

CARROTS BEER



Properties list:

end-user packaging
range of products
beer
alcohols and spirits
new product
additional structural elements
other shapes
bottle
glass and ceramics
fabrics
transgressive
hand-made
textured
rough
identity by packing process
identity by illustration
adults
men
limited edition packaging

The objective was to create a buzz around this high-end fashion boutique(CARROTS) and specifically around their men's line, driving new male customers into the store. We created a limited edition, designer beer made from carrots. We brewed the beer, handcrafted the bottle wraps,and applied the labels. The 22(oz.) burlap-wrapped bottles were hand-delivered as gifts to specifically targeted men and the 12(oz.)beers were served at CARROTS-sponsored events and in-store to enhance men's shopping experiences. Among the hundreds that received the bottle as a gift and the ones that tried it in the store, many people actually placed orders for beer to take home, turning a unique promotional item into a sexy and successful new product. Not to mention creating a buzz around the store.

Reference:

Credits:

Country: USA

Agency: Pereira & O'Dell

Other images: