

Brookie's Gin/ *identity redesign*

CURRENT IDENTITY

Brookie's

B



not unified
attempted luxury/
rustic/
mixed messages/
confused personality/

*30-60yrs/
mainly female/
people trying to be cool/
career focused/
family values/*



CURRENT PERSONAS

gender

Predominately female and 'cool males'

age

30-60

occupation

Full time employed, careers people

location

Inner city or family suburbs

education

Bachelors onwards

archetype

Trying to be non city, wholesome, enjoying life - overall confused



interests

Outdoors, gastro restaurants, environmental concern

motivations

- fear
- acheivement
- growth
- power
- social

goals

1. Mortgage
2. Travel
3. Career

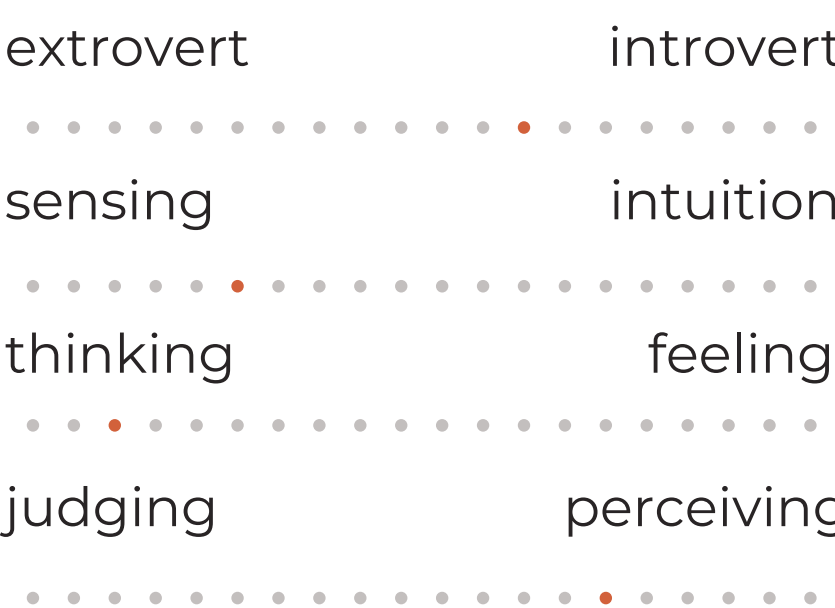
frustrations

1. World not understanding them
2. Not understanding the next gen
3. Recycling

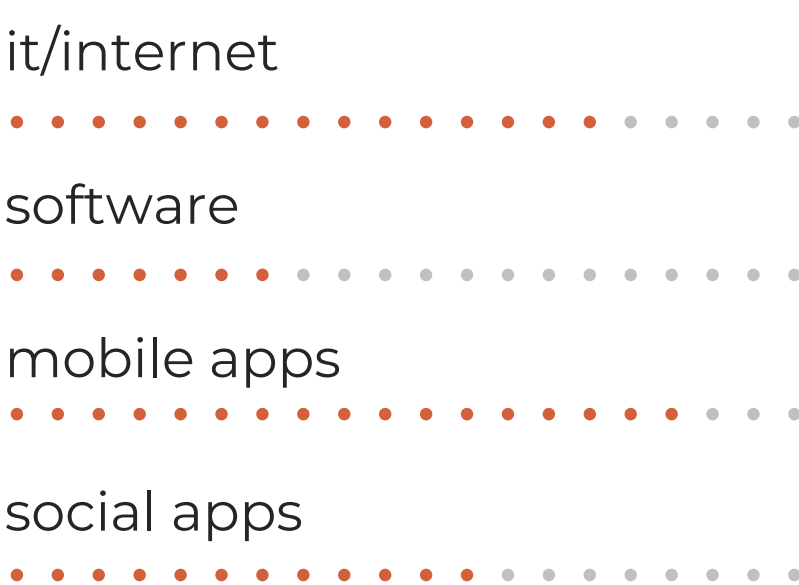
reasons for liking brookies gin

Seems like it would make them look cool

personality



technology



OTHER BYRON BAY GIN BRANDS - 1

LORD BYRON[®]
DISTILLERY



BYRON BAY, AUSTRALIA

Handcrafted Provenance





BYRON BAY SPIRITS CO.



AUS LOCAL GIN BRANDS - LOGOS



HARTSHORN

FORTY SPOTTED

WILDLY BEAUTIFUL
TASMANIAN GIN



BASS & FLINDERS
DISTILLERY
est 2009



MANLY SPIRITS CO!



NEVER NEVER
DISTILLING CO.

GINWORTH



ONE FAMILY
THREE DISTILLERIES

AUSTRALIAN
DISTILLING CO.

THE
WEST WINDS
PREMIUM AUSTRALIAN
GIN

POOR TOMS™

ARCHIE ROSE
DISTILLING CO.

AUS LOCAL GIN BRANDS



DESIRED STYLE FOR REBRAND FROM LOCAL GIN BRANDS



MARKET RESEARCH



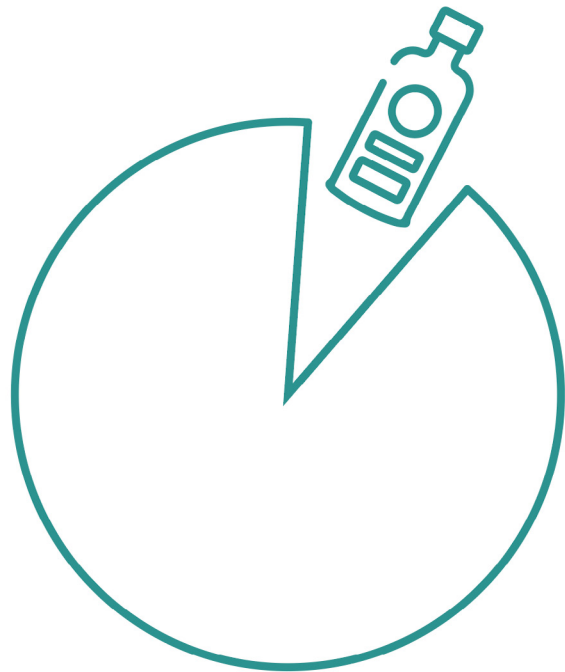
Gin consumption rose from **7.4% to 9.0%** over the course of the year (2020).



9 Australian gin brands were awarded gold in the 2020 International Wine and Spirits Awards.



Spirit consumption rose from **26.4% to 27.8%** over the course of the year (2020).



10.2% of the 50-64 age group are gin drinkers.

Brookie's Gin/
rebranding

*To rebrand the Byron Bay gin brand, Brookie's Gin,
to reflect the fun, energetic and retro style of
the coastal town of Byron Bay.*

*relaxed/
fun/
energetic/
coastal/
'viby'*

NEW AUDIENCE

*21-40yrs/
male & female/
trendy/
indi/beachy/
live in the moment/*



NEW PERSONAS

gender

Male & female

age

21-40

occupation

First job/casual job

location

Inner city or family suburbs

education

Bachelors onwards

archetype

Relaxed, go with the flow, enjoys work but also enjoys their down time



interests

Breweries, steak night at the pub, the environment

motivations

- fear
- achievement
- growth
- power
- social

goals

1. Travel
2. Owning a home
3. Relationships

frustrations

1. Climate change
2. Covid restrictions
3. Renting

reasons for liking brookies gin

Local brand from one of their favourite holiday destinations

personality

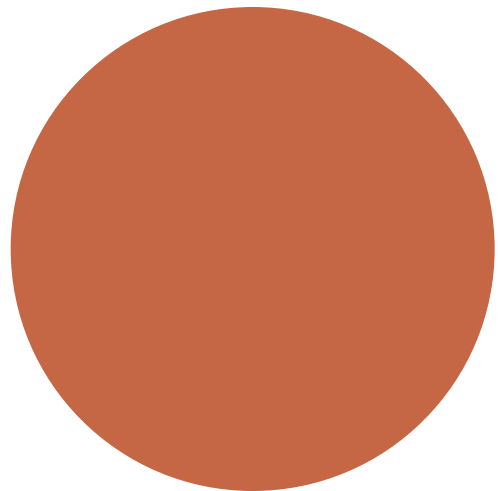
- extrovert introvert
- sensing intuition
- thinking feeling
- judging perceiving

technology

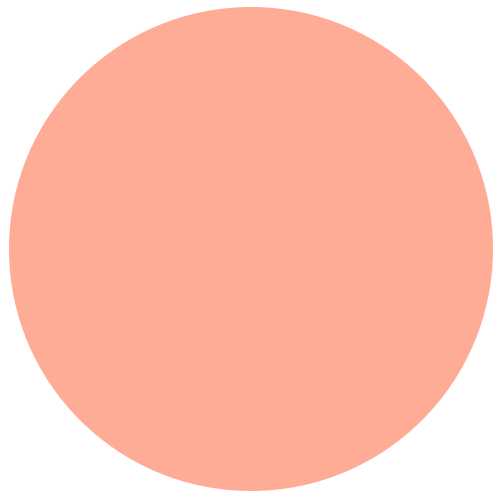
- it/internet
- software
- mobile apps
- social apps

Brookies Gin/
brand guide

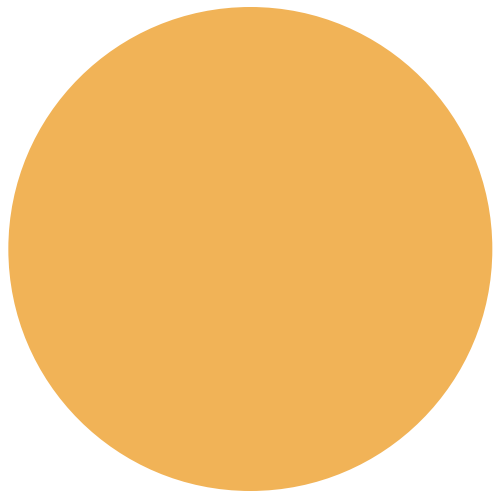
COLOUR PALETTE



NEGRONI



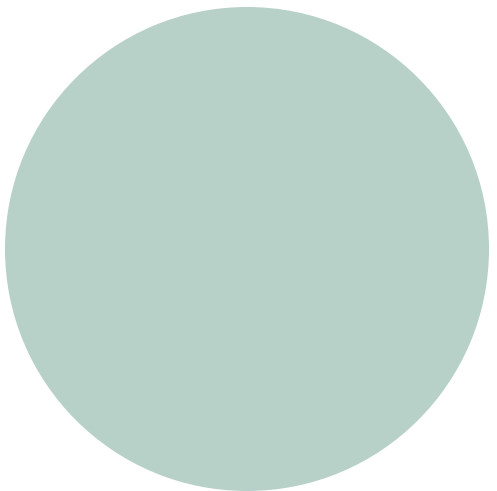
BUBBLEGUM



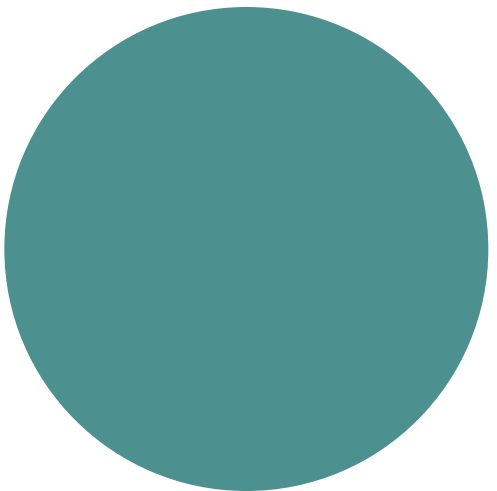
FROSTY FRUIT



COCONUT HUSK



SEA FOAM



BLUE LAGOON

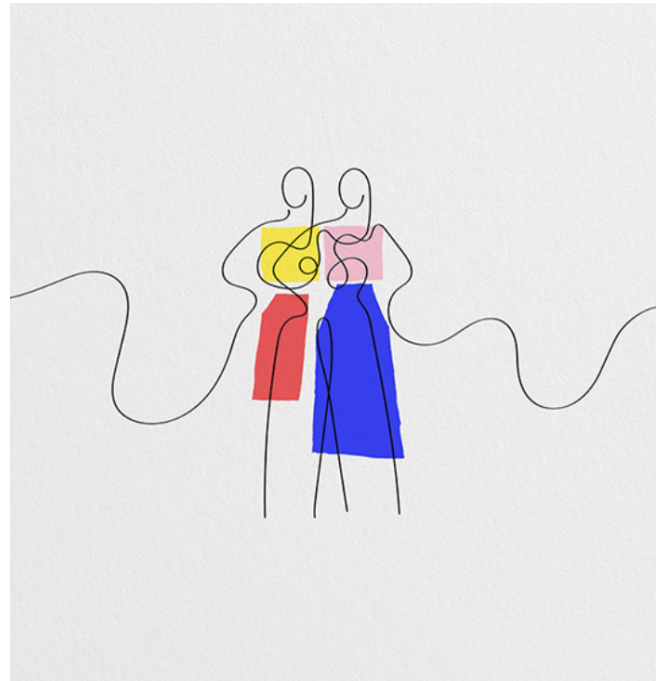
MOODBOARD



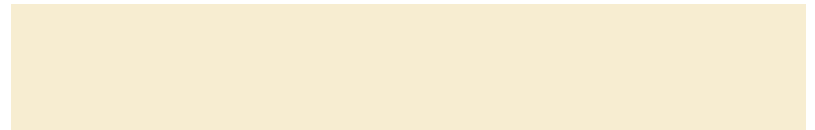
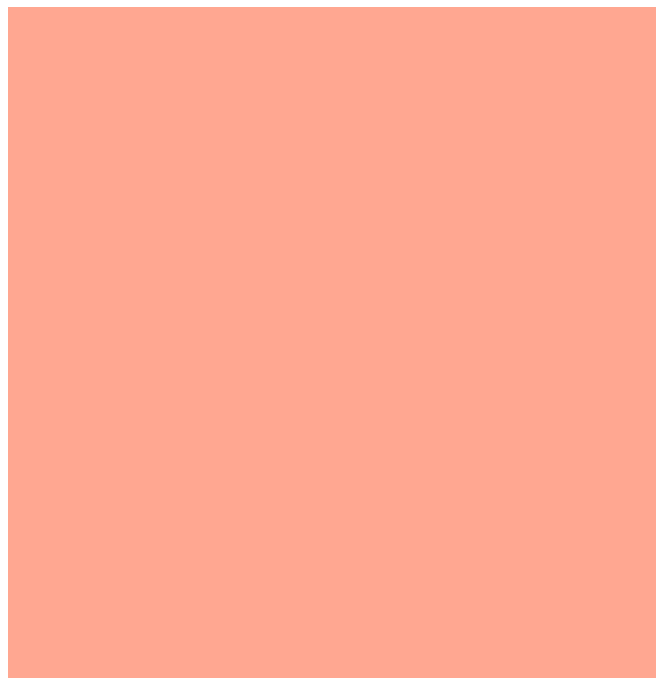
New Naturalism
Clean modernism
Elevation of the **organic**



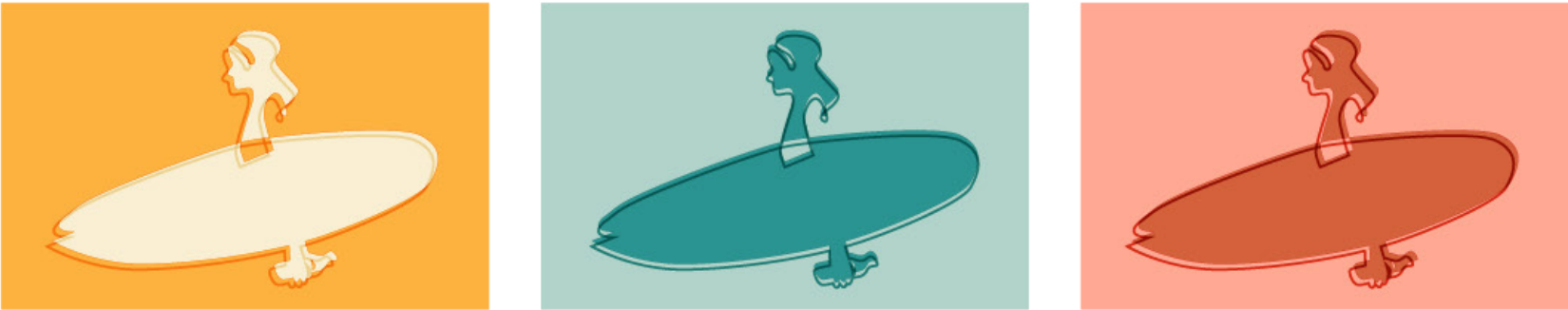
NO 20
22 | Unbridled
optimism
& enthusiasm



Marvelous
A Dazzling Genius Dude
Famous Movie Star!
Charming & Expressive Guy



NEW LOGO

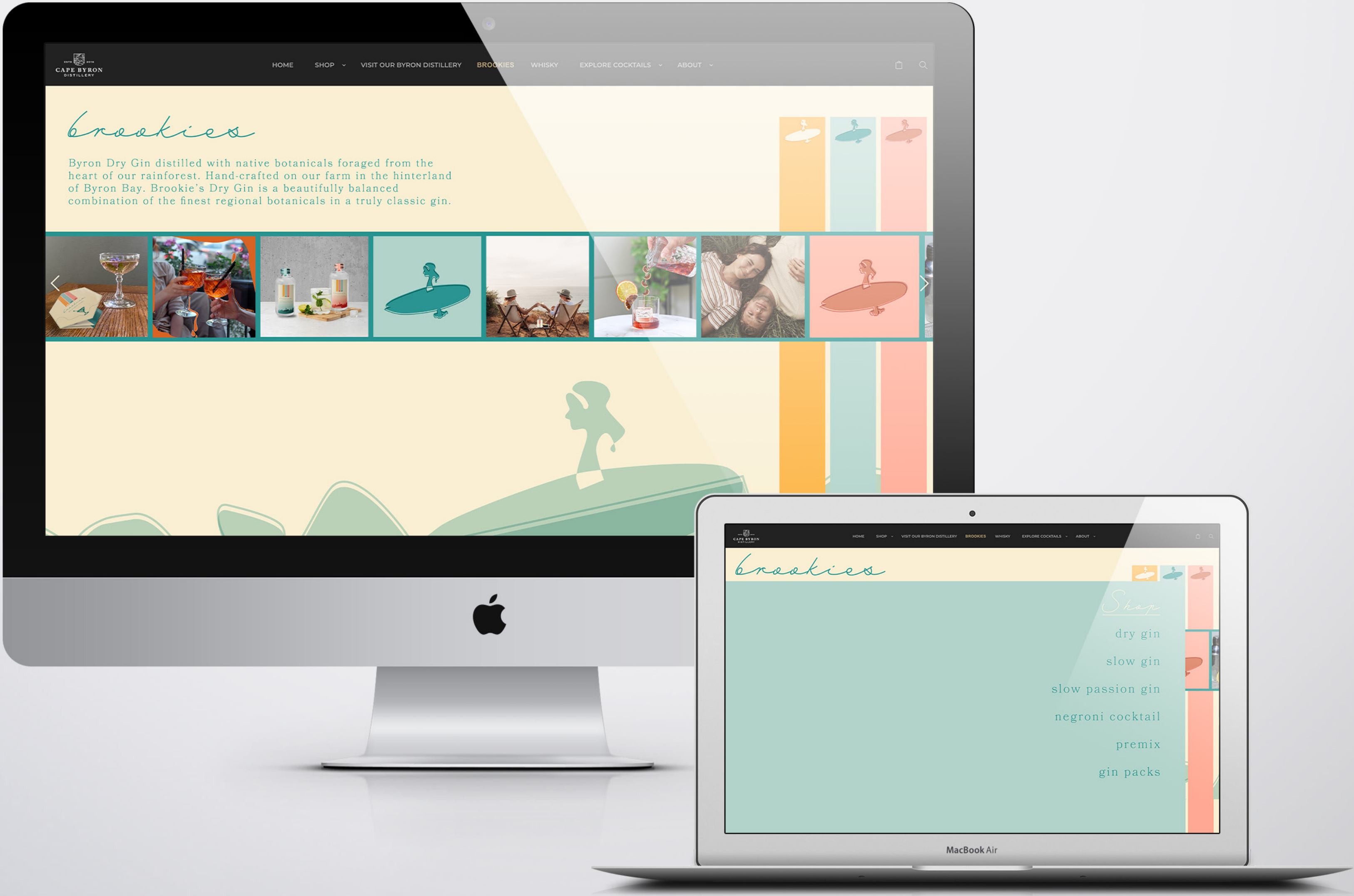


breakies

RESPONSIVE LOGO



NEW WEBSITE - LANDING & SECONDARY PAGE



BOTTLE LABEL DESIGN



REVERSIBLE LABEL

The label on the front of each gin bottle is reversible. The design on the back can be seen through the liquid if you turn the bottle around and becomes clearer as you drink more from the bottle.



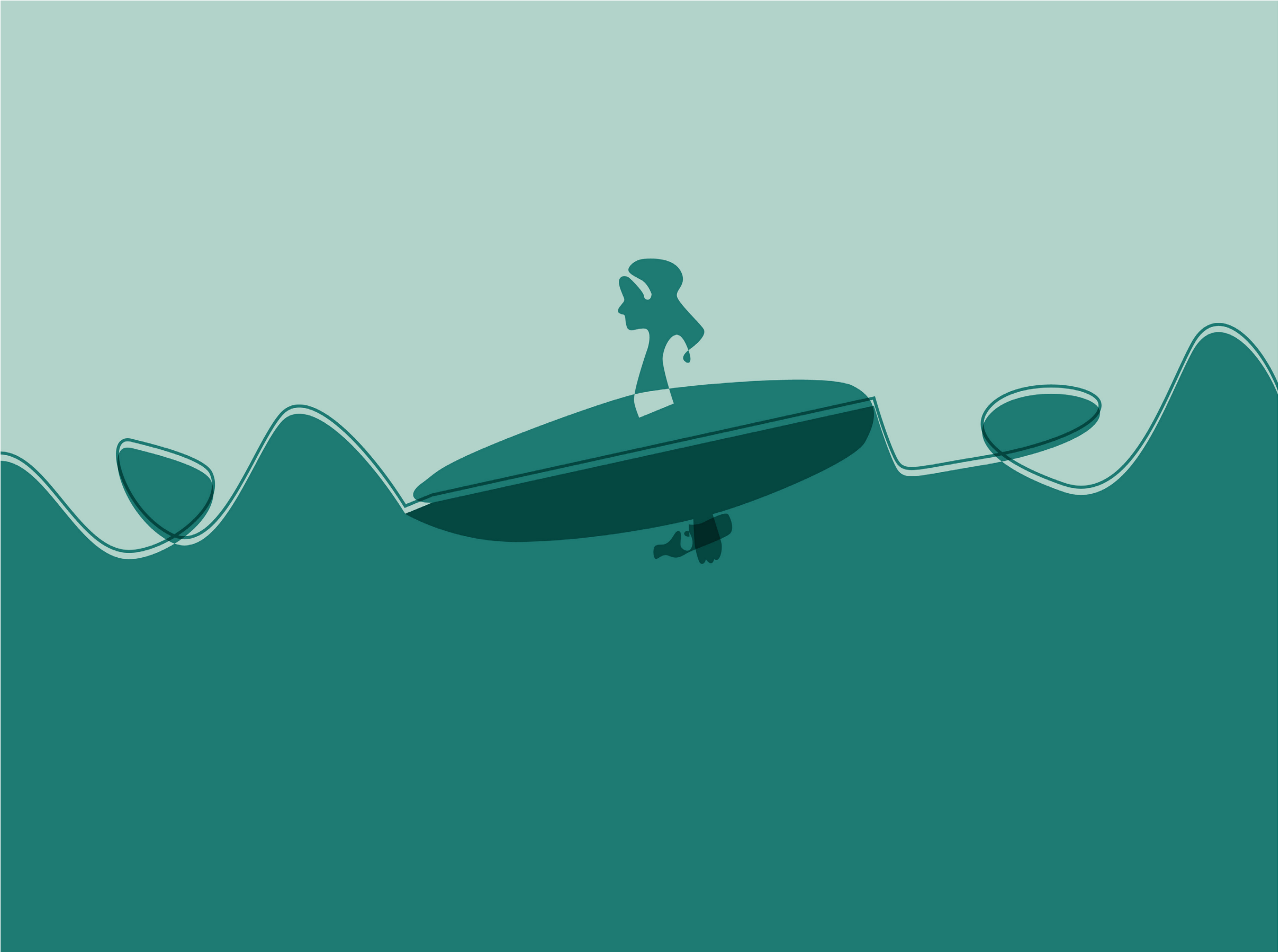
BACK OF LABEL

The design on the back of each label reflects the type of gin through colour. It means no matter which side of the bottle you are looking at, the type of gin is identifiable.

BYRON DRY GIN LABEL



FRONT LABEL



REVERSE SIDE LABEL

BYRON DRY BOTTLE

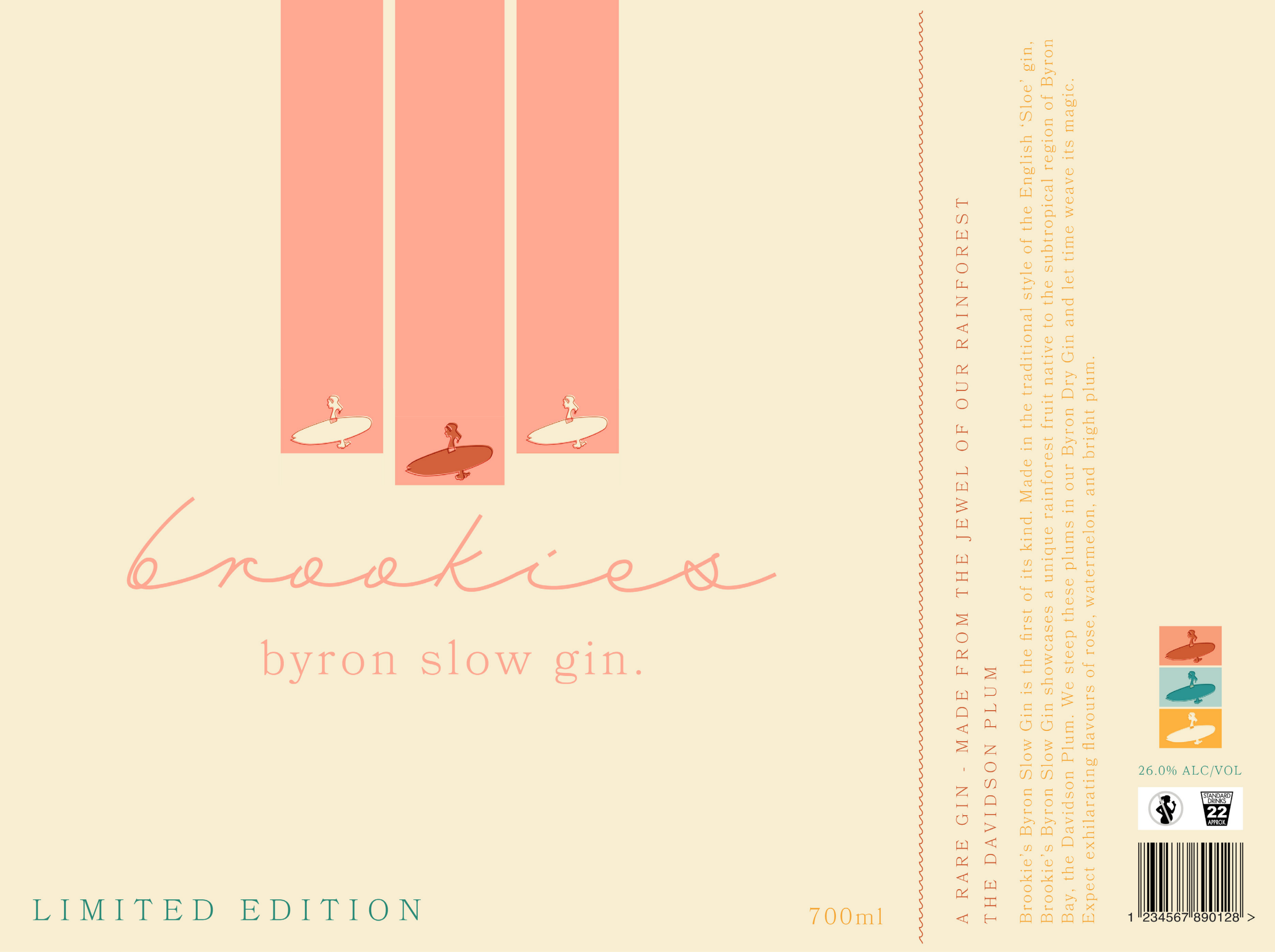


FRONT LABEL

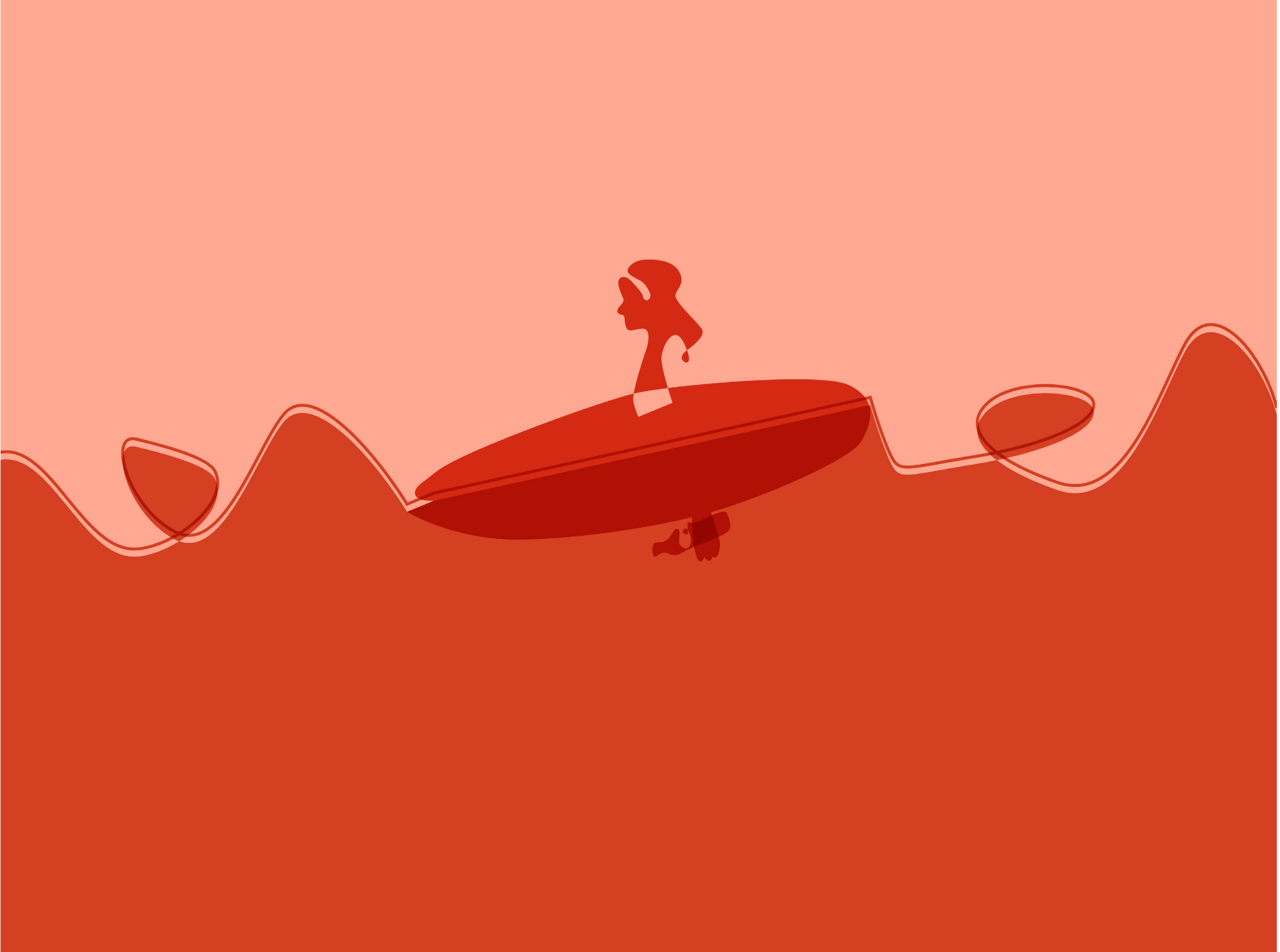


REVERSE SIDE LABEL

BYRON SLOW GIN LABEL



FRONT LABEL



REVERSE SIDE LABEL

BYRON SLOW GIN BOTTLE

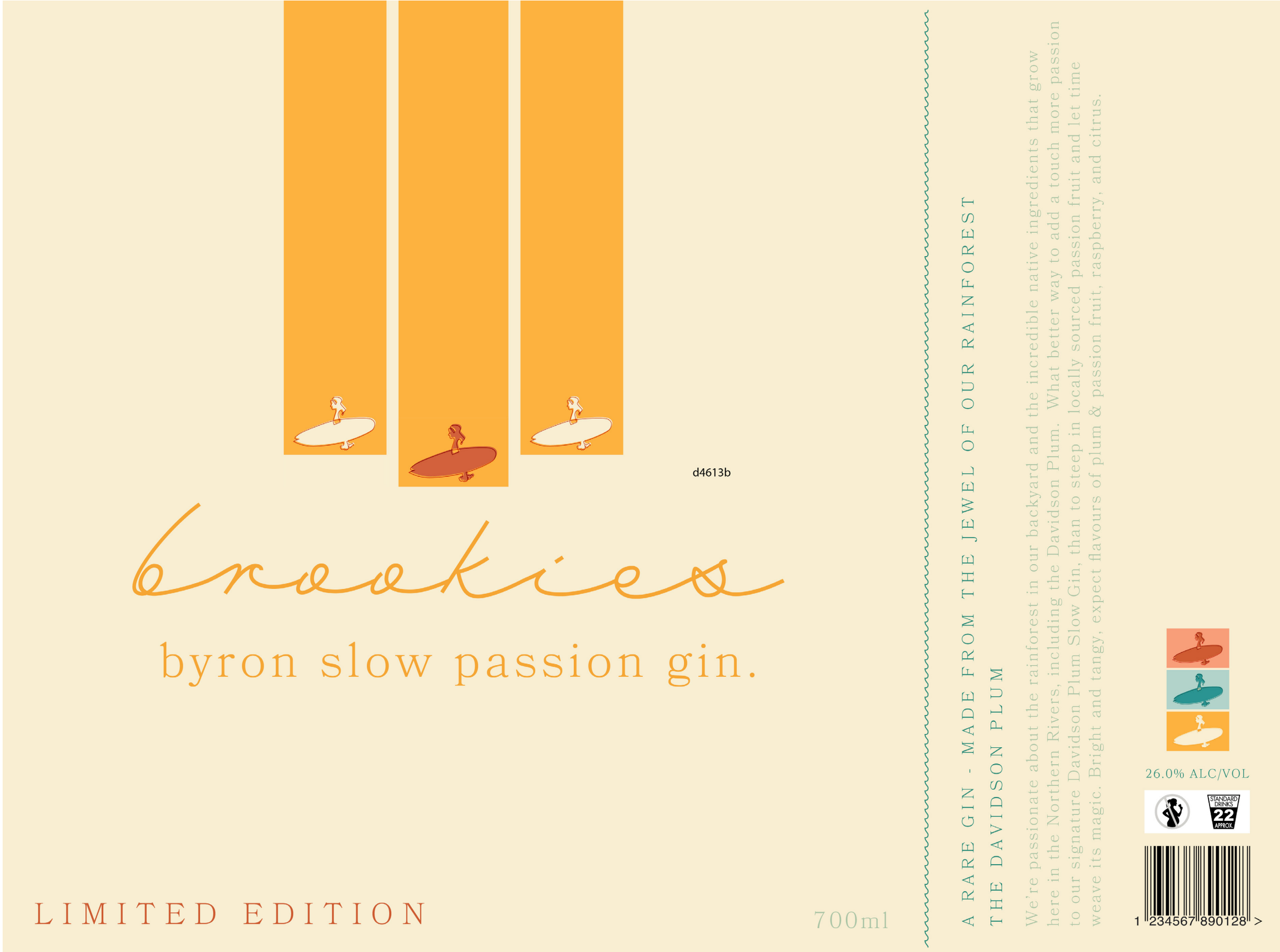


FRONT LABEL

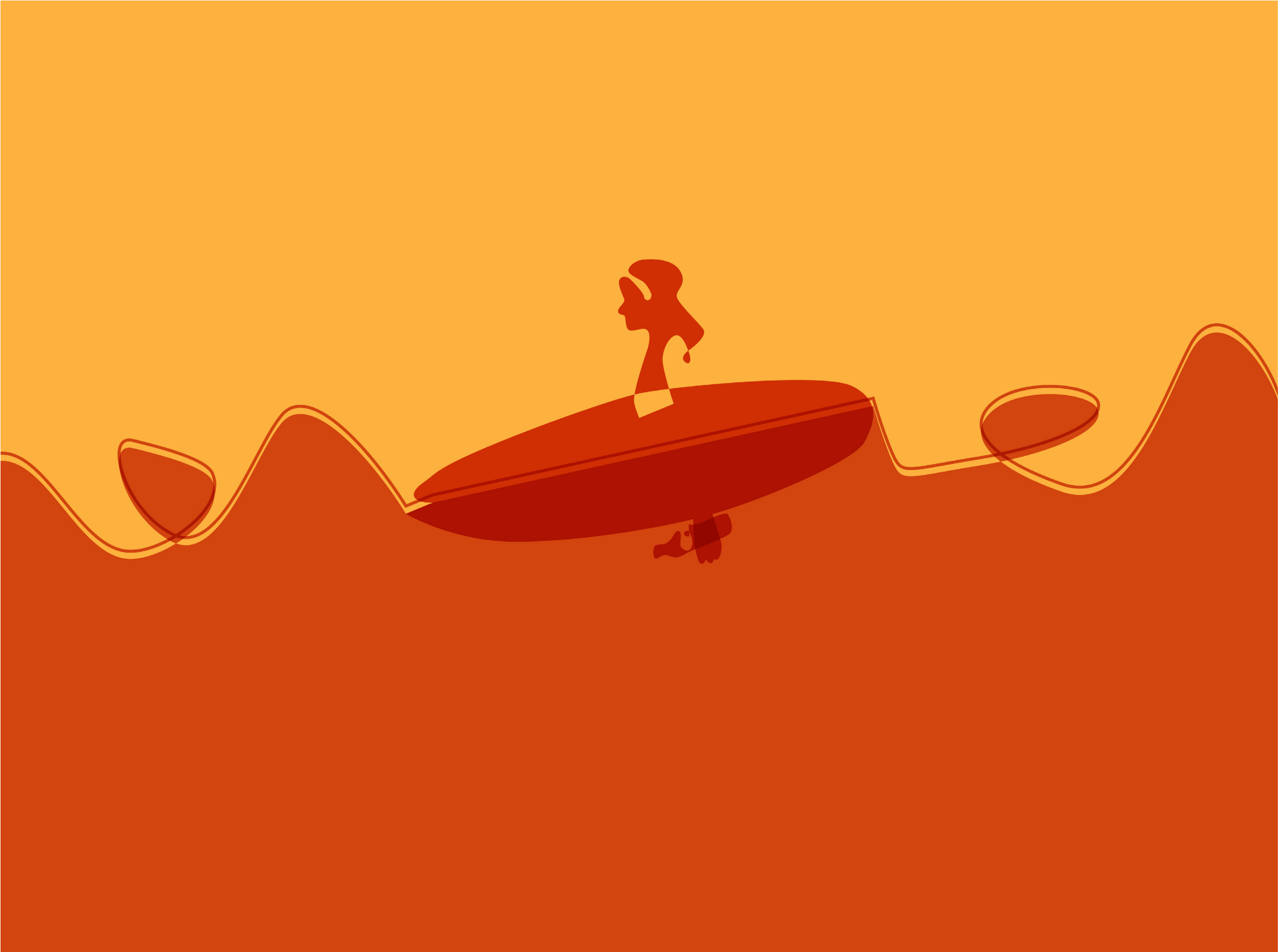


REVERSE SIDE LABEL

BYRON SLOW PASSION GIN LABEL



FRONT LABEL



REVERSE SIDE LABEL

BYRON SLOW PASSION GIN BOTTLE



FRONT LABEL

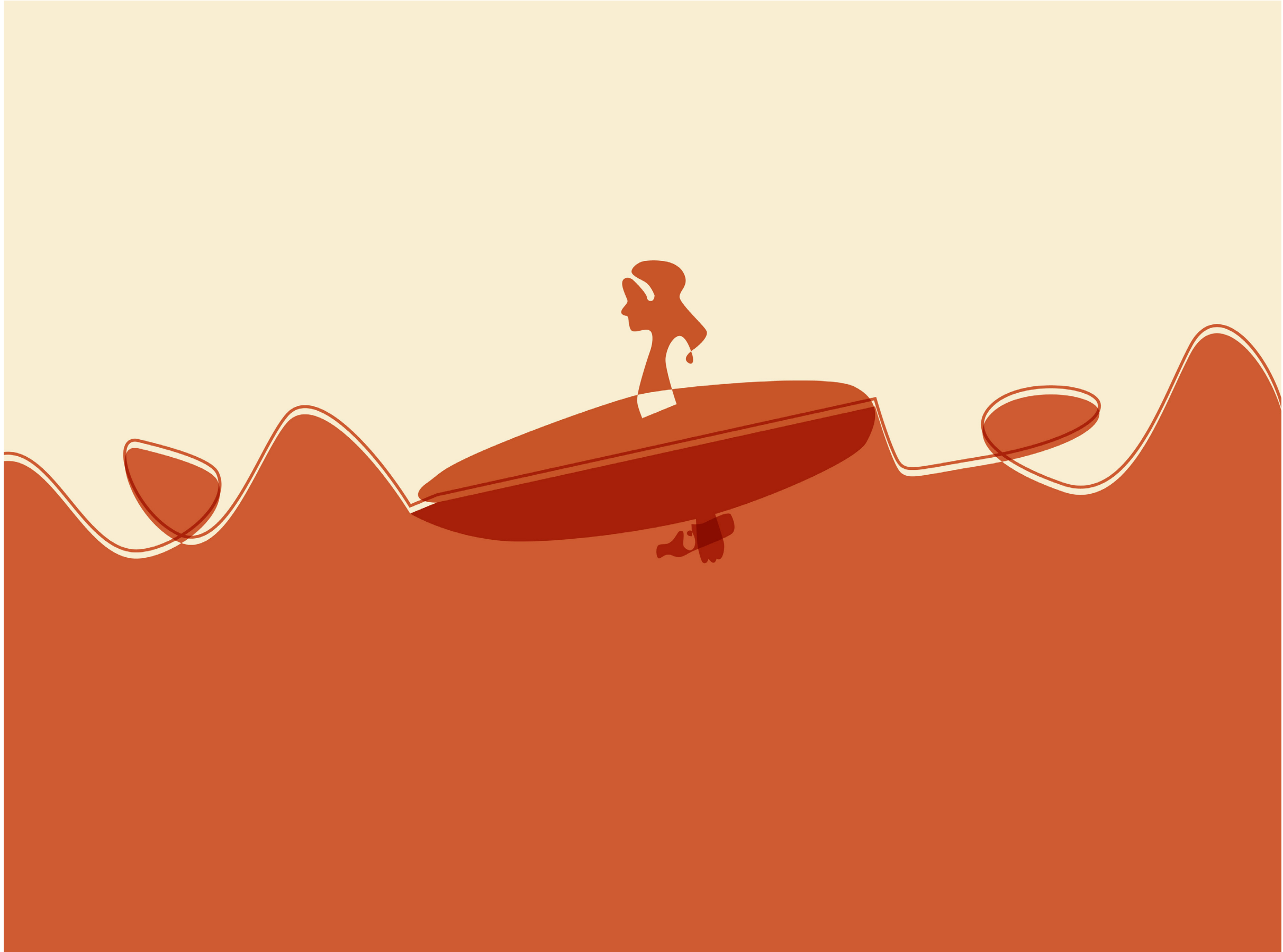


REVERSE SIDE LABEL

BYRON NEGRONI LABEL



FRONT LABEL



REVERSE SIDE LABEL

BYRON NEGRONI BOTTLE



FRONT LABEL

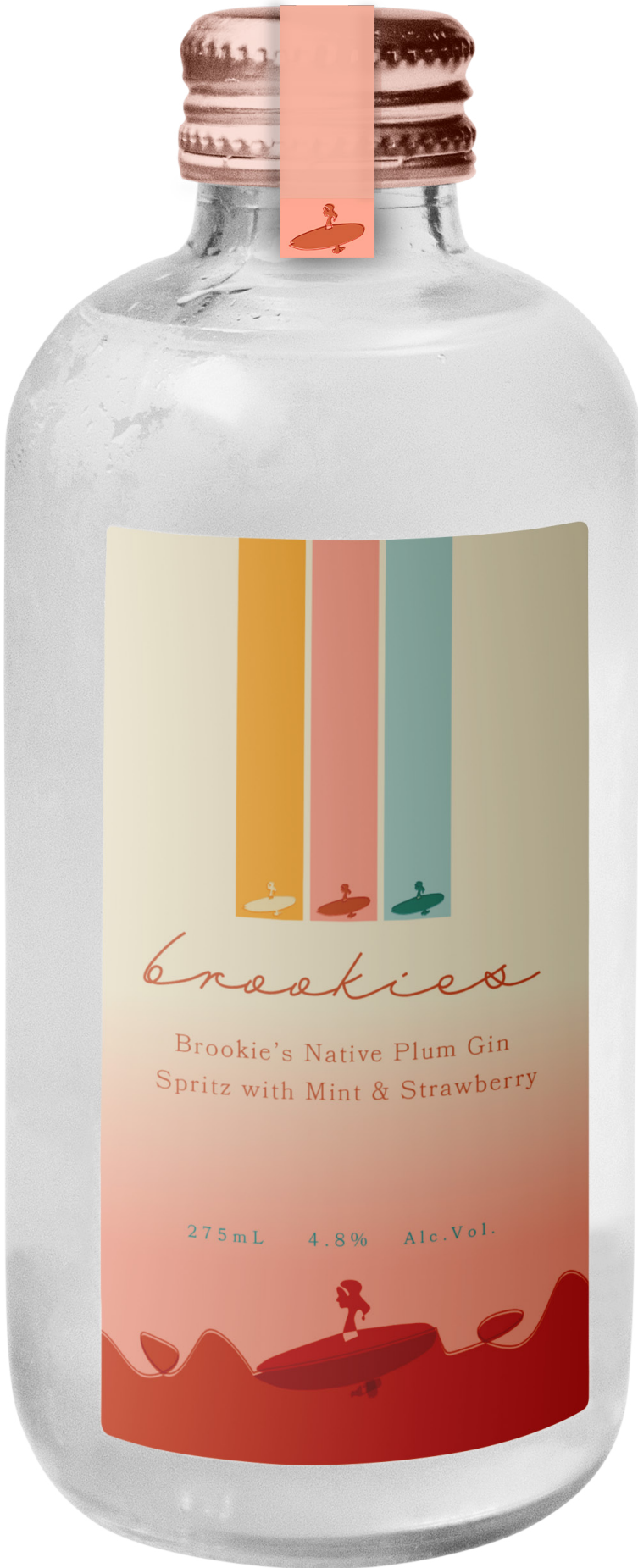
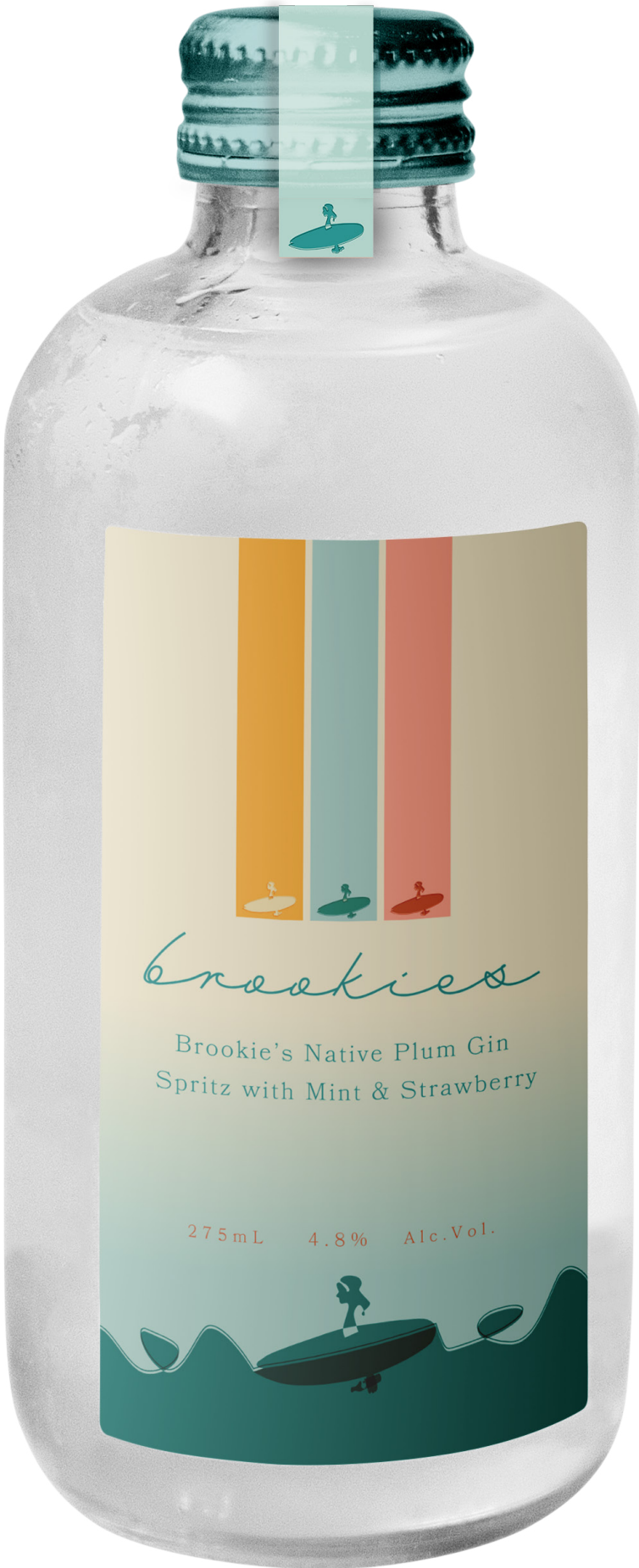


REVERSE SIDE LABEL

BOTTLES IN SITU



PREMIX & TWIN PACK



PREMIX IN SITU



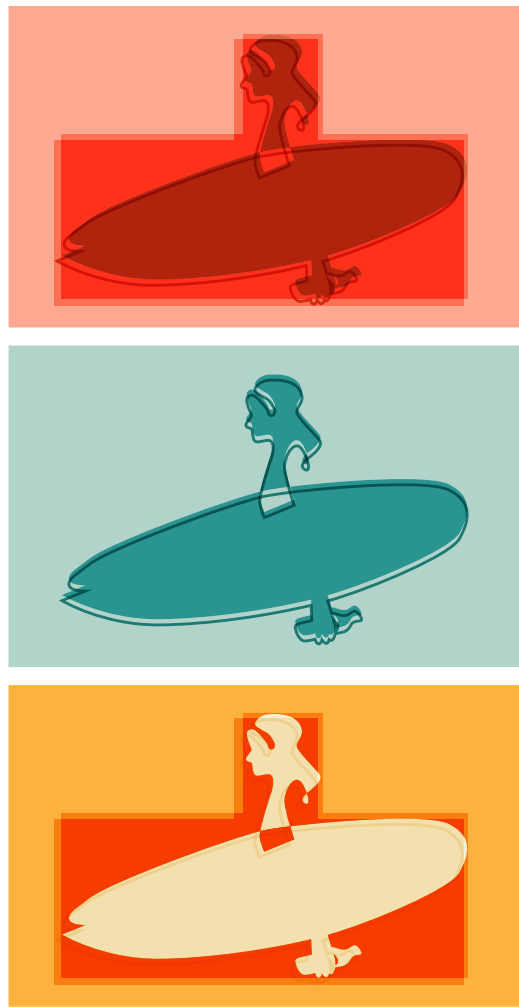
STYLESCAPE

relaxed - fun - energetic - coastal - 'viby'

Creakies
byron dry gin.

Bookmania
ABCDEF
ghijklm
123456!

*Mina Regular
ABCDE
Fghijk
1234!*

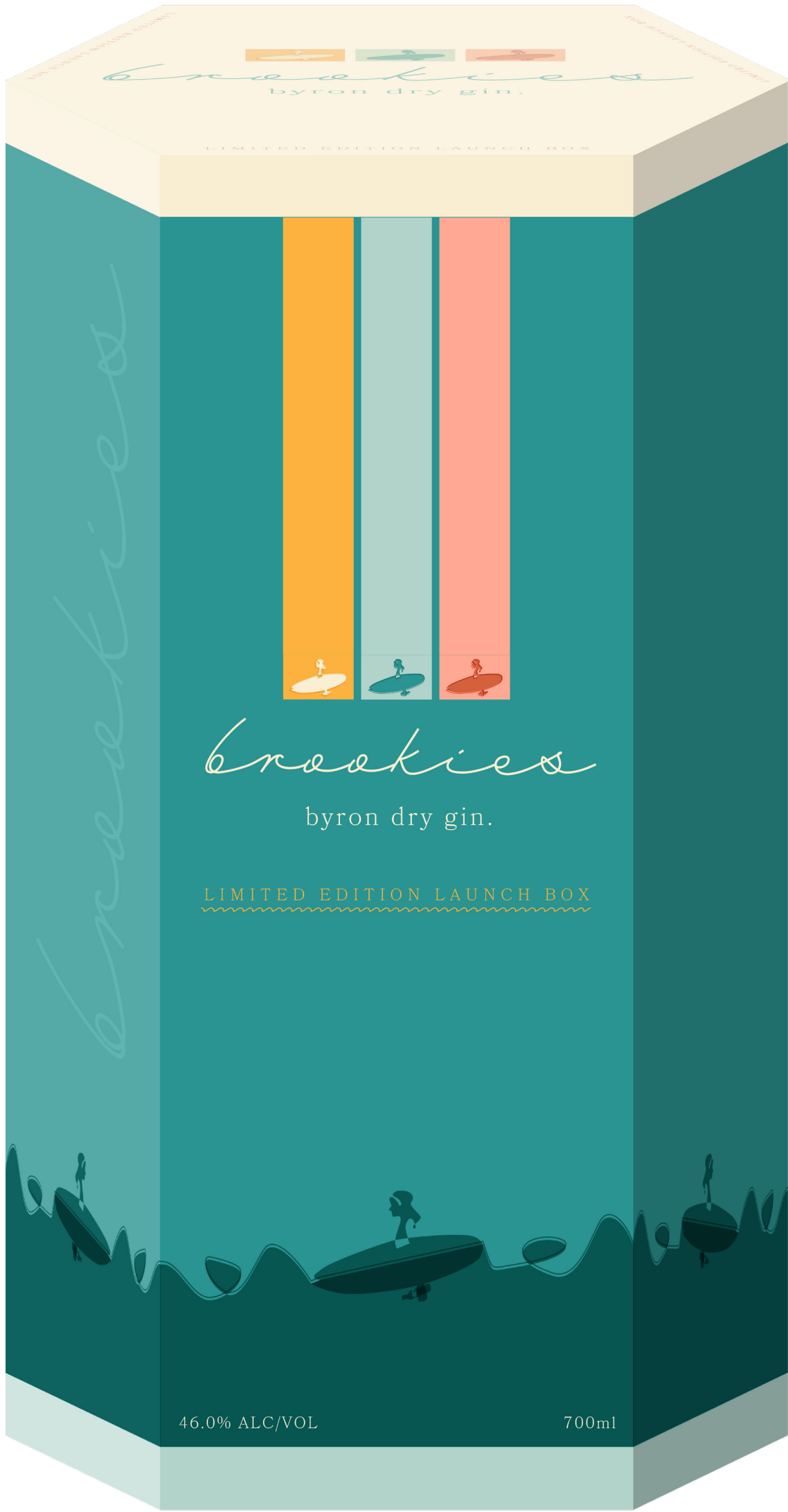


SUGGESTED PHOTOGRAPHIC STYLE



Brookies Gin/
relaunch

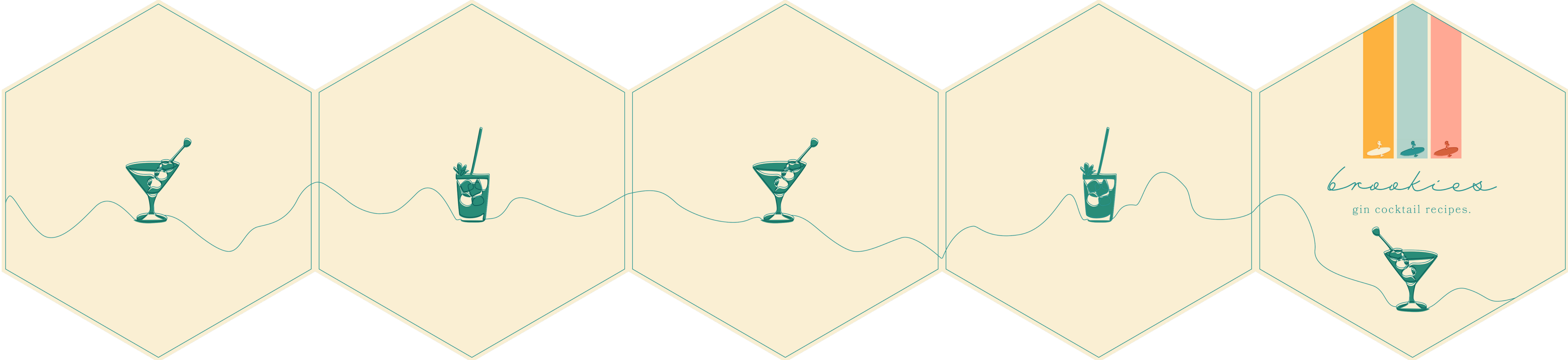
LIMITED EDITION LAUNCH BOX



COCKTAIL RECIPE BOOK IN SITU



LIMITED EDITION LAUNCH COCKTAIL RECIPE BOOK



bees knees

INGREDIENTS

- 2 tsp honey
- 50ml dry gin
- 25ml lemon juice
- lemon zest strip, to serve

METHOD

Put the honey in a small jug & add 1 tsp freshly boiled water. Stir well until smooth.

Pour the honey mixture into a cocktail shaker along with the gin, lemon juice and a large handful of ice. Shake until the outside feels very cold.

Double strain into a cocktail glass & garnish with a curled strip of lemon zest.

classic martini

INGREDIENTS

- 50ml dry gin
- 1 tsp dry vermouth
- ice

METHOD

Put a martini glass in the fridge to chill for 10 mins. Pour the gin and vermouth into a mixing glass or jug filled with ice cubes. Stir with a mixing spoon until the outside of the glass is very cold, then taste to check the dilution.

If needed, continue to stir until the martini is diluted and chilled to your liking.

Strain the martini into the chilled glass and serve.

gimlet

INGREDIENTS

- 50ml homemade lime syrup*
- 50ml dry gin
- slice of lime to garnish

*For the homemade lime syrup

- 2 limes, grated zest and juice
- 200g caster sugar

METHOD

Put the honey in a small jug & add 1 tsp freshly boiled water. Stir well until smooth.

Pour the honey mixture into a cocktail shaker along with the gin, lemon juice and a large handful of ice. Shake until the outside feels very cold.

Double strain into a cocktail glass & garnish with a curled strip of lemon zest.

sloe gin fizz

INGREDIENTS

- 30ml sloe gin
- 30ml dry gin
- 30-45ml fresh lemon juice
- 1 tsp sugar syrup
- 60ml soda water
- Lemon slice for serving

METHOD

Add sloe gin, regular gin, 15ml of lemon juice and simple syrup to a cocktail shaker filled half way with ice.

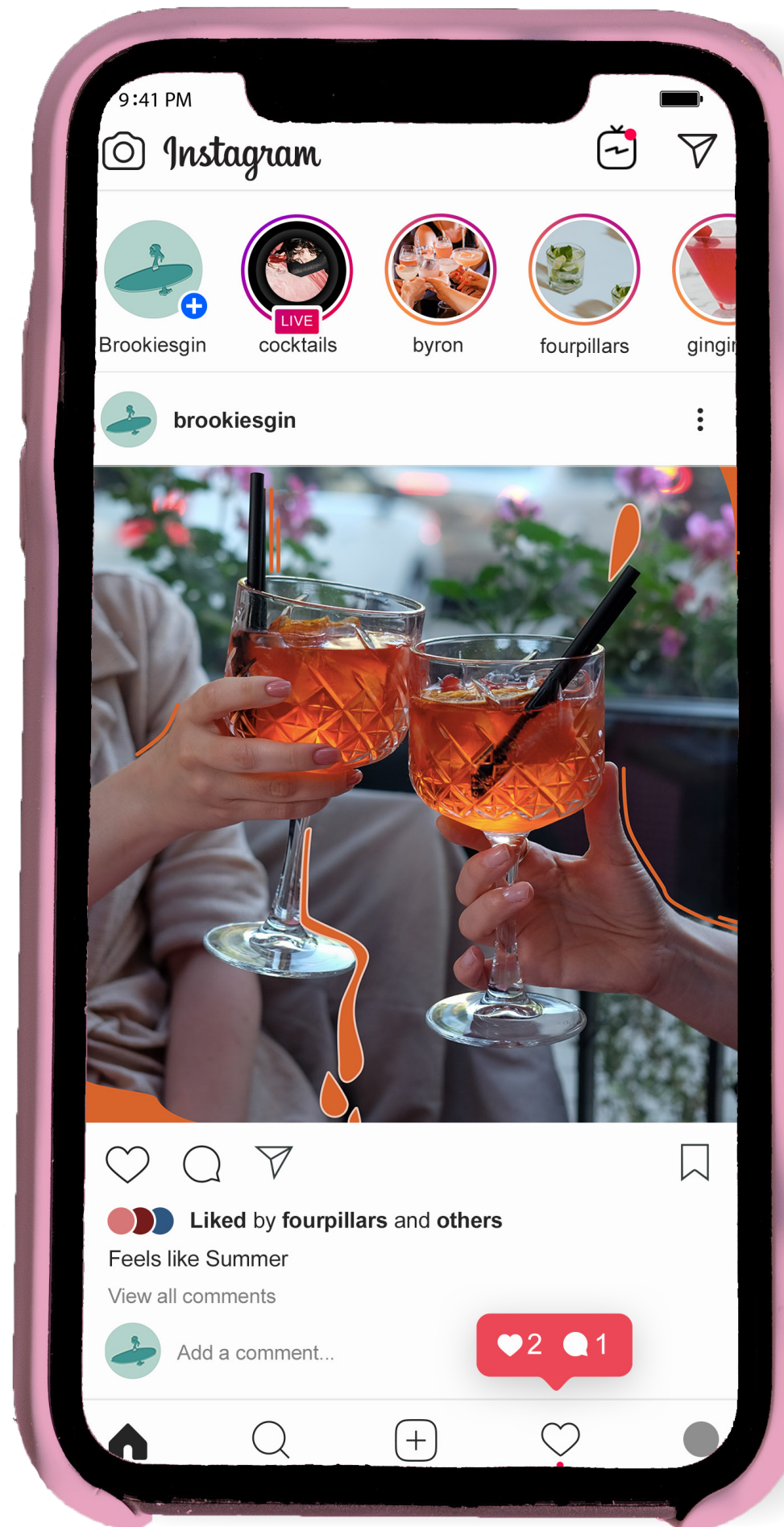
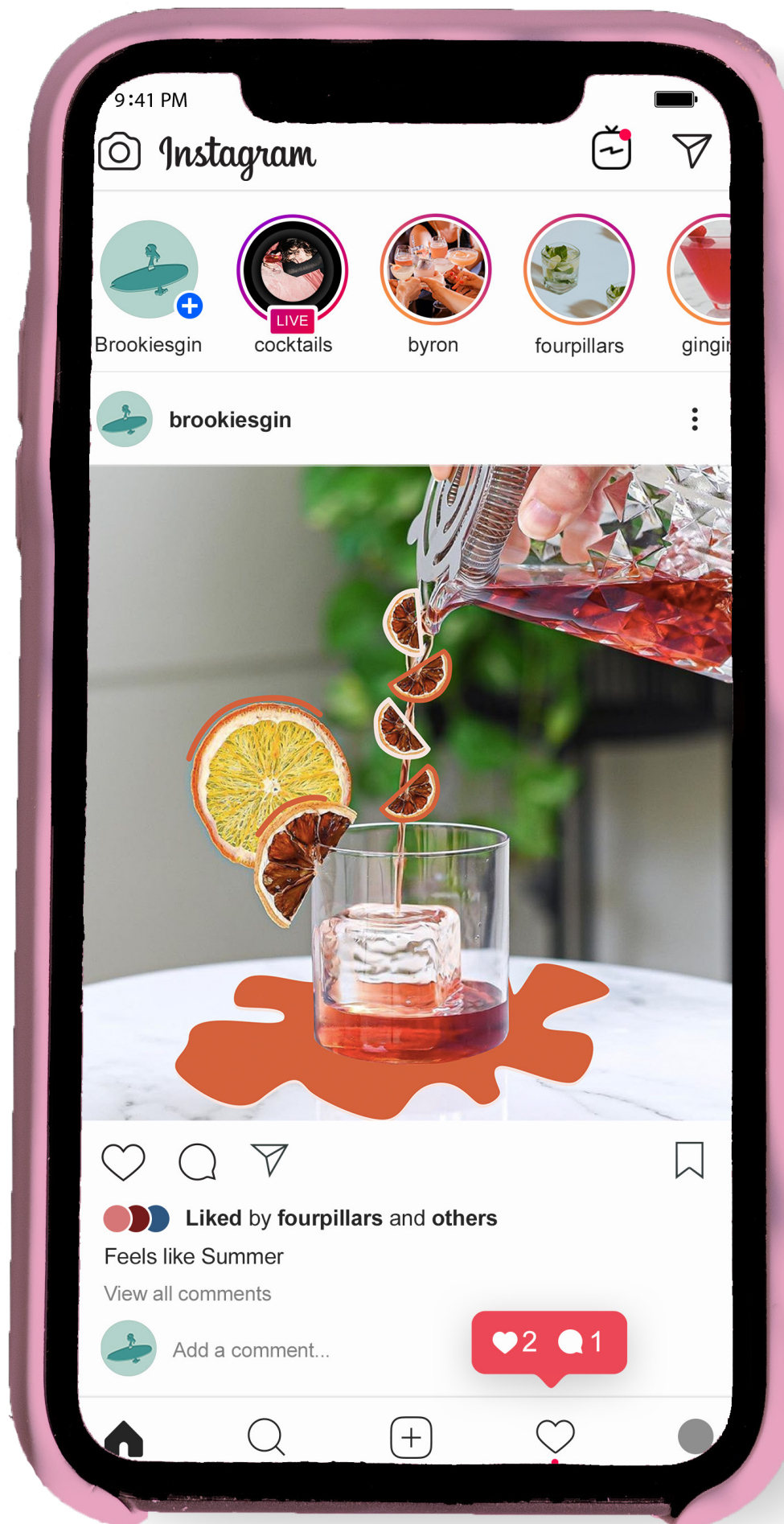
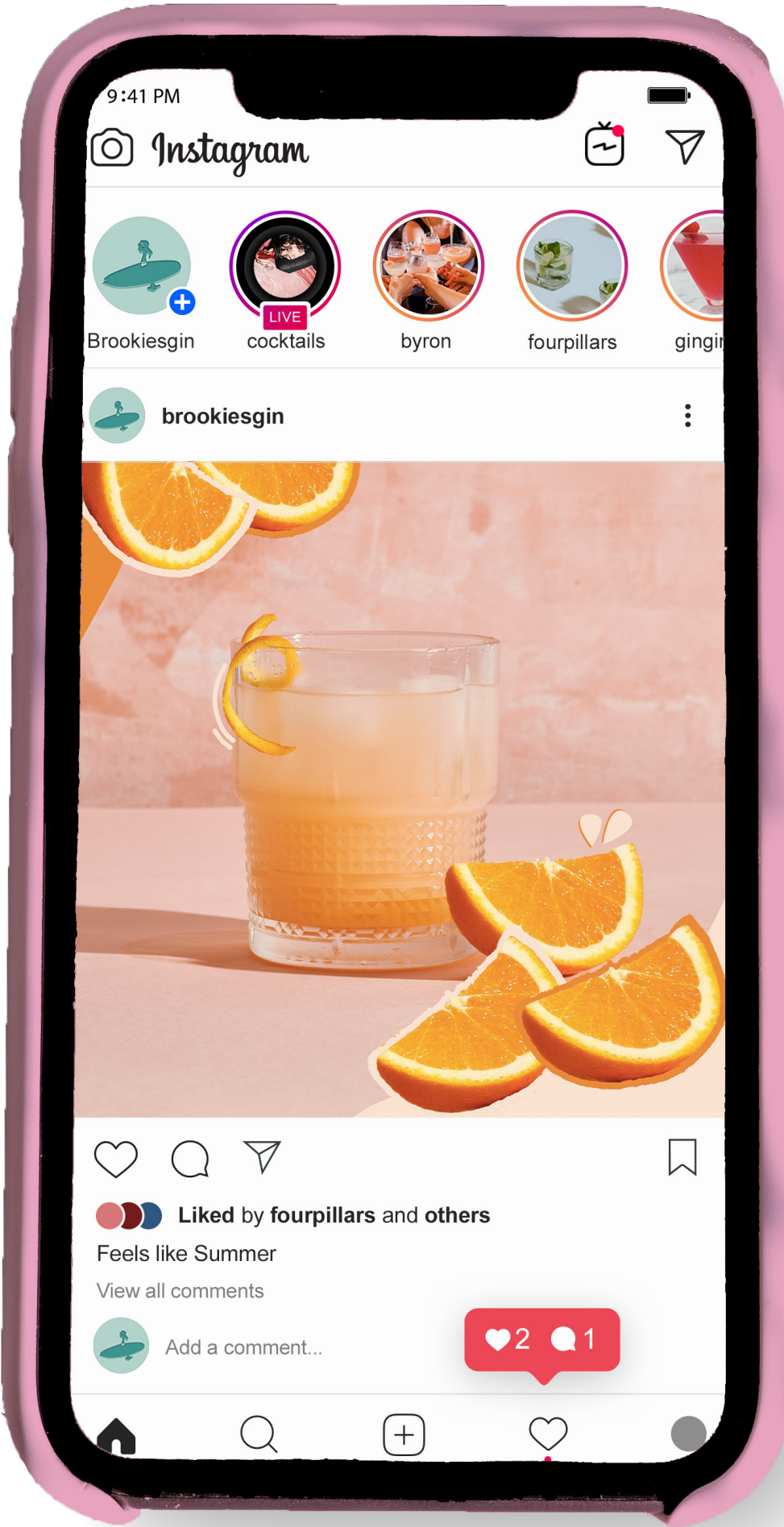
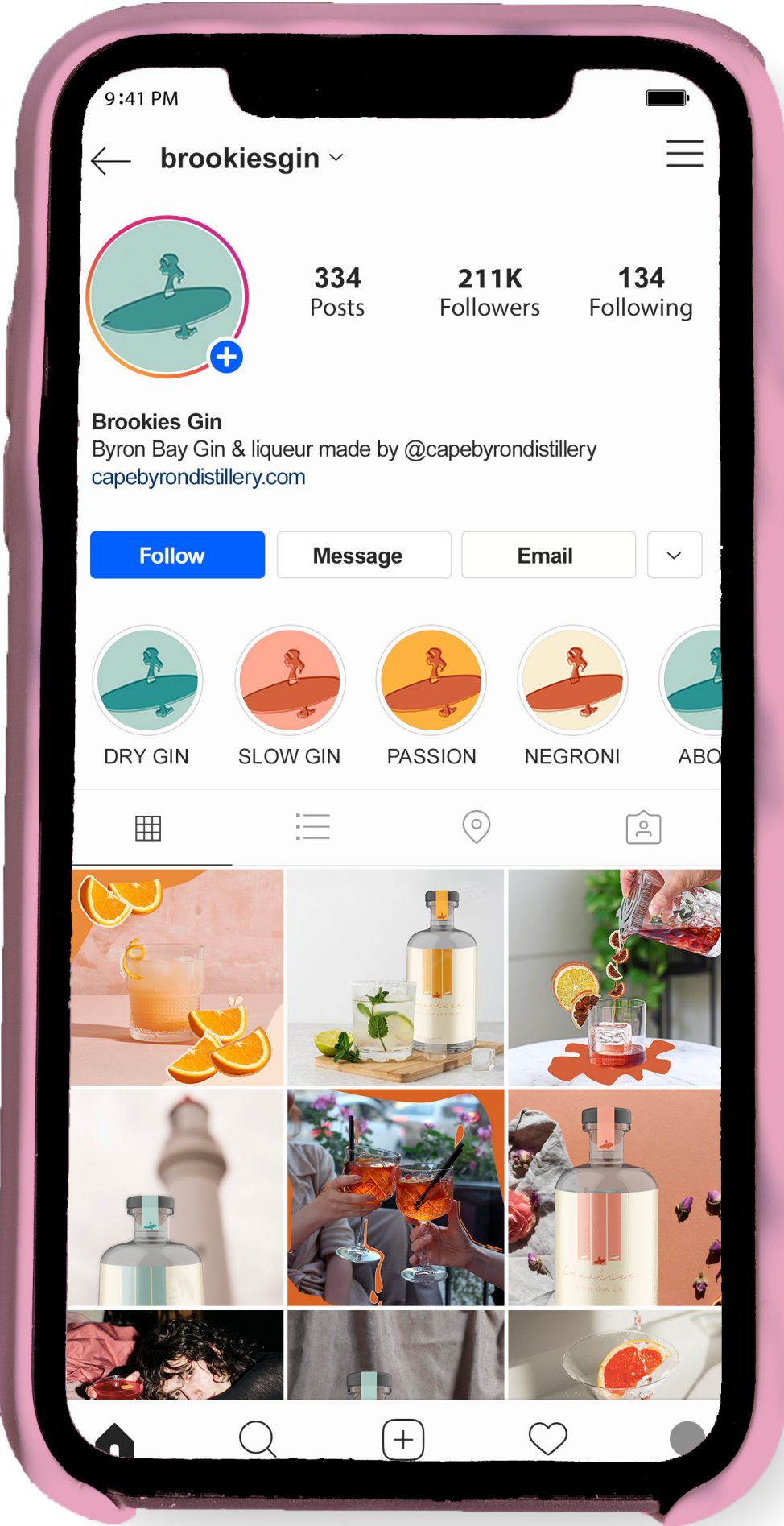
Shake vigorously until chilled. Taste then adjust with additional lemon or sugar syrup. Shake.

Strain cocktail into a glass filled with ice then top with club soda and garnish with lemon wedge.

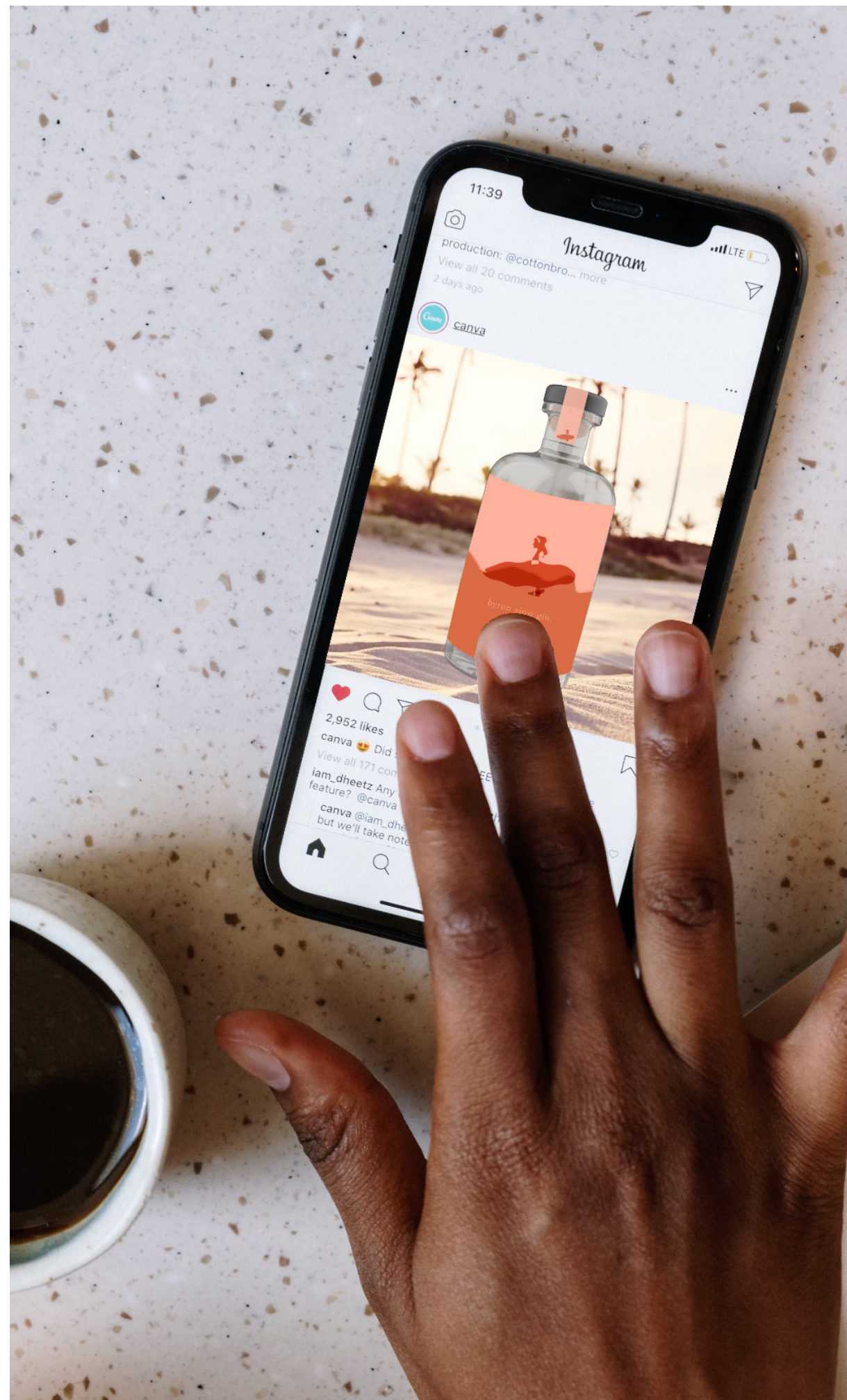
for more cocktail recipes
check out our website

CAPEBYRONDISTILLERY.COM/COCKTAILS/

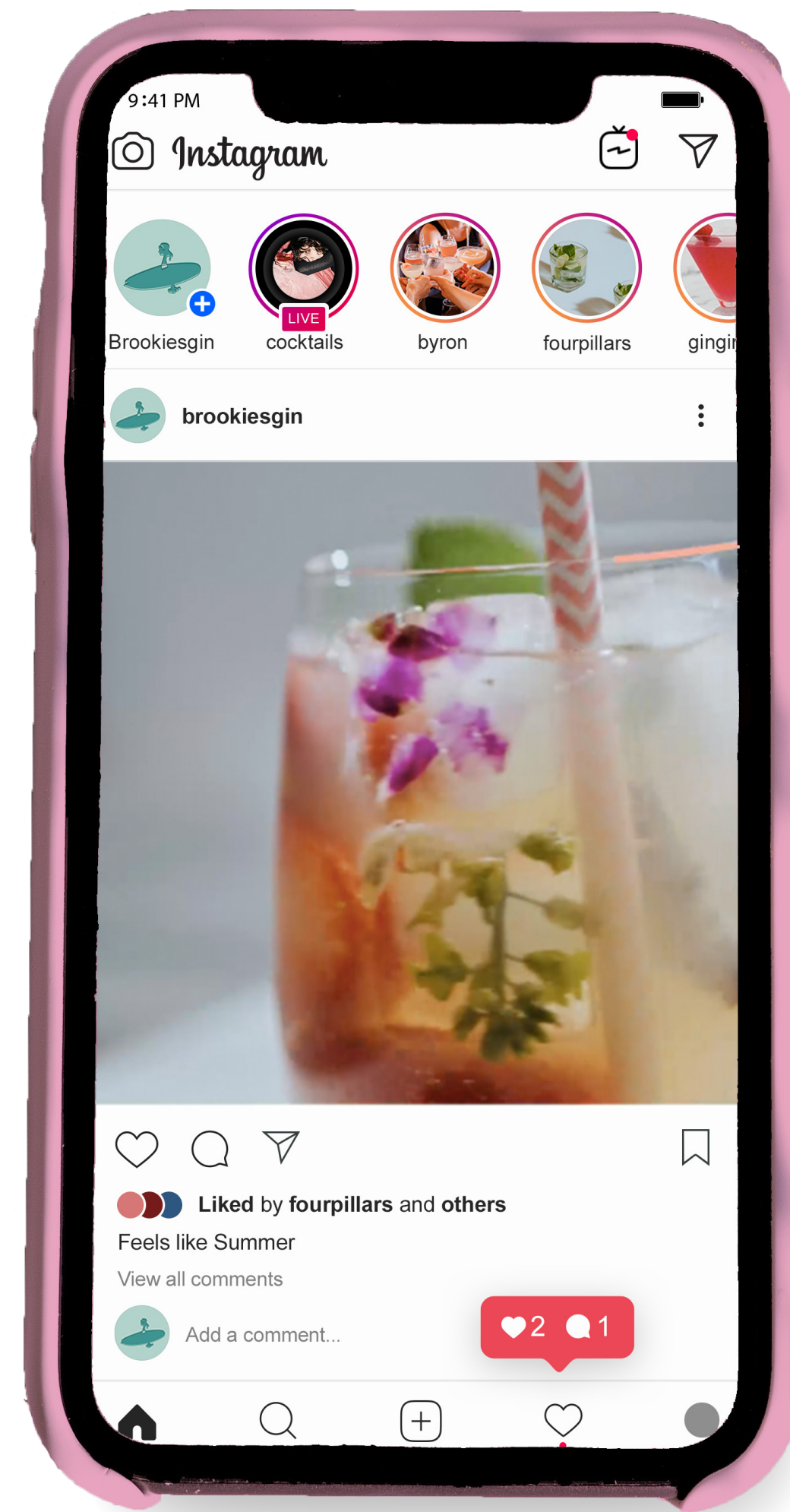
INSTAGRAM



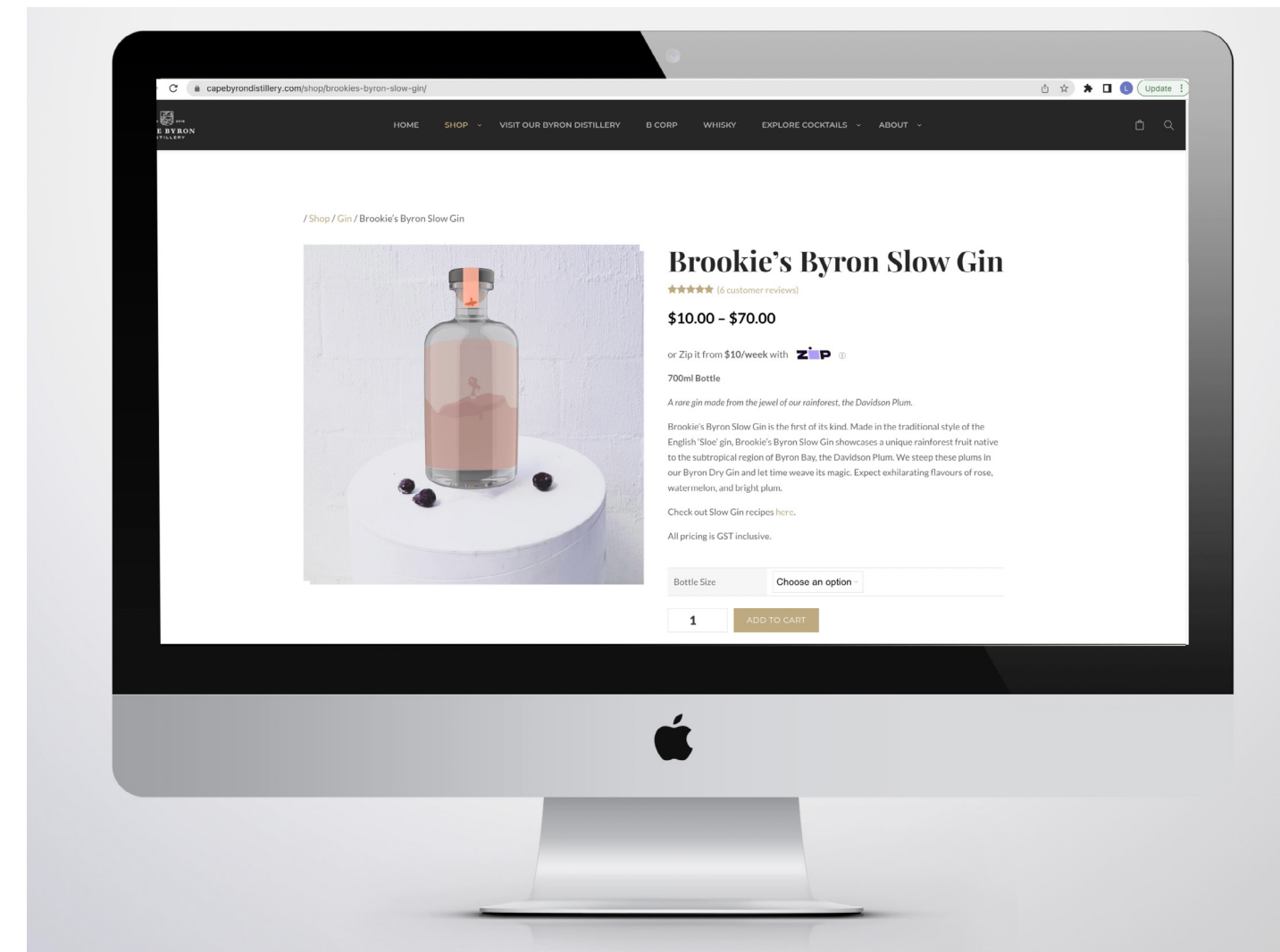
VIDEO MOCKUPS



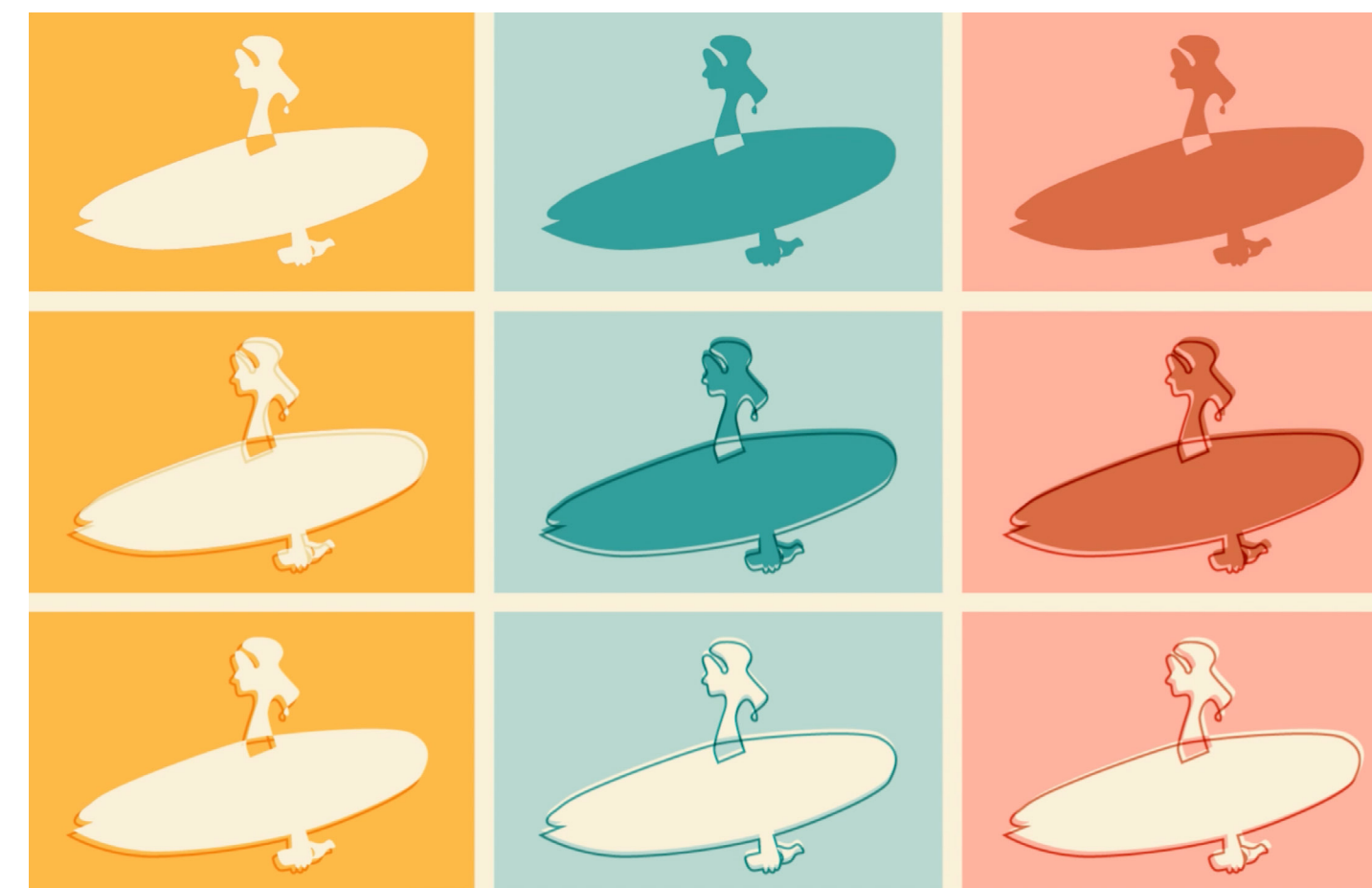
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<https://vimeo.com/712746985>



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