

June 2022

# BEER WALKS

## Beer Wolves

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## LINK TO WEBSITE:

<https://grygomarcin.one/kea/basiccontent/beerwalks>

## LINK TO VIDEO:

<https://www.youtube.com/watch?v=WRMzAKi2EPI>

## LINK TO OUR XD:

<https://xd.adobe.com/view/7976af26-abc7-40f8-8325-41bcf485eb11-2c25/screen/baeecf6a-f9d6-4845-b2ca-9f53e0a25952>

## LINK TO OUR GOOGLE DOCS:

<https://docs.google.com/document/d/1P55G-i1SQNpFBeGwHzBTeM5c0cBtAABwcD2Hj6rQIMY/edit>



# DESCRIPTION OF WORK

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THIS PROJECT FOCUSES ON STRENGTHENING THE VISUAL IDENTITY OF BEERWALKS AND EXPANDING THEIR BRAND AWARENESS.

WE ARE A DIVERSE GROUP OF YOUNG DESIGN ENTHUSIASTS AND ALTHOUGH WE SPLIT THE WORK BASED ON OUR SKILL-SET, WE CONSULTED EACH OTHER THROUGHOUT THE WHOLE PROCESS.

## Theme

Have a taste of Denmark, Come together for good times

## Logline

Christian has a busy lifestyle. Wakes up early and hustle at work all day long. In the evening all that Mr. X wants, is to relax and have hygge time with his work buddies.

## The treatment

### FIRST IDEA (unused)

#### Intro 1

The alarm clock rings on a friday morning and Mr. X half asleep gets a coffee and goes to work. It is a busy day at the office and he needs to attend many meetings. Mr. X is ready to hustle all day long and gets straight to his tasks for the day. He looks at the note board and remembers that there is a company Beer walk at 17.

#### Intro 2

Mr. X is walking out of the company building door with his colleagues. It's been an awesome day at work and now they're all heading to the beer walk.

#### Main

Some cool effect to change the shot to the beer walk. He is learning many fun facts about the city and has a great time tasting interesting beers. He cheers with his friends.

#### Outro

Mr. X gets home and checks his photos from the unforgettable beer walk.

### Final questions decided for company employer interview:

- Why do you need group company events? How important are social activities with work colleagues to you?
- Would you choose an outdoor event?
- What activities do you enjoy at a company event? Do you remember any event that you really enjoyed?
- Was there something at an event that you didn't enjoy/like?
- Would you attend an event where beer is involved?
- Do you want to learn something during group company activity?
- How do you imagine the perfect team building activity?

# Google Docs

**Google Docs was our place to collect  
our brainstorm ideas and work together  
on the assignments.**

## Brainstorm

Taste a life

Have a little taste in life

Too much work can kill you

Work hard, play harder  
hygge og skål

Have a taste of Copenhagen  
The taste of Hygge  
Taste the Hygge

That's more than just a beer

We used Trello as one of the tools to manage our Project and divide the tasks. It helped us to create an overview about what is finished and what needs to be done.

# Trello

The image shows a Trello board titled "Beer Wolves" with several cards representing different project phases and tasks. The cards are arranged in columns and include:

- Team Canvas**:
  - The pdfs
  - A title
  - A theme
  - A logline
  - The treatment
- 05.02.01 - Pre-production part 1 - Treatment**:
  - The assignment
  - DEADLINE 20.5.
- Research - Interviews**:
  - Prepare questions
  - Conduct interviews
  - Analyze the results
- 05.02.02 - Pre-production part 2 - Storyboard**:
  - DEADLINE 25.05
  - The assignment.pdf
- Task: Client debrief**:
  - The assignment
  - Insights (What have you learned from patterns or themes in your notes?)
  - Problems (What pains or challenges have you identified?)
  - Concerns (What concerns do you, users or the client have for the project?)
  - Questions That you wanted to ask, That you asked, That you need to find an answer to

The Trello interface includes a header with "Workspaces", "Recent", "Starred", "Templates", "Create", "Search", and user icons. The background of the board features a photograph of a wooden beer flight tray holding four glasses of beer.

# STYLE TILE

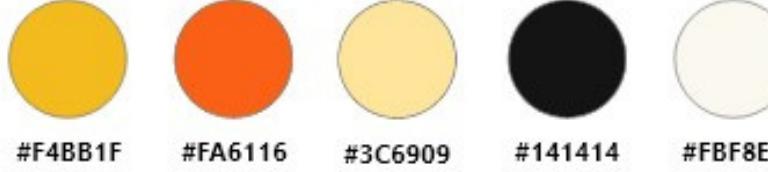
# BEERWALKS

PRIMARY COLOR PALETTE



#F4BB1F #FA6116 #3C6909 #141414 #FBFB8EF

SECONDARY PALETTE



#F4BB1F #FA6116 #3C6909 #141414 #FBFB8EF

BUTTONS

BOOK INSTRUCTIONS PLAY TRY AGIAN

KEYWORDS

FUN PLAYFULL VIBRANT

FONTS

Header JACKPOT abcdefghijklmopqrstuvwxyz ABCDEFGHJKLMNOPQRSTUVWXYZ

Body SUBURBAN FLAMINGO abcdefghijklmopqrstuvwxyz ABCDEFGHJKLMNOPQRSTUVWXYZ

ILLUSTRATION STYLE

WANNA HAVE A GOOD TIME?



Beer Wolves

# TARGET GROUP

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- company employees
- students
- freelancers

APPROACH THE PEOPLE WHO WANT TO HAVE  
a good time and increase the number  
of guests.



# BEER WOLVES

Beer Wolves



"The best way to predict the future is to create it."

AGE: 28

GENDER: Male

INCOME: 40 000DKK

EDUCATION: Self-tought

OCCUPATION: Photographer

FAMILY STATUS: Single

LOCATION: Copenhagen, DK

ARCHETYPE: Explorer

Free spirit

Humorous

Skillful

Curious

Flexible

Spontaneous

Innovative

## BIO

Benjamin has developed his skillset in photography in his numerous projects and working with a lot of different people. He has grown to think outside the box both in his personal and professional life. He loves living in the city but he cannot wait for his holidays in nature. He is a pleaser towards others and fun to be around. He commits to a significant amount of social interaction and he often takes some time for himself to recharge.

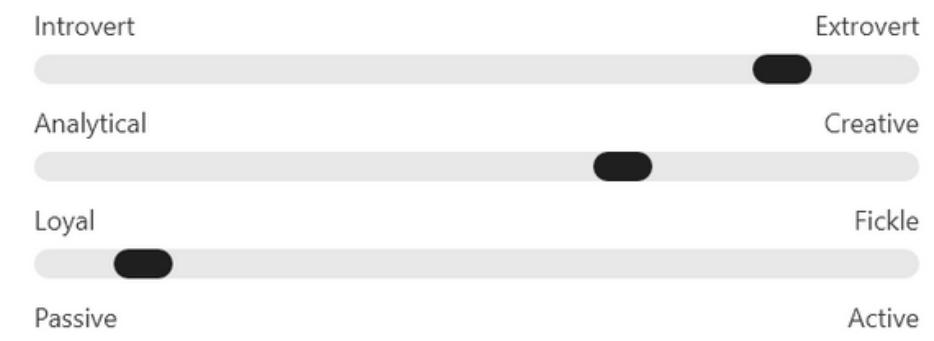
## Goals

- Do something meaningful while travelling
- Bring his work beyond the screen.

## Challenges / Frustrations

- Decision making
- Plan go-outs
- Try new brands
- Follow up on all social media

## Personality



## Motivators

Self- fulfillment

Finding new places

Entertainment

Recommendations

Gastronomic experiences

## Scenario

Benjamin, a photographer and traveller, is always looking for opportunities to have fun and learn about new places. He recently got an ad for Beer Walks online and he thought it sounded interesting. He enjoys tasting new kinds of beer so he got a ticket. Even though none of his friends were free at that time, he was excited to have some fun and meet new people with the same interest.

## Brands



SONY





"There is no fear when you're having fun."

AGE: 38

GENDER: Male

INCOME: 70 000 DKK

EDUCATION: Software Ing.

OCCUPATION: Management Consultant

FAMILY STATUS: Single

LOCATION: Copenhagen, DK

ARCHETYPE: Traveler

Easy going   Social   Organised   Curious  
Achiever   Likes to learn   Independent

## BIO

Christian is a Management Consultant in a Software firm based in Copenhagen. He loves the hustle at work but also likes to go out and have fun. He travels 5-7 times a year, mostly abroad on business trips. He likes to spend money on experiences and enjoys new things. His social skills make him popular among co-workers but also business partners. He is easy going but can sometimes seem egocentric because of his independent character.

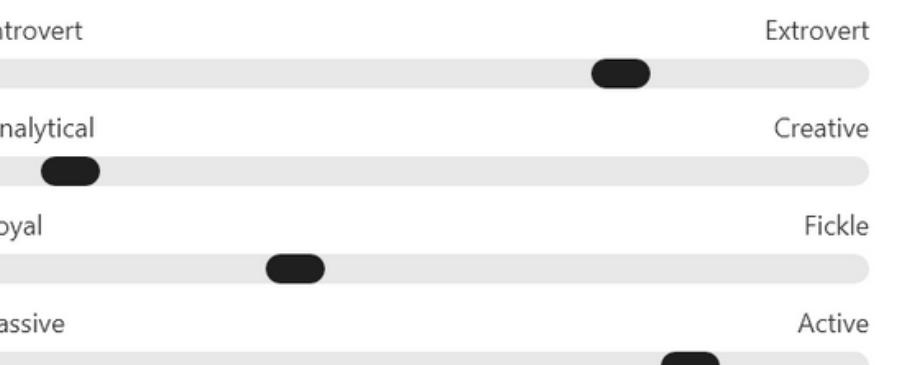
## Goals

- To have fun and unique experiences.
- Enjoy the sweet life with freedom and luxury.

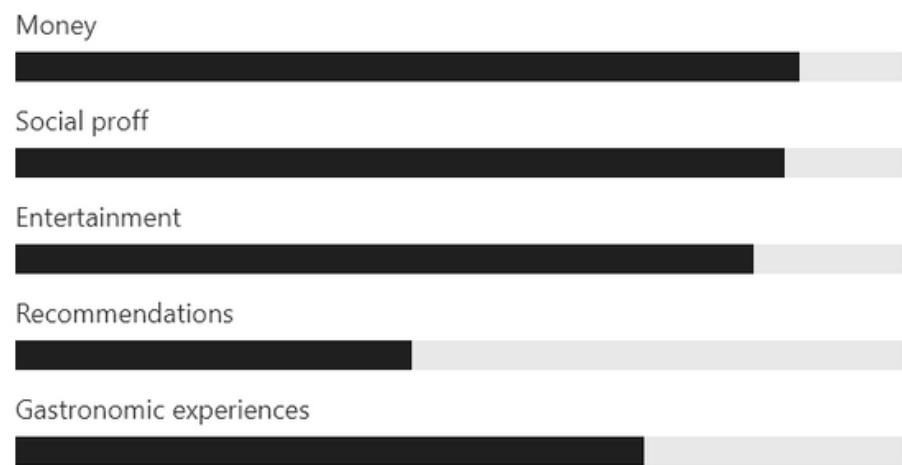
## Challenges / Frustrations

- Finding new exciting experiences.
- Find experiences and places in good enough quality.
- Try something new and different, as good finances and a lot of freedom have already created a lot of good times.
- Christian likes to feel unique and well treated.

## Personality



## Motivators



## Scenario

Christian is a hardworking manager who enjoys participating in group activities to unwind from his work. Even though they have many company events, they usually go for bowling or to a Friday bar. Christian was excited to learn that they will try something new - they are going on a Beer walk! From what he heard it is a nice way to taste some new beers and get to know the city from a different perspective.

## Brands



SHAPING  
NEW  
TOMORROW.

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Beer Wolves

# Mathilde Sørensen



"Try to be a rainbow in someone's cloud."

AGE: 25

GENDER: Female

INCOME: 17 000 DKK

EDUCATION: Bachelor degree

OCCUPATION: Student

FAMILY STATUS: Single

LOCATION: Roskilde, DK

ARCHETYPE: Creative

Team-player    Friendly    Modest    Curious  
Creative    Open-minded    Introvert

## BIO

Mathilde is a design student at the Royal Danish Academy. She loves to spend time in nature and cooking vegetarian food. She usually travels to the islands in South East Asia in the summer time to relax and do yoga. In her sparetime she works as a yoga instructor in Østerbro. Even though she meets many people as a yoga instructor, her introverted self needs time to relax. Mathilde usually spends this time reading books, making art or going out with her close friends.

## Goal

- Make the world a better place

## Challenges / Frustrations

- Finding a unique and different activity.
- Finding affordable experiences where she can have a good time.

## Personality



## Motivators

Spending time with friends

Having the support of others

Entertainment

Recommendations

Gastronomic experiences

## Scenario

Mathilde's birthday is coming up and her friends decided to surprise her with going to Beer Walks. To be honest, it would probably not be her first idea, but she really enjoyed the feeling of togetherness and interesting stories about the city. She also tasted some great beers and already knows, it will be the perfect gift for

## Brands

ARKET



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Beer Wolves

# THREE VIDEOS

We decided to make three videos, which can be used on different places on the website.



THE FIRST VIDEO THAT THE USER SEES IS THE BANNER VIDEO WHICH INTRODUCES THE MOOD OF BEER WALKS.



SOCIAL PRIVATE COMPANIES

ABOUT



BOOK



THE SECOND VIDEO IS WHERE THEY CAN SEE BEER WALKS IN MORE DETAIL .

The image features a dark background with a decorative white dotted border at the top. In the center is a white icon of two beer mugs clinking, with a yellow vertical bar to its right. Below the icon, the word "Beer Walks" is written in a white, bold, sans-serif font. To the left of the video thumbnail, there is descriptive text in white: "BeerWalks are guided beer walks, lectures on beer and beer tastings. All with stories and world-class beer tasting." Below this, another section of text reads: "100% outdoors - 100% Cozy! Do as more than 2,500 BeerWalkers, go for a walk with us in Copenhagen or on Bornholm and soon in the Faroe Islands - "it can do anything"!" To the right of the text is a video thumbnail showing a group of people outdoors, some holding up glasses of beer. The video player interface includes a play button, a progress bar showing 0:11 / 0:56, and standard video controls.

WANNA HAVE A GOOD TIME?

THE THIRD VIDEO SHOWS BEER WALKS ON THE BEER FESTIVAL AND WE USED IT ON  
'ABOUT US' PAGE.

## Events we attend

*Lorem, ipsum dolor sit amet  
  consectetur adipisicing elit.  
  Accusamus, a, modi odit porro quia  
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  reprehenderit consequatur tempore  
  consectetur.*



# THE VIDEO

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THE VIDEO Portrays our three personas in a SPLIT screen, leaving their DAILY RESPONSIBILITIES and on their way to the BEERWALK. They meet each other for the first time there. They are HAVING a BLAST WITH the group and each other. The message IS THAT BEERWALK IS for everyone WHO wants a good time.

# NARRATIVE CURVE

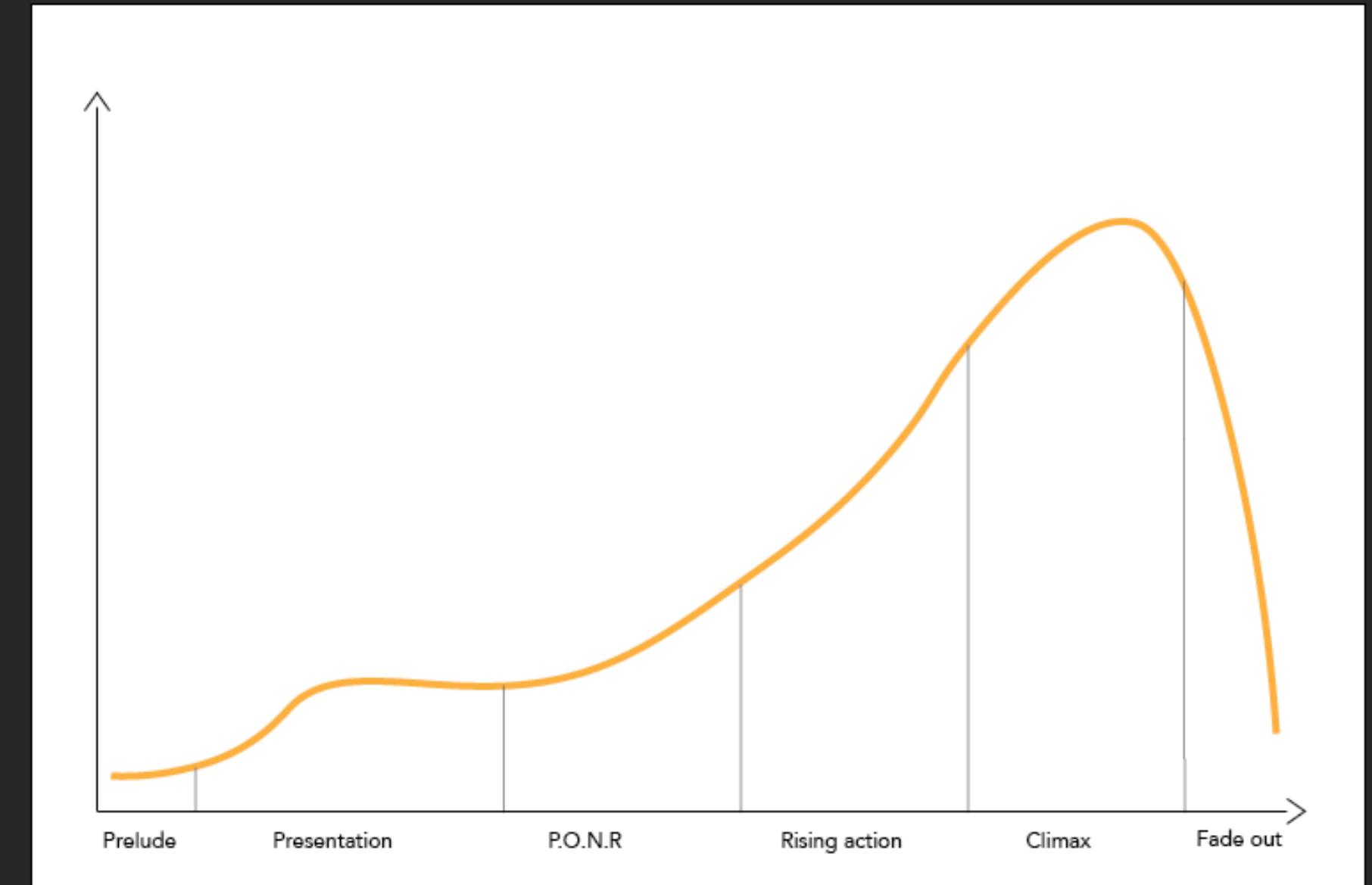
In the presentation we introduce our three personas and their stories.

Our characters arrive at the event where we can see a bit about what is about going to happen.

The personas are in a beautiful environment where they start drinking beer with other characters, marking the rising action in our story.

The climax comes when the characters are having the best time.

The action fades out as the group is having fun and chatting with each other.



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We have created the videos with three different personas so they can be tailored towards different target groups on different social media platforms, for example the corporate guy on LinkedIn and the female student on Instagram.



Beer Wolves

# GAME

We used the principles we learned in basic animation to build a game about beerwalks. We made graphics for beers and cocktails and asked the client to record his voice for when the user wins or loses, to make it more personal.



# **TO SUP UP**

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**THE SIX MEMBERS OF THIS GROUP APPROACHED THIS  
PROJECT WITH SUGGESTIONS BASED ON MAKING IT  
SIMPLE AND, WELL... COOL!**

**WE CAME ACROSS SOME VALUABLE COMMUNICATION**

**AND DESIGN TOOLS THAT HELPED US A LOT IN THE  
PROCESS.**

**OVERALL IT WAS THIS GROUP'S ATTEND TO INCLUDE**

**THE SEMESTER'S COMPETENCES INTO THIS FINAL**

**THEME.**

**Johanne Larsen  
Chelle Lilly Albøge Simonsen  
Terezia Hrdlovicova  
Velichka Stoyanova Trusheva  
Orestis Mamouzelos  
Marcin Grygo**