

A world of creative collaboration

Glenn Goodwin - Creative

Brief: Refresh signature biscuit range and brand world

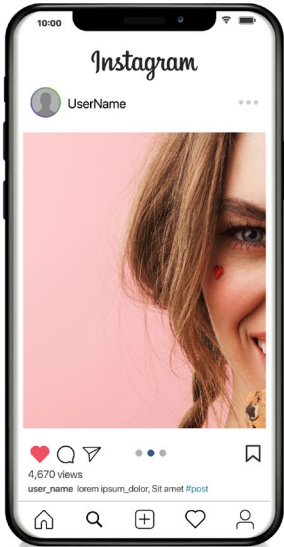
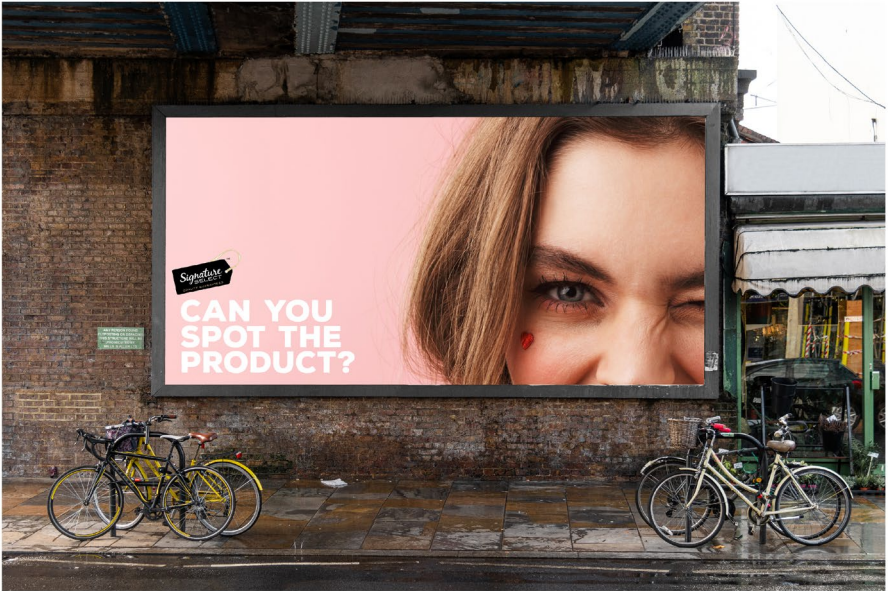


BEFORE



AFTER

Concept: to entice consumers through expressions and enjoyment and intrigue



Brief: create a new style of cider brand
I was with the client from the beginning, developing every element of the brand from bottle to social posts.



CIDRE GALIPETTE

Galipette is a premium French cidre made using only the finest cider apples, hand picked from the lush green orchards of Northwest France.

Galipette is slowly fermented using only 100% apple juice, or *pur jus*, and carefully crafted according to the centuries-old cider traditions of the region. The result is a naturally authentic cider, with a colour, aroma and flavour that exudes quality.

PRODUCT FEATURES

100% French cider apple juice, zero concentrate. (PUR JUS)

Made from hand picked apples collected from local apple farms in Normandy and Brittany.

Naturally gluten free, vegan friendly, no added sugar and no artificial sweeteners

Packed in an attractive 0.33L stubby bottle that is unique in the worldwide cider category

2 X PERFECT SERVE

1. Properly chilled, straight from the bottle
2. Over-ice in short tumbler glass, always served to consumer with the bottle

POINT OF SALE

ICE BUCKETS

TABLE TALKERS

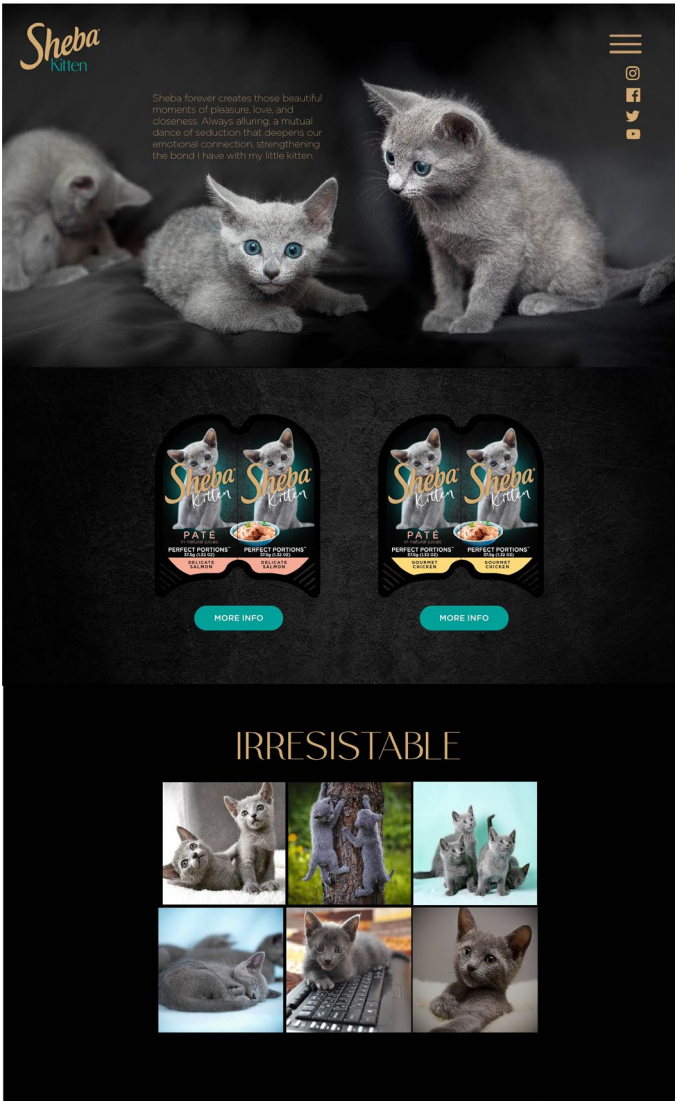
COASTERS

BAR BOWNERS

100% PURE JUICE | NO ADDED SUGAR | GLUTEN-FREE | VEGAN FRIENDLY



Brief: Create a new sku for Sheba Kitten.
Creative options for presentation.



Brief: create a new style of cider brand

I was with the client from the beginning, developing every element of the brand from bottle to social posts.



BEFORE



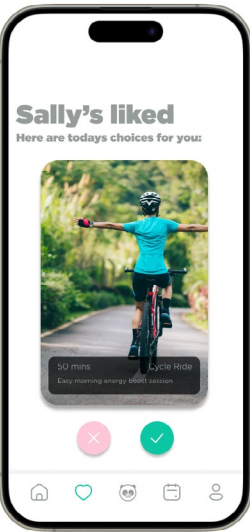
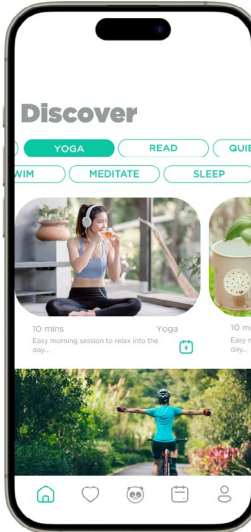
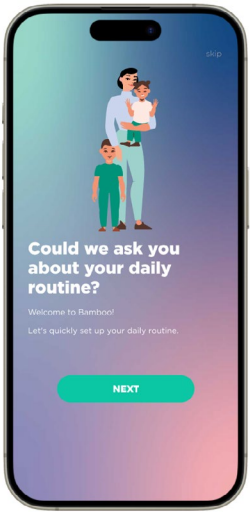
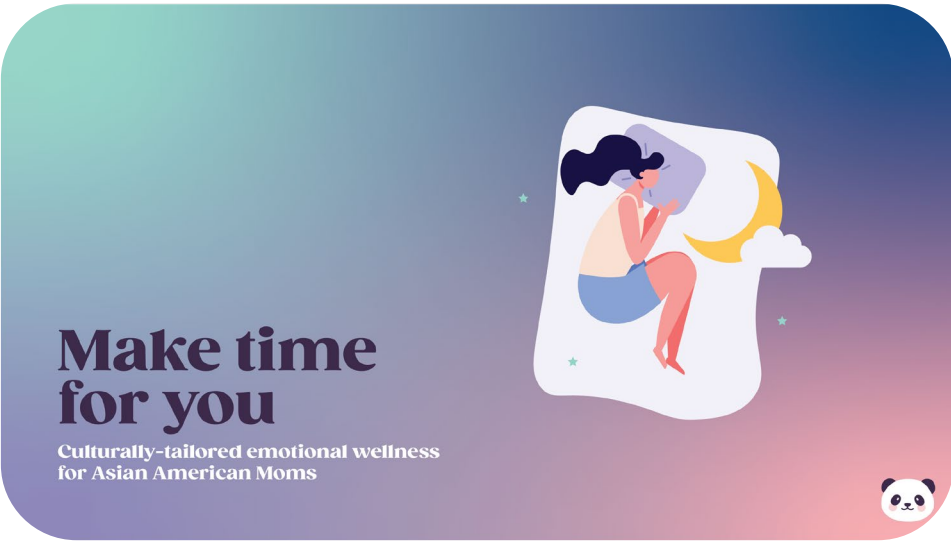
AFTER

Brief: Create a limited edition can collection

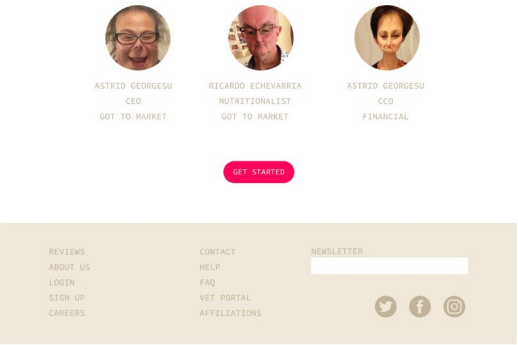
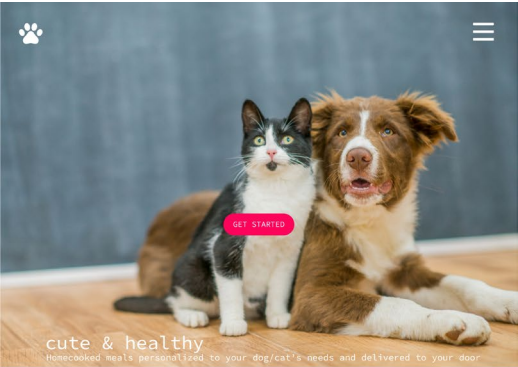
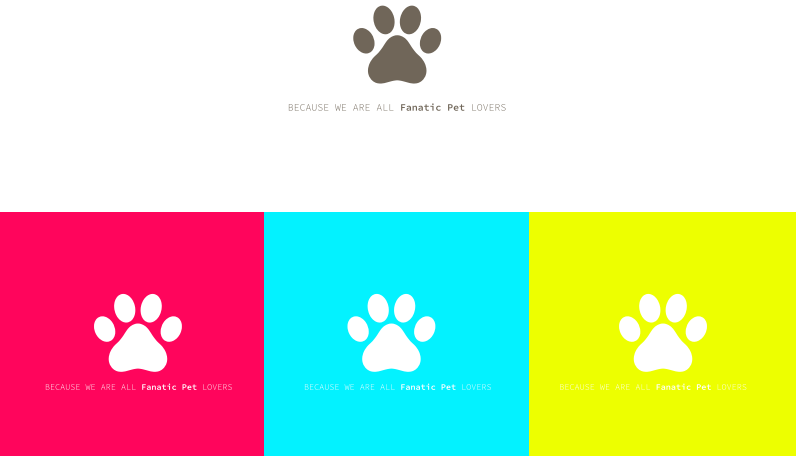
Panhead New Zealand: Commisioned a series - Cans - Posters - T-shirts



Brief: Create a new brand world for a Canadian Wellness App
Brand, Brand World and full App design.



Brief: Create a standout Dog & Cat food brand
Spanish Start-up wanted to create a Pet Loving brand



Brief: Create a new brand for non alcoholic wine.

The distinct iconic Brand we created is called Bolle (Meaning bubbles)



Brief: Re-fresh the Lifebuoy Range to appeal more to household consumers
Fresh and clean approach



Brief: Brand Re-Fresh for Supercoat
Full design and range roll-out



BEFORE

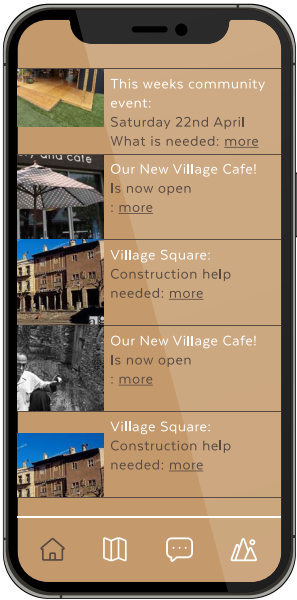


AFTER

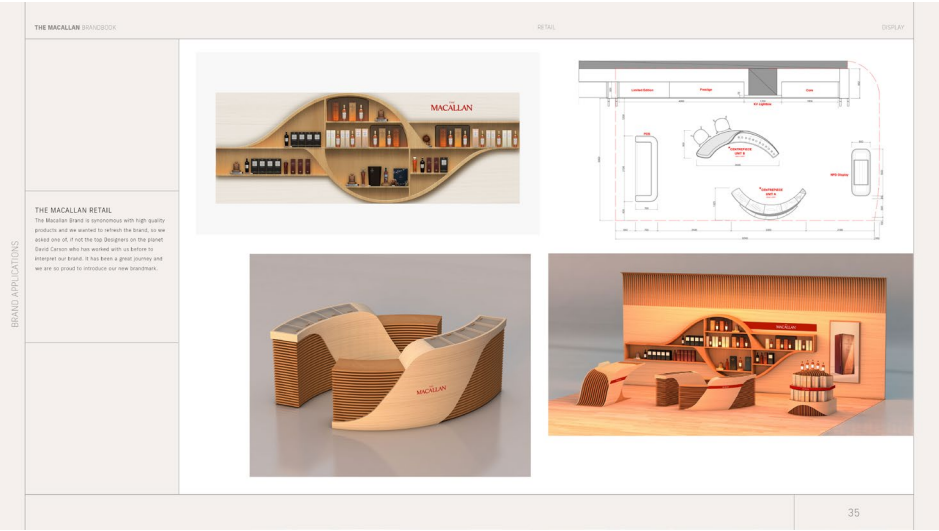
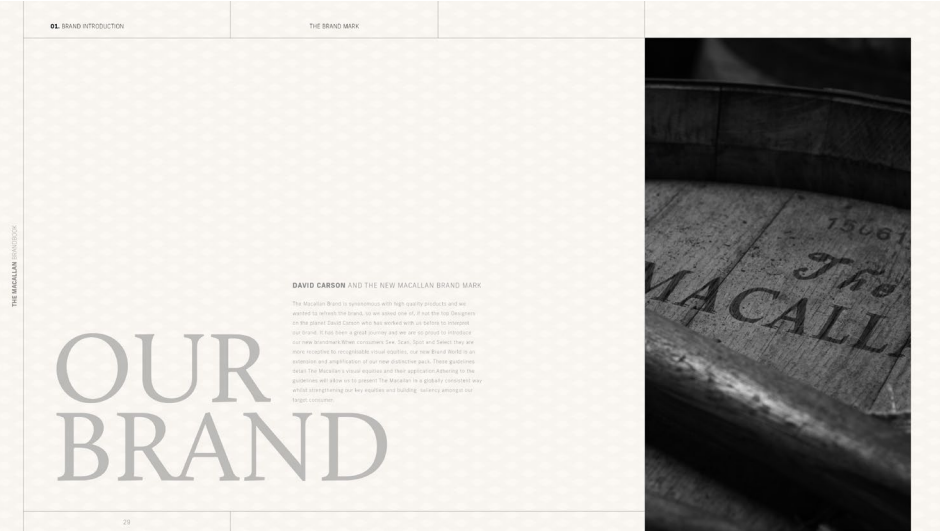
Brief: Create Signature Premium Brand Range for Australian Supermarket Chain
The use of Black across an own-brand range didn't exist. Rollout of over 1000 sku's



Personal Project: Create a TV Series to help restore Villages & Communities
I created the strategy, concept, brand called OUR VILLAGE - still in development



Brief: Style Guidelines for this prestigious Whiskey Brand
Produced the complete guidelines across all touch points

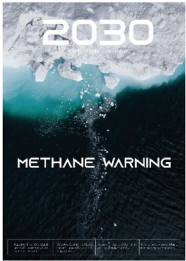


Brief: Magazine brand for the Climate crisis information

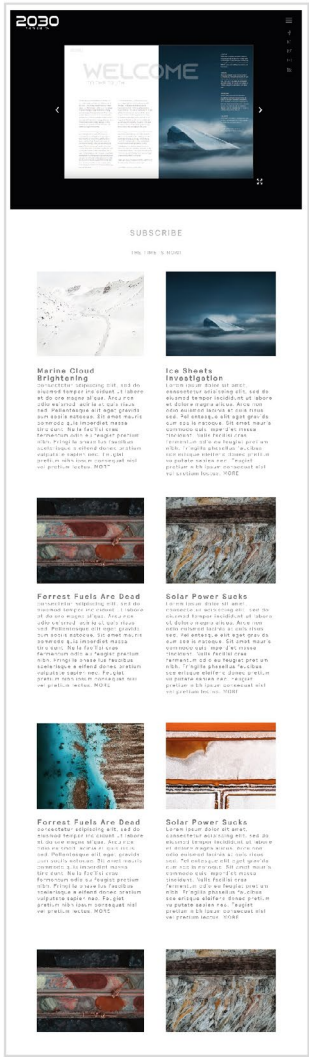
I created the strategy, concept, brand 2030 - to role out across all touch points



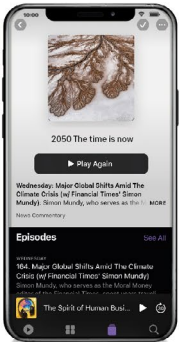
Online Magazine with circulation of 20k and readership over 200k



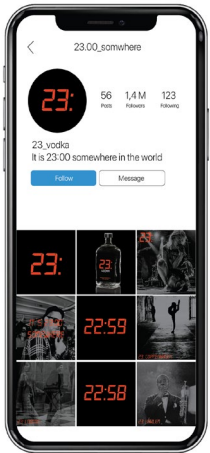
Website magazine and Weblog - up-to-date news



2030 Podcast and Social media reach for up-to-date conversations with top experts in the Climate industries



Brief: Launch a new Vodka Brand in Australia
Created the Brand name - Brand concept - Brand World



Brief: Create a distinct brand for a local butcher's chain

I was involved from the early strategy, produced the brand ID - to roll out across all touch points

— OPEN SINCE 8AM —

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THIS CHASSÉD FREE RANGE


PROVENANCE PICKS



Free Range Whole Chicken
FROM £16.48



Pannon Farm Eggs (6 eggs)
£3.00



Free Range Prosciutto
FROM £22.99

Thank you

Glenn Goodwin - Creative

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