

DRIFTWOOD HARD TEA

by

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Submitted in partial fulfillment of the  
requirements for Departmental Honors in  
the Department of Graphic Design  
Texas Christian University  
Fort Worth, Texas

May 6, 2024

DRIFTWOOD HARD TEA

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## ABSTRACT

I carried out extensive research into the alcoholic and seltzer beverage industry, specifically the branding, advertising, and business models of various ready-to-drink cocktail and beer companies. They range in the type of canned cocktails they offer, how long they have been in business, as well as how they sell and distribute their products. The market is saturated with hundreds of companies and I chose to research the ones that push themselves in branding or have unique advertising and business strategies in order to understand what stands out in today's market. I also explored different art movements that aligned with my project to incorporate into my graphic style. This research led me to develop a Florida inspired hard tea called Driftwood where I designed the brand identity, packaging, advertising, and web design.

## INTRODUCTION

The ready-to-drink alcohol market has skyrocketed these past few years, becoming one of the leading alcohol categories. Between 2019 and 2020, RTD alcoholic products increased 50% and in 2021, the global ready-to-drink cocktails market was valued at 782.8 million US dollars. This dramatic increase in the market was due to the Covid-19 lockdown, limiting people from drinking their favorite cocktails in bars and forcing them to look to the stores. They wanted an easy, convenient product that delivers a great cocktail taste they could enjoy from the safety of their home (mericanmule.com). Even though bars have opened up and social gatherings continue, the ready-to-drink market has only continued to see success. This rapid market growth in combination with the Support Local movement and tourism returning to the pre-Covid levels, led me to make a drink inspired by my home state, Florida.

## THESIS STATEMENT

This project involved the marketing and branding of Driftwood, a Florida-inspired hard tea brand. This was accomplished through extensive research into ready-to-drink alcoholic products of smaller and larger liquor companies, marketing and advertising of alcoholic beverages, and various business models of drinks in the retail space. The final result included a logo design, advertising, product design, merchandise design, website design, social media and business collateral.

## METHODOLOGY

For the thesis project, descriptive research was used to gather and analyze the information. Descriptive research involves detailing a situation as precisely and with as much organization as possible. There is no one specific method to conduct this research and the

researcher does not manipulate any of the variables or information but rather just studies and analyzes them. This kind of research properly supports this project because its goal is to define characteristics and categories of information which is what has done with branding decisions, advertising strategies, and business models. Specifically, case studies were used to support project decisions which are more specific analyses of a subject and gather more detailed information rather a large quantity of data over a long period of time. (McCombs).

Within the branding decisions, Twisted Tea was analyzed because they were the first canned hard tea on the market and is still the most popular drink in its category. Bacardi Liquor was analyzed because of its long history in the alcohol sector and its wide variety of products and distribution style. Rambler Sparkling Water was analyzed because of its positioning to use local resources and bold and playful branding elements.

For advertising, Budweiser was researched due to its longtime success in connecting drinking beer with sports entertainment. Aviation Gin and Onda were researched due to their use of social media advertising and humor to engage customers.

For business models, Bacardi was analyzed again due to its large-scale model and how it utilizes vendors for distribution. Beatbox was analyzed because of its focus on providing a good time to a younger crowd as well as its selling point of eco-friendly, low calorie, and low sugar.

## RESEARCH

### **BRANDING COMPANIES**

#### *WHY IS BRANDING IMPORTANT?*

Branding is crucial for any business, big or small, because it creates a unique identity to make it recognizable to any constituent. Effective branding helps a business to stand out from its competitors and creates a lasting impression on the minds of consumers which is crucial for a company to stay relevant in today's fast-paced market. Thanks to social media, people are exposed to brands now more than ever and companies can capture these consumers through branding. Some companies may argue it's a waste of money to invest so much into branding but without a strong visual identity, well-developed businesses can slip through the cracks. It communicates the values, mission, and vision of the business to customers and helps to build trust and loyalty. As Kristopher Jones says in Forbes, "your brand gives you personality". A strong brand can enhance the perceived value of a product or service, and can even influence consumer behavior. In today's competitive market, branding is more important than ever, as it helps businesses to establish a strong presence and connect with their target audience.

### *TWISTED TEA*

Twisted Tea paved the way in the hard tea sector as the first of its kind. The company is owned by one of the biggest brewers, Boston Beer Company, which also owns Samuel Adam's Boston Lager and Truly Hard Seltzer. They were founded in Cincinnati, OH in 2001 with the dream of creating refreshing tea with an added twist. They are sold nationwide in stores but not available for direct shipping from the website.



## LOGO

The Twisted Tea logo effectively communicates the brand's identity and values. The logo features a bright sun on a horizon with the name boldly arched below it, creating a memorable symbol that is easily recognizable. The sun represents the refreshing and invigorating nature of the product, while the wordmark captures the audience's attention and immediately draws the viewer's eye. Although the wordmark is the most prominent part of the logo there is still an icon that consumers can remember to make the brand recognizable. The Logo is considered a descriptive logo as it "includes textual or visual design elements (or a combination of the two) that clearly communicate the type of product or service a brand is marketing" (Luffarelli, Mukesh, Mahmood). According to the same source descriptive logos, "more favorably impact consumers' brand perceptions than nondescriptive ones, and are more likely to improve brand performance".

## COLOR

In the food and beverage industry, colors play a significant role in conveying messages and influencing consumer perception. Yellow is often associated with energy, warmth, and positivity, while blue is linked to trust, stability, and tranquility. When used in food and beverage branding, yellow can evoke feelings of happiness and friendliness, making it an ideal choice for products that aim to appear inviting and uplifting. It can also come across as uneasy, youthful, and naïve which could be some of what Twisted Tea wants to convey as they are an alcoholic drink brand. On the other hand, blue conveys a sense of reliability and professionalism, making it suitable for brands that want to establish trust and credibility. It is also known to suppress appetite as it is very rare to have blue foods naturally (Howell). In the case of Twisted Tea, the

combination of yellow and blue in their branding creates a striking contrast, with yellow being the more prominent color. The vibrant yellow communicates the drink's refreshing and invigorating nature, while the deep blue conveys a sense of quality and reliability. This contrast captures the audience's attention and makes the brand visually memorable.

## **TYPOGRAPHY**

The typography used in the Twisted Tea brand effectively communicates the brand's identity. The custom sans-serif typeface chosen for the brand name exudes a modern and clean aesthetic, reflecting the brand's commitment to quality and sophistication (Adams). The slight playfulness in the rounded edges of the letters adds a touch of approachability and friendliness, appealing to the brand's target audience. The decision to use all uppercase letters in the brand name further enhances its reliability and boldness, resonating with the brand's positioning as a clear beverage option for exciting experiences. The typography conveys a sense of casual modernity, aligning perfectly with Twisted Tea's image as a high-quality yet approachable drink for relaxed enjoyment.

## **SECONDARY ELEMENTS**

Twisted Tea does not have brand elements beyond its color or logo. Because they have established themselves in the market and were the first hard iced tea company, their simple branding does seem to be enough to engage their customers even with new similar products out on the market. There is some lack of brand individuality or personality since the logomark and packaging are so simple and they have no extensions. For companies making hard tea products currently, they could stand out from competitors with bold, fun and detailed branding to contrast against Twisted Tea.



*BACARDI HARD SELTZER*

Bacardi is a well-known and respected brand in the spirits industry, celebrated for its high-quality rum and innovative approach to marketing. The brand's history dates back to 1862 when Don Facundo Bacardí Massó founded the company in Santiago de Cuba. Bacardi revolutionized the rum-making process by implementing techniques such as charcoal filtration and aging in white oak barrels, resulting in a smoother and more refined product. Today, Bacardi continues to thrive as a symbol of quality and craftsmanship in the spirits industry, offering a diverse range of rums and other alcoholic beverages enjoyed by consumers worldwide.

**LOGO**

The Bacardi logo has relatively maintained the same look since the company's founding. The main icon of the bat has been the company symbol since 1862, when the founder's wife thought the animal would serve them well as it represents good health, fortune, and family unity in Cuba (Bacardi.com). The Typeface of the brand, Neutraface No. 2 Condensed, came about in 2014, changing to a more modern, sans serif font. The more vertical proportions of the logotype emphasize the company's prestige and the vintage illustration style reflects its mid-19<sup>th</sup> Century start, showcasing the strong legacy the brand has maintained over time. The icon of Bacardi is an example of a badge logo which is "usually suitable for solutions in the field of traditional,

vintage, and retro design and when it comes to the need to express an element of ‘historical’ in design”, which helps to establish the brand’s long-term success (Vjekoslav).

## **TYPOGRAPHY**

Because the Bacardi name has such a strong reputation, the sans-serif wordmark is a focal typographic feature for the brand and canned cocktail packaging. A bold sans-serif wordmark can communicate a sense of modernity, simplicity, and confidence, which can be appealing to consumers who value innovation and sophistication. As the Bacardi website states, the company's bat symbol and typography have been iconic since its founding in 1862, representing its values of good health, fortune, and family unity in Cuba. The modernization of the typography in 2014 with the Neutraface No. 2 Condensed font reinforces the brand's commitment to staying relevant while maintaining its legacy. The boldness and simplicity of the wordmark also make it easier to read and recognize, which is important for a brand that wants to stand out in a crowded market. Overall, the use of a bold sans-serif wordmark in Bacardi's logo effectively communicates the brand's values and identity while remaining modern and recognizable to consumers (Sadko). The secondary and tertiary type of the brand have less prominence but the extended, rounded type of the flavor and product names give the can a modern, casual appearance, fitting for a tropical-flavored canned cocktail. The bolder tertiary type of the can information is simple but expected for the consumer to easily digest the product facts. The combination of type that is large and thick, as well as small and thin, creates strong visual hierarchy for the viewer. Hierarchy allows the viewers to quickly find the important information and the space between the lines of text on the can give cues as to the hierarchical separation (Lupton).

## **SECONDARY ELEMENTS**

The package of any product, but especially a product that has so much shelf competition, must stand out from the crowd. Illustrated elements can add an important pop to a package but break up the space and the text of the can (Ding). The Bacardi rum seltzer can packaging has a mix of flat/detailed vector illustrations with elements relating to the flavors and tropics like oranges, mint leaves, and palm fronds. The foiled bubbles not only add to the playfulness of the packaging but also communicate the product's carbonation to consumers. Although the illustrations are a bit simple, the Bacardi brand as a whole has high sophistication and clean lines that help maintain a sophisticated image for them.

### *RAMBLER SPARKLING WATER*

Rambler is a sparkling water company founded by a couple of friends in Austin, Texas in 2015 who realized they might not be the only ones who felt like the sparkling water products on the shelves weren't doing much for them. They saw the food industry trending towards healthier, sustainable alternatives and saw a gap in the market they could fill with their water. Now, Rambler is behind the bar at many of their favorite restaurants and on the shelves at their local grocers. Rambler Sparkling Water was inspired by crystal-clear limestone swimming holes and uses a proprietary Texas limestone filtration system to isolate and remove impurities through reverse osmosis. It is the only sparkling water producer with a conservation program of its kind, giving back to American Rivers and the Texas Parks and Wildlife Foundation (Lee-Weitz).

### **LOGO**

The logo of the drink company Rambler, which is a custom script wordmark, effectively communicates a sense of adventure, freedom, and individuality. The flowing and handcrafted nature of the script conveys a laid-back and personal touch, aligning with the brand's story of

embracing the spirit of exploration and the open road. The custom script emphasizes the unique and artisanal qualities of the brand, suggesting a crafted and genuine product. The cursive style of the wordmark adds a sense of nostalgia and timelessness, evoking a feeling of classic Americana and authenticity, and associating that timelessness feeling and national pride with the great state of Texas. Overall, the logo communicates a sense of authenticity, adventure, and a personal connection, aligning perfectly with Rambler's brand story of embracing the journey and the freedom of exploration.



## COLOR

The main colors of the Rambler brand are primarily a bright orange with a secondary color of bright blue. Orange is a vibrant and energetic color that often conveys a sense of warmth, enthusiasm, and excitement. In the food and beverage sector, orange is often associated with energy and vitality, making it a popular choice for products that want to convey a sense of freshness and liveliness. The color orange can stimulate appetite and is often used to draw attention to food and beverage products, particularly those that are marketed as being refreshing or invigorating. It can also convey a sense of friendliness and approachability, making it a good choice for brands that want to create a welcoming and inclusive atmosphere. On the other hand, blue is often associated with calm, serenity, and tranquility. In the context of the food and

beverage sector, blue is commonly used to evoke a sense of purity and cleanliness, particularly in products that are related to water or hydration. Blue can also symbolize trust and dependability, making it a popular choice for brands that want to convey a sense of reliability and quality in their products (Howell). The orange and blue of the branding also references the local natural habitats of Texas that Rambler wants to highlight like the rocky canyons and water features throughout the state.

## **TYPOGRAPHY**

Sans-serif typography is often associated with modernity, simplicity, and cleanliness. Brands that use sans-serif fonts in their typography aim to convey a sense of minimalism, innovation, and forward-thinking. This style can communicate that the brand is contemporary, approachable, and focused on clarity and functionality (Adams). On the other hand, script typography often conveys elegance, creativity, and a sense of tradition. Brands that utilize script fonts in their typography may seek to evoke a more sophisticated, personal, and expressive image. This style can communicate that the brand values craftsmanship, individuality, and a sense of artistry in its identity. As mentioned earlier, the script font and sans-serif typography have distinct visual characteristics that can effectively communicate different brand attributes and resonate with specific target audiences.

## **SECONDARY ELEMENTS**

The secondary elements of Rambler Sparkling Drink play a crucial role in communicating the brand's identity and values. According to Medium, “over 70% are visual learners, [and] this means they tend to learn and absorb more information when it is paired with visually stimulating graphics” (Roark), which means that illustrations in branding are extremely

powerful to reach consumers. Rambler's branding features illustrations on their product packaging and website which exude a sense of adventure, depicting vibrant scenes of outdoor activities, nature, and exploration. These illustrations effectively convey the brand's emphasis on natural ingredients, outdoor lifestyle, and paying homage to the landscapes of Texas. It adds youthfulness and casualness to the brand as well, enhancing its approachability and attraction. The web design utilizes this illustration in the same style as the cans but presented in a clean and modern way to reflect the brand's commitment to nostalgia and sophistication. The secondary elements of Rambler Sparkling Drink, through their illustrations and web design, convey a message of authenticity, adventure, and a deep connection to nature, appealing to consumers seeking a refreshing and wholesome beverage experience.

## **ADVERTISING STRATEGIES**

### *WHY IS ADVERTISING IMPORTANT?*

The ready-to-drink alcohol market has skyrocketed these past few years, becoming one of the leading alcohol categories. Between 2019 and 2020, RTD alcoholic products increased 50% and in 2021, the global ready-to-drink cocktails market was valued at 782.8 million US dollars. This dramatic increase in the market was due to the Covid-19 lockdown, limiting people from drinking their favorite cocktails in bars and forcing them to look to the stores (mericanmule.com). According to Robert Blizzard, head of a research company that conducted a survey in 2021 about ready-to-drink cocktails, "American consumers are increasingly prioritizing convenience, taste, variety, and quality in their choice of beverages. Spirits-based RTDs fit squarely into this trend, so it's no surprise these products are leading the spirits category in both market growth and consumer popularity" (Forbes). Newer RTD alcohol

companies capitalize on the ever-growing social media platforms to reach their target market with usually great success. More traditional companies have had a lasting impact with their advertisements because of their ability to create strong stories and emotional empathy.

## **BUDWEISER**

Budweiser, an iconic American beer brand, has a rich history deeply rooted in Americana culture. Anheuser-Busch, established in the mid-19th century, played a pivotal role in shaping the trajectory of Budweiser by recognizing its potential for national and international expansion. Over the years, the company's commitment to innovation and quality has propelled Budweiser to a prominent position in the global beer industry (Budweiser.com). Known for its enduring traditions, iconic Clydesdale horses, and award-winning commercials, Budweiser is not just a beer but a symbol of American brewing history and marketing prowess. Today, Budweiser continues to thrive while adapting to the evolving tastes and preferences of consumers.

The brand's success within its advertising campaigns is largely attributed to its strong storytelling and emotional connection. Budweiser's "Clydesdales and Puppies" Super Bowl commercial is a standout example. This commercial artfully combines the brand's iconic Clydesdales with adorable puppies. The narrative unfolds as a heartwarming friendship between a puppy and a Clydesdale, showcasing an unlikely companionship. It taps into universal themes of love, friendship, and unity, which resonate with viewers of all ages. This emotional storytelling approach positions Budweiser as a brand that values connections, fostering a positive association with the audience and creating a lasting impression in the viewers' minds. Budweiser has had a number of engaging and memorable ads from the iconic "Whassap?" line to the "Bud Wei Ser" frogs that have created the legacy of an advertising powerhouse it has today (thebrandhopper.com).





## THE ROLE OF HUMOR IN ADVERTISING

Humor can be a powerful tool in advertising, providing numerous benefits for brands. By incorporating humor into advertisements, companies can capture the attention of their audience and create a memorable impression. Humorous ads have the ability to evoke positive emotions, making the brand more relatable and fostering a sense of connection with consumers.

Additionally, humor can help alleviate tension and create a lighthearted atmosphere, which can be particularly effective in breaking through the advertising clutter and engaging viewers. In an interview for Forbes, Andrew Tarvin, author of *Humor that Works: The Missing Skill for Success and Happiness at Work* notes that “using humor for marketing is more about fun first and being positive and inclusive. It isn’t necessarily about ha-ha. Go for amusement over laughter. This is an important place to start.” This is important for brands to keep in mind so they don’t push humor too far and end up driving away their audience. When used appropriately, humor can also make complex or mundane topics more digestible and enjoyable for the audience. Humor in advertising can lead to increased brand recall, positive associations, and a higher likelihood of consumers sharing the ad with others, thereby amplifying its reach and impact.

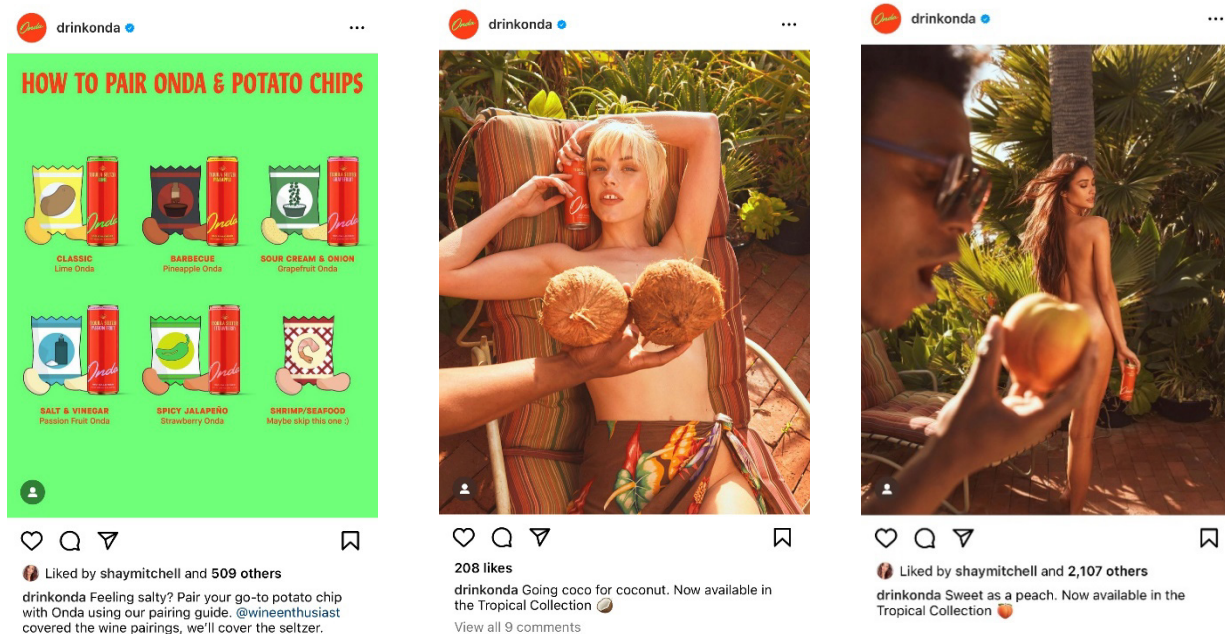
## ONDA

Onda is a RTD brand founded by the multi-talented actress and entrepreneur, Shay Mitchell. Established in 2020, the brand was born out of Shay's deep passion for travel, wellness, and a desire to inspire women to embrace their inner wanderlust and prioritize self-care. The name "Onda" itself, which means "wave" in Spanish, was carefully chosen to embody the brand's ethos of flowing with life's currents, exploring the world, and riding the waves of adventure.

Mitchell's own experiences as a globetrotting actress provided the initial inspiration for Onda, as she sought to create a platform that celebrates the beauty of cultural diversity, promotes mindful

living, and encourages self-discovery. She also felt like there was a lack in the market for “quality ingredient canned beverages specifically in the tequila space” (Forbes).

Onda's social media strategy reflects Shay Mitchell's own vibrant personality and her dedication to authenticity. The brand's social media presence is characterized by a perfect blend of aspirational and relatable content. The Onda Instagram account, for example, showcases breathtaking travel destinations and wellness practices, while also sharing behind-the-scenes glimpses of Shay's own journey. Humor plays an essential role in the brand's social media strategy. Onda employs clever captions, witty travel anecdotes, and light-hearted humor to engage with its audience. For example, Onda uses fruit in cheeky placements for an attention-grabbing post, and shares what potato chips pair best with the tequila seltzer, adding a level of relatability to the brand.



This approach not only entertains followers but also fosters a sense of community among them, where they feel like they're part of a fun and inclusive adventure with Shay. In a world

filled with picture-perfect images, Onda's humorous touch adds an endearing and approachable element to the brand's identity, making it stand out in the RTD industry. Shay Mitchell's personal touch and commitment to genuine connection have been key to Onda's social media success, creating a loyal and engaged online community that shares her passion for exploration, wellness, and laughter.

## **AVIATION GIN**

Aviation Gin is a brand of gin that gained immense popularity, largely due to its association with the charismatic actor Ryan Reynolds. The brand's story began in 2006 when it was founded by Christian Krogstad and Ryan Magarian in Portland, Oregon. The two entrepreneurs shared a passion for quality gin and aimed to create a product that offered a departure from the traditional juniper-heavy gins. Aviation Gin was designed to be a smooth and approachable gin with botanicals that provided a balanced flavor profile, making it a standout choice in the world of craft spirits ([ginmagazine.com](http://ginmagazine.com)).

The turning point for Aviation Gin came in 2018 when Ryan Reynolds purchased a stake in the company and became its co-owner. His involvement transformed the brand's image and marketing strategy. Reynolds, known for his quick wit and charming humor, brought a fresh and irreverent approach to advertising that resonated with a younger and broader audience. The marketing campaign, under his guidance, relied heavily on humor and clever, often self-deprecating, advertisements that poked fun at traditional marketing conventions. This approach not only redefined how spirits brands tackled advertising but also garnered a significant following on social media platforms.



Aviation Gin's social media and advertising strategy revolved around witty and humorous content. Reynolds played a central role in this by personally engaging with the brand's audience through his social media accounts. He leveraged his own personal brand to promote the gin, often blurring the lines between his real-life persona and the character of the brand. Whether it was clever tweets, tongue-in-cheek Instagram posts, or YouTube videos, Reynolds' sense of humor was omnipresent. This approach helped Aviation Gin to connect with a broad and diverse demographic, capitalizing on Reynolds' universal appeal. The brand also made headlines with stunts like clever partnerships and even a temporary rebrand as "Aviation American Gin: A Company Owned by Ryan Reynolds" in an overtly playful reference to the star's ownership (bettermarketing.com). All of these elements combined to make Aviation Gin a successful and recognizable brand in the world of spirits, proving the power of authentic, engaging, and humorous marketing.

## **BUSINESS MODELS**

In the RTD sector, the market is saturated with options with companies ranging in size and duration as well as their approaches to selling to their consumers, whether that's through distributors like bars and restaurants, or whole-sale to big grocery store chains. One common

approach is direct-to-consumer sales through e-commerce platforms, allowing customers to purchase products online and have them delivered directly to their doorstep. Another model involves partnerships with retailers and distributors to ensure widespread availability in stores and bars. Additionally, some companies focus on creating unique experiences, such as brewery tours or tasting events, to engage with consumers directly. In terms of marketing and sales, social media platforms like Instagram and Facebook can be powerful tools for reaching a wide audience and building brand awareness. Collaborations with influencers and sponsored content can also help generate buzz and drive sales. Furthermore, participating in alcohol industry events and festivals provides opportunities for direct consumer interaction and product sampling.

## *BACARDI*

### **COMPANY OVERVIEW**

Bacardi Rum started with one's dream to bring Cuban rum to as many people as he could and has grown to a company of more than six top-name liquors, making it one of the largest spirit companies in the world. Don Facundo Bacardí Massó started the company in Santiago, Cuba with the purchase of a small distillery. He was able to overhaul the entire distilling process to refine his signature rum liquor. The business soon spread to international renown, earning the gold medal at the Exposición Universal de Barcelona and becoming well-loved by the societal elite. Over 150 years later, the brand has grown to Bacardi Limited, shipping its spirits worldwide, and acquiring brands like Bombay Gin, Patron Tequila, and Grey Goose Vodka. This diverse portfolio of spirits allows it to cater to a broader consumer base. This diversification helps Bacardi reduce risks associated with the potential changes in the popularity of a single product or brand. Bacardi's strong international presence and distribution network are key pillars of its success. The company operates in over 170 countries, ensuring its products are accessible

to a wide range of consumers worldwide. This global reach also allows Bacardi to tap into various regional markets and adapt its marketing and product offerings to suit local preferences and regulations. They also have made initiatives like Good Spirited, an environmentally motivated mission focused on sourcing, packaging, and operations, and Shake Your Future, helping to reduce unemployment by training young adults to be bartenders.

#### **MAIN MESSAGE**

At the heart of Bacardi is its ability for their liquors to connect one and another. “We believe our purpose is to spark real-life rituals to bring people together for key moments in celebration, conversation and contemplation. Be it over a celebratory toast, a reunion of old friends, an impromptu post-work aperitif, an occasional big night out, or an epic gathering of communities bound by film, music, art or sports” (Bacardilimited.com). In alignment with their traditional high-brow customers, they promote their drinks as something not to over-indulge in but enjoy in appropriate situations.

#### **DEMOGRAPHIC**

Because of the size and long-standing history of the company, Bacardi has a large demographic that they market to from ages 18-21 and up, depending on the legal drinking age of the country and from a variety of lifestyles. Specifically, within Bacardi rum, the company has done a good job at diversifying the products they offer to appeal to such a diverse market whether it's the ready-to-drink cocktails for a younger audience or the Bacardi Gran Reserva Limitada, a rare and luxurious dark rum, for the liquor aficionados. Bacardi Rum successfully caters to its wide market, especially with the introduction of its ready-to-drink canned cocktail in 2020, putting itself on the map with this ever-increasing popular alcohol category.

## **SALES & DISTRIBUTION**

Bacardi's products are distributed globally through an extensive network of distributors and retailers. The company's business model relies on maintaining strong relationships with distributors in various regions, who are responsible for getting Bacardi products into the hands of consumers. This distribution strategy ensures that Bacardi's products are widely available in bars, restaurants, liquor stores, and other retail outlets. Bacardi's sales strategy involves not only selling its spirits but also engaging in marketing initiatives and brand promotions. The company invests in advertising, sponsorships, and experiential marketing to build brand recognition and connect with consumers. This marketing approach helps Bacardi maintain a strong presence in the competitive spirits market and supports the sales of its diverse product range.

## *BEATBOX*

### **COMPANY OVERVIEW**

Beatbox Beverages is a company that was founded in 2011 by Justin Fenchel, Brad Schultz, and Aimy Steadman. The idea for the company came about while the founders were students at the University of Texas. Frustrated with the inconvenience of carrying around bottles or cans of alcoholic beverages, they decided to create a more convenient and fun alternative. Their solution was to package and market mixed alcoholic drinks in a unique and portable box. This innovative approach gained significant attention and popularity among college students and young adults. After appearing on Shark Tank and winning a million dollar grant, the company was really able to take off in sales and grow its business. The branding of the drinks was inspired by their college city of Austin, home to many music festivals that have bright colors and the birthplace of many musicians. Despite the company being relatively young, it has been able to

get ahead of the curve on the ready-to-drink alcoholic products that catered to the young adult age range: “During our grad years, we noticed the huge quantity of boxed wine and FMBs being consumed at tailgates, parties, and lake and river outings, yet no one had come out with a product that catered to Millennials who drink less beer, seek more flavor and want “healthier” choices. BeatBox Beverages’ Party Punch anticipated the trends and surfed the wave” (Chilled Magazine). Some other benefits the drink touts are “lower calorie, lower sugar, lower carb, gluten-free, highly portable, 11.1 percent ABV wine-based cocktail” (Chilled Magazine) making the drink a healthier yet still exciting option for young adults.

#### **MAIN MESSAGE**

Beatbox's main message revolves around providing a fresh and convenient way to enjoy alcoholic beverages, especially for those who are on the go or looking for a more hassle-free way to enjoy drinks. Their products often feature vibrant packaging and are marketed as fun and easy-to-share beverages for a younger, social, and adventurous demographic. Beatbox's main message is about breaking away from traditional beverage packaging and offering a more exciting and experiential way to enjoy mixed alcoholic drinks, contrasting quite differently from the message of Bacardi. While their focus is on maintaining the sophistication of the label and enjoying responsibly, Beatbox is more focused on a younger post-grad audience enjoying their youth while feeling reassured with a health-conscious drink ([beatboxbeverages.com](http://beatboxbeverages.com)).

#### **DEMOGRAPHIC**

Beatbox primarily targets a younger demographic, typically college students and young adults aged 21 and above. Their products are designed to appeal to individuals who are looking for convenient and portable alcoholic beverages for various social occasions, such as parties,



music festivals, and outdoor gatherings (Swartz). Their Austin origin deeply influences their market since it is such a hub for live music and those who are interested in supporting a smaller, local company are also likely to purchase Beatbox as opposed to another bigger brand. The brand's bold and colorful packaging, as well as its promotion of social sharing, resonates with a demographic that values creativity, fun, and the desire for memorable experiences.

### **SALES & DISTRIBUTION**

Beatbox uses a combination of traditional retail and digital distribution channels to reach its target audience. Their products are available in physical stores, such as liquor stores, convenience stores, and even some larger retail chains. Additionally, Beatbox places a strong emphasis on e-commerce and direct-to-consumer sales through its website, making it easy for consumers to purchase their products online. This approach allows them to reach a broader customer base, especially considering the popularity of online shopping. The company also promotes its products at events and festivals to create brand awareness and engage directly with its target demographic. Unlike Bacardi, who has established itself in the liquor industry much earlier and is able to rely on bar, restaurant, and store sales. Beatbox's unique packaging and marketing strategies have helped it stand out in a competitive market, making it a distinctive player in the beverage industry.

### **HISTORICAL CASE STUDIES: ALLIGATORS IN ART**

Alligators have been a symbol in art for centuries. They can represent a variety of things, depending on the context and culture. In some cases, alligators symbolize danger, ferocity, and aggression. People often fear them and would not want to be caught even 100 feet from one because they have the potential to be very dangerous to humans. Being from Florida, I can

vividly remember when a young boy at a Walt Disney World hotel was bit on the head by a gator and dragged into the water, where he tragically drowned (Allen). Alligators are often associated with swamps, murky waters, and other wild and untamed places. I know the reputation many have about the “Florida Man” and have read the crazy stories about people trying to wrestle gators or when they appear in their homes so it is not lost on me why some would avoid this animal. In other contexts, alligators can be a symbol of resilience and survival, as they have been able to adapt and thrive in some of the most challenging environments on the planet. For some indigenous cultures, alligators are seen as a sacred animal, with spiritual and religious significance. They are believed to be connected to the natural world and the cycles of life and death. In some cases, alligators are even considered to be deities or powerful spirits that can provide guidance, protection, and blessings(About My Brain). Overall, the symbolism of alligators in art is complex and multifaceted. By exploring the different ways that alligators have been depicted throughout art history, we can gain a deeper understanding of the cultural and historical contexts in which they were created.

#### *MUDDY ALLIGATORS* BY JOHN SINGER SARGENT (1917)

John Singer Sargent (1856-1925) was an American painter known for his portraits and landscapes. Born in Florence, Italy, Sargent began his artistic training at the age of 14 and went on to study at several prestigious art schools, including the Accademia di Belle Arti in Florence and the École des Beaux-Arts in Paris. Sargent's paintings are characterized by their loose and fluid brushwork, which is often associated with the Impressionist movement. His use of color and light is also noteworthy, as seen in his famous painting, "Carnation, Lily, Lily, Rose" (1885-86), which depicts two young girls lighting lanterns in a garden at dusk. Sargent's work has been

exhibited in major museums around the world, including the Metropolitan Museum of Art in New York and the Tate Gallery in London (Riggs).



In his painting *Muddy Alligators* (1917), Sargent portrays several alligators resting in a swampy environment. The painting is a fine example of the Impressionist style, which is characterized by visible brushstrokes, a focus on light and color, and an emphasis on capturing the fleeting effects of atmosphere and light. Claude Monet was a stand-out artist from this period and greatly explored these attributes through his paintings of haystacks and water lilies (Encyclopedia Britannica). In this painting, Sargent uses loose and fluid brushwork to create a sense of movement and life, while the use of color and light creates a realistic and immersive environment. From a formal perspective, the painting is dominated by the lush greenery of the swamp, with the alligators blending into their surroundings (Young). The brown sandy beach where the alligators are resting provides a contrast to the greenery, while the black water washing onto the sand gives the painting a sense of depth. The use of color in the painting is subtle but effective, creating a realistic and immersive environment and the use of light is another aspect of the painting that is noteworthy. The shadows cast by the alligators on the

beach, as well as the reflections of the greenery on the water, are subtle but add to the realism of the painting. The light also creates a sense of tranquility, with the alligators resting peacefully in the swamp (Jiyori). The painting's subject matter is reflective of the cultural and historical contexts in which it was created. Alligators have long been a common subject in art, and in this painting, they are depicted in a naturalistic and serene manner. The painting can be seen as a celebration of the beauty and diversity of the natural world, as well as an appreciation of the untamed and wild habitats.

### *LOS LAGARTOS* BY LUIS JIMENEZ (1995)

Luis Jiménez was a prominent Mexican-American artist known for his larger-than-life sculptures that often featured vibrant colors and dynamic forms. Born in El Paso, Texas in 1940, Jiménez grew up in a family of artists and was exposed to the art world from a young age. He studied art at the University of Texas at Austin and later at the Mexico City College, where he was inspired by the works of Mexican muralists such as Diego Rivera and David Alfaro Siqueiros. Jimenez's sculptures often depicted themes related to his Mexican-American heritage, such as the rodeo and Mexican folklore. Through his art, Jiménez aimed to celebrate the beauty and complexity of Mexican-American culture and to challenge stereotypes and misconceptions about the Latino community (Smithsonian).



*Los Lagartos* is a remarkable piece of public art located in El Paso, Texas, in the San Jacinto plaza in the heart of downtown. The plaza was traditionally home to live alligators and called the Plaza de los Lagartos, which this sculpture immortalizes (El Paso Inc). The sculpture depicts several stylized alligators, each approximately 20 feet long, with bright blue and green colors, and a smooth, shiny surface that reflects the surrounding light. The use of color and form in the sculpture is striking and emphasizes the dynamic energy and movement of the alligators. The sculpture's size and location make it a prominent and iconic symbol of the city, attracting visitors and residents alike. One of the most interesting aspects of *Los Lagartos* is the way Jiménez combines traditional forms and techniques with contemporary materials and aesthetics. The alligators are rendered in a highly stylized manner, with elongated bodies, sinuous curves, and exaggerated features. They are reminiscent of the stylized animal forms found in ancient Mesoamerican art, with their geometric shapes and bold colors. However, the use of fiberglass and urethane foam, modern materials that allow for greater flexibility and durability, gives the sculpture a contemporary look and feel. The combination of traditional and modern elements creates a sense of timelessness and universality, making the sculpture accessible and appealing to a wide range of viewers. Another aspect of *Los Lagartos* that is noteworthy is the way it engages with the surrounding environment and the viewer's perspective. The alligators are positioned in a way that suggests movement and action, as if they are crawling or slithering over each other. The bright colors and reflective surface of the sculpture create a sense of vibrancy and energy, while the use of negative space between the alligators and the ground adds a sense of depth and dimensionality. The viewer is invited to walk around the sculpture, observing it from different angles and perspectives, which creates an interactive and immersive experience. It is a testament

to the power of public art to inspire and engage viewers, and to the importance of cultural diversity and expression in our communities.

*BLUE DOG AND THE CAJUNS ON THE RIVER* BY GEORGE RODRIGUE

George Rodrigue (1944-2013) was a celebrated American artist known for his *Blue Dog* series of paintings. Born in New Iberia, Louisiana, Rodrigue initially studied art at the University of Louisiana at Lafayette before continuing his studies at the Art Center College of Design in Los Angeles (George Rodrigue Foundation). After returning to Louisiana, he began creating the *Blue Dog* series, which featured a blue-hued dog with yellow eyes, often set against a bright and colorful background. The series quickly gained popularity, and Rodrigue became one of the most well-known and beloved artists in Louisiana (Smith). Rodrigue's work has been exhibited in major museums across the United States, including the Smithsonian American Art Museum in Washington, D.C., and the New Orleans Museum of Art (George Rodrigue Foundation).



The painting *Blue Dog and Cajuns on the River* by George Rodrigue is an iconic example of the artist's Blue Dog series. The painting depicts a blue dog prominently in the center with a

red alligator next to it, and both stand on the bank of swampy river. The Blue Dog is a recurring character in Rodrigue's work, often depicted in different settings and contexts, always rendered the same way: an anthropomorphic dog with piercing yellow eyes and a hauntingly enigmatic expression (Rodrigue). The painting is characterized by a bold and striking use of color, with strong contrast between the deep blue of the dog and water, the alarming red alligator, the bright yellow sky, and the green of the trees. The animals and background are done in a stylized way, with crisp lines making each element distinct from the other. From a formal perspective, the painting is a masterful example of Rodrigue's use of color and composition. The positioning of the characters creates a sense of balance and symmetry, while the river and the trees in the background add to the overall sense of depth and space. The painting's subject matter is reflective of the cultural and historical contexts in which it was created. Rodrigue was a Louisiana native and was deeply influenced by the culture and traditions of the state. To him, the river is an important marker of native heritage in Louisiana. Rodrigue once said that "the waterways of Louisiana were the early highways of its inhabitants. We had no roads; we just had the water. They were the natural fairways for commerce, development, and everything necessary for settlers to expand. The Indians knew this for fifty thousand years before we came along"(Rodrigue). The Blue Dog, meanwhile, is a reference to Rodrigue's childhood pet, as well as a symbol of the artist's own personal mythology. The painting can be seen as a celebration of the beauty and diversity of Louisiana's natural environment, as well as a tribute to the state's unique cultural heritage. Overall, "Blue Dog and Cajuns on the River" is a powerful and evocative work of art, showcasing Rodrigue's mastery of color, composition, and subject matter.

## **HISTORICAL CASE STUDIES: 20<sup>th</sup> CENTURY TOURISM ADVERTISING**

### *OVERVIEW*

In the 20th century, the rise of technology played a significant role in the growth of tourism. The development of modern transportation, such as commercial airlines, cruise ships, and the interstate highway system, allowed people to travel more easily and efficiently. Additionally, advancements in communication technology, such as telephones, radios, and television, allowed for the dissemination of information about travel destinations and deals to a wider audience (Acquire Magazine). This increase in accessibility and availability of travel information led to a significant rise in tourism during the 20th century. Tourism advertisers were quick to recognize the importance of these new technologies in promoting travel destinations and started using them to their advantage. For example, travel companies began using radio and television advertisements to showcase exotic destinations and package deals. They also used print media, such as magazines and newspapers, to advertise vacation packages and deals (University of Wisconsin-Milwaukee). These advertising tactics helped to create a sense of wanderlust in people and encouraged them to explore new destinations.

### *20<sup>th</sup> CENTURY ART MOVEMENTS*

Art movements such as Art Nouveau and Art Deco had a significant impact on the art of tourism advertisements used by airlines and railroads in both the US and Europe. Art Nouveau, which emerged in the late 19th century, was characterized by its use of flowing lines, organic shapes, and intricate patterns. This style was often used in tourism advertisements to create a sense of luxury and elegance, particularly in the US. On the other hand, Art Deco, which emerged in the 1920s, was characterized by its use of bold geometric shapes and bright colors.



This style was used in tourism advertisements to create a sense of modernity and sophistication, particularly in Europe (Gowans). The use of these art movements in tourism advertising helped to create a sense of glamour and excitement around travel. Additionally, many of these advertisements were produced by well-known artists such as A.M. Cassandre, which further elevated the status of travel and tourism in the public eye. Cassandre was a French graphic designer and artist who had a significant impact on the field of advertising design during the 20th century. His work was known for its innovative use of typography, geometric shapes, and bold colors. Cassandre's style was heavily influenced by the Art Deco movement and he used its principles to create elegant and eye-catching designs for various clients, including travel companies and fashion brands, with his logo design for Yves Saint Laurent one of the most iconic and recognizable word marks of all time. Another one of his famous works is the poster for the ocean liner SS Normandie, which features a sleek silhouette of the ship against a rich blue background. Cassandre's work helped to establish a new standard for advertising design and his legacy continues to inspire designers today (retrographik). Overall, the influence of Art Nouveau and Art Deco on tourism advertising helped to create a distinctive visual style that is still recognized and celebrated today in both the US and Europe.



*TYPE AND COLOR*

Tourism advertisers employed various tactics to lure in potential travelers, one of which was the use of large headlines in their advertisements. Large headlines played a pivotal role in catching the viewer's attention and conveying the main message of the advertisement. Advertisers understood that in a world full of distractions, they needed to make their advertisements stand out. Large headlines achieved just that, by making the message of the advertisement clear and concise. In terms of type treatment, advertisers during this time period used a variety of fonts and styles to convey different messages. Serif fonts, such as Times New Roman, were commonly used in advertisements as they were easy to read and conveyed a sense of professionalism. Additionally, sans-serif fonts, such as Helvetica, were also used in advertisements as they conveyed a modern and contemporary feel. Advertisers also used bold and italicized fonts to emphasize certain words or phrases and make them stand out (Adams). Overall, large headlines and careful type treatment were crucial elements of tourism advertising in the 20th century. They helped to catch the viewer's attention and convey the message of the advertisement in a concise and clear way. As technology continued to advance, advertisers would go on to use new tactics such as photography and color to further enhance their advertisements and attract new customers. Advertisers used bright and bold colors to catch the viewer's attention and create a sense of excitement around travel destinations. For example, the use of vibrant blues and greens in travel posters for Hawaii and the Caribbean helped to convey the idea of a tropical paradise. The use of design elements in this advertising helped to establish them as iconic styles of the 20th century.



### *FLORIDA ADVERTISEMENT*

Florida emerged as a popular tourist destination due to its warm climate, beautiful beaches, and vibrant nightlife. With the creation of the automobile, a movement known as “tin can tourism” emerged which saw vacationers of the US take to road trips to reach their destination, making the Tamiami trail in Florida a popular route when it opened in 1928. Tourists could not only get through the Everglades but now see sites like alligators, gorgeous flocks of birds, bears, and other wildlife (Butler). Similarly to other advertisements in the market at the time, advertisers for Florida posters used various tactics such as large headlines, bold colors, and unique artwork styles to attract tourists. For example, in the 1950s, Florida tourism advertisers used bright, eye-catching colors such as pink, turquoise, and orange to create an image of a tropical paradise (Promfet). Additionally, many tourism advertisements featured images of glamorous women in bikinis and handsome men enjoying the beach, which helped to create a sense of excitement and adventure around Florida tourism (University of South Florida). In terms of type treatment, many advertisements used sans-serif fonts such as Futura, which conveyed a

modern and contemporary feel. Overall, the use of bold colors, unique artwork, and careful type treatment helped to make Florida tourism advertisements stand out and attract potential travelers.

## **HISTORICAL CASE STUDIES: ANCIENT TRIBAL ART**

### *OVERVIEW*

Crocodiles and alligators held significant cultural and religious importance in ancient tribal societies such as the Egyptians, Africans, and Central Americans. In these societies, the creatures were often considered sacred and believed to possess supernatural powers. For instance, in ancient Egypt, crocodiles were worshipped as gods and were believed to have healing powers. In Africa, the crocodile was seen as a symbol of power, strength, and protection, and some tribes believed that the creatures could communicate with the spirits(Tinga Tinga). In Central America, the crocodile was viewed as a symbol of creation and was associated with the god of life and death(El Universal). To memorialize the creatures, ancient artists would create intricate sculptures, paintings, and carvings depicting crocodiles or alligators. For instance, in ancient Egyptian art, crocodiles were often depicted in hieroglyphics and tomb paintings, such as the depiction of Sobek, the crocodile god (Vostanis). In African tribal art, crocodiles were often represented in masks, sculptures, and carvings, while in Central American art, the creatures were often represented in stone carvings and pottery. These artistic representations not only served as a way to honor and memorialize the creatures but also helped to preserve and transmit important cultural and religious beliefs to future generations.

### *AFRICAN ART*

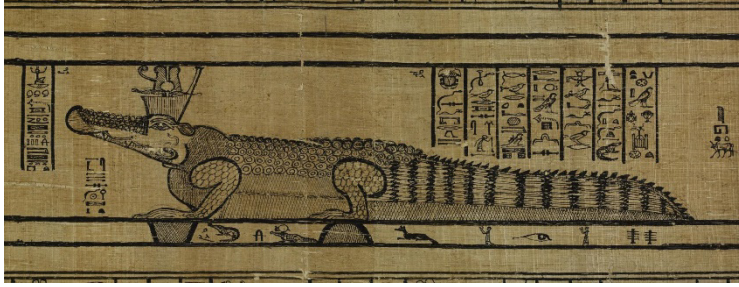
In African tribal art, crocodiles were often depicted in various forms such as masks, sculptures, and paintings. In some African tribes, the crocodile was seen as a symbol of power,

strength, and protection. The creation of crocodile art in African tribes was a complex process that involved several steps. Artists would first select a suitable piece of wood, stone, or other materials to work with. They would then use traditional tools like chisels and hammers to carve out the intricate details of the crocodile's body, including its scales, eyes, and teeth. Once the carving was complete, the artist would then use paint or other materials to add color and texture to the piece. The final product was often a stunning representation of the crocodile, which served as a symbol of the tribe's cultural and religious beliefs. These artworks were usually displayed during important cultural events and ceremonies, and sometimes even worn as masks during dances or performances. The tribes would use them to invoke protective spirits, or mark rites of passage. The art would “act as conduits for spiritual communication” (Tinga Tinga) and was highly regarded in these cultures. Overall, the crocodile art in African tribes served not only as a way to honor and respect the creature but also as a way to preserve and transmit the tribe's important cultural and religious beliefs to future generations.



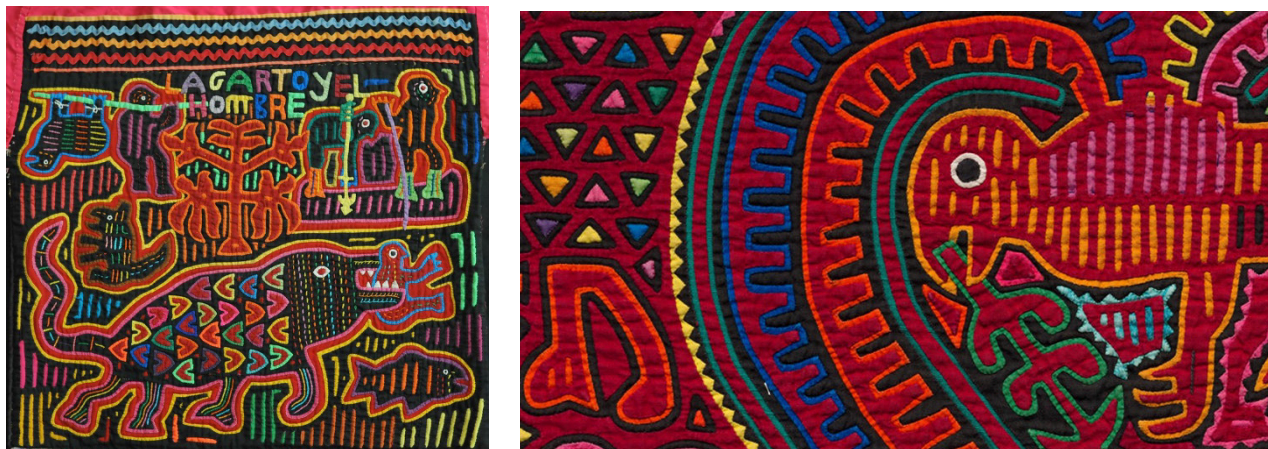
*EGYPTIAN ART*

Crocodiles were an important part of ancient Egyptian culture and religion, and they are frequently depicted in hieroglyphics and tomb paintings. The crocodile god, Sobek, was one of the most significant gods in the ancient Egyptian pantheon and was often depicted with the head of a crocodile and the body of a man. Sobek was believed to have created the Nile River and was seen as a protector of the Egyptian people. Additionally, he was associated with fertility and rebirth, as crocodiles were believed to be capable of regenerating lost body parts. The ancient Egyptians also believed that crocodiles had healing powers, and they often mummified them as a sign of respect. These mummified crocodiles were buried in elaborate tombs and were considered to be sacred objects. At Sobek's headquarters in Faiyum, an oasis in Upper Egypt, scholars even found a crocodile cemetery that contained thousands of mummies. It is likely that the reptiles may have been bred commercially there considering the number of the mummies found (Silver). In their art, they depicted crocodiles with long snouts and sharp teeth, and they often placed them alongside other animals or in scenes of hunting or fishing. The techniques used to create these works of art were highly skilled and involved a great deal of precision and attention to detail. For instance, in sculpture, artists would use chisels and other tools to carve out the intricate details of the crocodile's scales, eyes, and teeth. They would then use pigments to add color and texture to the piece. In tomb paintings, artists would use a variety of techniques to create a three-dimensional effect, such as shading and the use of perspective (Calvert). Overall, the ancient Egyptians' depictions of crocodiles in art were highly revered and served as a way to honor and respect the creatures, as well as to transmit important cultural and religious beliefs to future generations.



### *PANAMA ART*

The mola art of the Kuna people of Panama is a fascinating example of textile art. Skilled Kuna women cut and layer brightly colored cloth to create intricate designs depicting animals, plants, and geometric shapes. This tradition originated from body painting designs but through colonization of the Spanish, the Kuna people have changed this tradition to textiles. The designs are not only visually striking but also have important cultural and social significance. Molases are used to decorate clothing and other items and are worn during important cultural ceremonies and events. The word “mola” in traditional Kuna language means “shirt” which is what these textiles are used for. Two panels are used to make the front and back of the blouse that women wear. (Craft Atlas). But they are also used to communicate messages about a person's social status or beliefs. For instance, a mola depicting a crocodile, which is an important symbol in Kuna culture, is believed to possess protective powers and is associated with the god of life and death. Therefore, wearing a crocodile mola is considered to bring good luck and protect the wearer from harm. The Kuna people have a deep respect for the crocodile, and it is highly regarded in their culture. The use of crocodile molases is just one example of how the Kuna people use art to express their beliefs and traditions.



### ACTIONS TAKEN

#### **BRAND NAME**

Older alcohol labels in the industry are often named after the founders of the brewery like Bacardi or Budweiser while newer canned cocktail/seltzer drinks have shorter words that have to do with the brand story or the type of product. Since the company is inspired and founded in Florida, the name of it needed to quickly and clearly recall the sunshine state. Jacksonville, located in northeast Florida has several natural beauties and one is a picturesque beach nearby called Boneyard Beach which led to Driftwood, which gives the beach its name and felt perfect for the hard tea. Not only did the name have that Florida distinction but the word “drift” can refer to the state of mind of the customer while drinking the tea. It would put them in a relaxed mood and allow their problems to drift past them temporarily.

#### **TARGET AUDIENCE**

This hard tea can be enjoyed by anyone over the age of 21+ but specifically caters the older college student to younger professional. These individuals may wish to unwind after a long week and want to escape on a vacation, and whether they are kicking it on a beach or not, they



can feel transported to sunnier places. This youthful market could see influencers or celebrities of social media hopping on their private jets to an exclusive beach resort and feel some envy but with a tropical hard tea, that far-off fantasy won't feel so out of reach.

## LOGOMARK

The logomark for Driftwood consists of a combination mark of the wordmark and an icon. The logotype for the wordmark is an uppercase type, Rolner, which is a very bold type with little contrast, giving a modern and punchy appearance but with some very subtle rounded serifs to add friendliness and align with the brand's image of casualness and approachability. The logotype is unique to the logo so as not to take away from its value or confuse the viewers about the brand. I also wanted the icon of the logo to come across as Floridian and what screams Florida more than the alligator? Just the head is depicted in a simplified style to match the simple forms of the wordmark and its floating on top of the letters similar to a piece of driftwood floating in the water. Also, the motion of floating implies a relaxed, calm state that the drink would put people in, communicating to the consumers the casual fun they could have.



## COLOR SCHEME

The colors of Driftwood have a brightness and boldness to them that relate to the state of Florida and would attract customers in a place of purchase. In the historical research on tourism

advertising, it was found blue, green, and pink were popular colors for tourism posters promoting Florida and which is what led to the choice to make them the main colors for the brand. The viewers need to think vacation when they see the drink. The colors also relate to aspects of Florida like the waters of the ocean and rivers, the bright blue sky, the greenery of all the plants, and the bright pink within different flowers and fruit of the state.



## TYPOGRAPHY

The type has a mix of different styles to add variety and allow for legibility. As mentioned earlier the logotype Rolner is unique to the main mark with a secondary type of Hanley for display. Hanley is an italic script font with rounded ends and longer, loopy swashes, adding to the casual vibe. A script font like Hanley also creates a sense of nostalgia as a script type was common for store signage in the 50's and 60's. The sans-serif type of Niveau Grotesk is a modern type that keeps the brand relevant and works well in digital spaces like a website where it can be harder to pick up the smaller details of serifs. Sanserata is another sans-serif but with some personality to align with the display and logotype and works better on printed deliverables like packaging.

### DISPLAY TYPE

#### *Hanley Pro Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz*

*1234567890*

### HEADING/WEB

#### Niveau Grotesk

Aa Bb Cc Dd Ee Ff Gh Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890

### BODY

#### Sanserata

Aa Bb Cc Dd Ee Ff Gh Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890

**PACKAGE DESIGN**

Since the brand’s main component is a canned drink the market is over-saturated, the packaging needed to stand out. The bright colors help initially attract attention and then poppy, intricate illustration helps place the brand as a delicious, Florida-fun drink. The illustrations are the focal of the can and they convey different wild-life of Florida in combination with the particular flavor of each can like a flamingo on Strawberry Splash, an iguana on Gushing Guava, and an orange on Blood Orange burst.



The illustration is the main focal point of the can design where rest of the packaging is more understated as not to take away from the imagery. The design includes necessary legal information, company story, ingredients, and an exciting way to enjoy the drink.





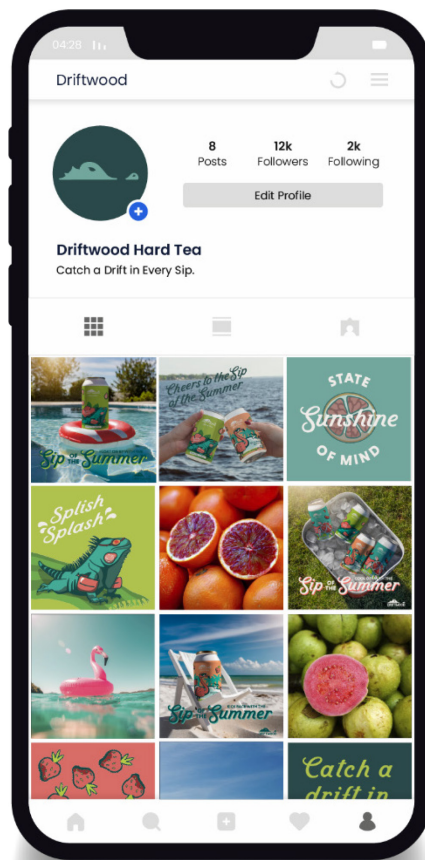
ADVERTISING

What better way to promote this drink than to focus on the quintessential vacation season: summer? The tagline “Sip of the Summer” drives the ad campaign for Driftwood where lifestyle photography of the cans showcases the different settings where the drink can be enjoyed, like the pool, beach, and backyard BBQ. It contextualizes the drink and visually tells the consumer of the type of place this drink could “transport” them too.

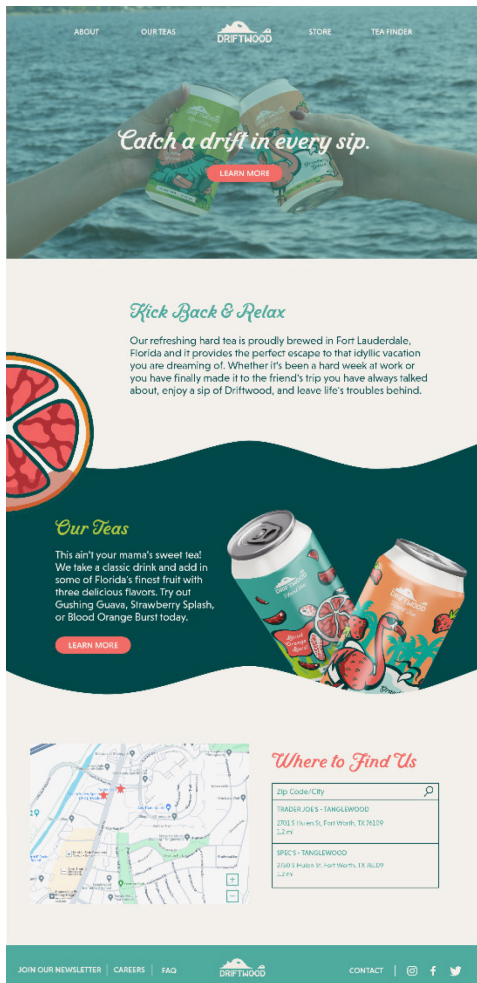


**SOCIAL MEDIA**

A social media account for a brand is crucial to engage with its customers in this tech-heavy world, especially for a more youthful target market. Looking at other socials of hard drink and sparkling water brands, Driftwood’s page needed to be on brand while still showing the experience of drinking their hard tea. The photography helps sell that experience while graphic elements and illustrations show off the playfulness of the brand. With repetition, their shorter catchphrases and taglines like “Sip of the Summer” and “Catch a Drift in Every Sip” would leave an impression on user’s minds and be phrases that they could recall later to connect back to the brand.



## WEBSITE



After looking at social media or seeing the brand in a store, users may be curious as to Driftwood and want to look it the brand up online, which would lead them to a website. In other research of drink company websites, the usability was often poor and the page was often cluttered with unhelpful information. Driftwood's website needed to be clear and straightforward for the user while also aligned with the brand image. The user flow should be seamless so the users could quickly get to the information they need. The home page has that lifestyle photography and illustrations as well as a playful wave element to separate sections of the page. The can design is

featured in the hero image to immediately provide packaging recognition. At the end of the home page, there is a map section where users can type in their address to discover the nearest place for them to find Driftwood, and turning the user, into a purchasing customer.

ABOUT OUR TEAS DRIFTWOOD FAQ TEA FINDER

*Have the Sip of the Summer*

Our drinks don't just promise a feel-good time. They bring a punch of fruity flavor and sugary sweetness sure to brighten any day.

**Gushing Guava**

Sip on the sweet, tangy notes of local guava that dance through this boldly brewed tea, and let every gulp take you closer to Florida's endless summer. Whether you're lounging by the poolside or toasting at a backyard BBQ, Gushing Guava is your perfect companion.

**Blood Orange Burst**

What could be more iconic than Florida citrus? Helloooo, it's on every license plate for a reason! Each sip is a burst of sweetness, with a cheeky hint of tartness, reminiscent of Florida's audacious spirit and colorful skies. It's not just a drink; it's an experience and I know you want in.

**Strawberry Splash**

It's your perfect partner for those moments when life deserves a dash of sweetness and a splash of fun. It's like the feeling of finding the perfect shady spot under a palm tree, where the only thing on your mind is shooting the breeze. This tea is all about adding a pop of joy to every occasion.

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Although consumers won't be buying the drinks directly from the website, each flavor of the company needed a distinct description so consumers can learn what they want to drink and then find somewhere to purchase the beverage. Again the user experience is straightforward and aligns with brand standards in the colors, illustrated cans, and catchy writing.

## CONCLUSION

This project is the research, design, and execution of the branding, advertising, and business model of a Florida-inspired hard tea. Driftwood is dedicated to bringing fun, laid-back times to those 21+ adults whether they can take those days to set out to sunny beaches with shady palms or not. It's more than just a hard-iced tea. It's Florida in a can and it's a way to give a piece of that to everyone. Watch out world, here comes, Driftwood Hard Tea, the newest kick-back-and-relax of chilled drinks.

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