Pinar Lacroix

I am a full service designer and creative leader offering a wide variety of creative services.

Concept and Design Development
Strategy and Brand Design
Art Direction and Design Management
Product Photography & Retouching
Packaging Design & Production
Line extensions
Production support: Prototypes, comps,
vendor management, mechanicals on-site
press approvals

To see my previous work please visit my website www.pinardesign.com portfolio tab

DESIGN CHALLENGE: BEAM SUNTORY needed to create an umbrella brand name strategy that supports broad extension to a wide variety of spirits.

This new brand design, name and architecture needed to support the modern craft esthetic and and conveys the brand personality of authenticity, creativity and experimentation. Develop the extension strategy that separates the products by variant but clearly unities them as a family. This would be a limited batch and would be sold in higher premium price range. However; as it would be new to market no investment on custom bottles were there. As craft growth continues, and the premium, crafted segment remains an attractive segment in which Beam Suntory could play. However, the Craft space was evolving – the market increasingly craved authenticity – real information, and real, non-fabricated stories. This was an opportunity to launch a new brand in a way that is authentic to Beam Suntory's selected approach and to themselves as a company.

GOALS AND BRIEF: Design should clearly represent that it is an umbrella brand to commercialize new liquids. The base liquids all will be different – and can play across categories, ages, etc. but what they need to have in common is that they are all premium liquids, and they all have been finished with different wood treatments.

A small number of products would be available concurrently at any given time. Potentially 1-2 would be permanent or extended-availability (as the backbone of the line), with other limited releases coming in and out depending on availability. That said, while they may show up together on a back bar on-premise, if they play across categories, they likely won't be on shelf together at store, so each should be able to stand on its own at retail.

BIG IDEA AND SOLUTION: To maximize the budget for structure we choose 3 bottle shapes that are stock and available with no tooling costs. With that I created 3 different names each unique to each design and draw illustrations to keep it authentic. I decided to communicate premiumness with glass bottle weights and special finishes in graphics. I created a design architecture to easily modify to different spirits and extend without breaking the brand hiyerarcy.

First approach; I built on was more expertise over experimentation. Which resulted an expert character and name XPERT. I illustrated a character in the background that is subtle enough and can relate to every liquid. I also illustrated a distillery that is unique with sense of creation and far from mass production with a heritage.

Second approach; I built on limited batch idea and focused on barrels. This is how I came up with BARREL WORKS name. I designed a shield to also build on the limited batch idea. Third approach; I built on the Expert and Limited Batch idea and this is how EXPERT'SHARE name was generated. I designed the logo as a barrel and accentuated the years on the logo as the aging process with wood was important to quality.

CREATIVE SERVICES BREAK DOWN

New Product Naming
Primary Bottle Research
Illustrations
Logo Design and Copy creation
Model search and Photo shoots
Brand Design Architecture
Packaging Design options
Competitive Analysis
Brand positioning
Alternative production cost options



BEAM SUNTORY CONCEPT DEVELOPMENT& DESIGN SERVICES RENDERED:

Packaging Design
Name and Concept Development
Illustration Study and Explorations
Logo Design
Line Extensions
Technical Label Specs
Production support: Production specs
Botlle vendor management













































