

Glenn Goodwin - Creative Strategic Designer

Collaboration

Creativity

Communication

Problem solving

PACKAGING

PROJECT: FANTETIC PET

DESCRIPTION: NEW BRAND CREATION FOR A START UP BUSINESS IN PET FOOD



BECAUSE WE ARE ALL Fanatic Pet LOVERS



- Homecooked meals personalized to your dog/cat's needs and delivered to your door
- 100% natural food
- Complete & balanced
- Formulated by a vet nutritionist
- Sustainable packaging
- All ingredients sourced from conscious sources



ASTRID GEORGESU
CEO
GOT TO MARKET



RICARDO ECHEVARRIA
NUTRITIONALIST
GOT TO MARKET



ASTRID GEORGESU
CCO
FINANCIAL

GET STARTED

- REVIEWS
- ABOUT US
- LOGIN
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- CAREERS

- CONTACT
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- APPELLATIONS

NEWSLETTER



PROJECT: GALIPETTE CIDER (NORWAY)
DESCRIPTION: BRAND CREATION



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DESCRIPTION: BRAND CREATION

CIDRE GALIPETTE

Galipette is a premium French cidre made using only the finest cidre 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 cidre 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 RUNNERS



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



GALIPETTE BRUT

ABV: 4.5%
CLASS: Dry
TASTE: Soft and luscious, rich apple, earthy fruit tannins
NOSE: Full apple aroma with generous fruitiness
COLOUR: Sparkling bright orange



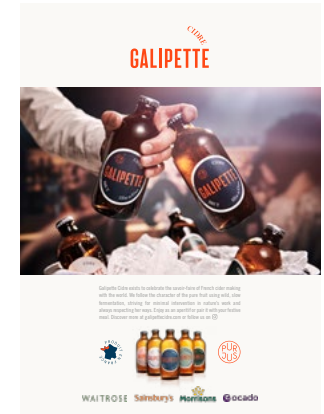
GALIPETTE BIOLOGIQUE (ORGANIC)

ABV: 4.0%
CLASS: Semi-Dry
TASTE: Fruity and floral, balanced acidity and light bitterness
NOSE: Fresh apple aroma with floral notes
COLOUR: Bright and sparkling, medium amber



GALIPETTE NON-ALCOHOLIC 0%

ABV: 0.0%
CLASS: Semi-Sweet
TASTE: Crisp apples with bright acidity, fresh fruit with gentle spiciness
NOSE: Rich apple with clean, fruity notes
COLOUR: Deep golden amber



WAITROSE Sainsbury's Morrisons ocado

PROJECT: COCA COLA AND BACARDI

DESCRIPTION: CREATING AN INTEGRATED PROMO CONCEPT
FOR THIS JOINT PROMOTION

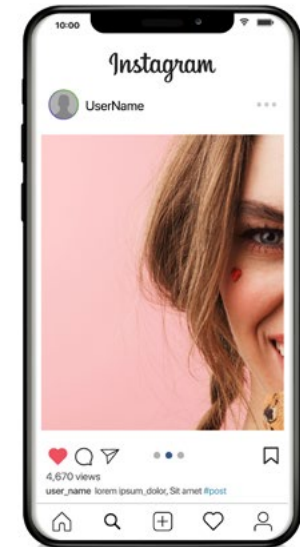
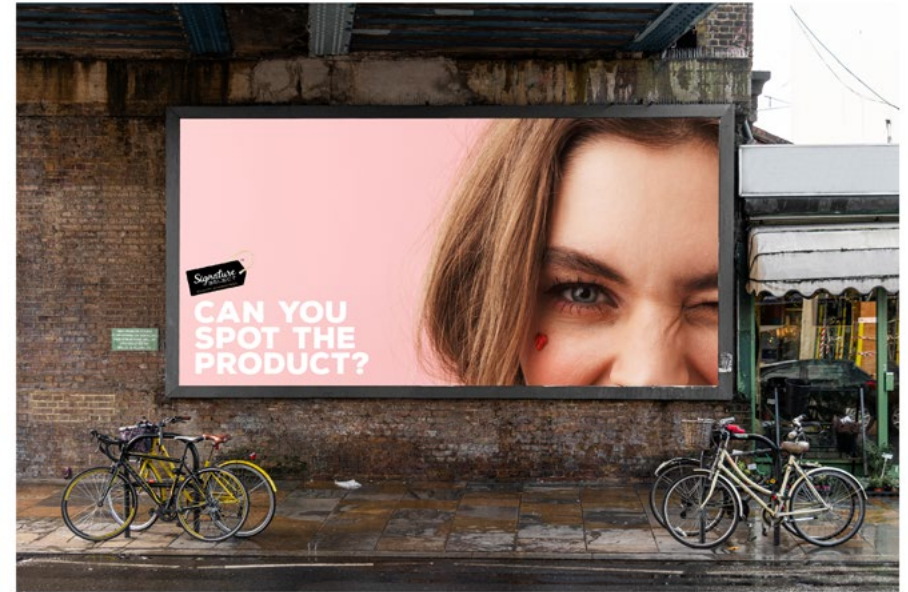


PROJECT: COLACAO (SPAIN)

DESCRIPTION: NEW PRODUCT BRIEF - CACAO



PROJECT: SIGNATURE COOKIES (UK)
DESCRIPTION: RE-DESIGN BRIEF



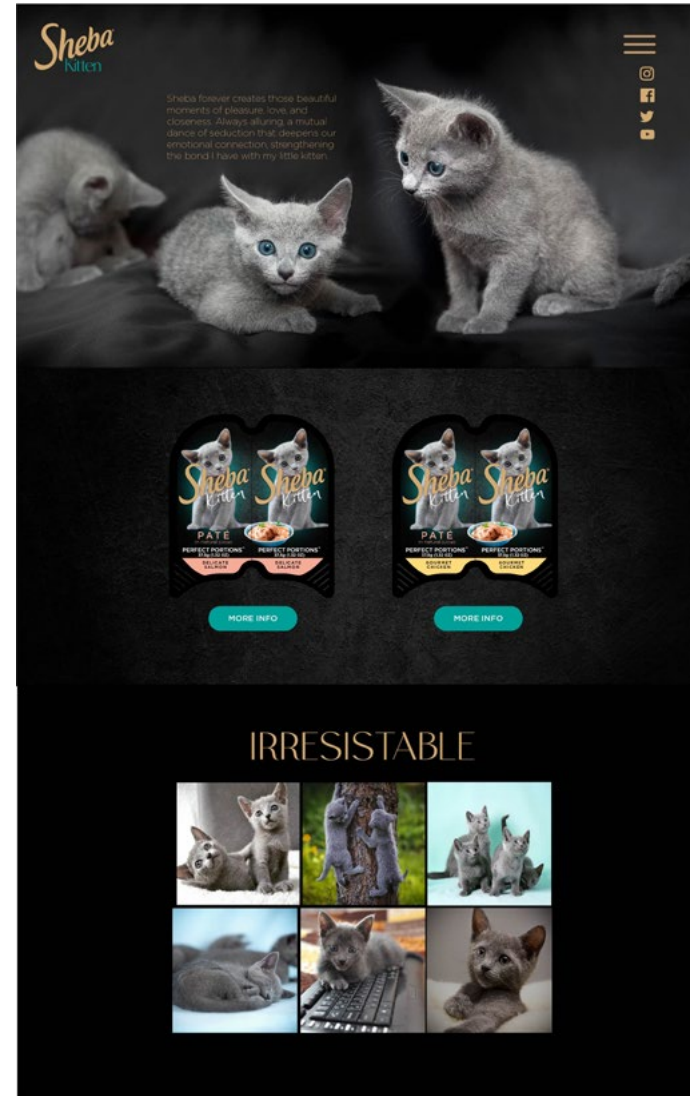
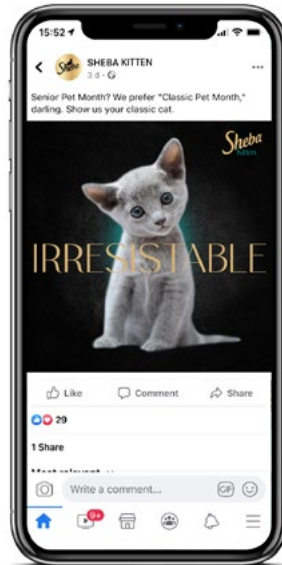
PROJECT: PURINA SUPERCOAT (UK & AUSTRALIA)
DESCRIPTION: RE-BRANDING FOR THIS ICONIC RANGE



PROJECT: 00 NON ALC DRINK (UK)
DESCRIPTION: NEW BRAND POSITIONING



PROJECT: SHEBA KITTEN (ELMWOOD UK)
DESCRIPTION: NEW PRODUCT DESIGN DEVELOPMENT



PROJECT: BOTANIST (UK)
DESCRIPTION: NEW PRODUCT DEVELOPMENT



PROJECT: LIFEBOUOY (UK)
DESCRIPTION: NEW PRODUCT DEVELOPMENT



PROJECT: PANHEAD LIMITED EDITION (NEW ZEALAND)

DESCRIPTION: LIMITED EDITION BRAND WITH DESIGNER ANTON HART



PROJECT: TUATARA COLLECTION (NEW ZEALAND)

DESCRIPTION: UNIQUE BOTTLE DESIGN AND BRAND CREATION WITH DESIGNER ANTON HART



HAND CRAFTED
TUATARA
BAVARIAN
HEFE
WHEATY, BIG & BOUNCY
50% ALC/VOL

HAND CRAFTED
TUATARA
HELLES
LAGER
CRISP, CLEAN & CLASSIC
50% ALC/VOL

HAND CRAFTED
TUATARA
BOHEMIAN
PILSNER
SNAP, CRACKLE & HOPS
50% ALC/VOL

HAND CRAFTED
TUATARA
LONDON
PORTER
A SHOT IN THE DARK
50% ALC/VOL

HAND CRAFTED
TUATARA
INDIA
PALE ALE
LAND OF HOPS AND GLORY
50% ALC/VOL

HAND CRAFTED
TUATARA
ARDENNES
A BIT OF BELGIAN MUSCLE
65% ALC/VOL

PROJECT: MINUTE MAID ORANGE JUICE (SPAIN)

DESCRIPTION: AN ORANGE JUICE THAT USES NEARLY ALL THE ORANGE



PROJECT: REVETÓN PAINTS (SPAIN)

DESCRIPTION: BRAND REFRESH INTO CONSUMER MARKET



PROJECT: IDENTITY FOR HEALTHY MOMENTS IN SPAIN.
DESCRIPTION: PACKAGING DESIGN



PROJECT: LEKA CHOCOLATE (SPAIN)

DESCRIPTION: DEVELOP BRAND AND PACKAGING DESIGN



PROJECT: METYLAN (GERMANY)

DESCRIPTION: REBRAND AND DESIGN COORDINATE



PROJECT: BACARDI ELIXIR (SPAIN)
DESCRIPTION: LIMITED EDITION

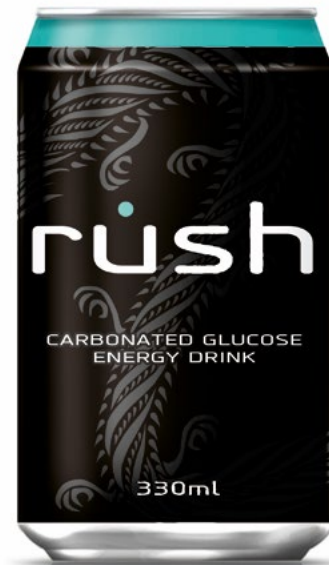


PROJECT: RED BULL - WATER (UK)
DESCRIPTION: PRODUCT DESIGN AND BRAND DESIGN



PROJECT: RUSH (ASIA)

DESCRIPTION: ENERGY DRINK BRANDING AND PACKAGING CONCEPTS



PROJECT: SHELL GLOBAL (UK)
DESCRIPTION: PRODUCT DESIGN AND BRAND DESIGN



PROJECT: ANTI-CELLULITE BRAND “developed as part of BATLLE agency”
DESCRIPTION: ORNATE DESIGN FOR A MATURE MARKET



PROJECT: KIWI POLISH (HOLLAND)

DESCRIPTION: BRAND AND PRODUCT DEVELOPMENT FOR A SINGLE USE SHOE SHINE



clam shell opening
to store pads



inner pad packs



ergonomic pod to transport
polish pad to be able to refill

PROJECT: WEETBIX (AUSTRALASIA)

DESCRIPTION: UNIQUE BRAND DESIGN THOUGHT THAT CHANGED ONE OF THE BIGGEST BRANDS LOGO..TO SAY THANKYOU TO CUSTOMERS



PROJECT: AUSONIA (SPAIN)

DESCRIPTION: RE-DESIGN REFRESH OF FAILING BRAND



PROJECT: SIGNATURE RANGE (AUSTRALIA)
DESCRIPTION: DESIGN OF BRAND AND OVER 1000 SKU'S



Glenn Goodwin

+34 6666 86 447

osogoodwin@mac.com

www.glenngoodwin.me

linkedin