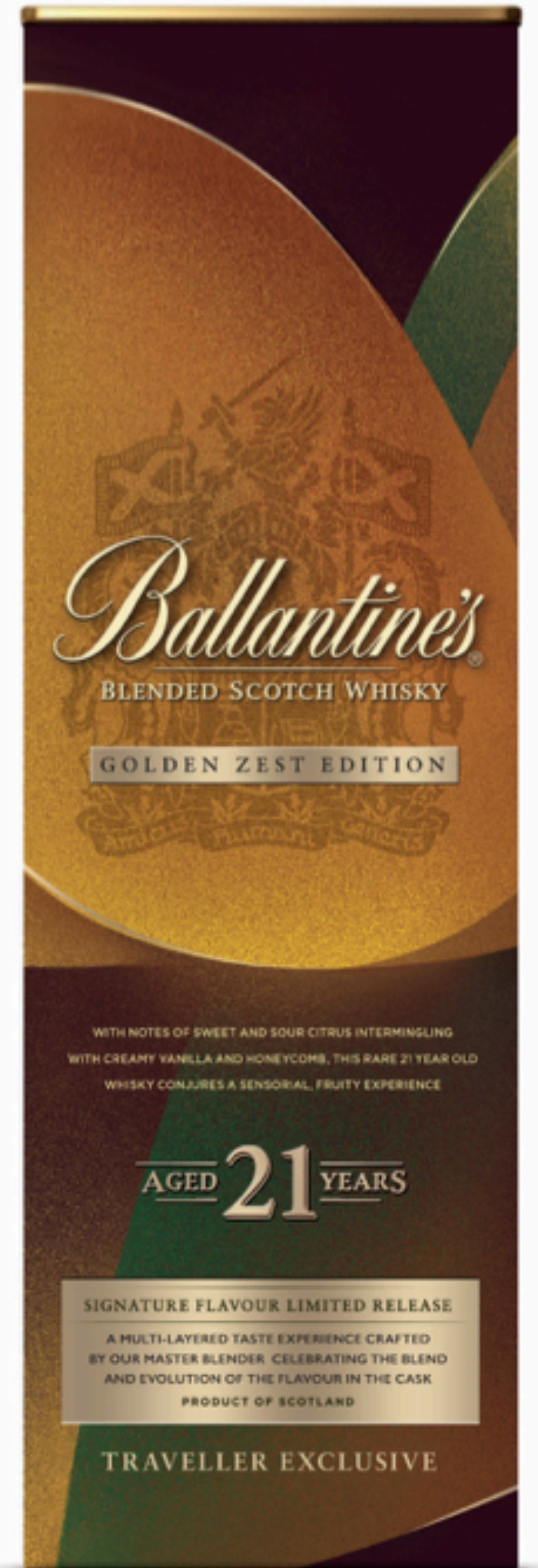




DESIGN GUIDE

BALLANTINE'S
21 YEARS OLD

SIGNATURE FLAVOUR EDITION:
'ORCHARD FRUITS'





THE CONCEPT

A new Ballantine's 21 Year Old Limited Edition Series celebrating the signature flavours of the award winning B21; showcasing how each of these flavours develop and transform as they age in oak casks.





EDITION 1: WARMING SPICES

The first edition in the series launched in November 2018 and was designed by Talenthouse Artist Anton Egorov, Russia.

The packaging theme was warming spices, and the pack illustrates this through an explosion of spice in a modern way, while staying true to Ballantine's heritage and delivering the elegance and sophistication required for a product of that age and price.

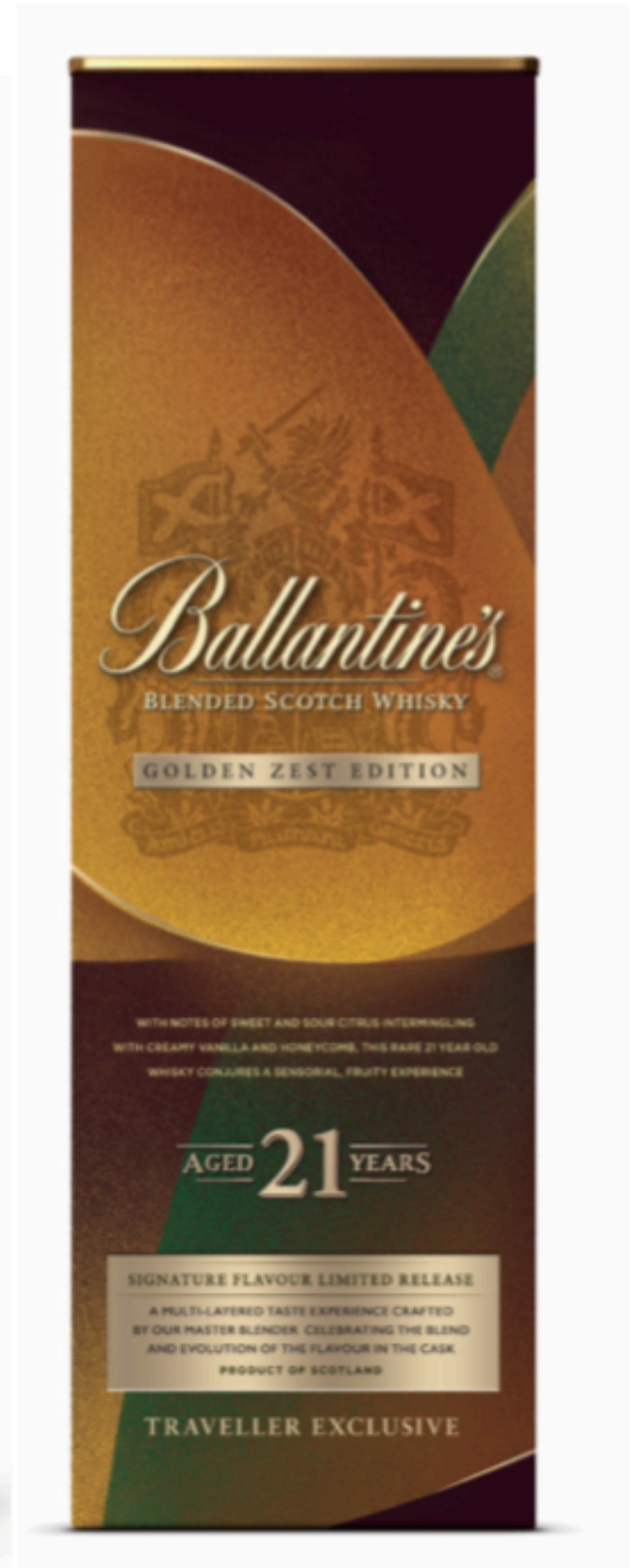




EDITION 2: GOLDEN ZEST

The second edition in the series will launch in November 2019 and was designed by Talenthouse Artist Wilson Aristizábal, Colombia.

Golden Zest celebrates the notes of delicate citrus that develop and deepen over 21 years of maturation in the cask, which is reflected with intricate layers of colour on the pack.





EDITION 3: 'ORCHARD FRUITS'

THIS IS WHAT YOU SHOULD WORK ON!

Flavour profile:

Concentrated and syrupy with many layers to decode; peaches, juicy pear, red apples at the fore. A voluptuous whisky that develops into a rich, complex composition.

Whisky process information:

Following on from the two previous editions, Orchard Fruits* will celebrate the classic Speyside malt influence in the blend, with a deep and concentrated fruitiness.



EDITION 3: 'ORCHARD FRUITS' MOODBOARD



See full mood board [here](#)



PACKAGING: THE BOTTLE



General:

- Glass colour (amber) should remain the same
- Designs can only use label area. Plain glass areas should not be used as designs cannot be printed directly onto the glass
- Bottle label background should be changed to reflect the 'Orchard Fruits' theme

Cap should stay the same size, contain the same logo elements, but can be any colour

Ballantine's logo and 'Blended Scotch Whisky' should remain in the same location & stay the same size. The background should be changed to reflect the Orchard Fruit Edition.

Keep the gold lock up the same size. Change the name to 'Orchard Fruits'. Keep the product information the same size and amount of text. Colour can be changed.

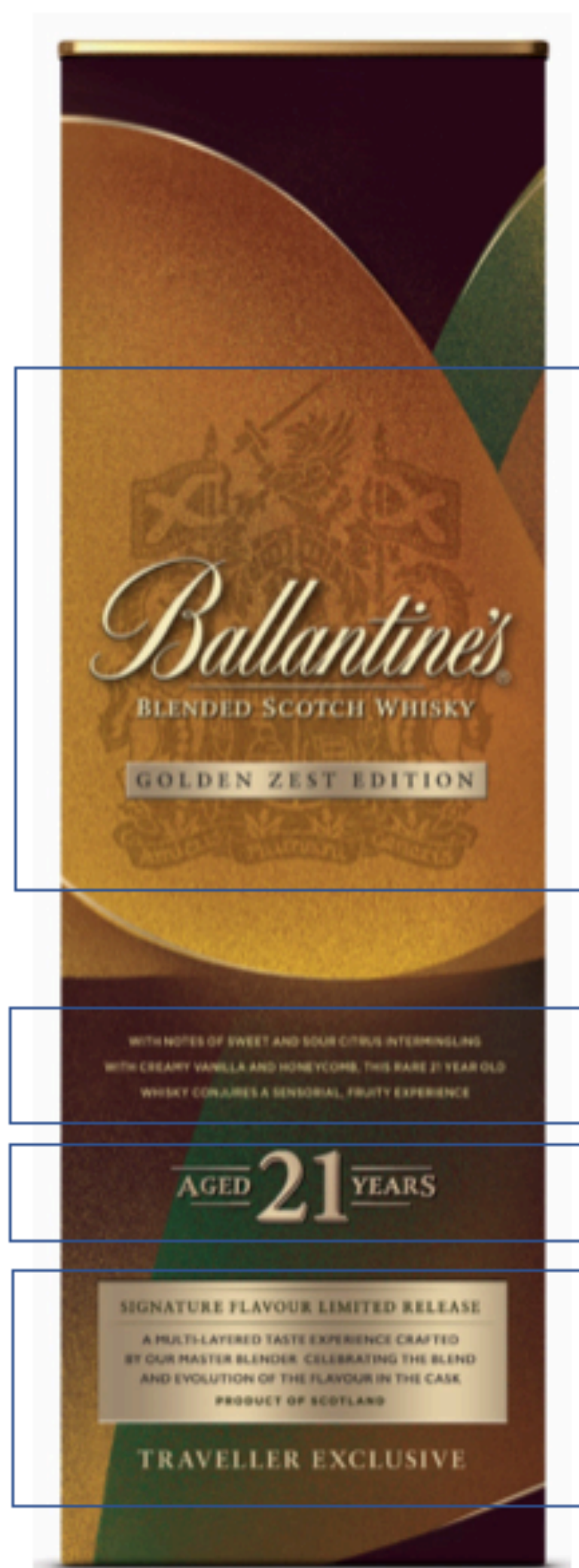
Keep the 'Aged 21 Years' lock up (age statement), '70cl' and '40% Vol.' the same size and position. The colour of these elements may change, but they should also clearly visible.

Gold label must remain the same & cannot be changed or moved

Designs should focus on this label area



PACKAGING: THE BOX



General:

- Box is rigid with removable moulded lid. Designs should be based on the current structure as shown here
- Box background should be changed to reflect the 'Orchard Fruits' theme

Ballantine's crest should remain in the same location & should not be too prominent in the design

Ballantine's logo & 'Blended Scotch Whisky' lock up should remain the same

Change edition name to 'Orchard Fruits'. Keep the same size and gold colour

Include the same text in the same font. Colour of the text can be changed

'Aged 21 Years' lock up (age statement) should remain the same & cannot be moved

Gold label and 'Traveller Exclusive' lock up must both remain the same & cannot be changed or moved



DO & DON'T

Do:

- Create a modern, contemporary & elegant design
- Include prestige / luxury cues
- Consider the brand heritage
- Respect the pack structure from previous editions
- Represent flavour note in an abstract way
- Use the [mood board](#) provided for colour palette inspiration

Don't:

- Create a design that is too literal (i.e. don't include literal depictions of fruit)
- Create a design that's only 1 colour – designs should be elegant and eye-catching
- CSR: Steer clear of showing drunkenness, pregnancy, drunk driving or showing people in a design





CUSTOMER INFORMATION

- Wealthy men, aged 30-45 year old
- Enjoy socialising, shopping, technology, business, current trends
- Interested in status brands
- Happily pay more money for brands that reflect knowledge and status
- Very social (online & offline) and whisky plays a part in their social lives
- Perception and social status are very important





THANK YOU

Geo Ballantine