



## **Brief: Create a non-alcoholic beverage brand that doesn't feel like a compromise.**

### **BACKGROUND:**

More and more people are making a mindful choice not to drink alcohol when they go out. Sometimes they will, but when they don't they still want something that feels credible and cool.

We are asking you to create a brand that people can believe in, a brand that doesn't feel like a compromise, a brand people can drink with pride when they're out.

The audience for your brand is people aged between 18-27. They have plenty of choice so your job is to give them a brand that gets them excited and that they will want to come back to. Think about how it can stand out and disrupt the no/low alcohol category while being meaningful and relevant to our audience - whether through the product itself or through a personal connection that speaks to their mindset.

You need to give them a reason to choose your brand. What's the unique story that sets it apart? What's the narrative that will make them feel like this is more than just another beverage, but a lifestyle choice?

This should be a brand primarily for the UK market, with global reach and mass market appeal.

### **DELIVERABLES:**

- Brand naming.
- Design of the brand identity.
- Packaging design.
- Ideas for how the brand would promote itself.
- Show how your idea can be brought to life, not just in bars and events but in supermarkets too.

### **MANDATORIES:**

- Must be insight-led: what's your insight - across consumer, category or culture?
- Must be aligned to a vision: what's the long-term goal and opportunity that answers the insight?
- Must be scalable - grounded in what exists today or the near future and what will have wide consumer appeal.
- Consider your liquid, what will it be made from? Think beyond beer.
- Must be designed for an adult drinking occasion; non-alcoholic with a maximum 1% ABV.

### **CONSIDERATIONS:**

- Think about ingredients and process. How is it made? What flavour is it?
- Consider basing your brand on an enduring truth and not just a fad, what will stand the test of time?
- What's the story behind your brand?
- What's your brand's point of difference?
- How is your drink served or garnished?
- How do you activate the brand in the wider world?

### **SUBMISSIONS:**

- Submissions should be sent as a PDF attachment to [hatch@brandopus.com](mailto:hatch@brandopus.com) by midnight on Friday 28<sup>th</sup> February 2025.

- Submission documents should be titled in the following format:
  - Name Surname\_Place of Education\_Project Name.pdf
  - (for example John Smith\_Northumbria University\_Aspall.pdf or Jane Doe\_Plymouth College of Art\_Carling.pdf)
- If you wish to include any supporting digital assets (i.e. animations, videos, sonic branding), these can either be embedded in the PDF, or attached to the same email alongside your PDF.

**REVIEW PROCESS:**

- After reviewing, BrandOpus will select 15 finalists. These finalists will be invited to develop their projects following a one-to-one feedback session with BrandOpus designers.
- All finalists will be invited to present their developed work on Thursday 22nd May 2025. A winner and two runners up will be chosen from this presentation day.
- The winner will be awarded £2,000. The winner and runners up will also each receive a four-week paid internship at BrandOpus.
- The winning entry may even be launched by Molson Coors!