



Beck's

**Funtionality
Discover**

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About Project

Project Scope

Web Design
Web Development
Product Design

Logo/Label Design
3D modelling
Videography

Brief

The objective of this project is to create a new brand by mashing up two brands - Beck's and Renuzit Snuggle Fabric Refresher together. There will be a series of design and marketing campaigns created to increase brand awareness and achieve a broader aesthetic, attractiveness, and contemporary look while maintaining both original branding.

Original Brands



Beck's Beer



Renuzit Snuggle Fabric Refresher
with Odor Eliminating

Brand Story

Imagine yourself drinking an icy beer in the sunshine with fresh line-dried laundry around. The mixed scent of cleanness and floral freshness that bring you back to the summer's day with breeze blowing. This is how Beck's Beer and Renuzit Snuggle Fabric Refresher come together.

The now united brand - Beck's has been dedicated to capture this snugly refreshing scent and flavor into the beer. With years of experience in brewing the best beer in Europe, Beck's understand that smell is a huge part of tasting flavor, and foam brings more scent and keep the aroma in the liquid. Giving the extra care in the fermentation process with organic ingredients, Beck's proudly present to you the soothing beer with Snuggle refresher flavor. It's time to go outside, pour up the beer, and enjoy this full range of flavor and mouthfeel.

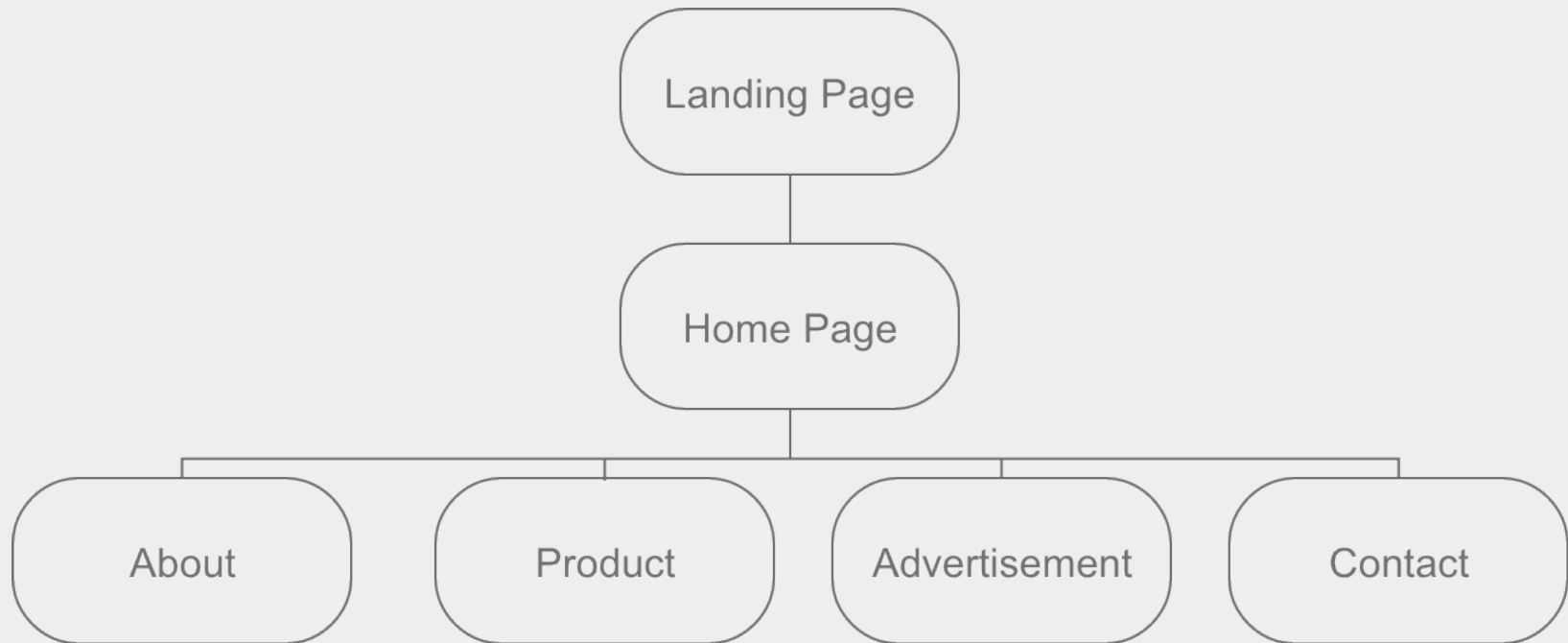
Target Customers

- Young people
- Beer drinker who enjoy gathering and outdoor activities

Web Project Goals

- To make the website an engaging platform for customers and the community in general
- To support the company brand and increase awareness with coherent visual and interactive elements

Site Map



Pain Points & Solutions

People tend to associate beer with sporting occasions, but we are here to break out of this mould. Beck's aims to bring beers to new occasions, as well as to a larger consumer segment. Our website is one of the biggest platform for us to connect with our customers. In order to grow our relationship with female drinkers, the step we take is getting back to the naturalness of beer. We unpack the natural ingredients which our beer is made of. The presentation with illustration is easy to understand. The implementation of scroll banner also provides a dynamic interactivity.

Besides, we also focus on presenting a carefree and spirited personality with our design and illustrative elements in our website, especially with the implementation of symmetry and gradient colors. These elements allow us to highlight the daring product with clean and refreshing flavors. The striking typeface also adds extra character and charm. We also understand that people prefer a website that is easy to use and navigate. For web accessibility, we provide clear structure and concise text with illustration to ensure the messages are easy to understand. The search bar function helps users to find the content easily. Besides, we use white space and large images to separate section for easy reading.

