

AM

Logo type

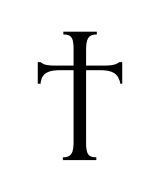
Using the 'T' as a cross & raising it to make it look holy.

PRIESTOWN
B R E W E R Y

PRIESTOWN BREWERY IS DEVOTED
TO MAKING DIVINE BEER.
WE BREW OUR BEER USING HOLY
WATER MAKING US THE HOLY
GRAIL OF BREWING.
STEP INTO THE LIGHT TO BE SAVED
FROM BAD TASTING BEVERAGES.



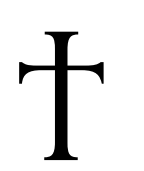
ESDRAS
AMBER LAGER



ESDRAS -



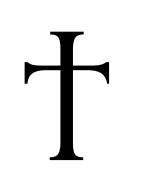
GENESIS
LAGER



GENESIS - OUR FIRST CREATION.
WE ADDED HOPS & BLESSED THE
WATER THAT GAVE BIRTH TO
OUR BREWERY.



EXODUS
LIGHT LAGER

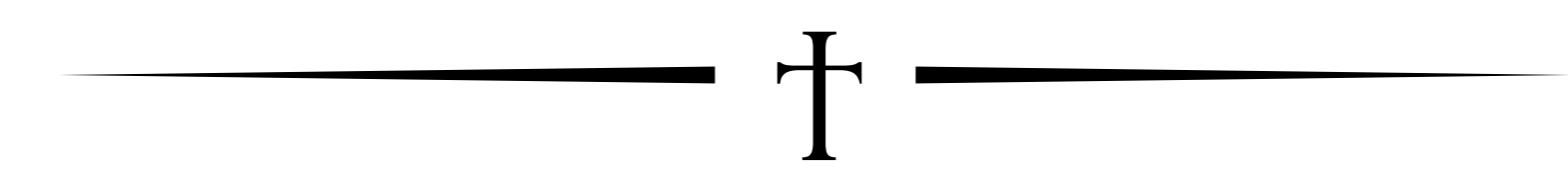


EXODUS - FROM THE GREEK WORD
EXODOS. AN IDEAL BEVERAGE
BEFORE A NIGHT OUT ON THE TOWN.





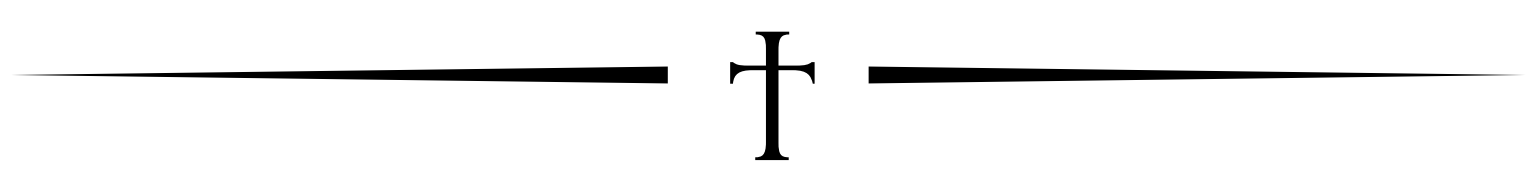
PROVERBS
STOUT



PROVERBS - COLLECTION OF RULES
FOR WISE LIVING. HE SPEAKS THE
TRUTH. HE GROWS IN WISDOM. HE
CONFESSES HIS SINS.



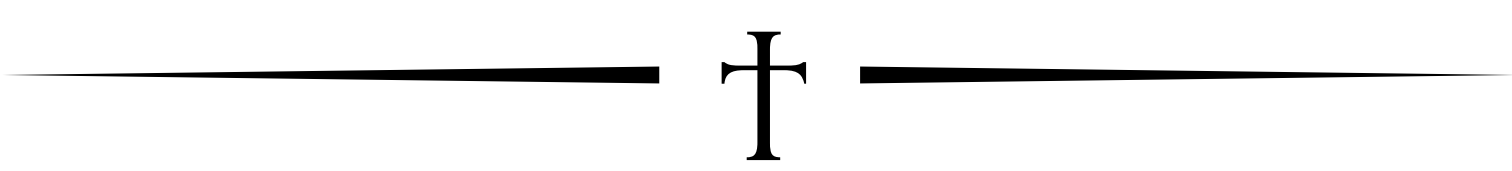
LEVITICUS
ALE



LEVITICUS - THE LAWS RELATING TO
PRIESTS. ONE OF THE HOLIEST ALES
IN EXISTENCE.

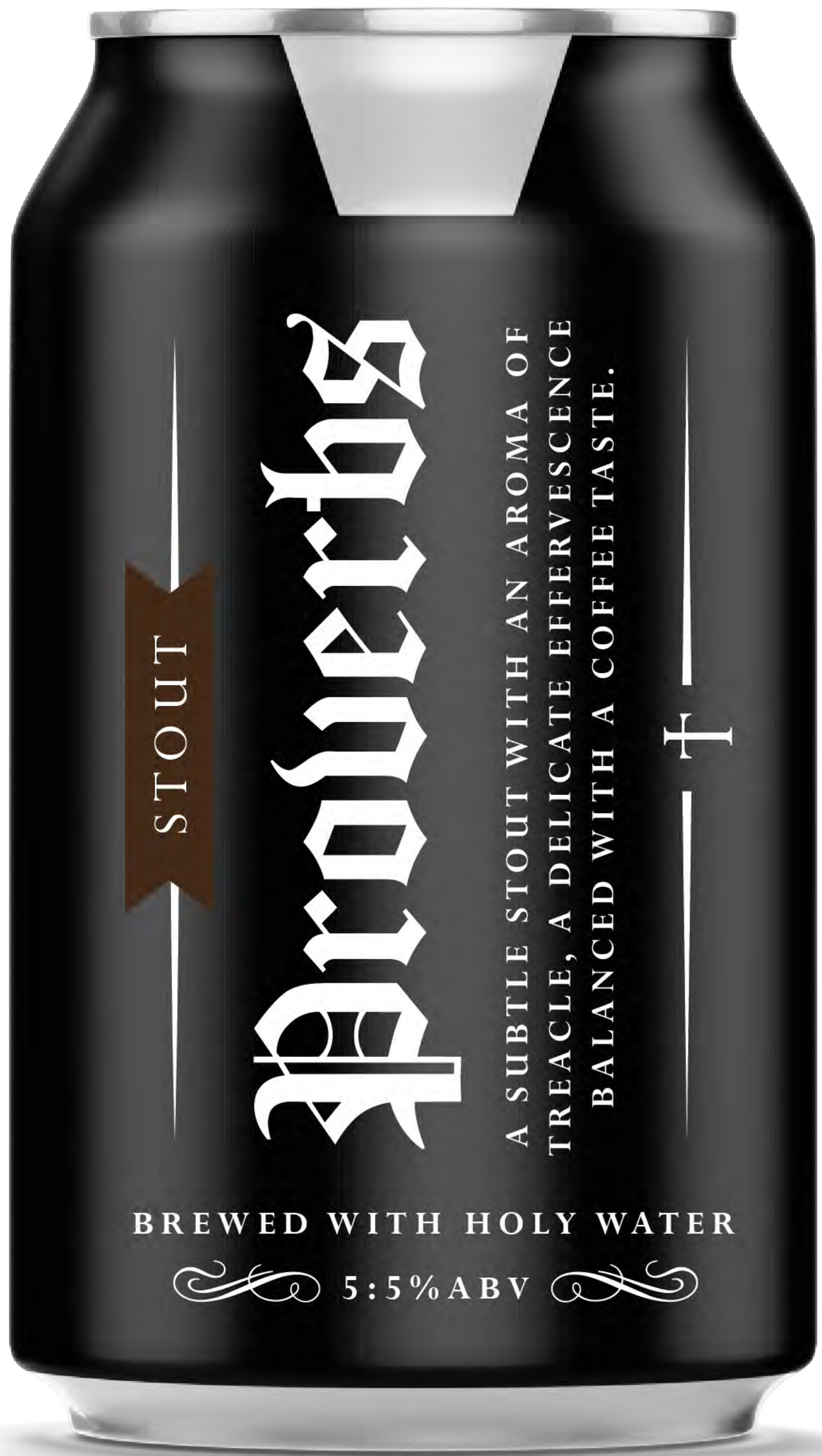


KINGS
IPA (ISRALIAN PALE ALE)



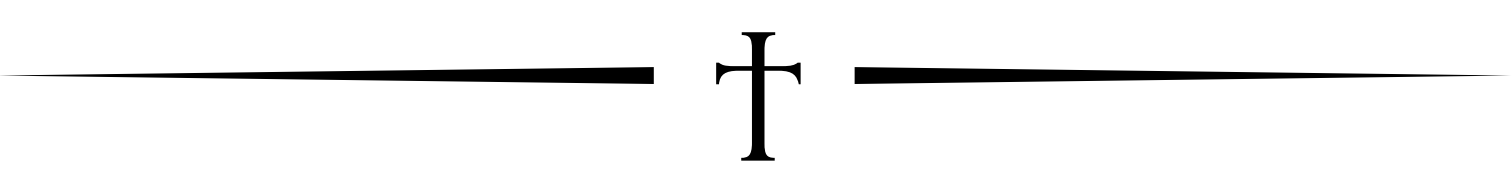
KINGS - RISE AND FALL.
OVERINDULGING WILL BE
YOUR DOWNFALL.







LIVESEY
NON-ALCOHOLIC



LEVITICUS - TEETOTALISM MOVEMENT
- STARTED IN PRESTON BY JOSEPH
LIVESEY. "WE AGREE TO ABSTAIN FROM
ALL LIQUORS OF AN INTOXICATING
QUALITY WHETHER ALE,
WINE OR SPIRITS."

Glasses

Father, Son & the Holy Spirit. Golden rim to look like a chalice with text in the bottom of the glass.



Father
(Pint Glass)



Son
(Half Pint Glass)



Holy Spirit
(Tumbler)

Beer Mats

Beer mats with different holy language.



Carry Case

Using the windows for the bottles as arched windows.



Draught Tap

When the beers in the light will
turn on. If the beers out the
light will go off.



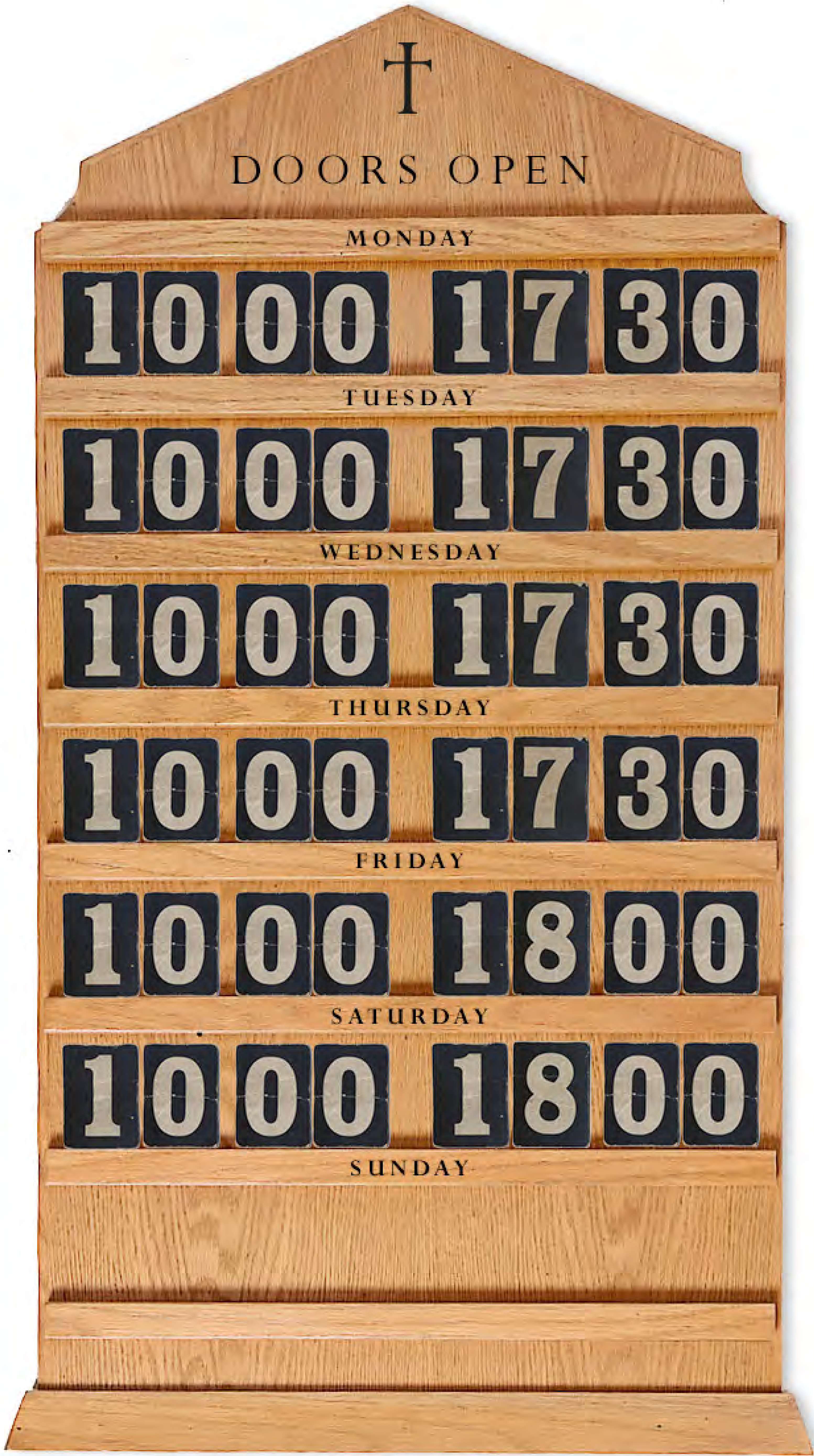
— † —
BEERS OUT



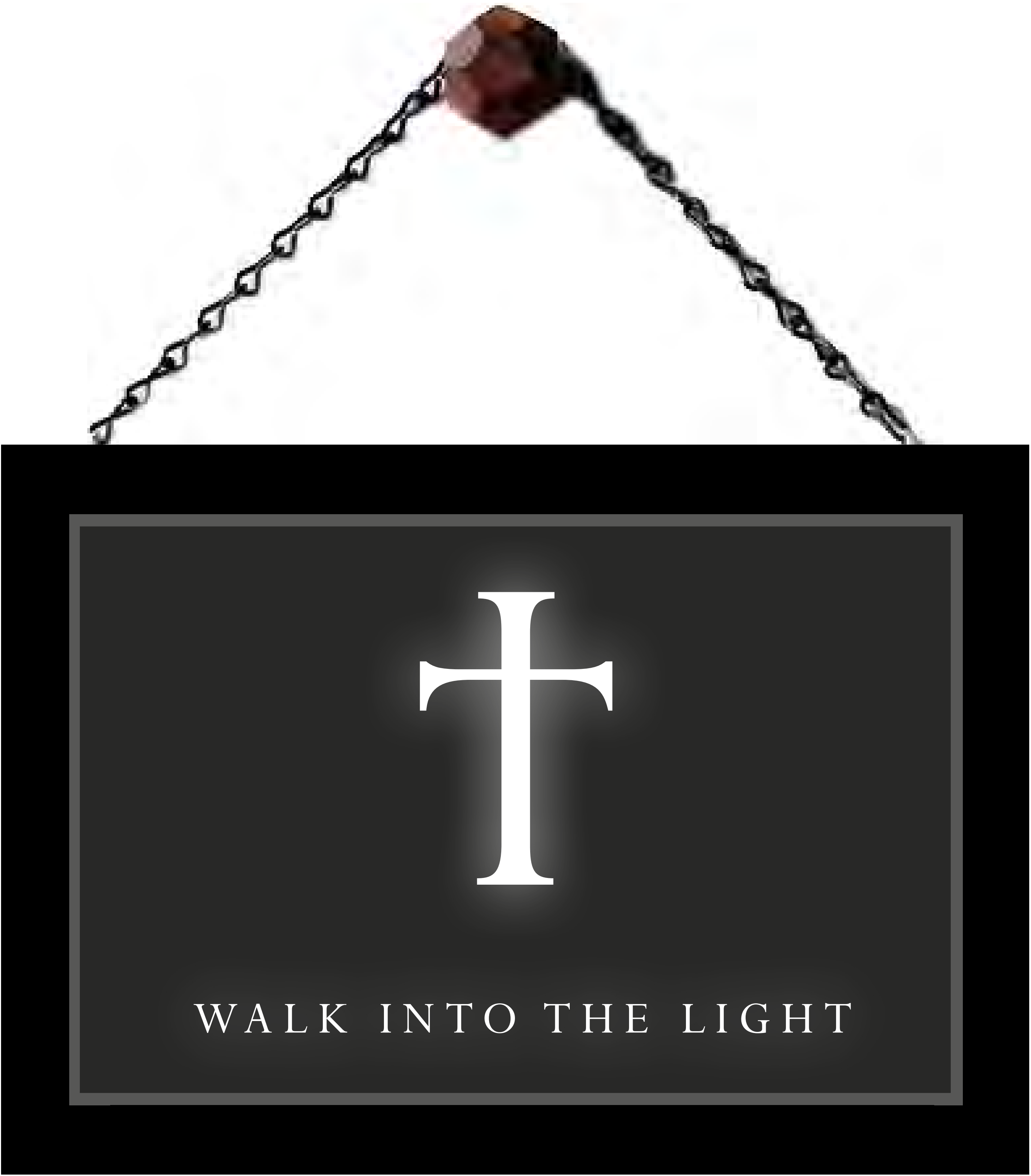
— † —
BEERS IN

Door Signs

Opening times/Opening & Closed Signs.



— † —
OPENING TIMES



— † —
OPEN



— † —
CLOSED

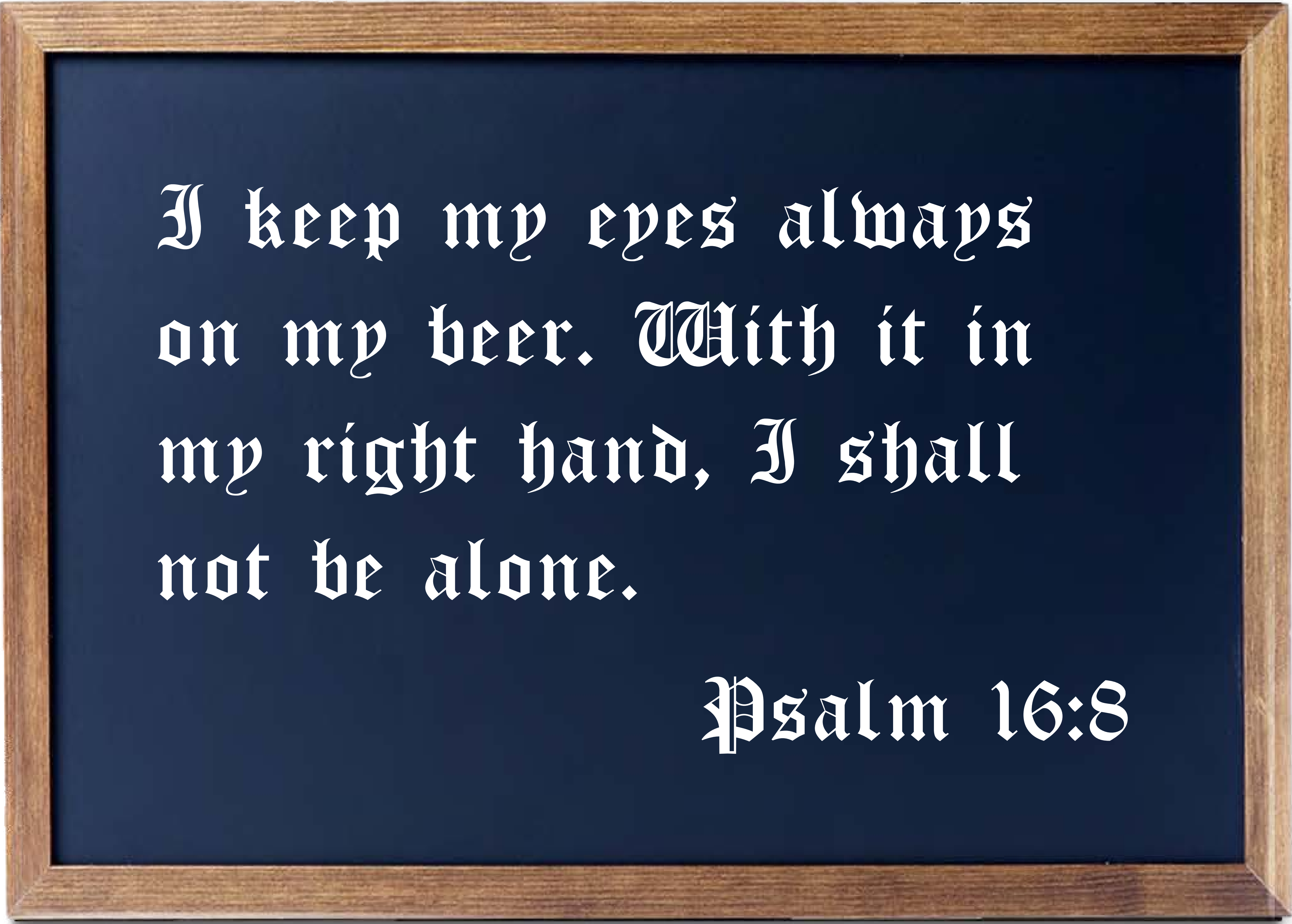
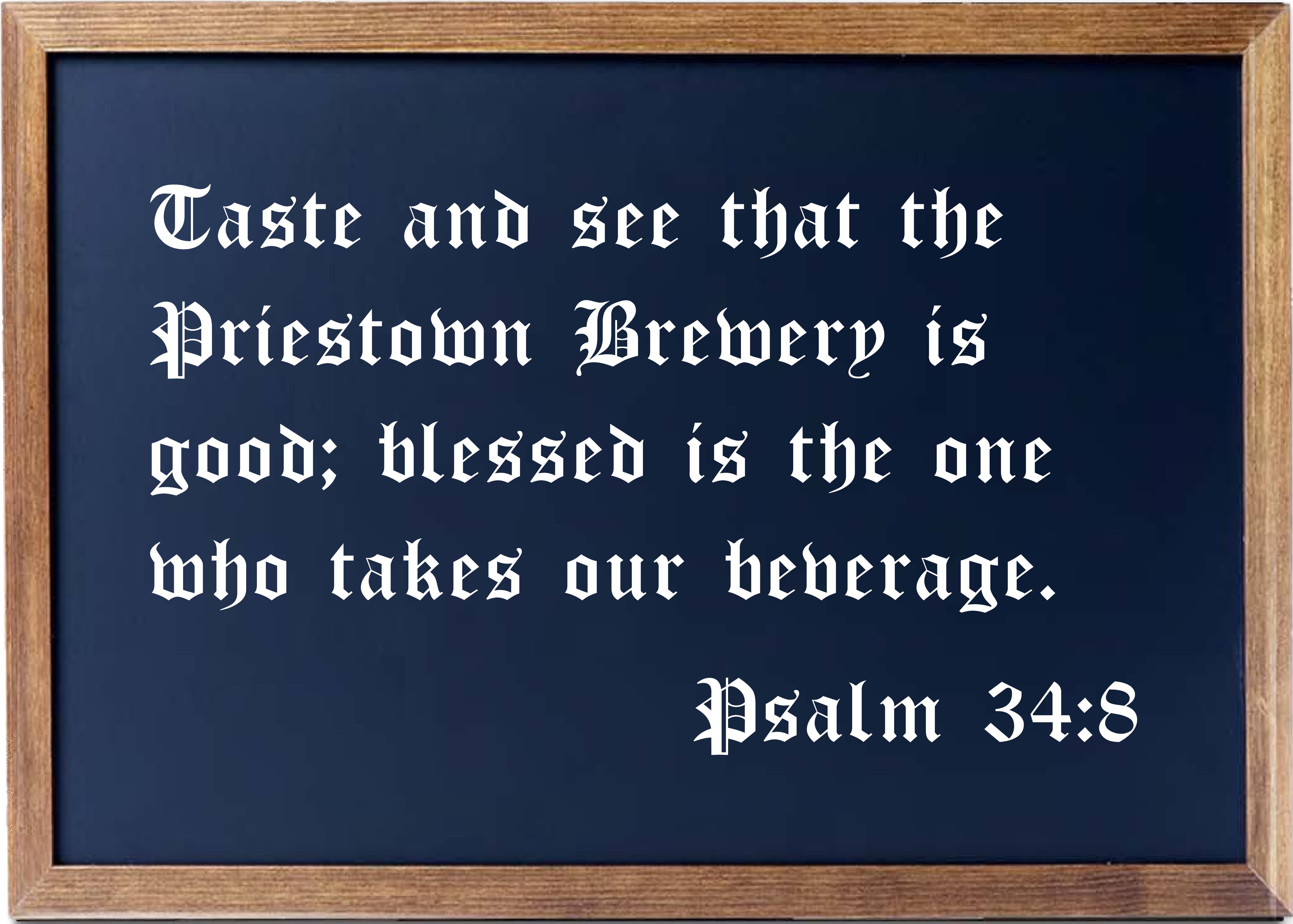
Uniform

Staff wear polo with collar.



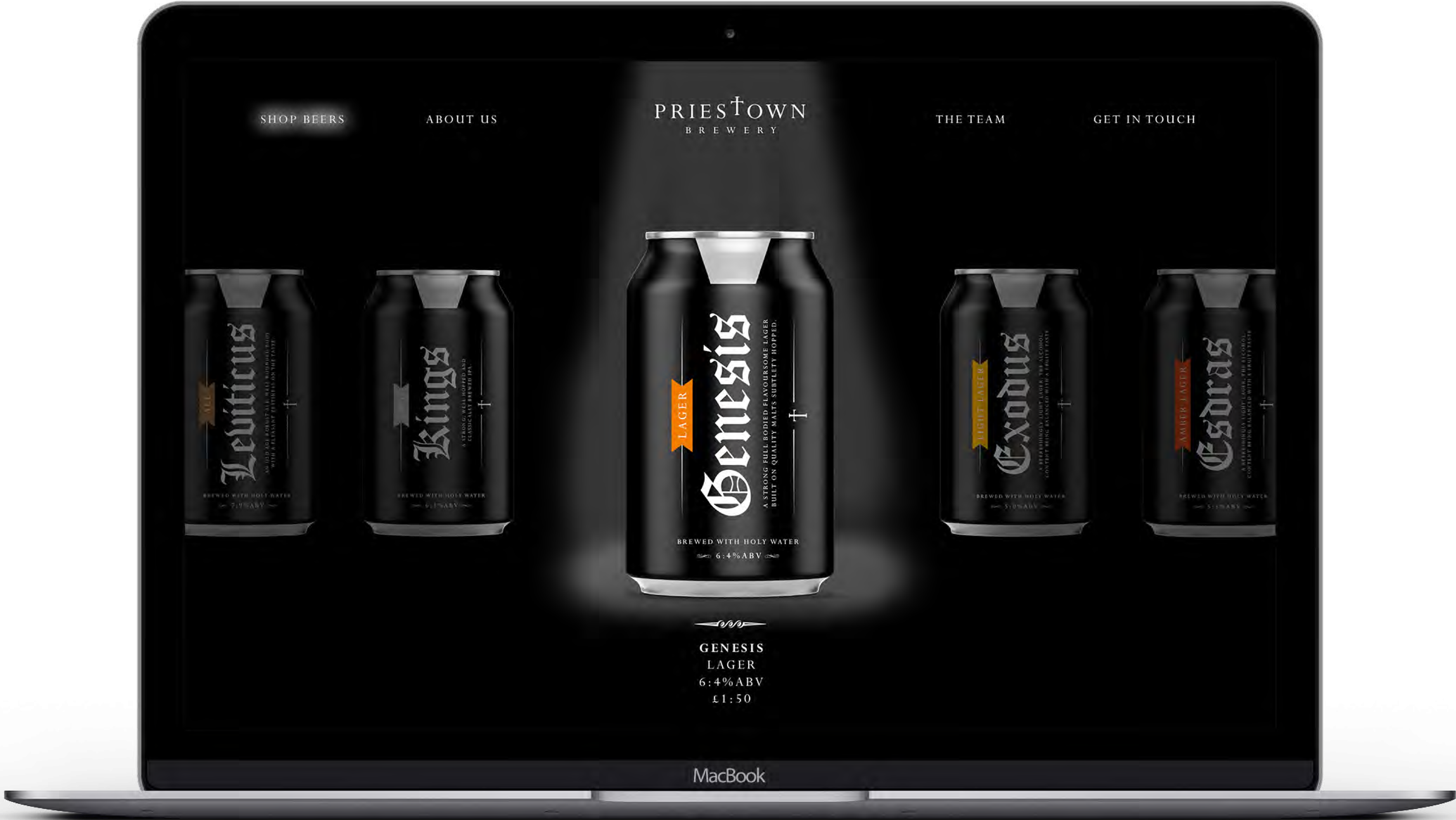
Weekly Passages

In store board which can be updated with weekly passages, taking existing passages from the bible and putting a spin on them.



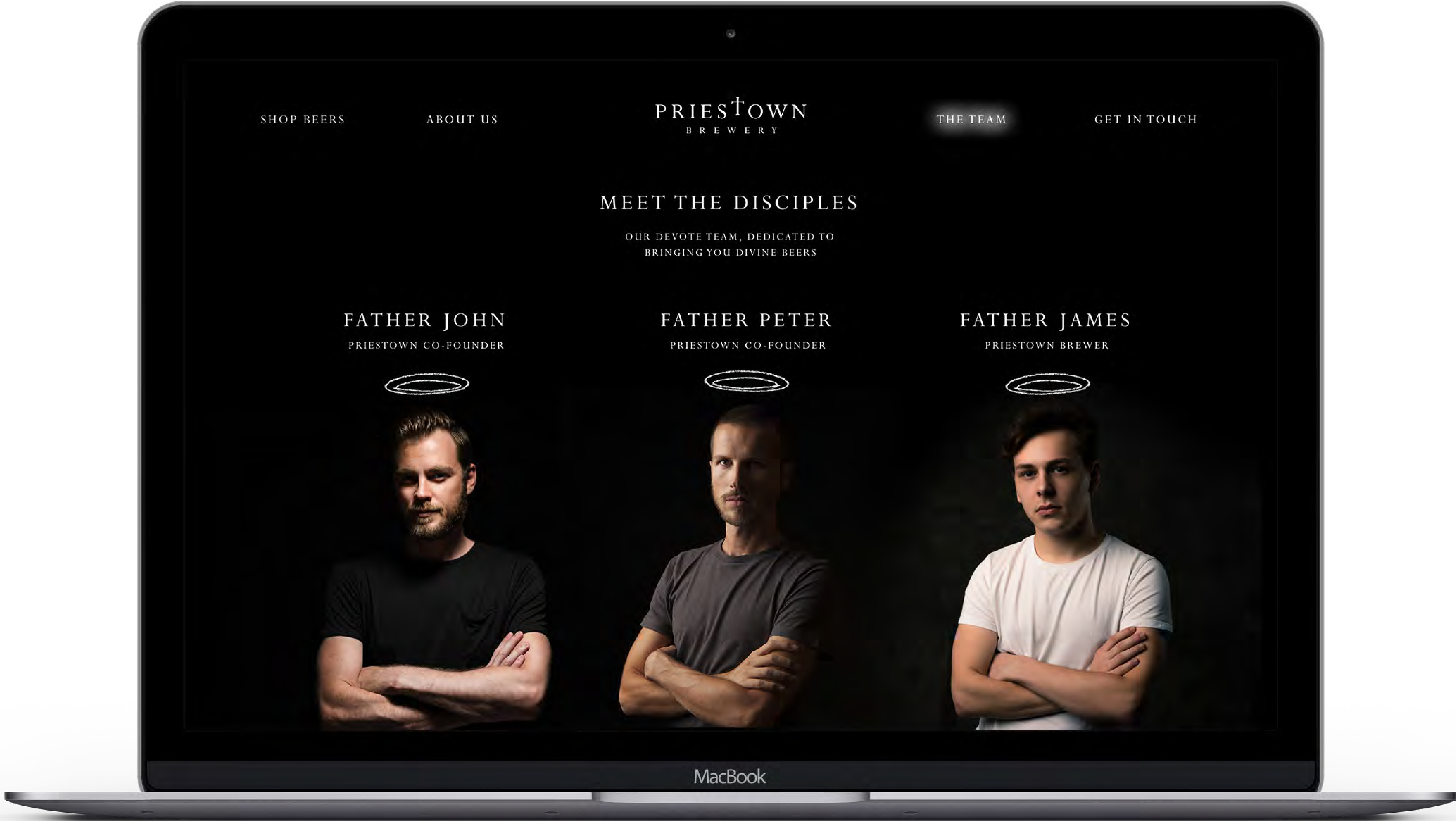
Website

Shop: Light shines down on the beer which is selected.



Website

The Team: Each member of staff which halos.



Vans

The van drives under a street light.



Brand Assets

Overview of some of the brand assets.



HEINZ STATE

D&AD Brief: Celebrate 150 years of 'It Has to Be Heinz'.

We the People ask the Administration to consider making Heinz the 57th State. Since its invention in 1869 Heinz has become an American staple. Therefore, Heinz wants to stake a claim to statehood. Not as a State with a location or physical boundaries, but a state of mind. This State will be a place where citizens can share their thoughts, ideas and recipes. Dear Congress, the state of taste is upon us and we hope that you can all agree on one thing... 'IT HAS TO BE HEINZ'.



D&AD WINNER



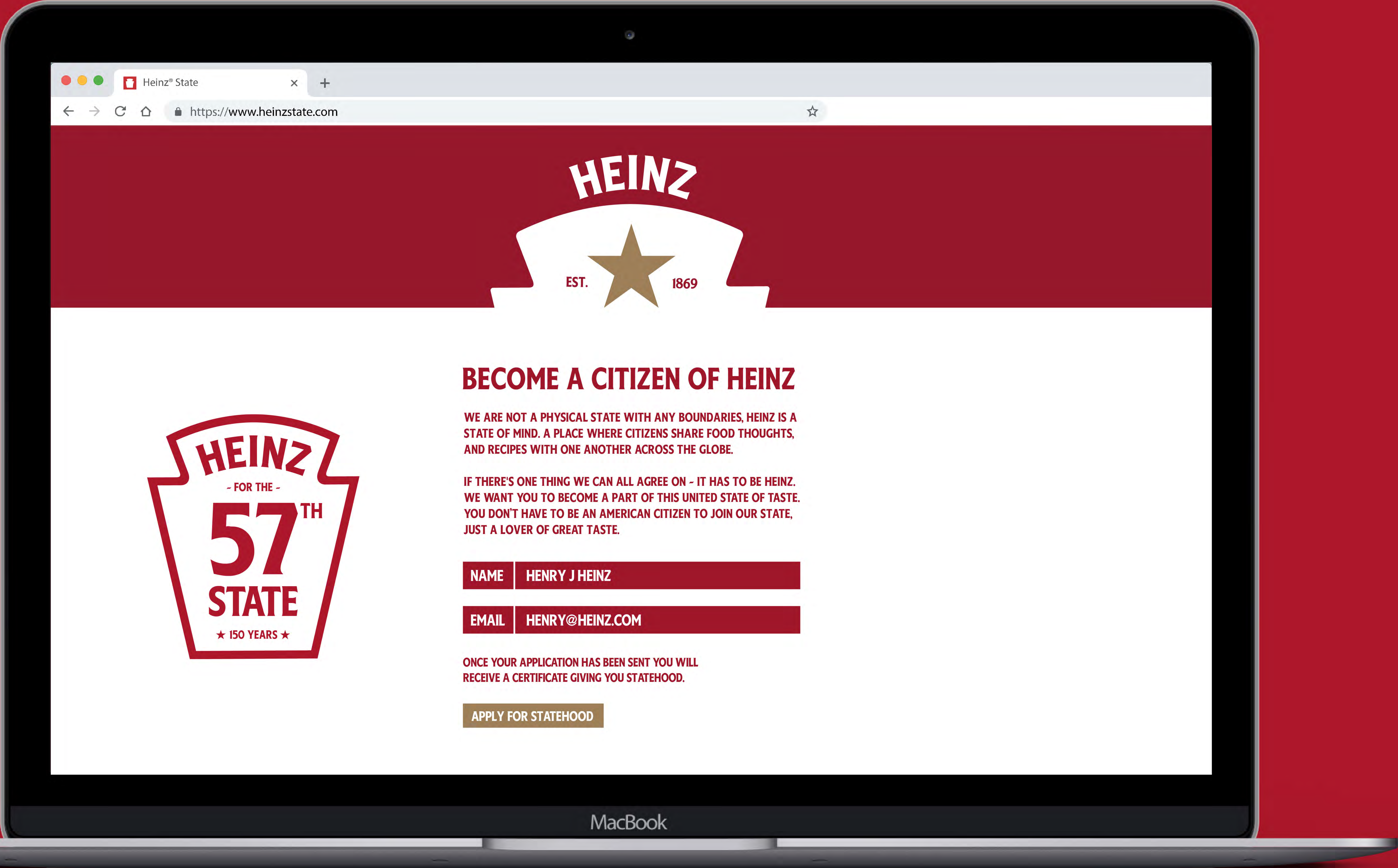
MANIFESTO

EST.



1869

WE THE PEOPLE ASK THE ADMINISTRATION TO
CONSIDER MAKING HEINZ THE 57TH STATE.
SINCE ITS INVENTION IN 1869 HEINZ HAS
BECOME AN AMERICAN STAPLE. THEREFORE
HEINZ WANTS TO STAKE A CLAIM TO STATEHOOD.
NOT AS A STATE WITH A LOCATION OR
PHYSICAL BOUNDARIES, BUT A STATE OF MIND.
THIS STATE WILL BE A PLACE WHERE CITIZENS
CAN SHARE THEIR THOUGHTS, IDEAS
AND RECIPES. DEAR CONGRESS,
THE STATE OF TASTE IS UPON US
AND WE HOPE THAT YOU CAN
ALL AGREE ON ONE THING...
'IT HAS TO BE HEINZ'.



Heinz® State

https://www.heinzstate.com

HEINZ

EST. 1869

HEINZ

- FOR THE -

57TH

STATE

★ 150 YEARS ★

BECOME A CITIZEN OF HEINZ

WE ARE NOT A PHYSICAL STATE WITH ANY BOUNDARIES, HEINZ IS A STATE OF MIND. A PLACE WHERE CITIZENS SHARE FOOD THOUGHTS, AND RECIPES WITH ONE ANOTHER ACROSS THE GLOBE.

IF THERE'S ONE THING WE CAN ALL AGREE ON - IT HAS TO BE HEINZ. WE WANT YOU TO BECOME A PART OF THIS UNITED STATE OF TASTE. YOU DON'T HAVE TO BE AN AMERICAN CITIZEN TO JOIN OUR STATE, JUST A LOVER OF GREAT TASTE.

NAME

HENRY J HEINZ

EMAIL

HENRY@HEINZ.COM

ONCE YOUR APPLICATION HAS BEEN SENT YOU WILL RECEIVE A CERTIFICATE GIVING YOU STATEHOOD.

APPLY FOR STATEHOOD



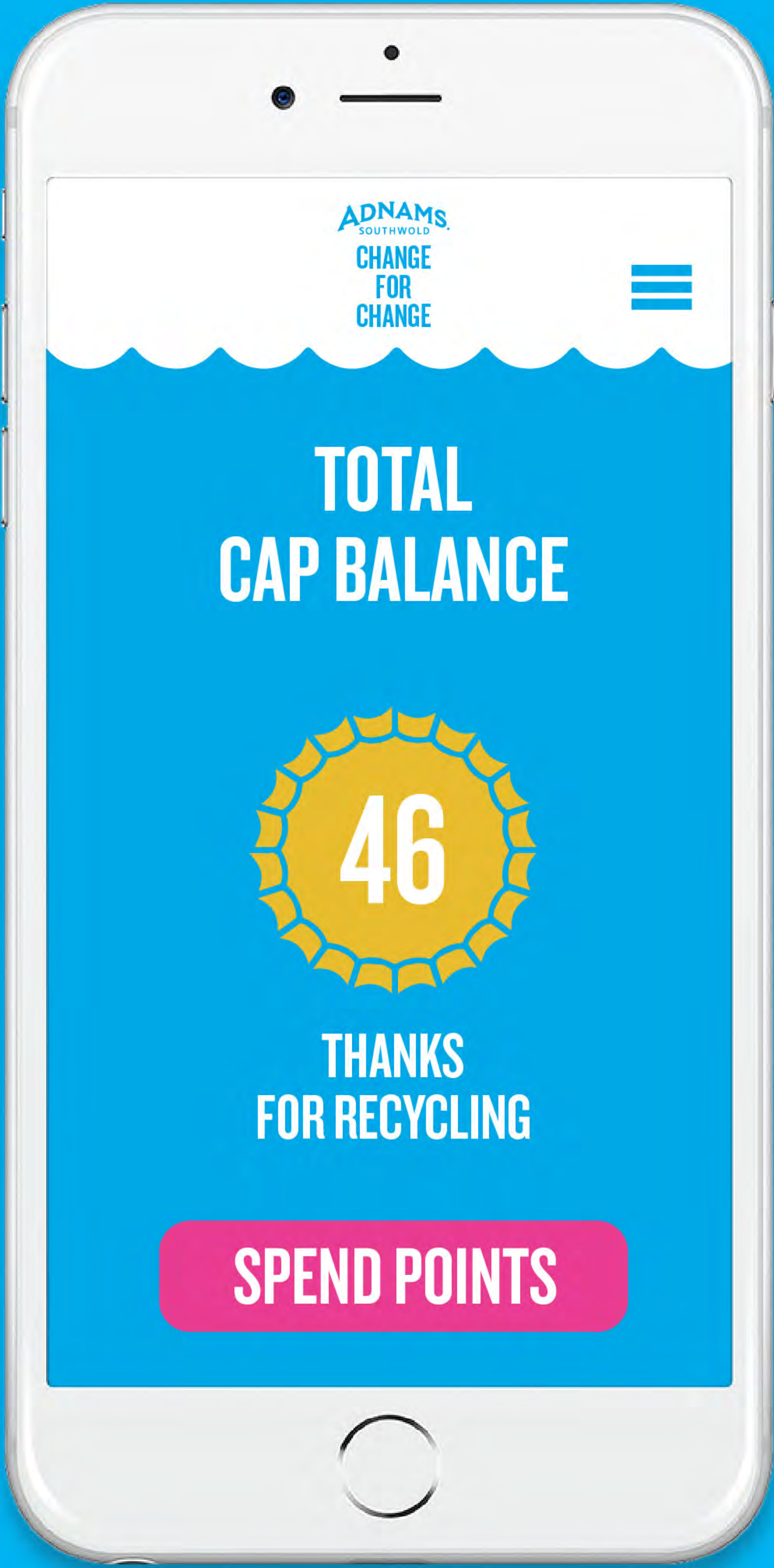
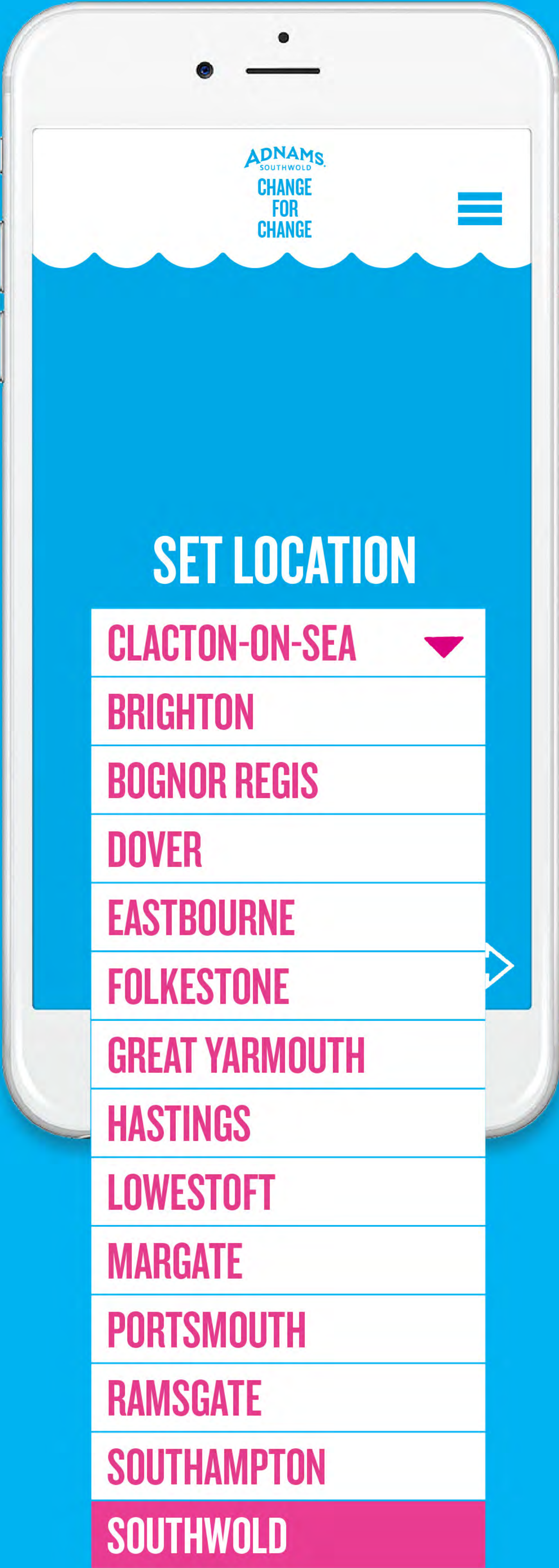
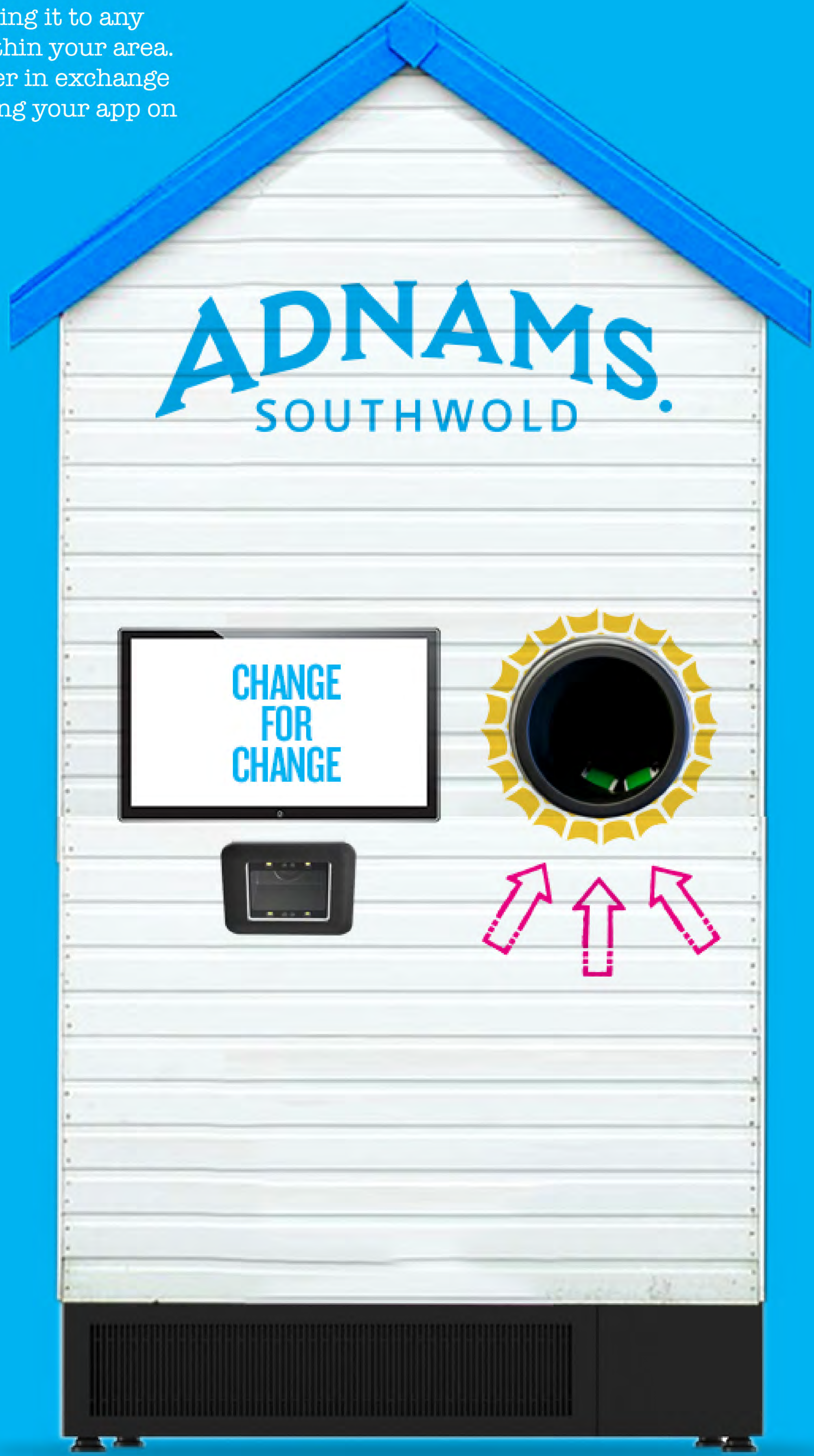
ADNAMS CHANGE FOR CHANGE

D&AD Brief: Create a campaign with maximum impact to make sustainability taste good.

Adnams Change for Change is a campaign encouraging people to collect and recycle litter from their local area by rewarding them with token caps to spend in Adnams pubs, hotels and on Adnams products, while also putting towns and cities in competition with one another. At the end of the year, the town or city that have collected the most amount of litter will host Sustainival, a summer festival celebrating the sustainability of Adnams. Recycle, Redeem, Reward.

ADNAMS RECYCLING HUT

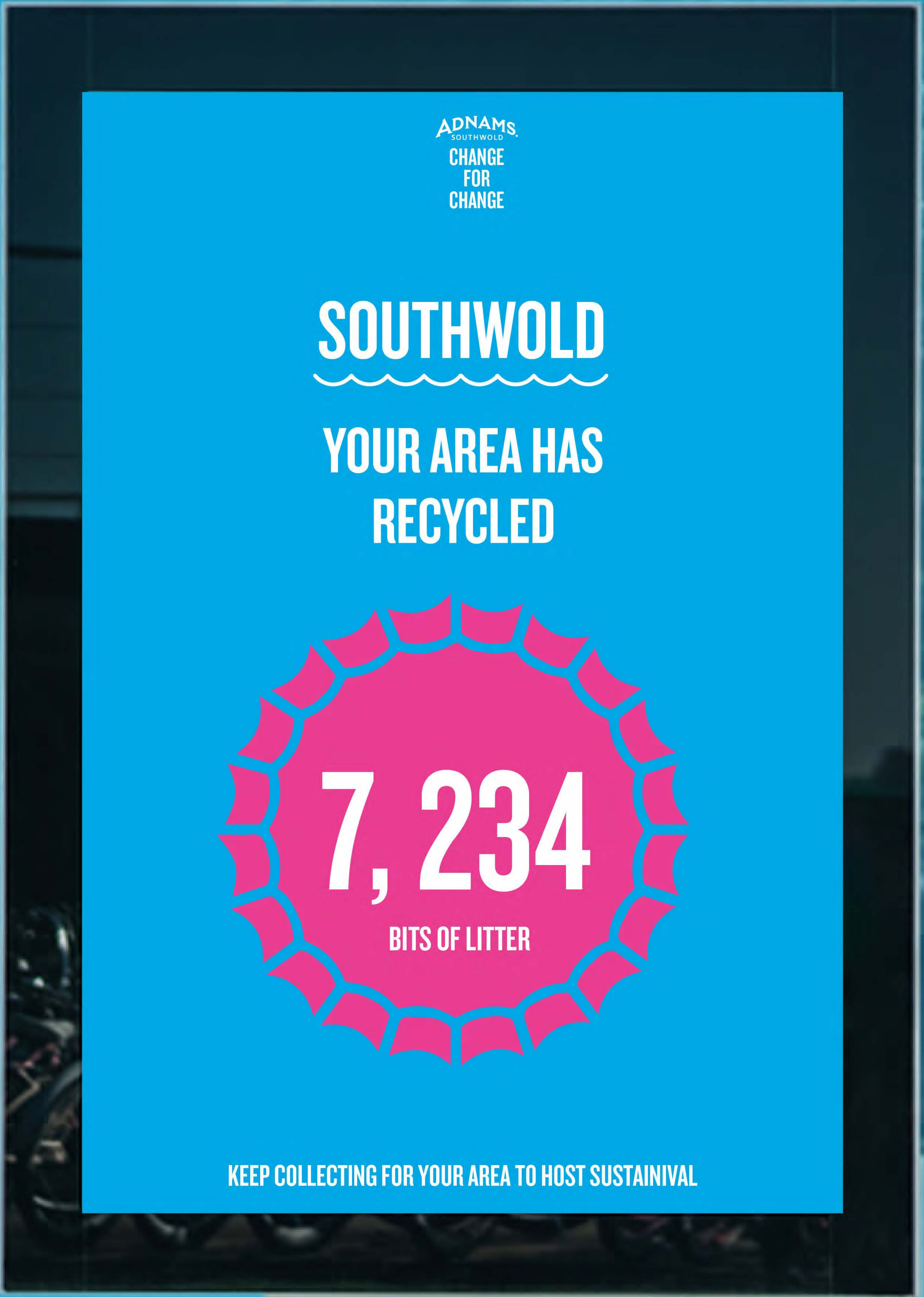
Collect your litter then bring it to any Adnams recycling hut within your area. The Hut accepts your litter in exchange for caps by simply scanning your app on the scanner.



AREA LEADERBOARDS

The leaderboards within your area, tally’s up the recycling collected by your community and also shows how much other areas have collected. Putting your local neighbourhood in competition with surrounding towns and cities, encouraging people to collect more.

The area at the top of the leaderboard by the end of the year will host, Sustainival. A festival celebrating the summer and the sustainability of Adnams.



LIMITED EDITION BEER

Sustainale can only be purchased using Adnams token caps. A sustainable beer that tastes great!



BAG FOR LIFE

Bags can be purchased from both Adnams and local shops within the community. These bags for life can be used to collect bottles & cans throughout the year.

You will also receive a series of badges depending on the amount of waste you have collected from your area.



VIRGIN FAVOURS THE BRAVE

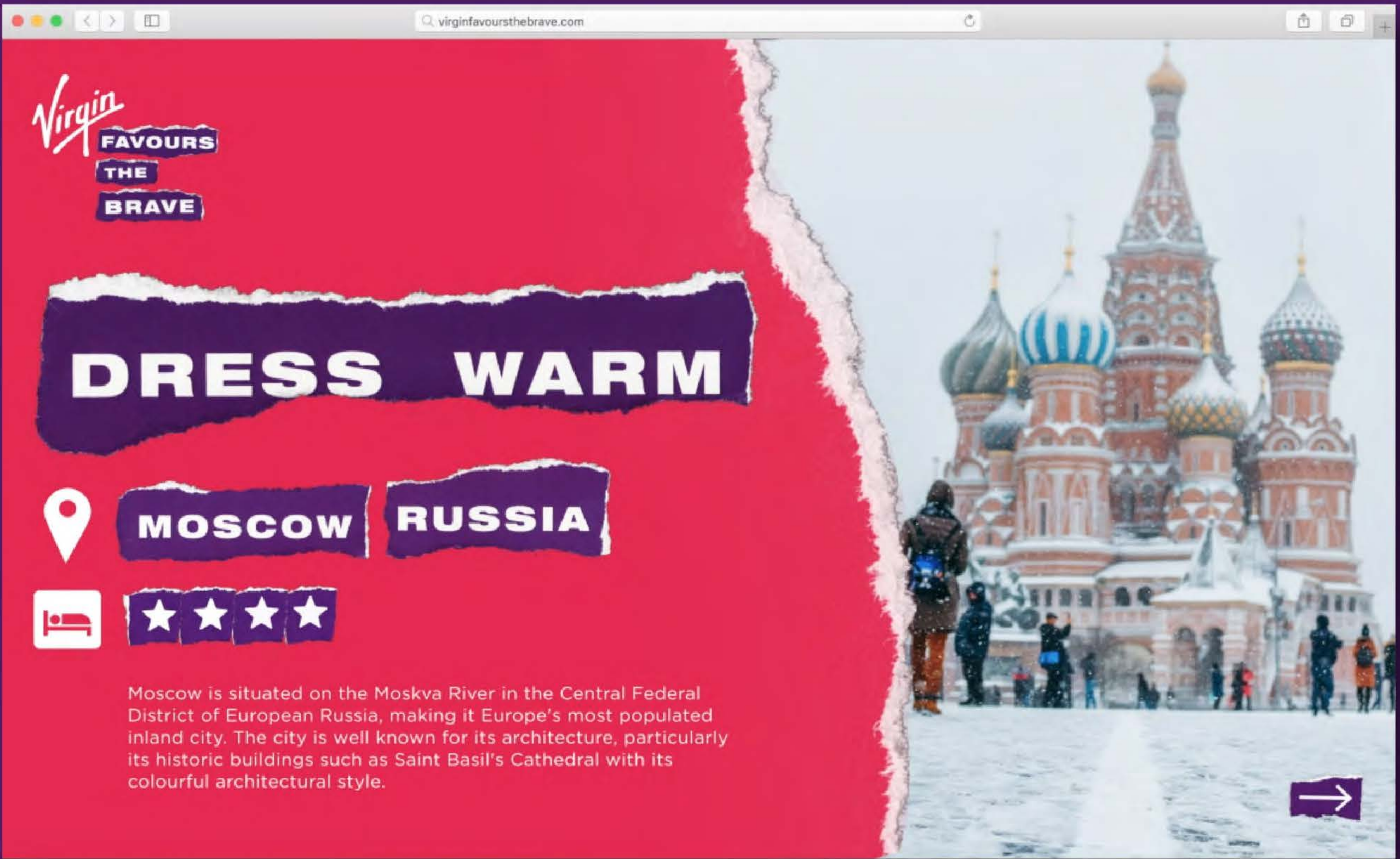
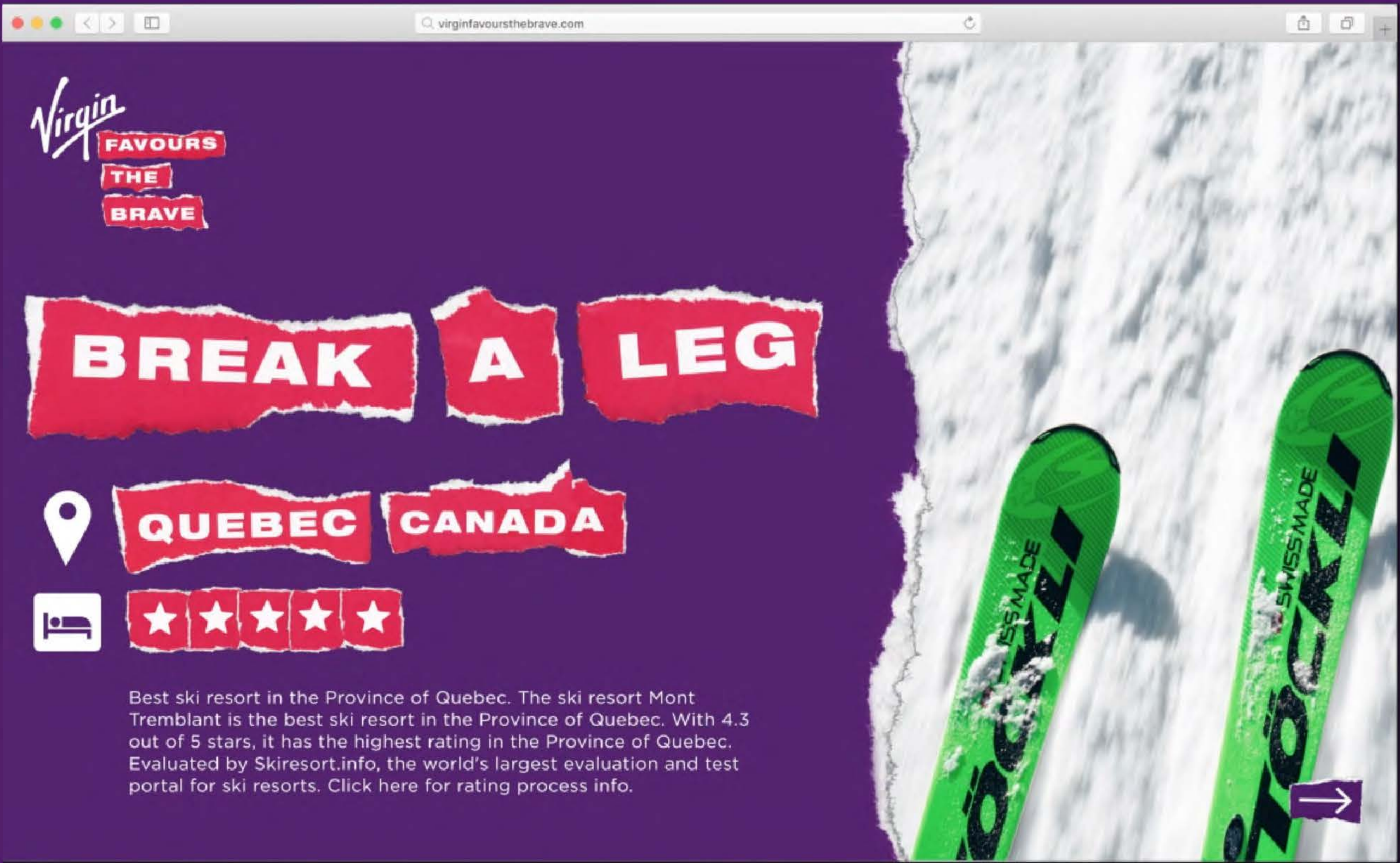
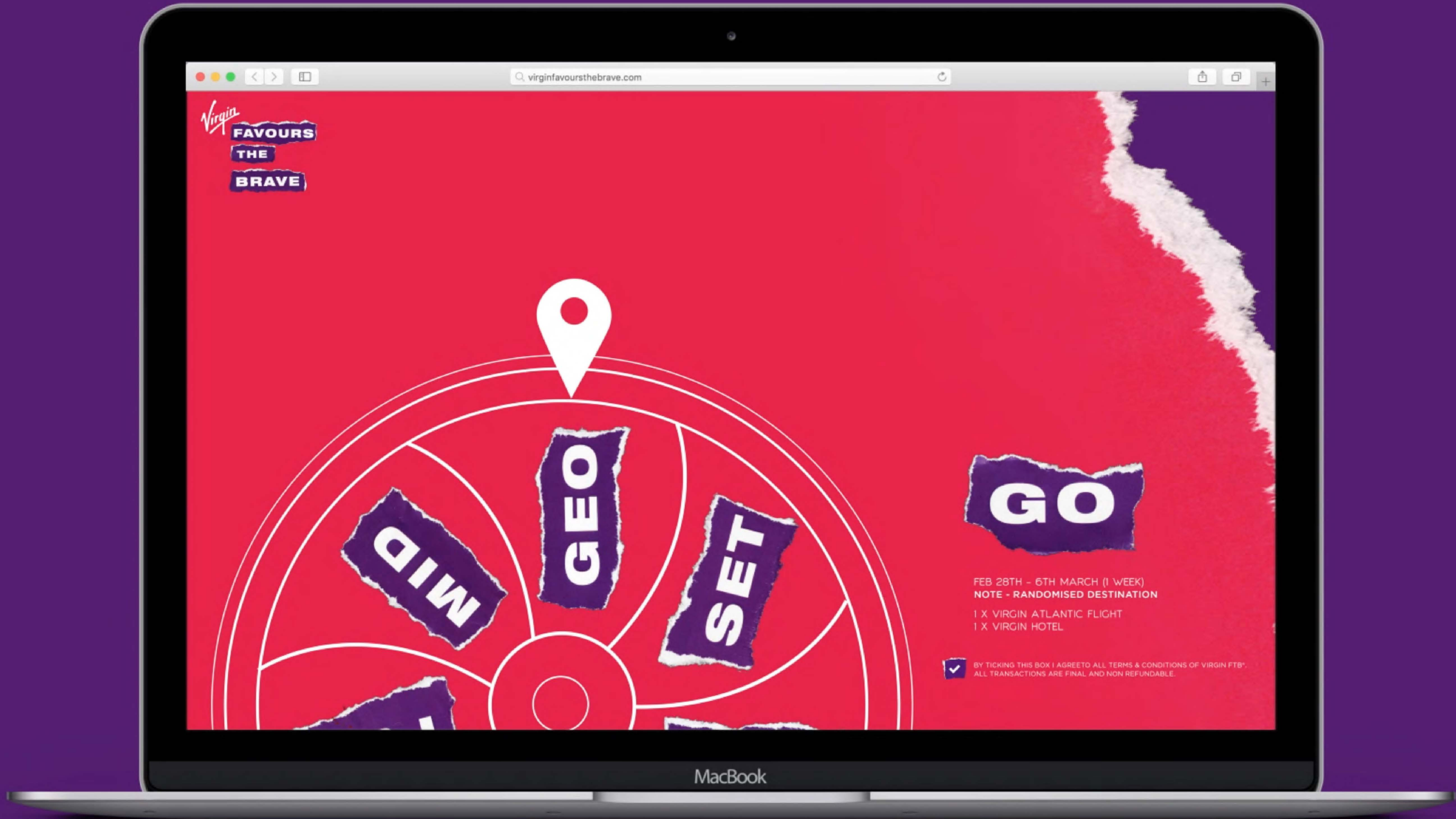
D&AD Brief: Has an amazing new flight & hotel proposition. How can you encourage people to be more spontaneous and give it a try?

In a world full of generic flight & hotel packages, we created a brand that makes travel more adventurous whilst making sure no airline seat or hotel room ever goes empty. Step out of your comfort zone and burst the bubble of sameness by channelling Virgin's maverick spirit because Virgin will always Favour the Brave.



D&AD WINNER

WEBSITE



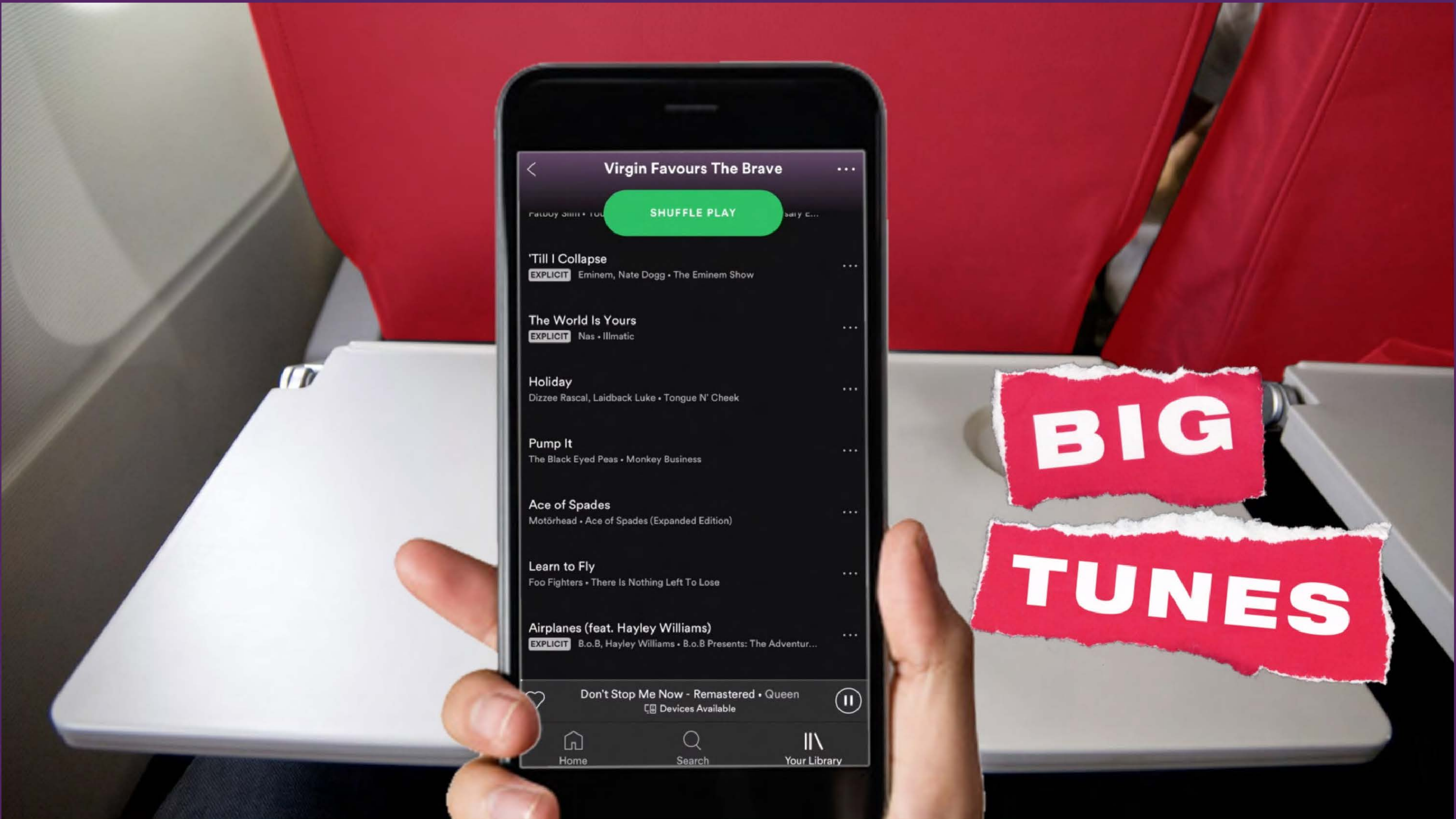
AIRPORT



FLIGHT



**BUCKLE
UP**



**BIG
TUNES**

HOTEL

