

Beer Wolves

PROBLEM

Brand awareness
visual identity



CLIENT MEETING

Start-up

Innovative entertainment project

Loyal guests

Limited target group



Beer Wolves



RESEARCH

PRIMARY RESEARCH

OBSERVATIONS ON BEER WALKS AND THE BEER FESTIVAL

SECONDARY RESEARCH

Desk research

Beer Wolves

TARGET GROUP

THREE DIFFERENT TARGET GROUPS

Get more customers without losing
the original

Want to have a good time

Beer Wolves



PERSONAS

Benjamin Altenberg

Main Persona

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

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Brands



Demographic

AGE: 28
GENDER: Male
INCOME: 40 000 DKK
EDUCATION: Self-tought
OCCUPATION: Photographer
FAMILY STATUS: Single
LOCATION: Copenhagen, DK
ARCHETYPE: Explorer

Personality Traits

- Free spirit
- Humorous
- Skillful
- Curious
- Flexible
- Spontaneous
- Innovative

Mathilde Sørensen

Main Persona

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

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Brands



Demographic

AGE: 25
GENDER: Female
INCOME: 17 000 DKK
EDUCATION: Bachelor degree
OCCUPATION: Student
FAMILY STATUS: Single
LOCATION: Roskilde, DK
ARCHETYPE: Creative

Personality Traits

- Team-player
- Friendly
- Modest
- Curious
- Creative
- Open-minded
- Introvert

Christian Andersen

Main Persona

BIO



Christian, 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.

Goals

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

Challenges / Frustrations

- Find 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

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Brands



Demographic

AGE: 38
GENDER: Male
INCOME: 70 000 DKK
EDUCATION: Software Ing.
OCCUPATION: Management Consultant
FAMILY STATUS: Single
LOCATION: Copenhagen, DK
ARCHETYPE: Traveler

Personality Traits

- Easy going
- Social
- Organised
- Curious
- Achiever
- Likes to learn
- Independent

BENJAMIN

CHRISTIAN

MATHILDE



Beer Wolves

IDEAS

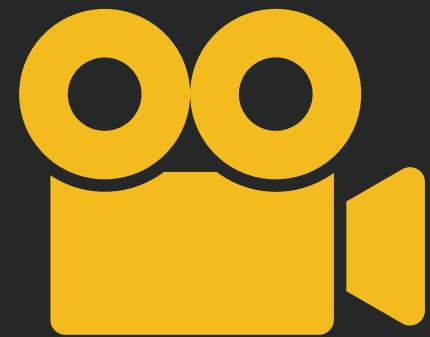
Franchise friendly

More unisex design

Graphic elements



Brand Identity



Video content



website



game

Beer Wolves

SOLUTION

Clean Brand Identity
New features
Easy to navigate
Design appealing to a broader target audience

visual identity

Logo improvement

Vibrant colours

Consistent visuals

Motion design



More playfulness and diversity were incorporated into the design to attract target audience



THE LOGO DESIGN



THE COLOUR PALETTE

GRAPHIC ELEMENTS

Beer Wolves

NEW FEATURES

BEERWALKS

PRIMARY COLOR PALETTE



SECONDARY PALETTE



BUTTONS



KEYWORDS

FUN PLAYFULL VIBRANT

FONTS

Header
JACKPOT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body
SUBURBAN FLAMINGO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ILLUSTRATION STYLE

WANNA HAVE A GOOD TIME?





SOCIAL PRIVATE COMPANIES

ABOUT



Beer Wolves ..





SOCIAL PRIVATE COMPANIES

ABOUT

SOCIAL BEER WALKS

Meet new friends and try fancy
beers during amazing walk on
Copenhagen streets

SEE MORE

Beer Wolves





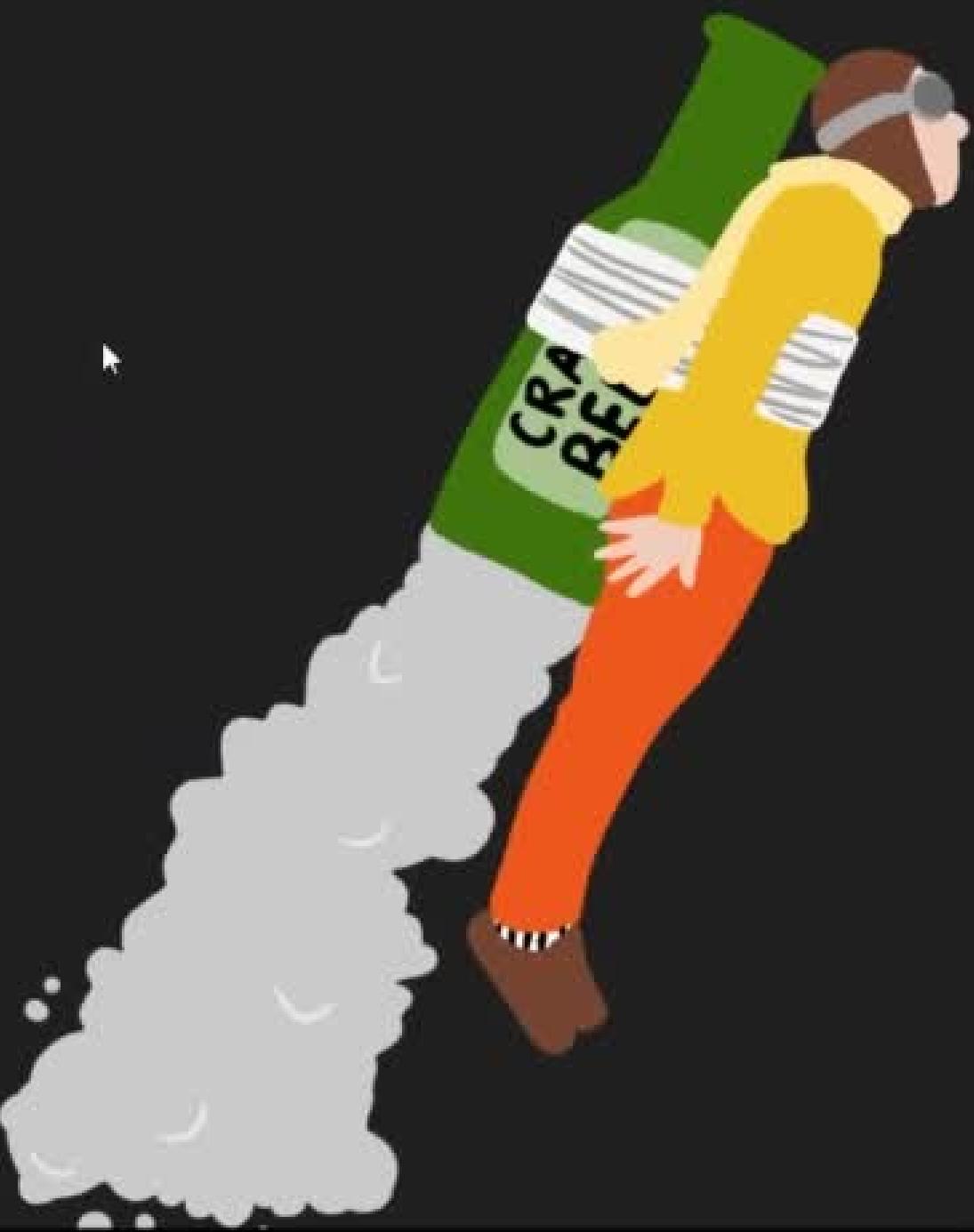
SOCIAL PRIVATE COMPANIES

ABOUT

ABOUT US

Meet new friends and try fancy beers during amazing walk on the streets of Copenhagen.

Beer Wolves



THE VIDEO



Beer Wolves

CONCEPT

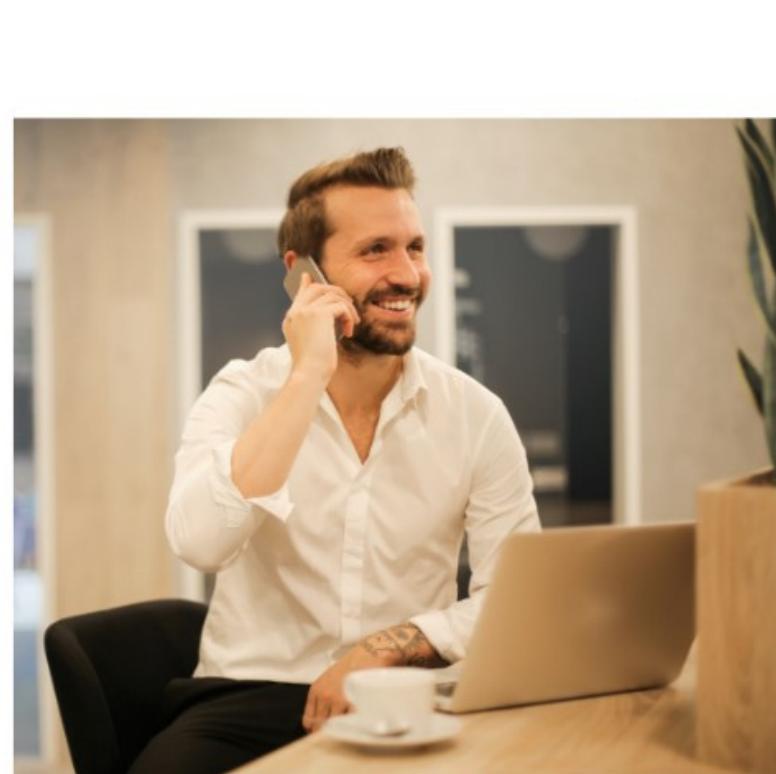
THE VIDEO

MESSAGE

Beerwalk IS for everyone

WHO WANTS TO HAVE A GOOD TIME

Christian Andersen



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

Mathilde Sørensen



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

Benjamin Altenberg



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

THE VIDEO

POSSIBILITIES

VIDEO CAN BE EXTENDED AND SHOWN ON
DIFFERENT PLATFORMS



GAME

- Gamification
- Fun and playful
- Interactive
- Appealing to younger audience
- Make something fun and new





ARE YOU READY TO BEER WALK?

Test your skills



CALL TO ACTION BUTTON

when you win the game



Beer Wolves



TO SUM UP...

**DIVERSE
AUDIENCE**

Three different target groups

**CONSISTENT
VISUAL
DESIGN**

Interaction and motion
graphics

**SUSTAINABLE
GROWTH
STRATEGY**

For Beer Walks in the Future

WANNA HAVE
A GOOD TIME?
Try BeerWalks

