TWO TRIBES BREWERY

Campfire Limited Edition Can Wallpaper

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Student no: 2023698

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.

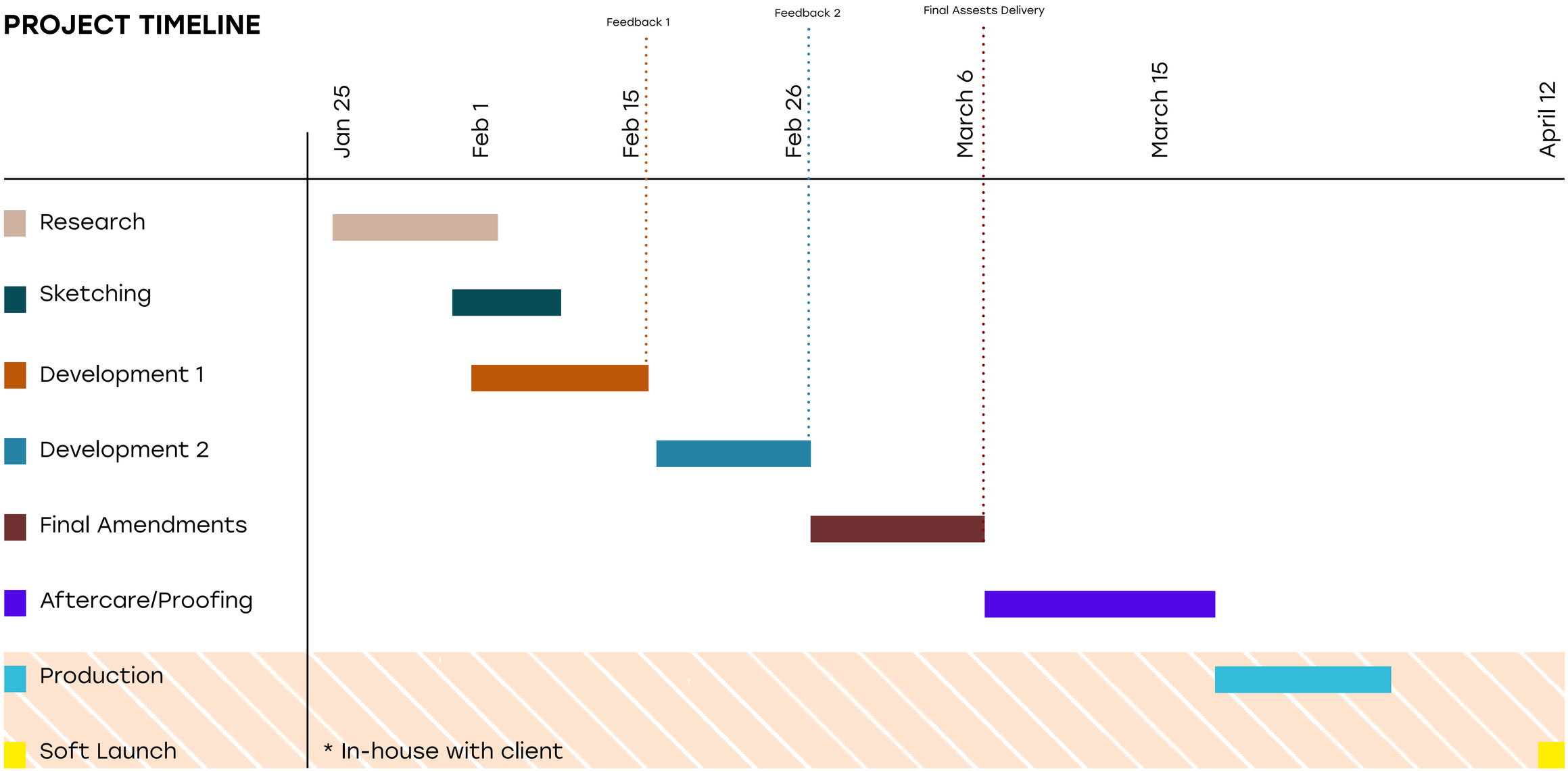
They are looking to create a limited edition can wallpaper to celebrate the launch of the venue.

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.



TIMELINE AND INVESTEMENT

PROJECT TIMELINE



INVESTMENT

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

DELIVERABLES:

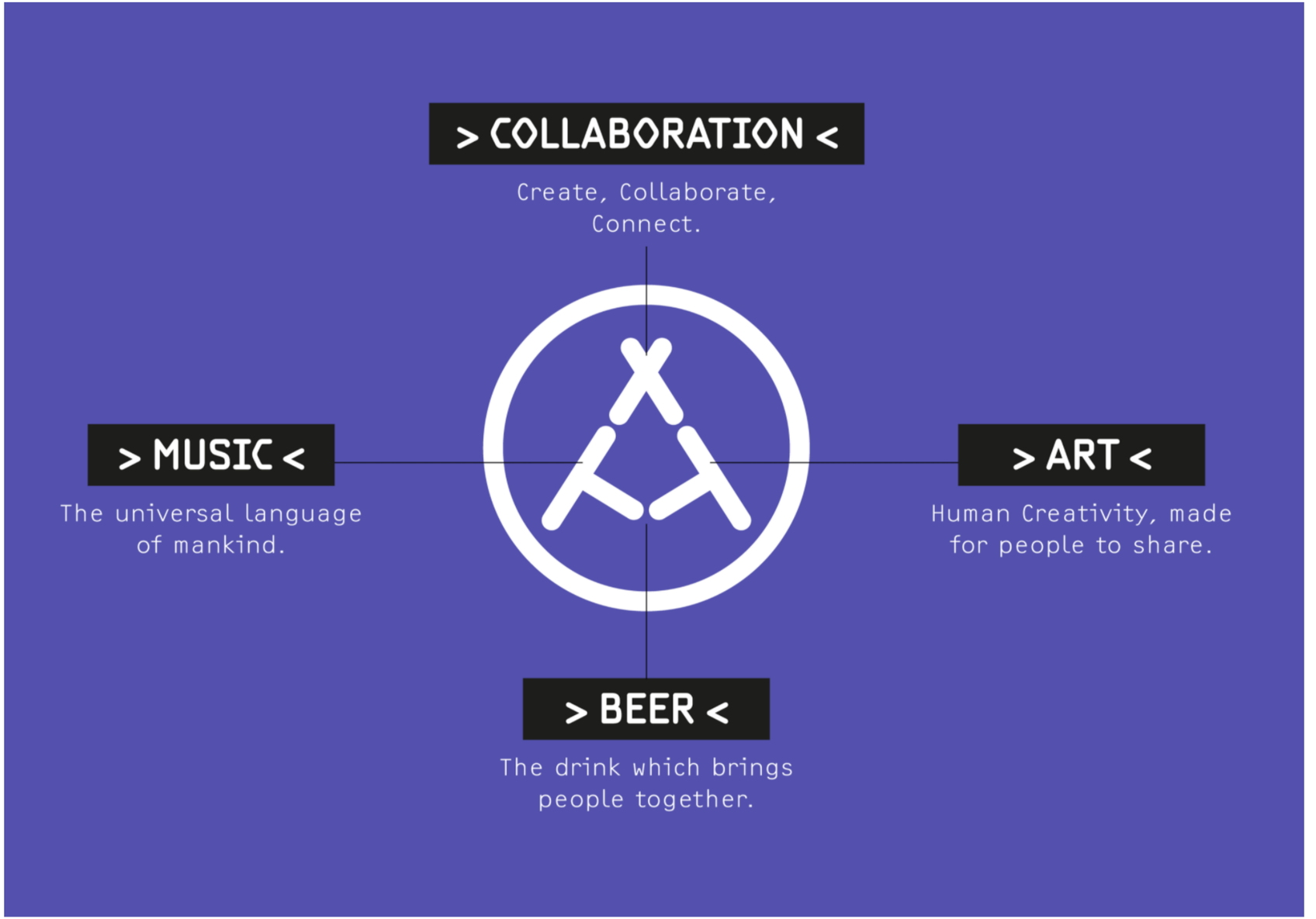
Bespoke Pattern Creation	
Can Wallpaper Design	
Box Pattern Design	
Up to 3 Extra Revisions	
	£2100

ADD ONS:

Picnic Deluxe Box Set	£300
Animation	£150

RESEARCH & DEVELOPMENT

BRAND ETHOS


> COLLABORATION <
Create, Collaborate,
Connect.
> MUSIC <
The universal language
of mankind.
> ART <
Human Creativity, made
for people to share.
> BEER <
The drink which brings
people together.




Two Tribes
Metroland
Rio de Janeiro
Session
IPA >
ABV 3


FRANKIE
GOES TO HOLLYWOOD
FOR PROMO USE ONLY–NOT FOR RESALE
A SIDE
45 RPM STEREO
XZTAS 30J
TWO TRIBES
(Carnage)
Produced by Trevor Horn
Engineer: Steve Lipson


PARENTAL
ADVISORY
EXPLICIT CONTENT

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.



PRIMARY MARKETING PERSONA

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

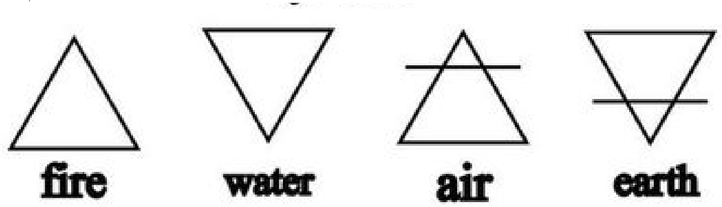
- She is 29 years old
- She works in the creative industries
- Loves live music, socialising & networking
- Lives in North London
- Keeps up with trends
- Enjoys craft beer, but sticks with breweries that she’s familiar with
- Discovered Two Tribes via Tileyard London
- Regularly attends festivals and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



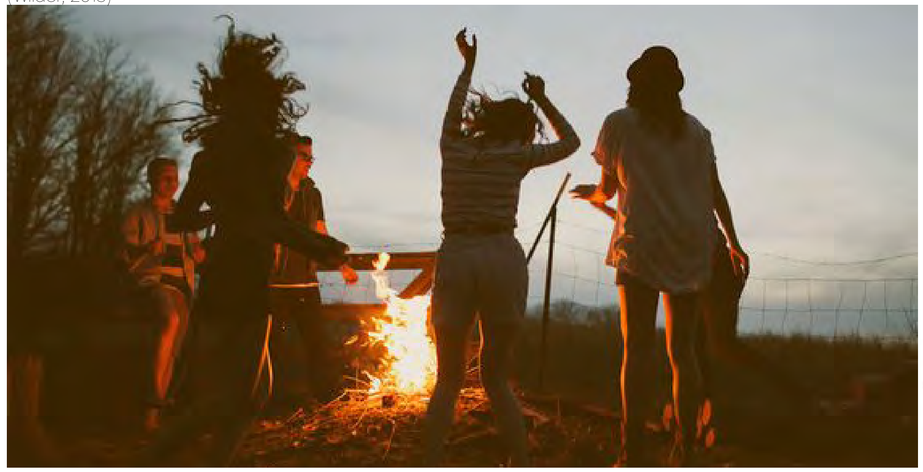
MOODBOARD

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

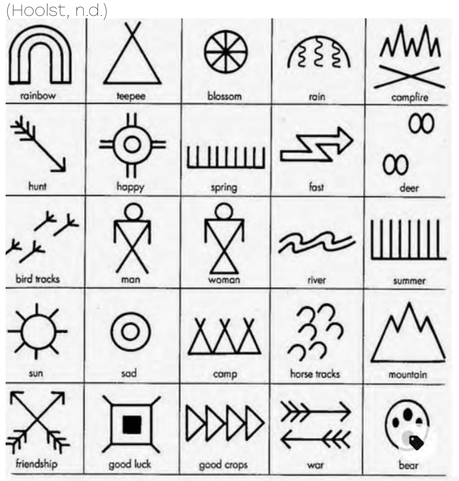
(Horn, 2013)



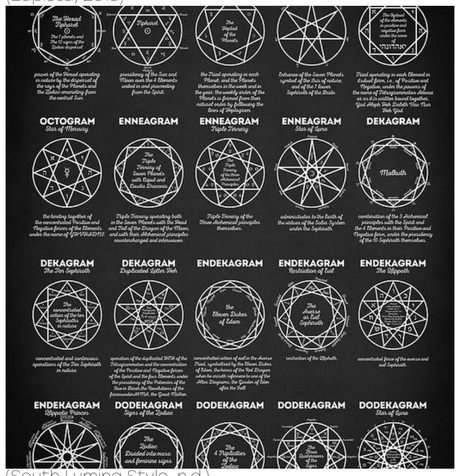
(Wilder, 2013)



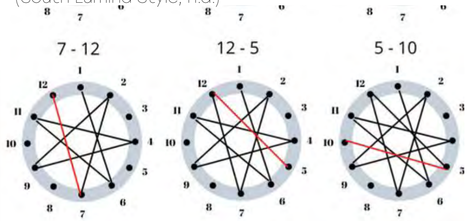
(Hoolst, n.d.)



(Zapista, 2018)



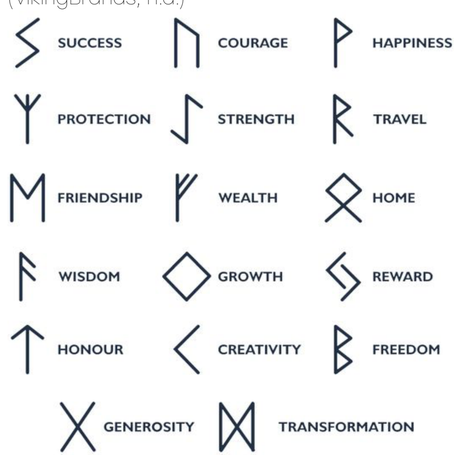
(South Lumina Style, n.d.)



(Southwestern Ink, n.d.)



(VikingBrands, n.d.)



(Girard, 1964.)



(Smirno, n.d.)



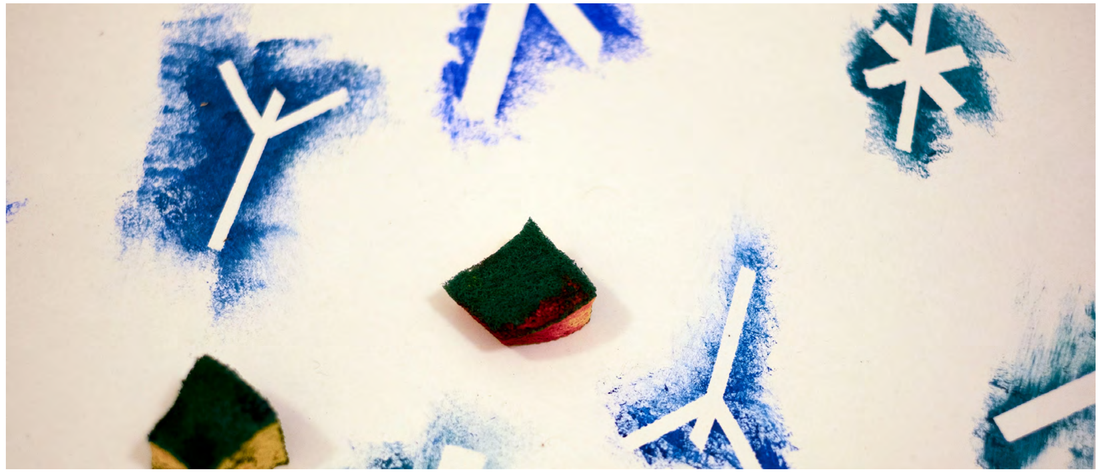
(Imagepixel, n.d.)



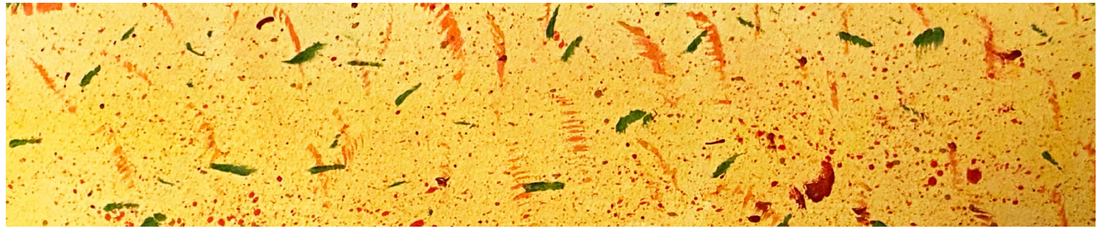
(Dishman, n.d.)



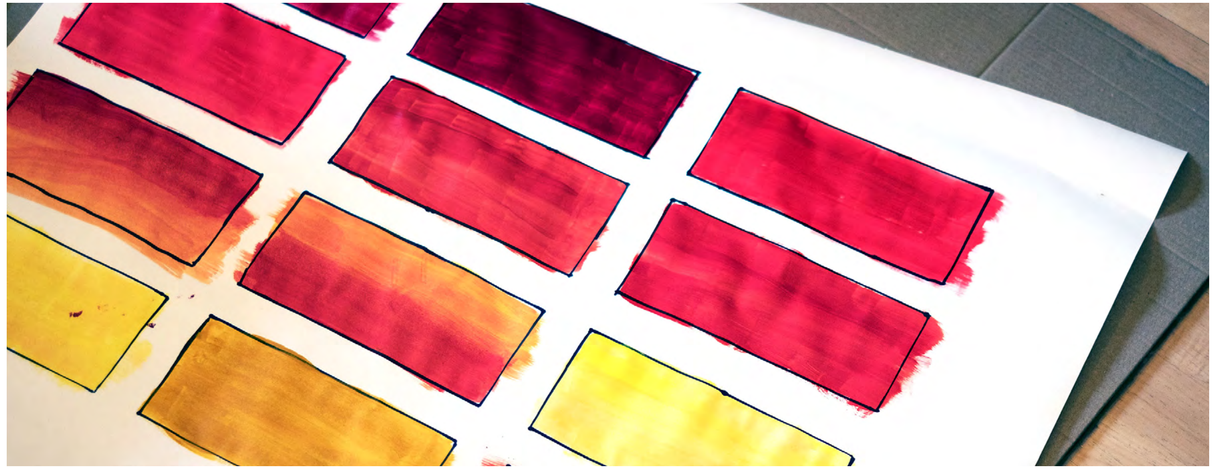
MIX MEDIA RUNES AND LAYOUT STUDY



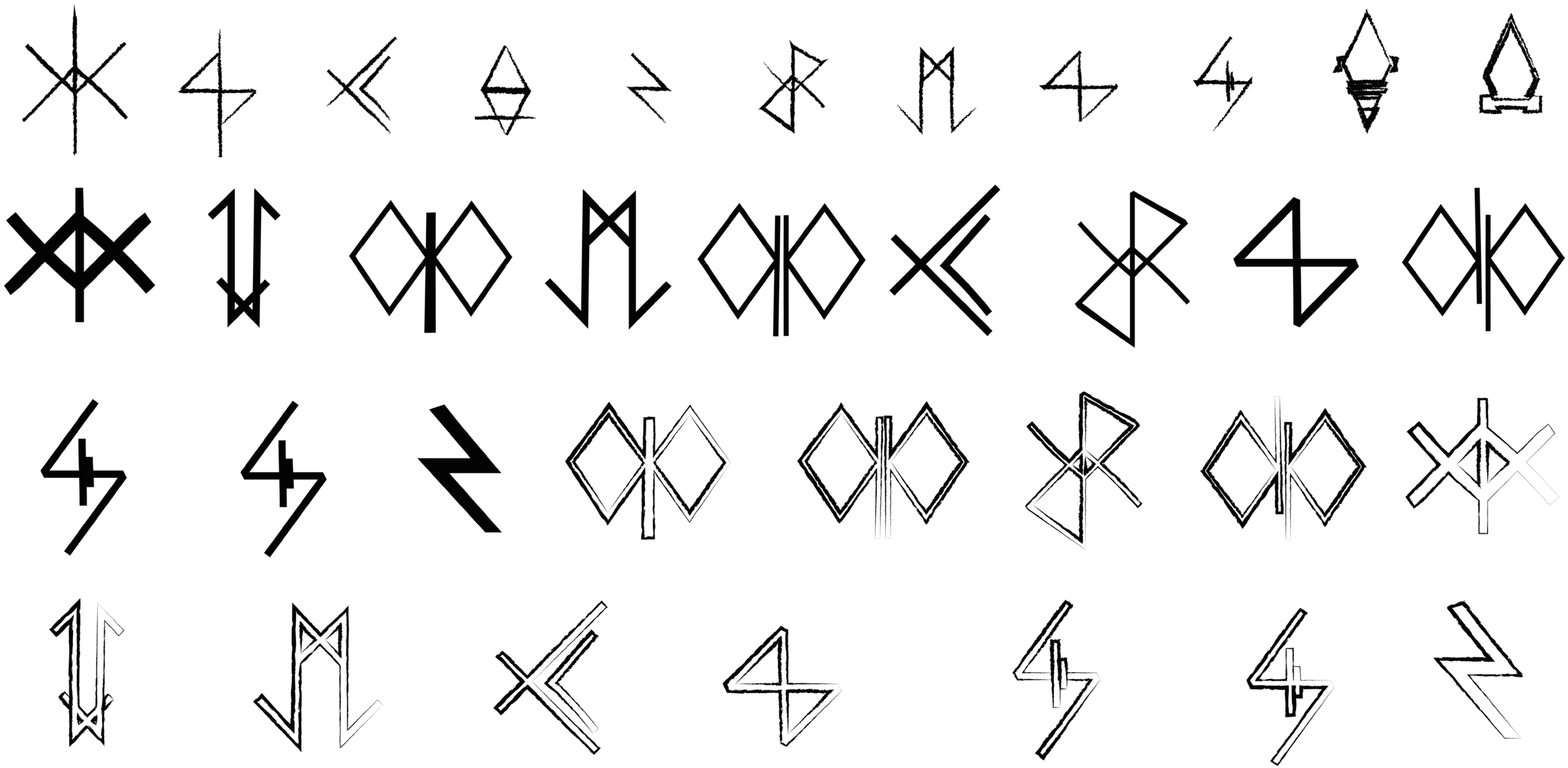








BESPOKE RUNES



CONCEPT A




TwoTribes
Campfire
American
Pale >
ABV 4.7%


> GANG OF FOUR <
> 4 X 330ml CANS <
> DRINK TO THE BEAT <
> BEER + MUSIC + ART <
> JOIN THE TRIBE. <
TwoTribes
Campfire
American
Pale >
ABV 4.7%

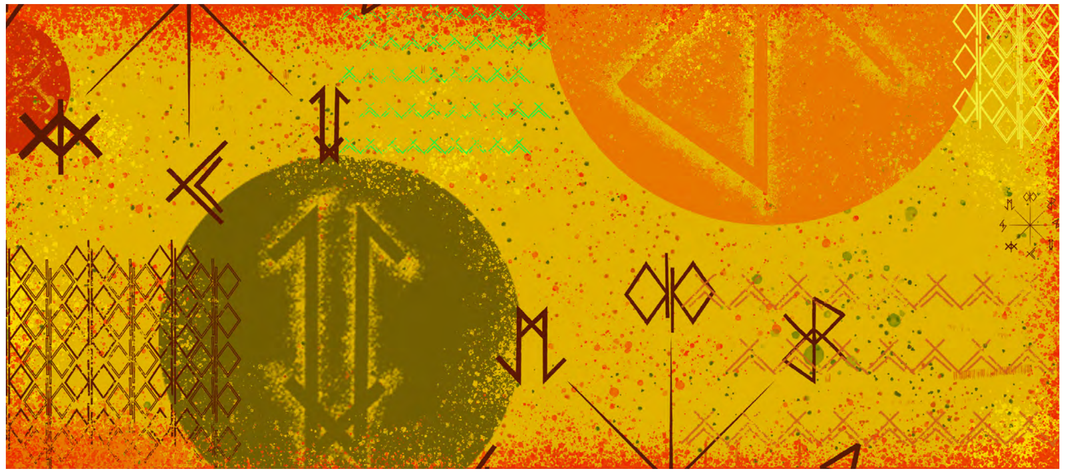
CONCEPT B




TwoTribes
Campfire
American
Pale >
ABV 4.7%


> GANG OF FOUR <
> 4 X 330ml CANS <
> DRINK TO THE BEAT <
> BEER+MUSIC+ART <
> JOIN THE TRIBE <
TwoTribes
Campfire
American
Pale >

CONCEPT C




TwoTribes
Campfire
American
Pale >
ABV 4.7%


> GANG OF FOUR <
> 4 X 330ml CANS <
> DRINK TO THE BEAT <
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> JOIN THE TRIBE <
TwoTribes
Campfire
American
Pale >
ABV 4.7%

FEEDBACK


TwoTribes
Campfire
American
Pale >
ABV 4.7%


TwoTribes
Campfire
American
Pale >
ABV 4.7%


TwoTribes
Campfire
American
Pale >
ABV 4.7%

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

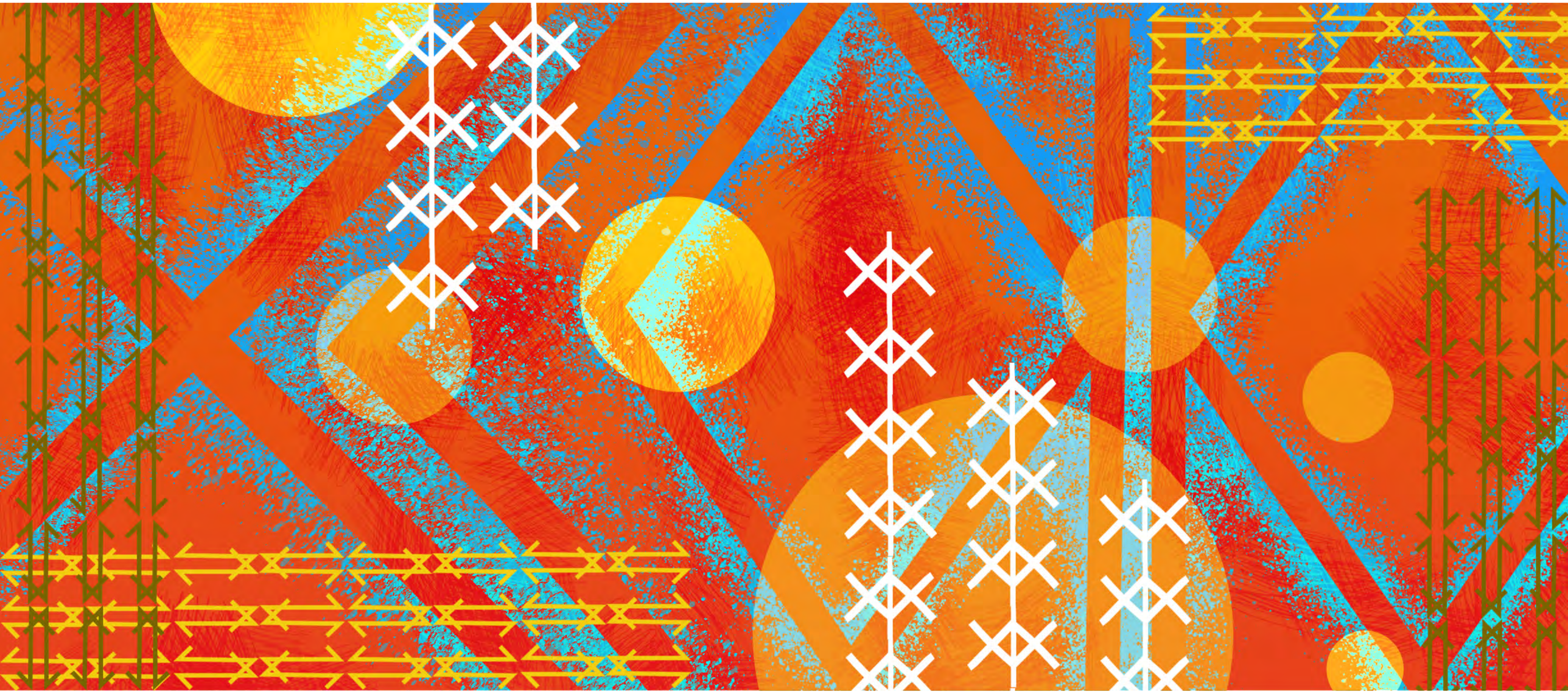
FINAL DESIGN







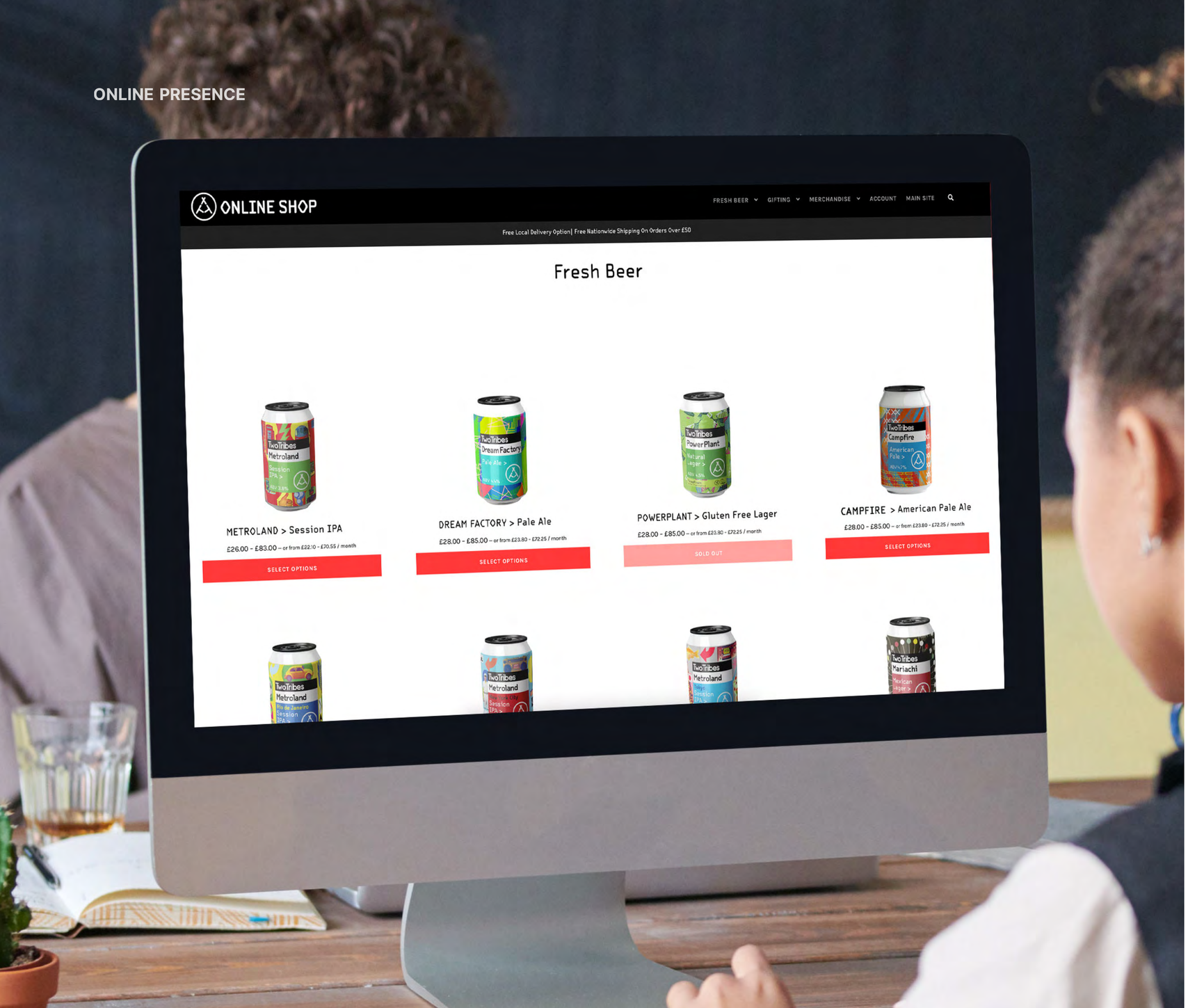
FINAL PATTERN

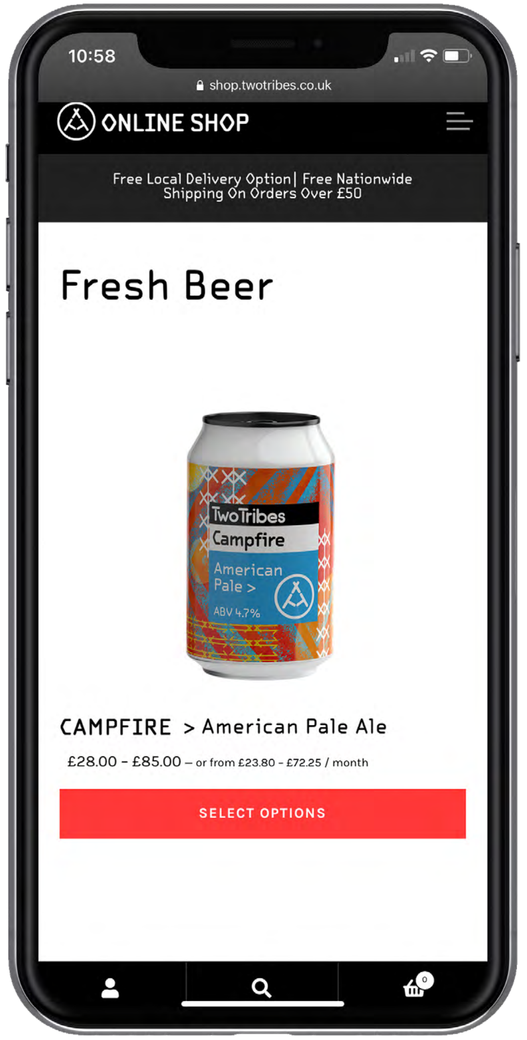


FRIDGE PACK AND CAN



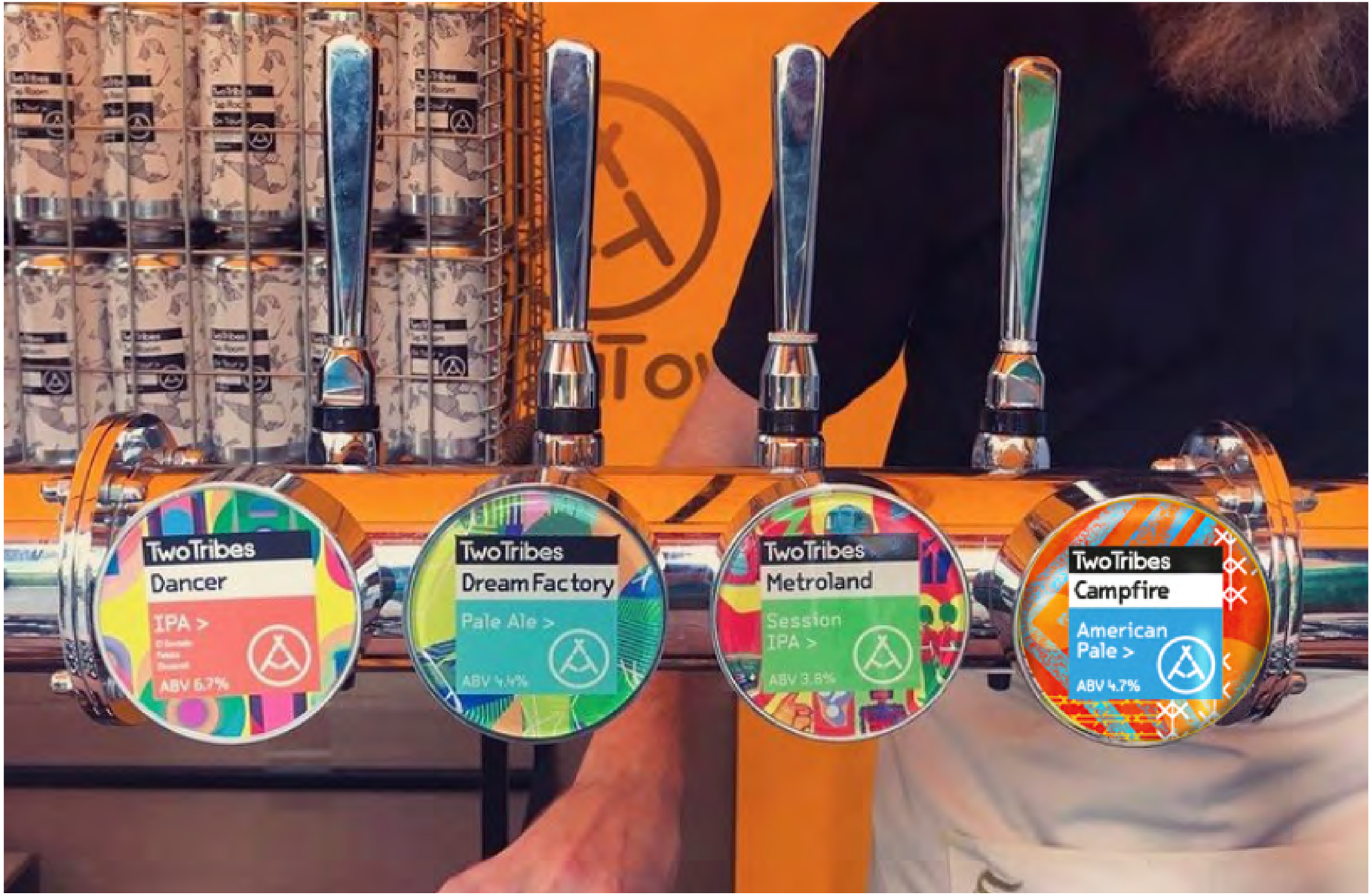
ONLINE PRESENCE





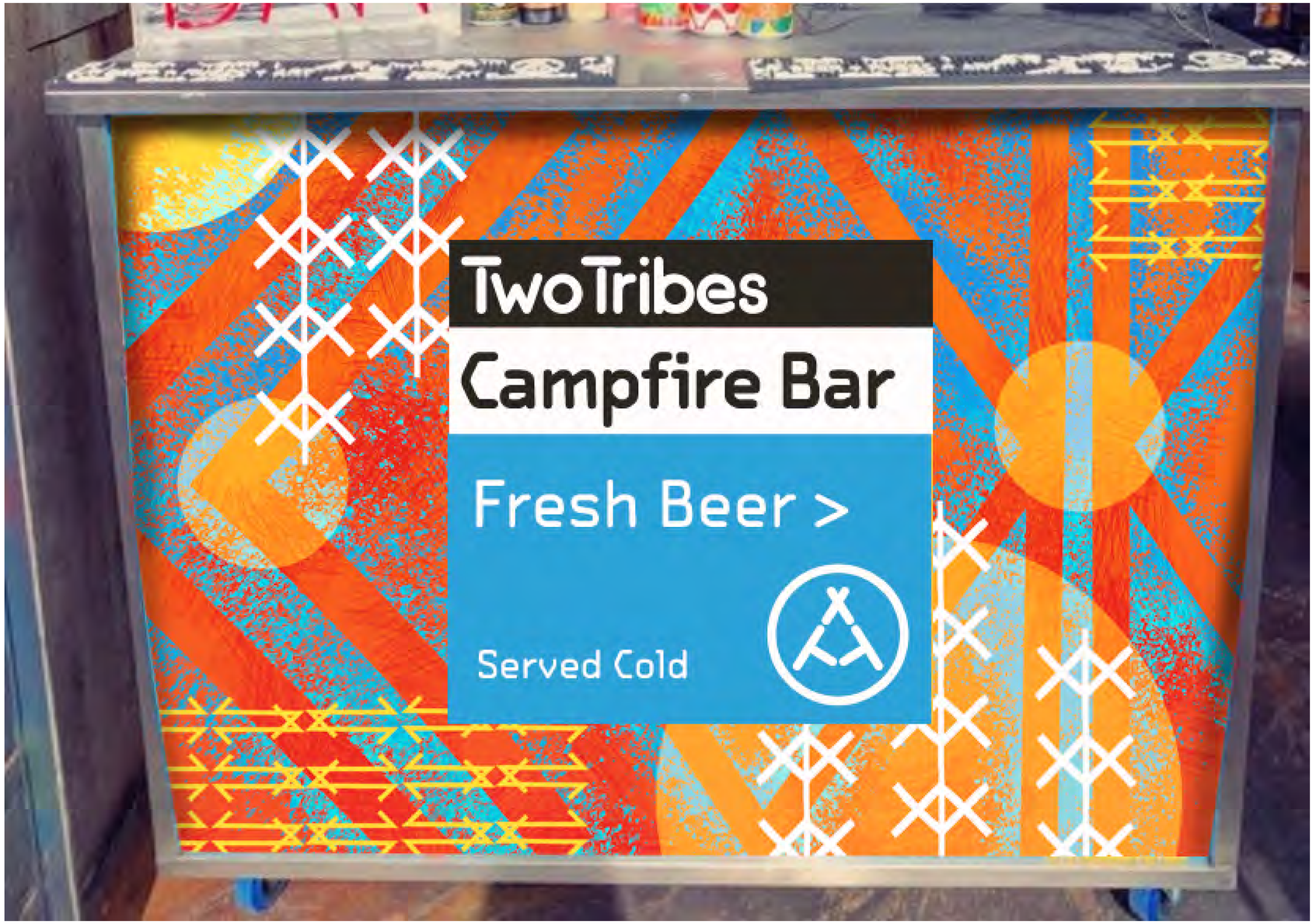
(Two Tribes, 2021)

DRAUGHT - POS



(Two Tribes, 2021)

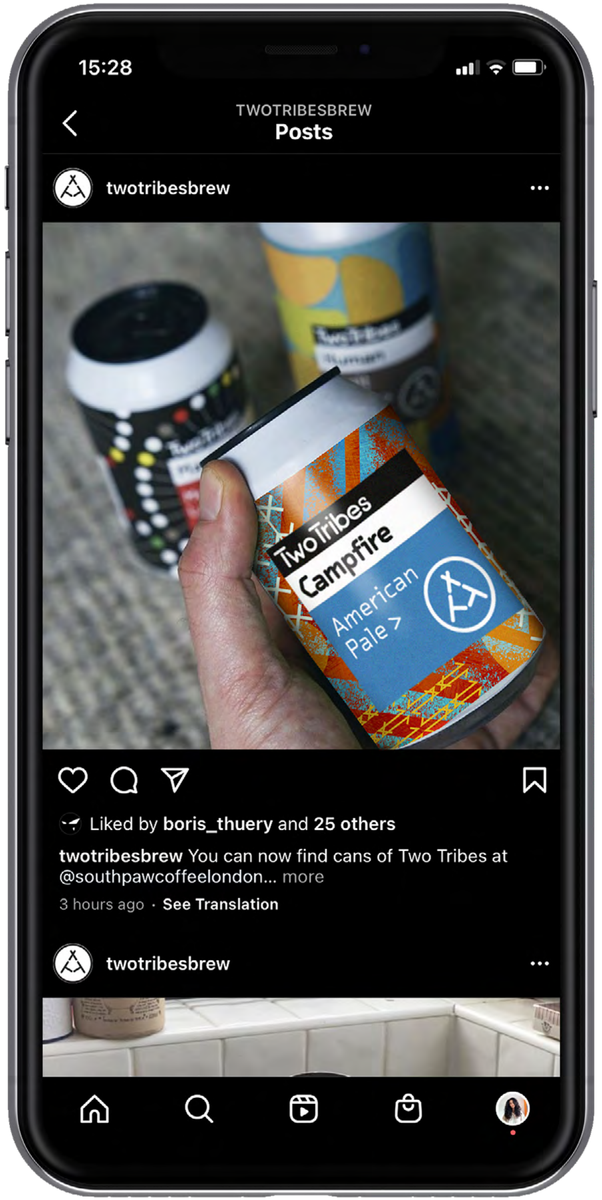
POP UP BAR

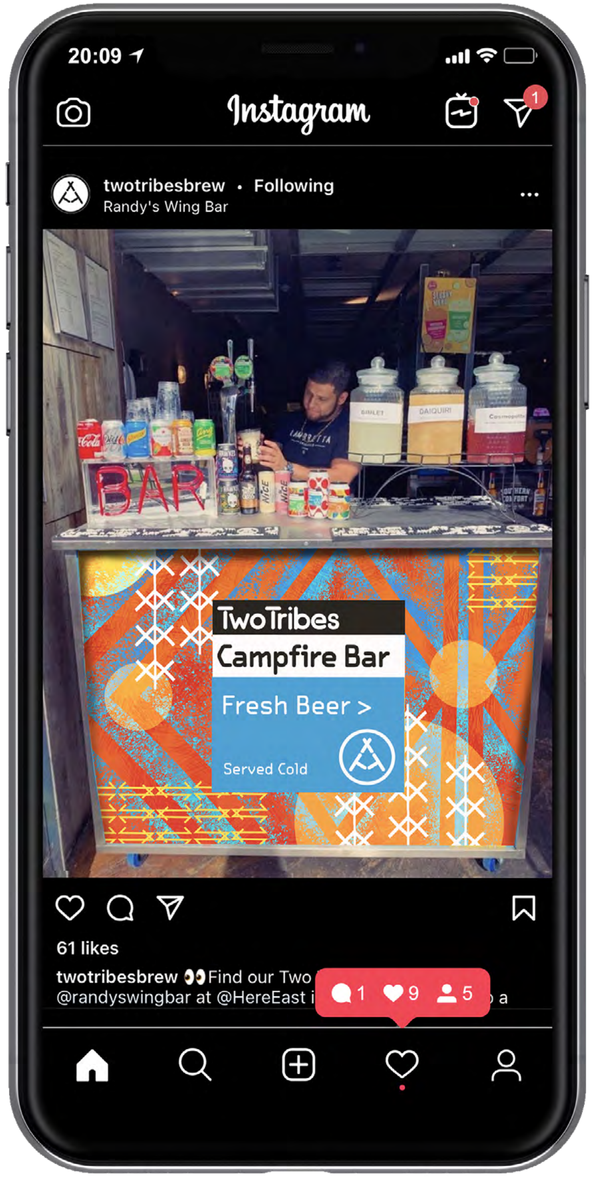


(Two Tribes, 2021)

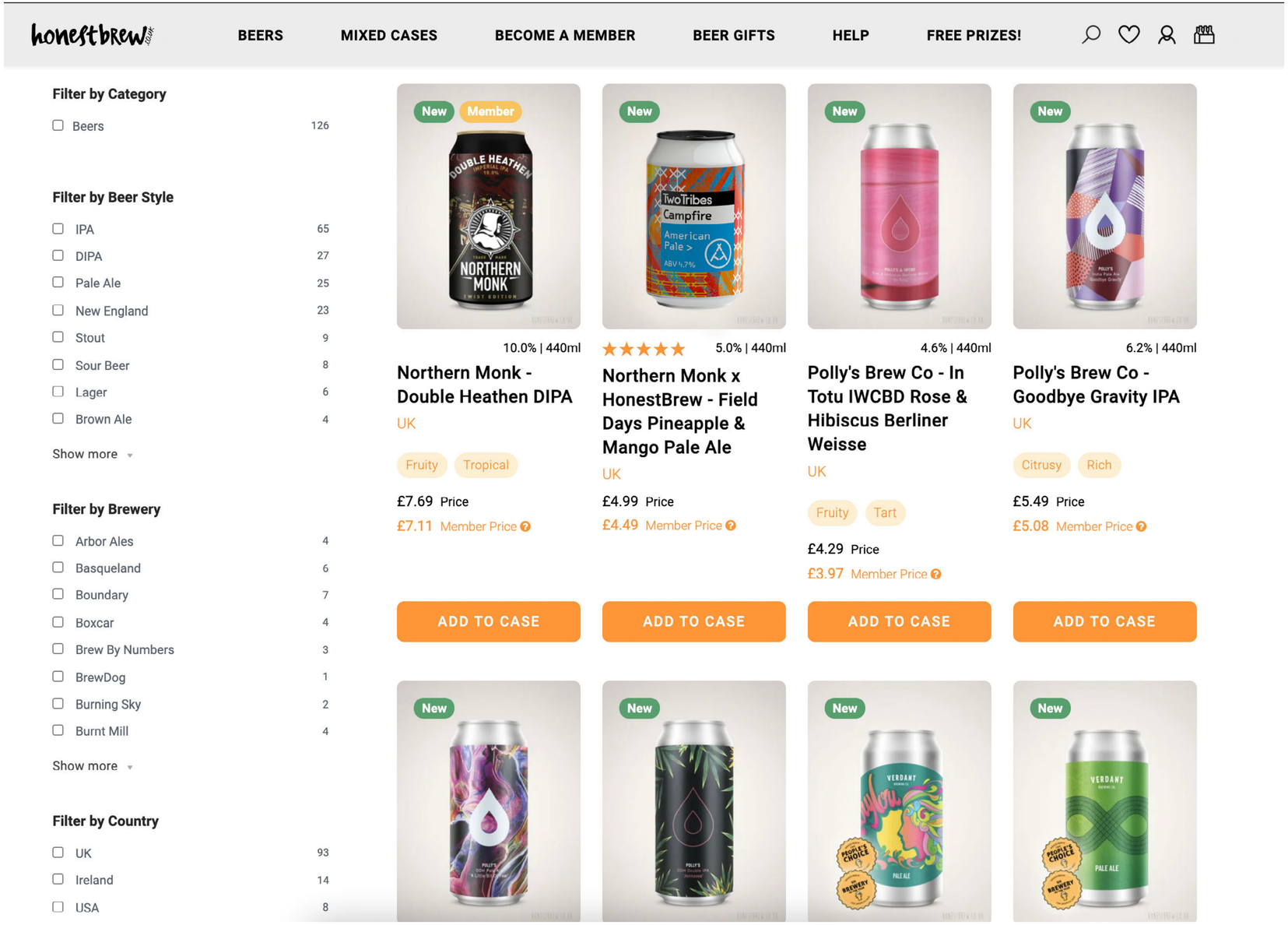
THUMBNAIL VISUALISATION

(Two Tribes, 2021)





WEB PRESENCE VS COMPETITORS



(Honest Brew, 2021)

SHELF PRESENCE VS COMPETITORS



(independent Intelligence and Packaging Strategy, 2020)

WAITROSE & PARTNERS

SELFRIDGES&Co





SOCIAL MEDIA PROMO ANIMATION



THANK YOU.

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