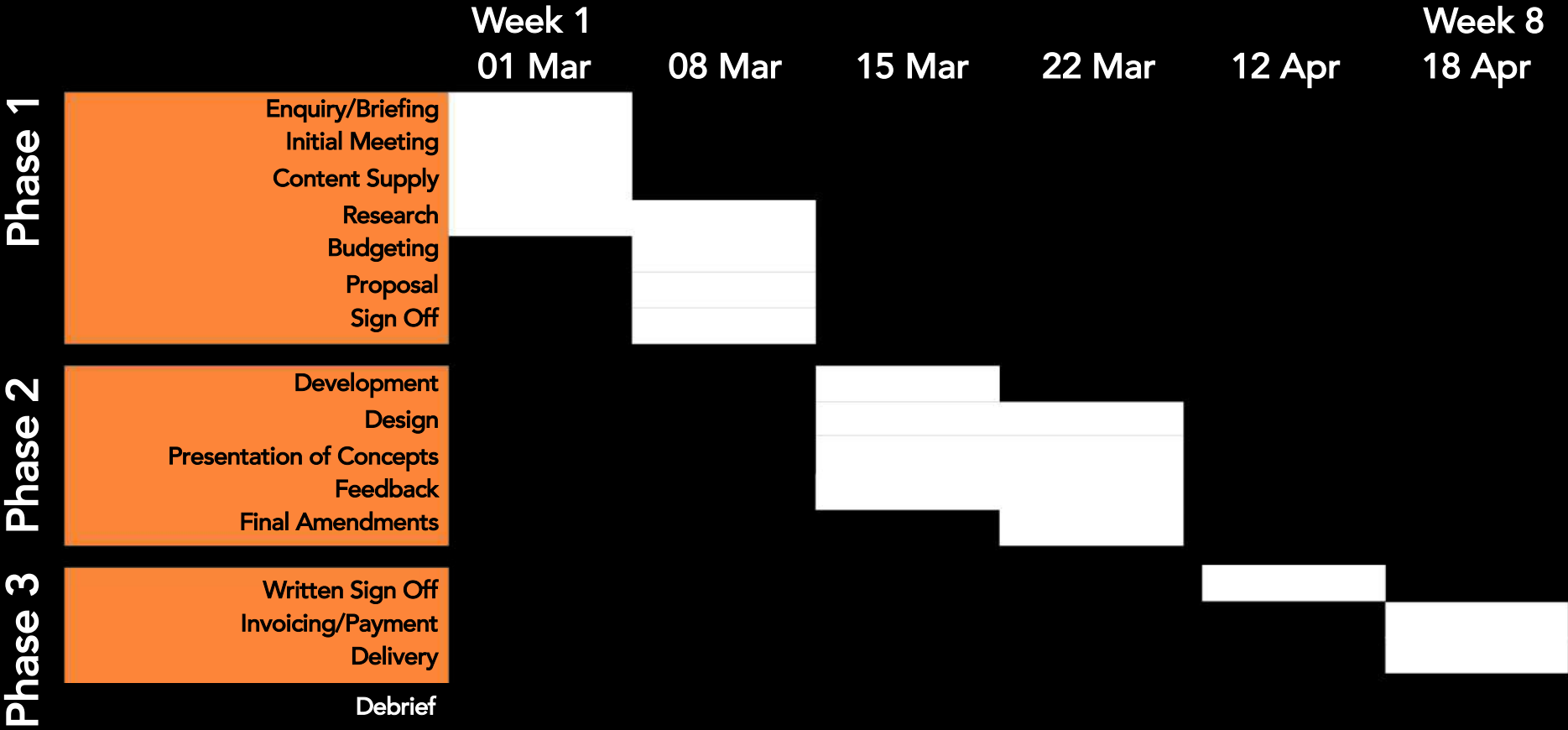
↗
Music/Festivals
Craft Beer
Fitness
Art Galleries
Bars with friends

Aspirational Consumer

Two Tribes are looking for an original wallpaper design for the release of their new Campfire lager. The lager marks the opening of the new Tileyard Campfire venue which will open in April 2021. They also require a design for an accompanying fridge pack.

The design must reflect the breweries ethos and be in line with the Two Tribes brand. Current Two Tribes cans take influence from mid century design and Scandinavian art.

Scheduling



Budgeting

	Cost	Markup (1.2)
Development 2 Days @ £250.00 per day	£500.00	£600.00
Design 8 Days @ £250.00 per day	£2,000.00	£2,400.00
Other 10 Days @ £50.00 per day	£50.00	£60.00
Total		£3,060.00

Proposal/Sign Off

Mood Boards



Etsy (2021).



Society6 (2021).



Pinterest (2021).



Artspace (2016).



Best Pop-Up Books (2021).



Best Pop-Up Books (2021).



Real Homes (2021).



Etsy (2021).



Wescolour (2021).



This is Colossal (2021).

Mood Boards

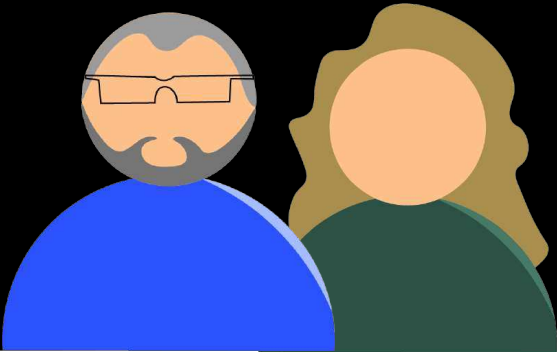
Mark Rothko



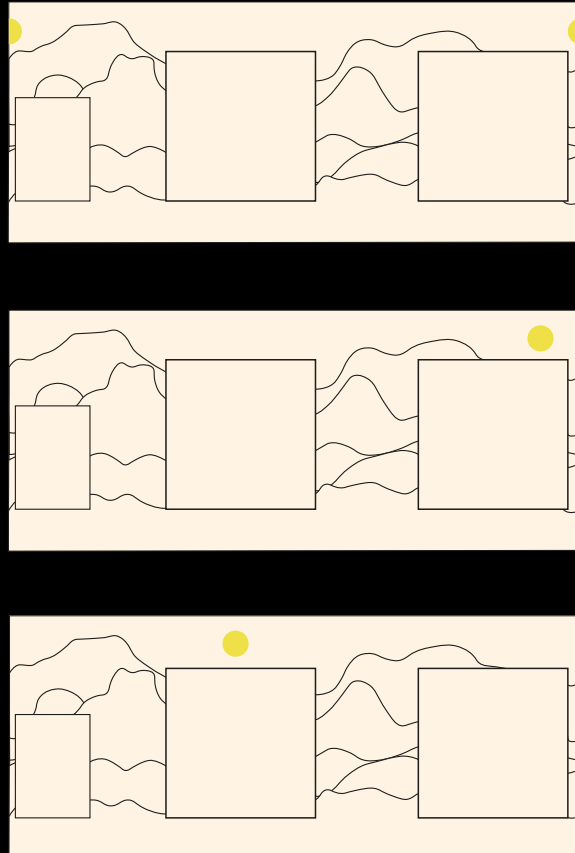
Tarsila do Amaral



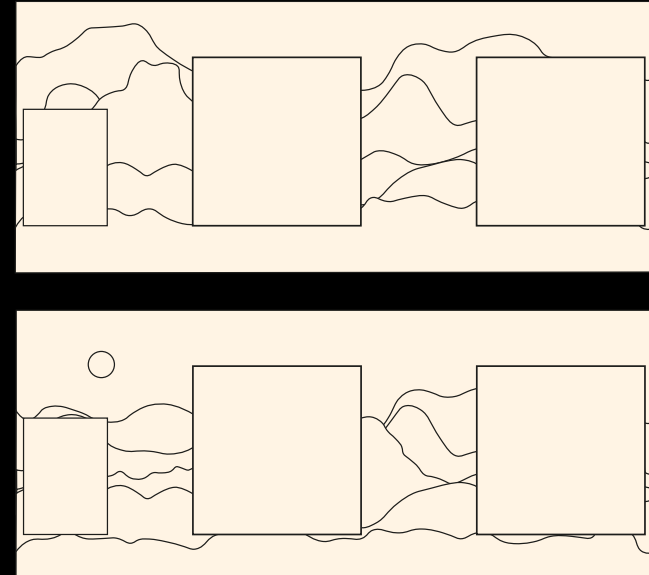
Early Concepts



Further Developments



Sun positioning



Mountain movement

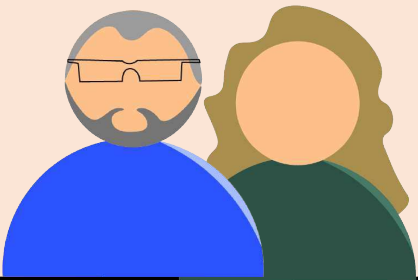
Further Developments



Colour and texture



Final Design



© 2021



Marketing Material













Thank you!