



Strategic & Creative Presentation - Condensed

Our challenge was to help a small craft brewing company, Rudgate Brewery, launch a new kombucha brand for the UK market.



We conducted social listening to provide audience insights

 **seph**
@haarpyy Follow

Went to Kroger and had my most millennial purchase ever: yogurt, kombucha, an avocado, ginger dressing, beer


6:31 AM - 18 Aug 2017

2 Likes 

   2 


 **Jefe**
@Jeffgonzalezish Follow

I had kombucha for breakfast and now I can't stop ordering complicated frappuccinos and telling my friends "he doesn't deserve you"

 **caroline**
@carvandyke Follow

i think i'm buzzed off my kombucha

11:46 AM - 9 Aug 2017

 **Emi**
@EmilioFautsch Follow

half of my paycheck goes to kombucha and im okay with that

7:32 AM - 9 Aug 2017 from Pecan Grove, TX

 **DOR**
@DOR43964 Follow

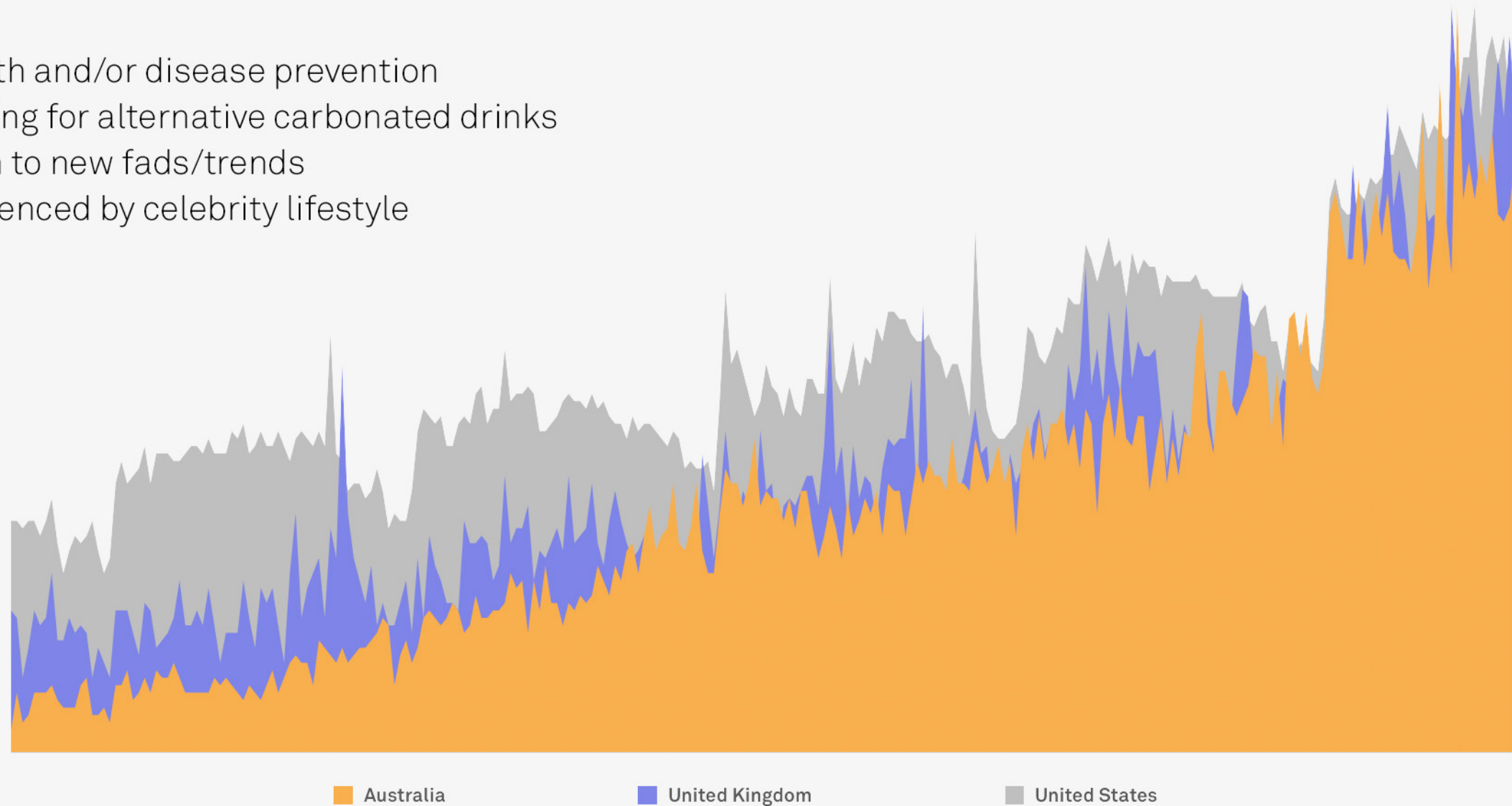
Replying to @Rhys604 @TeaPainUSA

I don't know what kombucha is. I prefer covfefe.

3:47 AM - 9 Aug 2017

We established some core reasons for the increasing search volume for kombucha:

- health and/or disease prevention
- looking for alternative carbonated drinks
- open to new fads/trends
- influenced by celebrity lifestyle





Equinox



Go!



Leftfield



Love Kombucha

We made an audit of other kombucha brands in the UK to ensure our naming and brand territory would not overlap with competitors.

Audience Profile

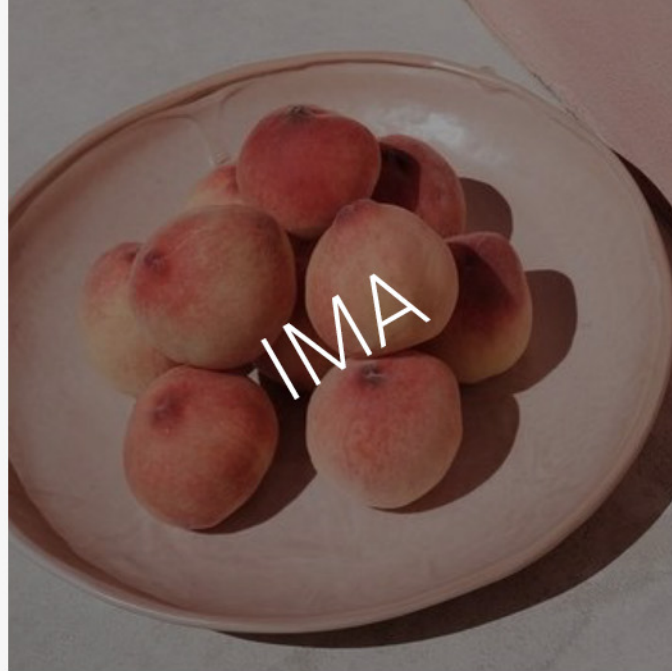
- Equal male/female balance
- 20-30yrs old, urbanites
- Take regular exercise, but not obsessive
- Just as likely to be single as settling down
- Career-minded
- Aware of their personal image



We explored name options and associated brand territories (only a selection here).



bold & fun



health & goodness



exotic & mysterious

Kinoko was the preferred name choice from our **'exotic and mysterious'** territory, itself inspired by the drink's 'can't quite put your finger on it' quality. This suggested that our audience should be adventurous, curious types.

The well-known health angle for kombucha was also wrapped into our final positioning statement for the brand:

Brand Positioning Statement

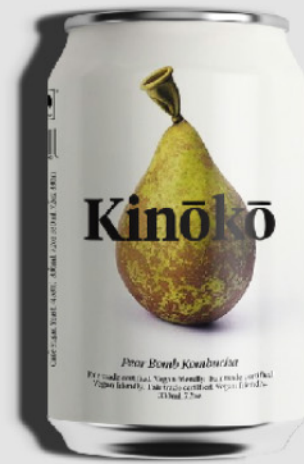
**Kinoko. The kombucha for healthy
bodies and inquisitive souls.**

Kombucha is made from a yeast and bacteria culture, which acted as the inspiration for our name. Kinoko comes from the Japanese word for 'mushroom'.

The logo for Kinoko features the word "Kinoko" in a bold, black, serif font. The letters "i", "n", and "o" are partially overlaid by a light green, irregular, hexagonal shape that resembles a mushroom cap. The "i" and "n" are positioned to the left of the green shape, while the "o" is positioned to the right, with the green shape overlapping its top and left sides. The "k" and "o" at the end of the word are not overlaid.

Kinoko

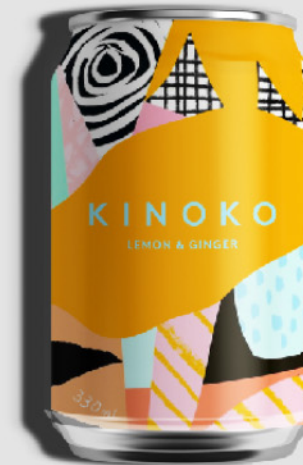
Visual Exploration- Elegance & experimentation



Visual Exploration- Natural homemade fun



Visual Exploration- The moden exotic



GOOD TO SEE YOU, FRIEND
HAVE YOU COME FROM FAR AWAY
LIKE OUR KOMBUCHA?

We developed a tone of voice that can be described as 'playfully enigmatic'.

Given the Japanese root of our brand name, we decided to use the haiku poetry format (5,7 and 5 syllables) for our messaging.

Packaging copy for Kinoko flavours

MY CHEEKS BECOME SHARP
MY MOUTH WATERS AT THE THOUGHT
OF YOUR CITRUS JOY

EFFERVESCENT SPICE
YOUR EARTHY FIERY FRESHNESS
SHAKES ME WIDE AWAKE

LOST IN PARADISE
SWEETNESS WASHES OVER ME
LIKE THE OCEAN BREEZE

We also made the flavour profiles more appealing with suggestive descriptions of their ingredients.

Classic



Monstera



Wild Hibiscus Flower

Orchard Lime & Mint



Lime Tree



Mint Leaf

Root Ginger



Ginger Flower



Ginger Root

Reef Coconut



Reef Coconut



Palm Tree



Kinoko has recently won a contract with Morrison's barista bars to be stocked nationwide. It is also available in a variety of on and off-trade locations, as well as being sold online through our brand website.