

## Link to the website

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

## Link to the video

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



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# Beer Wolves



# PROBLEM

Brand awareness

visual identity



# CLIENT MEETING

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## Facts we know:

Start-up company

Innovative entertainment project

No Target group

Guests re-attend



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# RESEARCH



## PRIMARY RESEARCH

Observations on Beer walks and the Beer festival

## SECONDARY RESEARCH

Desk research

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# 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.**

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# PERSONAS

Benjamin Altenberg

Main Persona



"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, Skilful, 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


Introvert: 10%, Extrovert: 90%  
Analytical: 50%, Creative: 50%  
Loyal: 10%, Fickle: 90%  
Passive: 10%, Active: 90%

Brands

adidas, HARIBO, SONY, Coca-Cola, ROSKILDE FESTIVAL, THE BEER WOLVES

Christian Andersen

Main Persona



"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

Introvert: 10%, Extrovert: 90%  
Analytical: 10%, Creative: 90%  
Loyal: 50%, Fickle: 50%  
Passive: 10%, Active: 90%

Brands

Apple, S.PELLEGRINO, SHAPING NEW TOMORROW., Tesla

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

Introvert: 10%, Extrovert: 90%  
Analytical: 50%, Creative: 50%  
Loyal: 10%, Fickle: 90%  
Passive: 10%, Active: 90%

Brands

ARKET, CARTEL COPENHAGEN, NORREBRO BRYGHUS, GCI + LISVA

BENJAMIN

CHRISTIAN

MATHILDE



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# ideas

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Franchise friendly

unisex design

Graphic elements



Brand Identity



website



video content



game

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# SOLUTION



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**Clean Brand identity**

**New features**

**Easy to navigate**

**Design appealing to a broader target audience**

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# VISUAL IDENTITY

Logo Improvement

Vibrant colours

consistent visuals

Motion Design



More **Playfulness** and **Diversity** were incorporated  
into the design to attract target audience

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## THE LOGO DESIGN



## THE COLOUR PALETTE

## GRAPHIC ELEMENTS

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# 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



BOOK

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

CONCEPT



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# THE VIDEO

## MESSAGE

Beerwalk IS for everyone  
WHO wants to Have a good time

Christian Andersen



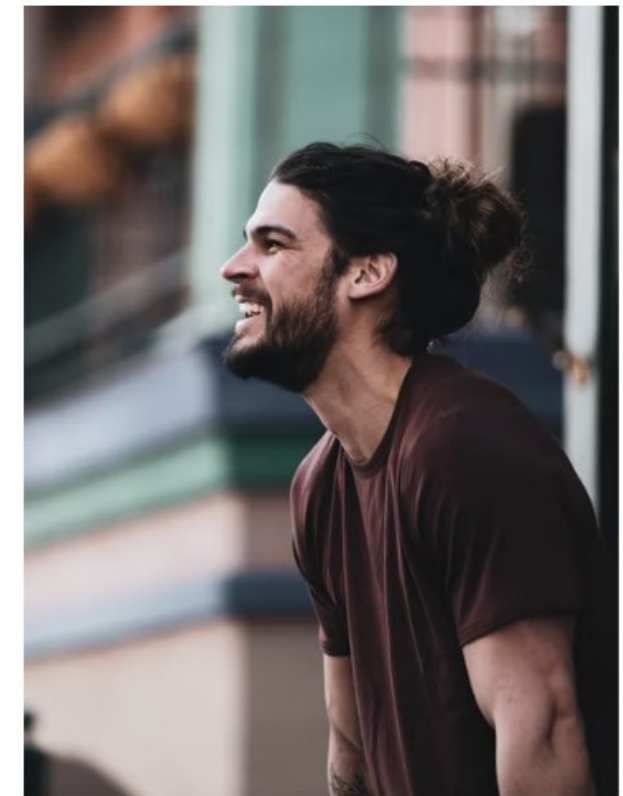
- "There is no fear when you're having fun."

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



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# ARE YOU READY TO BEER WALK?

Test your skills



# CALL TO ACTION BUTTON

When you win the game

Motivation



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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



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