

SEEDLIP®
DISTILLED NON-ALCOHOLIC SPIRITS

Brand: SEEDLIP

SAMEER KAMALUDDIN NAWAB

Campaign Idea:

THE SPIRIT IS PRODUCED WITH BOTANICAL HERBS AND NATURAL INGREDIENTS.

Sophisticated in nature

Billboards

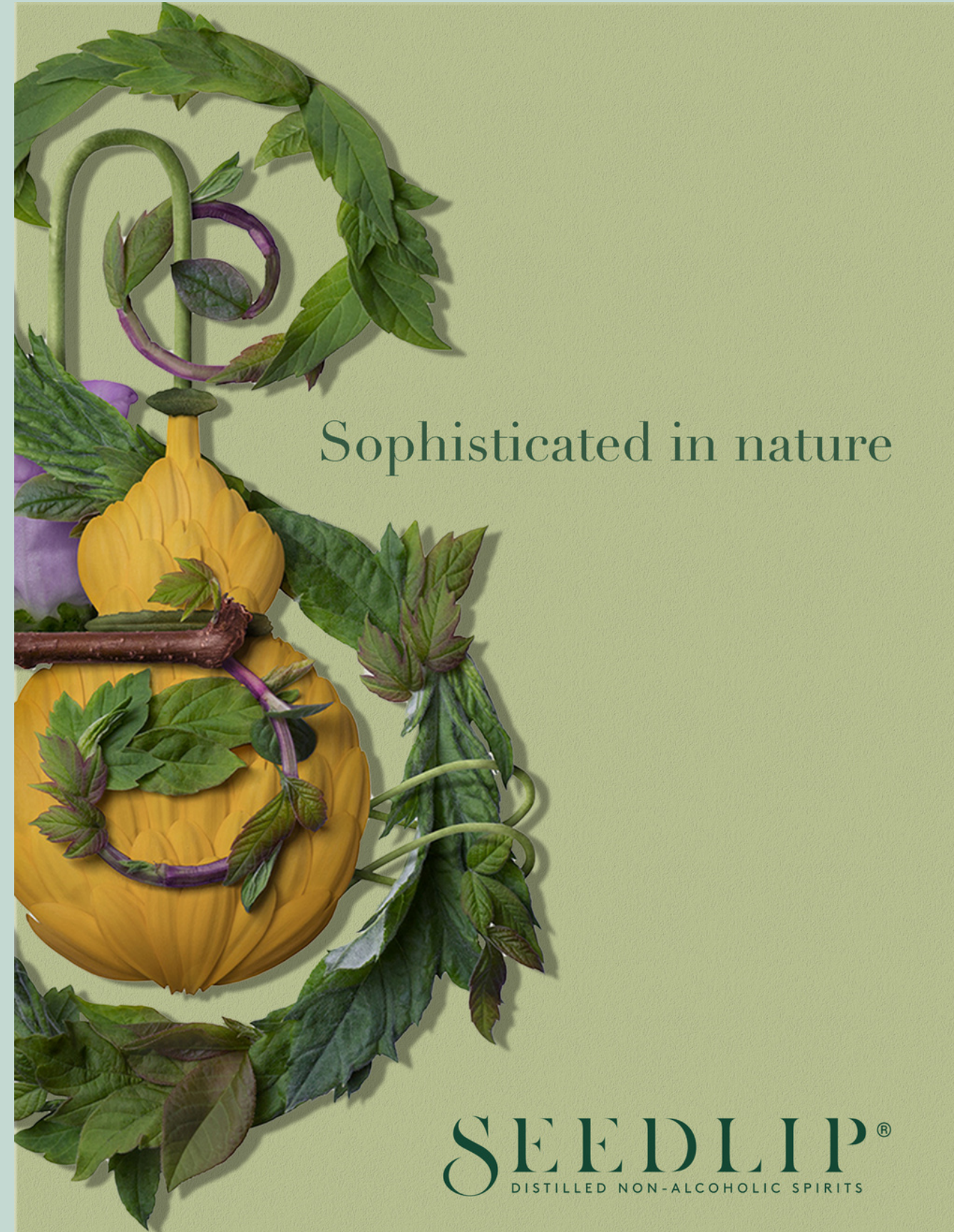


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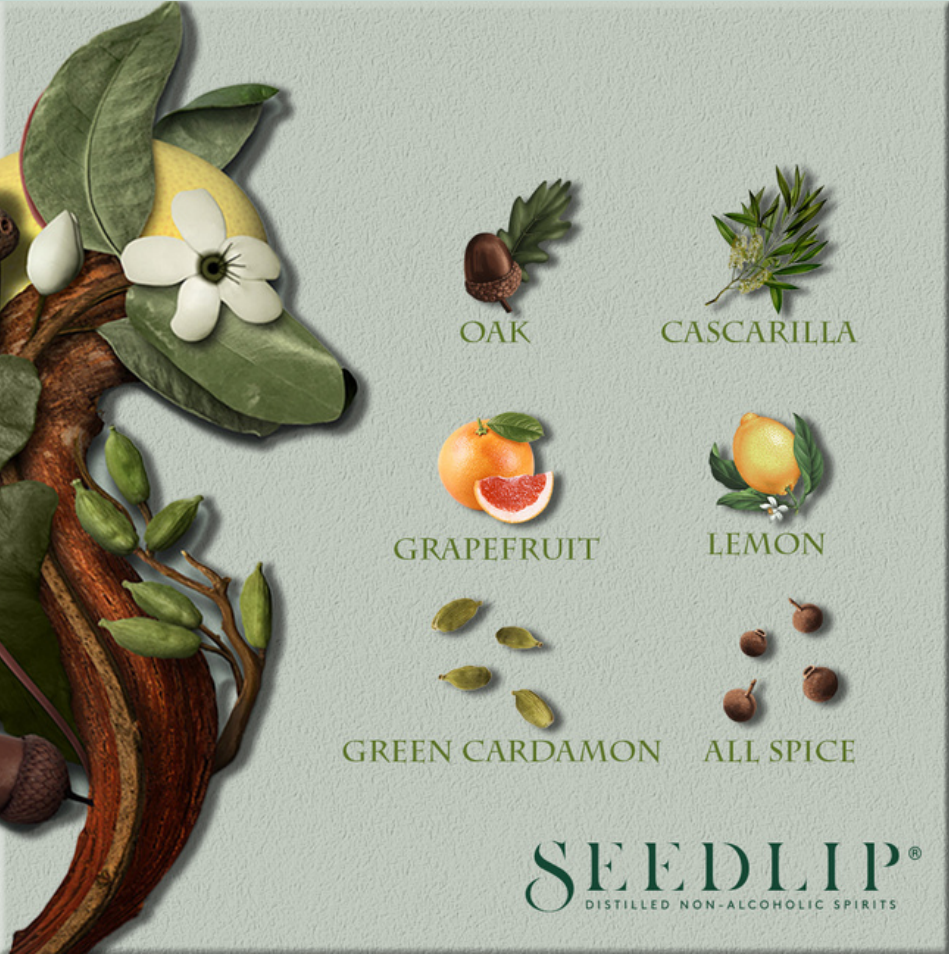
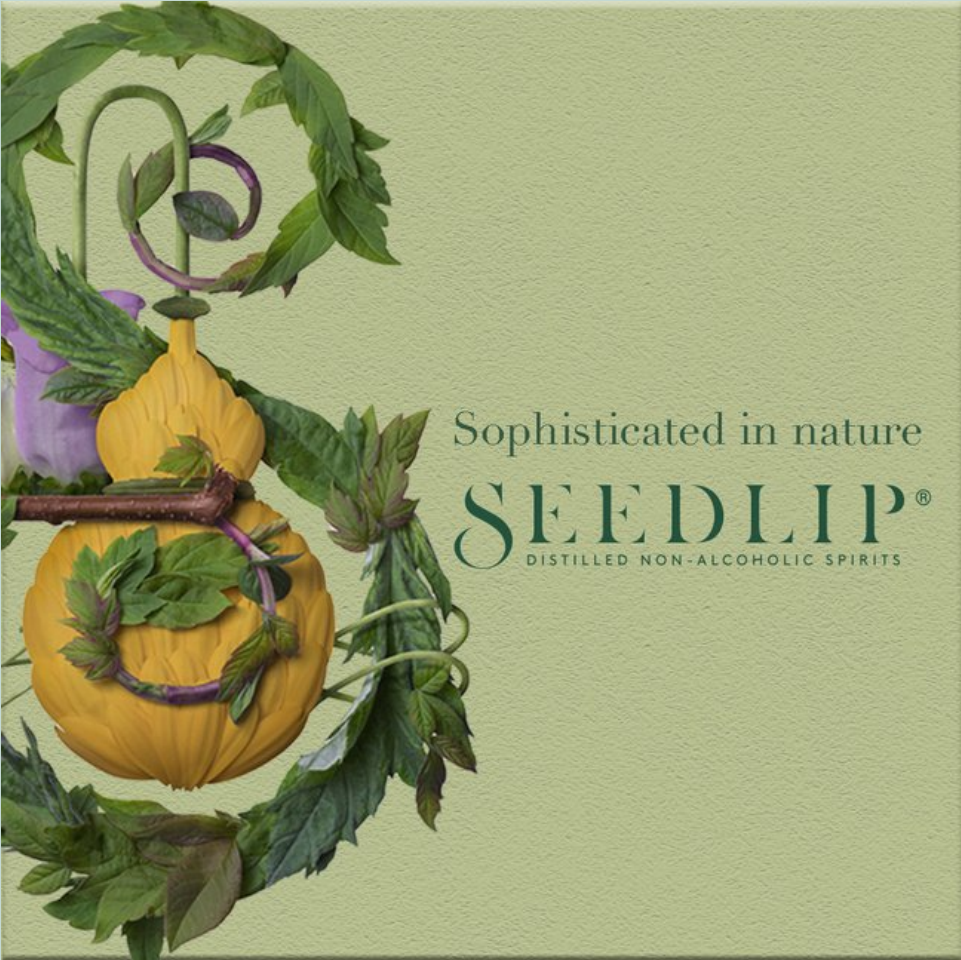
sophisticated In Nature

www.seedlipdrinks.com

Magazine



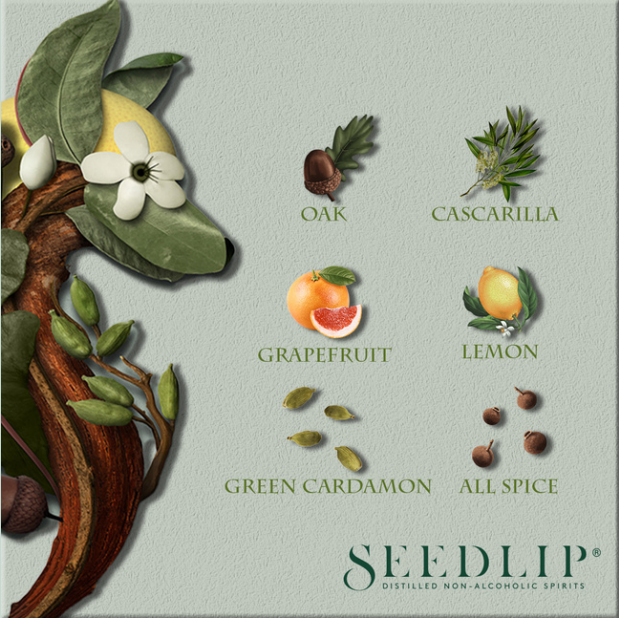
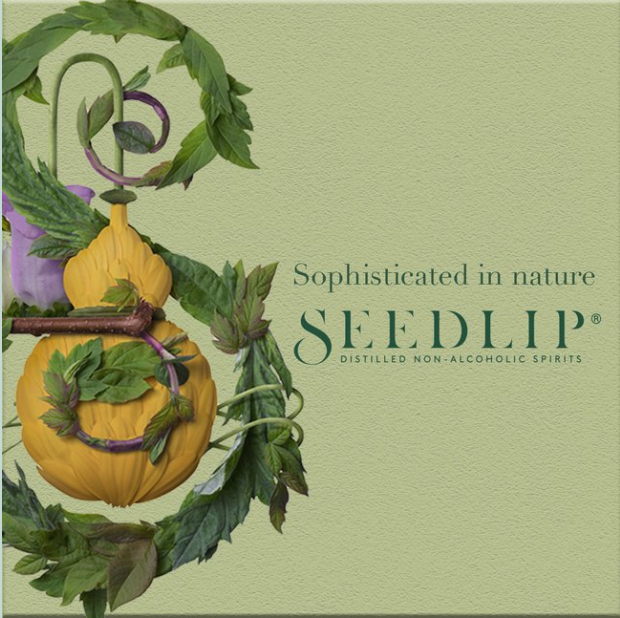
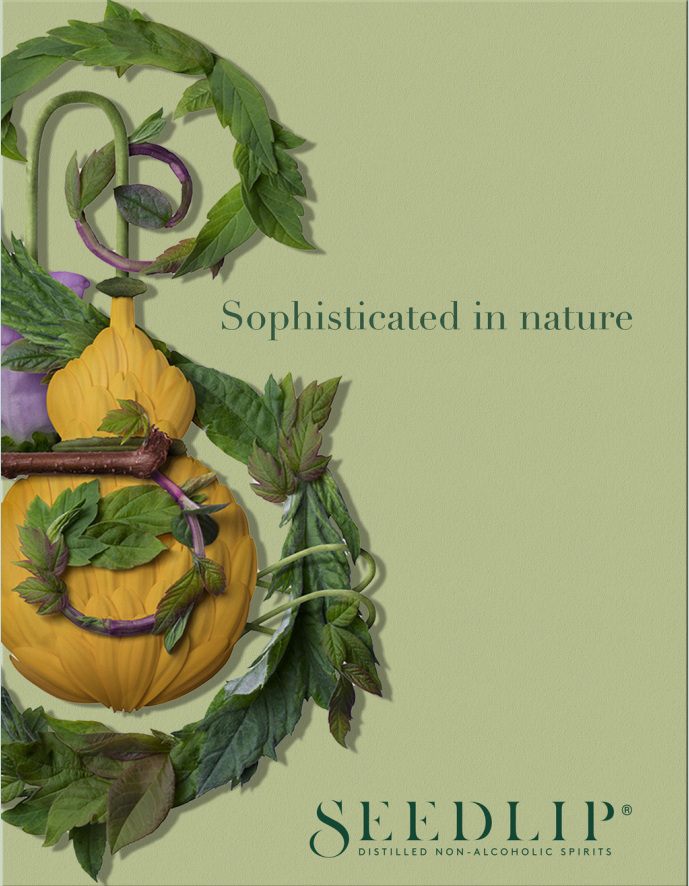
Social Media: Instagram Carousel post



Digital: Big box



Visual Summary



Sophisticated in nature

SEEDLIP®

DISTILLED NON-ALCOHOLIC SPIRITS

The art of Alchemy

Tend your own bar

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SPICE & TONIC

INGREDIENTS:

- Seedlip Spice 94: 1 1/2 oz
- Indian Tonic: 4 oz

GLASS & GARNISH:

- Highball
- Red Grapefruit Twist

METHOD:

- Build over ice



GARDEN & TONIC

INGREDIENTS:

- Seedlip Garden 108: 2 oz
- Indian Tonic: 4 oz

GLASS & GARNISH:

- Highball
- Sugar Snap Pea

METHOD:

- Build over ice

AFTER

BEN STILLER

THE SECRET LIFE OF WALTER MITTY

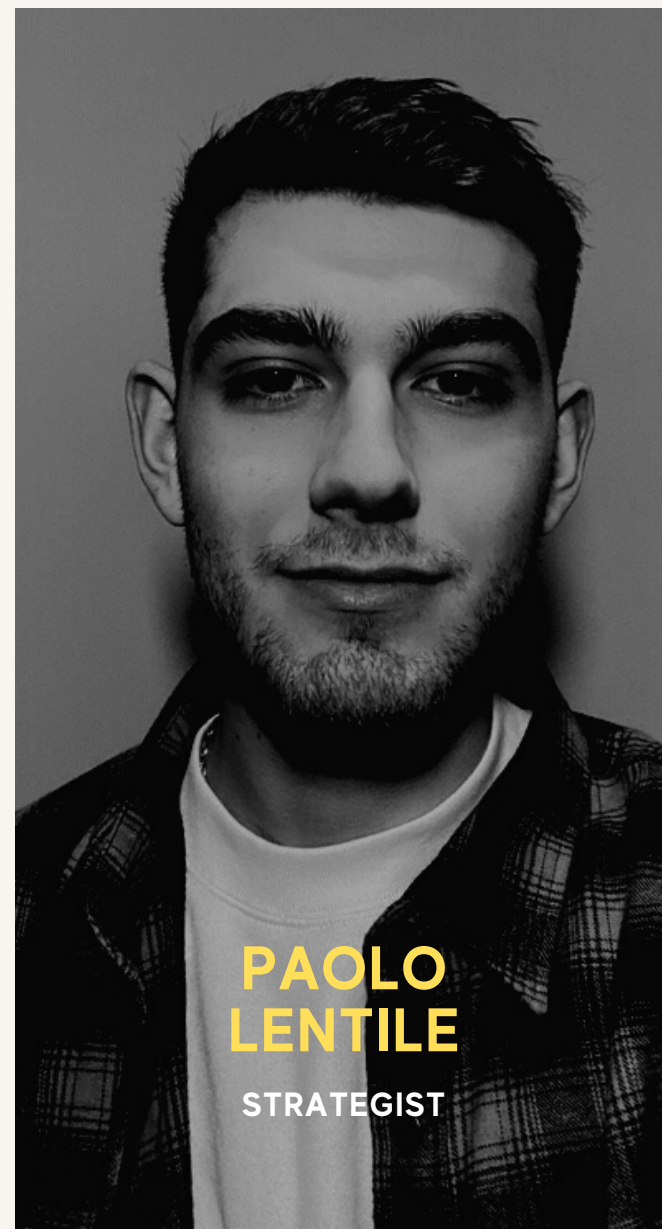


"BEAUTIFUL THINGS DON'T ASK FOR ATTENTION."

**Bower &
Wilkins**



HELLO FROM THE TEAM



1. What do we know about the brand? Their past and present

Bowers & Wilkins is a luxury speaker and audio brand that has been in business for over 50 years. They are committed to creating the ultimate loudspeaker, one capable of reproducing recorded sound as faithfully as possible to the live performance and the artist's original intent. The brand is obsessed with excellence and will not accept anything less than the best, guaranteeing that customers only receive the best. Bowers & Wilkins is the Rolls-Royce of the category in certain ways.

2. Who are we talking to? Who's our target?

Our goal is to target a very specialized market. The majority are upper-class individuals between the ages of 30 and 60. They're eclectic, and they value both good sound quality and innovative design. They have a high income of \$80K +. They're music fans and audiophiles, with some working in the music industry and others performing as artists and designers. They are able to spot and seek exquisite objects that will blend well with their interior designs. They're also likely to drive one of the many premium vehicles with Bowers & Wilkins sound systems, such as McLaren, Jaguar, BMW, and so on...

3. Campaign Objective

To develop a print campaign based on three references.

4. What do we have to do and what's the barrier we have to tear down?

We need to develop a campaign to enhance brand awareness and market share... We've lost our edge as a culturally powerful, convention-defying brand over the last few decades. When we ask people who we are, they frequently associate us with our 1970s and 1980s legacy items. As a challenger brand, we want to restore our boldness and mindset in order to contribute to the cultural conversation.

5. Scope of Work.

1 print ad campaign - 3 posters

6. What's our consumer insight?

The world is growing more homogeneous. From the items individuals buy to the places they inhabit, choices have become noticeable for their similarity rather than their differences. Self-expression is a fundamental human desire, and Bowers & Wilkins is uniquely positioned to meet it – since our products have always stood out rather than blended in.

7. What do we want them to do? How do we want to change their behavior?

We want our target audience to remember the brand while maintaining our position as a high-end audio standard through a carefully crafted product design that integrates into their environments and decor.

8. Tone/Manner

The overall tone of the campaign concentrates on artistic, eclectic, sophisticated, elegant, aspirational, and visceral characteristics.

9. SMIT

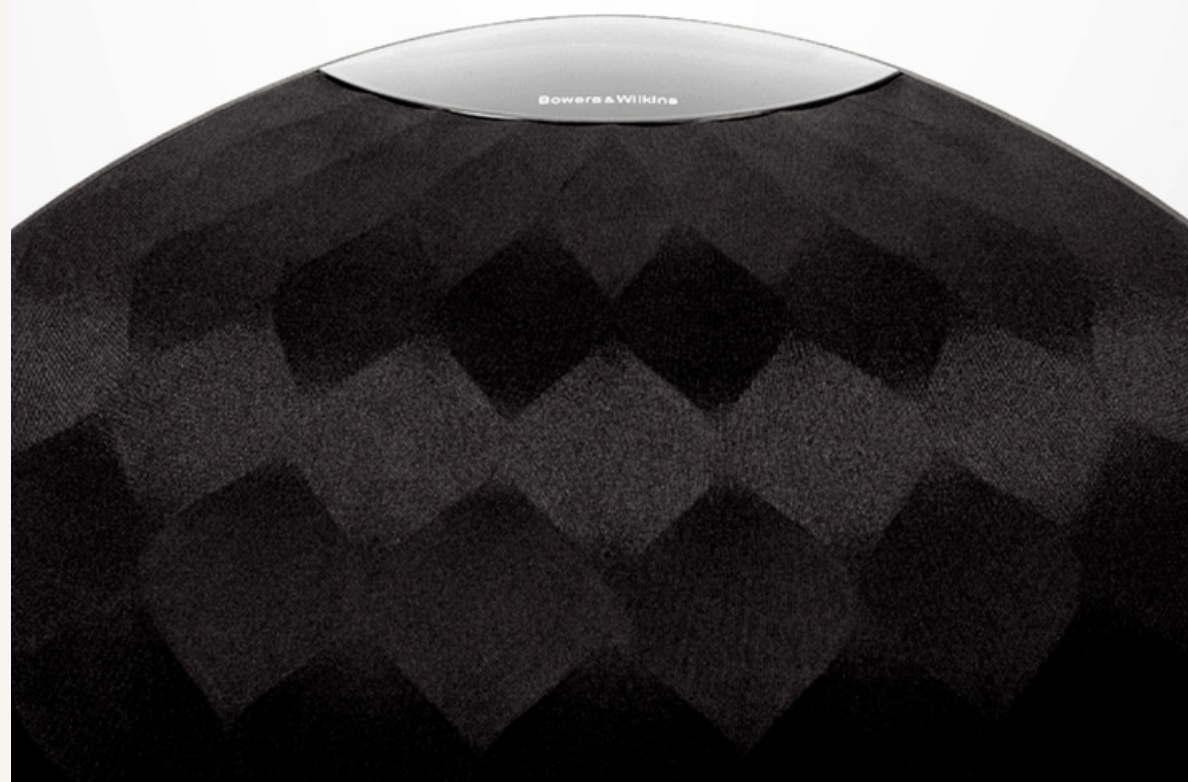
The design innovation of luxurious audio systems



A symphony of perfection



A symphony of perfection



A symphony of perfection

