

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, networking, 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 herbal flavor of Libre's Scotch whisky.

LOGO VARIATIONS

21 CENTURY

LIBRE

HERBAL SCOTCH WHISKEY

SWEET SCOTCH WHISKEY

LIBRE

21 CENTURY

21 CENTURY

LIBRE

HERBAL SCOTCH WHISKEY

21 CENTURY

LIBRE

SWEET SCOTCH WHISKEY

21 CENTURY



HERBAL SCOTCH



zen



power



classic

21 CENTURY

LIBRE

HERBAL SCOTCH

PRECISALY DISTILLED IN ENGLAND
WITH THE FINEST HERBS

70CL 30%VOL



Good For Six Months After Opening. Refrigerate After Opening.	
Nutrition Facts	
Serving size 2 fl oz.	
Amount per serving	
Calories 20	
Percent Daily Values	
Total Fat	0g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg
Total Carbohydrate	0g
Dietary Fiber	0g
Total Sugars	1g
Includes 1g Added Sugars	2%
Protein	0g
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

Ingredients: Filtered water, multiesters, cane sugar, natural flavors, citric acid, sodium benzoate for preservative freshness, xanthan gum.



21 CENTURY

LIBRE

SWEET SCOTCH

PRECISALY DISTILLED IN ENGLAND
WITH THE FINEST HERBS

70CL 30%VOL



Good For Six Months After Opening. Refrigerate After Opening.	
Nutrition Facts	
Serving size 2 fl oz.	
Amount per serving	
Calories 20	
Percent Daily Values	
Total Fat	0g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg
Total Carbohydrate	0g
Dietary Fiber	0g
Total Sugars	1g
Includes 1g Added Sugars	2%
Protein	0g
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

Ingredients: Filtered water, multiesters, cane sugar, natural flavors, citric acid, sodium benzoate for preservative freshness, xanthan gum.




21 CENTURY

LIBRE

FRUITY SCOTCH


PRECISALY DISTILLED IN ENGLAND
WITH THE FINEST HERBS

70CL 30%VOL



Good For Six Months After Opening. Refrigerate After Opening.	
Nutrition Facts	
Serving size 2 fl oz.	
Amount per serving	
Calories 20	
Percent Daily Values	
Total Fat	0g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	10mg
Total Carbohydrate	0g
Dietary Fiber	0g
Total Sugars	1g
Includes 1g Added Sugars	2%
Protein	0g
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

Ingredients: Filtered water, multiesters, cane sugar, natural flavors, citric acid, sodium benzoate for preservative freshness, xanthan gum.





LIBRE

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HERBAL SCOTCH
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