D & AD LIVE PROJECT

Client: Design bridge

Tags: # illustration, #graphic design

packaging

Date: August 2023

Role: Designer, Art director

Packaging Design Brief

Create packaging for a 21st Century Scotch whisky brand that challenges category convention and rituals and appeals to an international female consumer.

PEERSONA

Based on the results of my survey I created this persona that represents my target audience



Name: Emma Age: 32

Occupation: Psiholog Location: Vienna / Austria

Relationship Status: Single, enjoys her independence **Interests:** Career advancement, travel, wellness, fashion, net-

working, and personal growth.

Goals and Aspirations:

Emma is a go-getter who aspires to reach the top of her field. She's dedicated to her career and is always looking for opportunities to grow and learn. She's passionate about exploring new places and cultures, with a travel bucket list that keeps growing.

Challenges:

Managing a demanding job while pursuing personal and professional growth can be challenging, leaving Emma with limited time for relaxation.

Why Libre Appeals to Emma:

Libre offers Emma the tools she needs to succeed in her career, like the opportunity to meet people who need her services and the inclusive community gives her a platform to connect with ambitious women who inspire her.

Emma's Whisky Preferences:

Emma enjoys quality whisky, especially when celebrating professional milestones or enjoying a quiet moment of reflection. She appreciates the innovation and unique herbalflavor of Libre's Scotch whisky.

21 CENTURY

LIBRE

HERBAL SCOTCH WHISKEY

SWEET SCOTCH WHISKEY

LIBRE

21 CENTURY

21 CENTURY

LIBRE

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21 CENTURY

LIBRE

SWEET SCOTCH WHISKEY

21 CENTURY

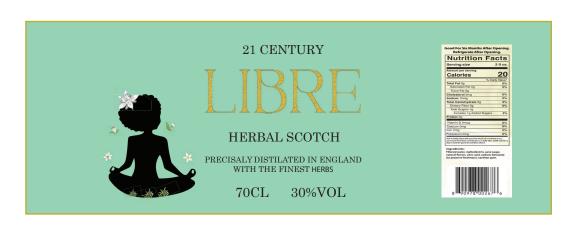


HERBAL SCOTCH















HERBAL SC

PRECISALY DISTILATED WITH THE FINES

70CL

FRUITY SCOTCH

PRECISALY DISTILATED IN ENGLAND WITH THE FINEST HERBS

70CL * 30%VOL

SWEET SCOTCH

PRECISALY DISTILATED IN ENGLY
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