

WHAT TO EXPECT

As Amstel Malta prepares to introduce its new sleek CAN to the Gen Z audience, it is essential to highlight how it can resonate with their preferences as "the stylish, healthy, and unique beverage."

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Jight Might Might

Capturing the attention of Generation Z requires making a big splash, keeping their attention... now that will be tricky...

Take a visual journey of sleek CAN's pulling from an eclectic range of inspirations, presenting mild to wild Amstel Malta looks.



...shop at stylish outlets...



...cheers to the weekend...



...spend social currency...

MILD

Ease into mild updates that retain the current visual look and feel, and cue Amstel Malta's historic graphical elements and malted barley illustrations.









The elements represented are Amstel legacy graphical elements.



BORN IN AMSTERDAM

Original Amstel Brewerie



BORN FROM FRIENDSHIP

Heritage visual illustration of founders



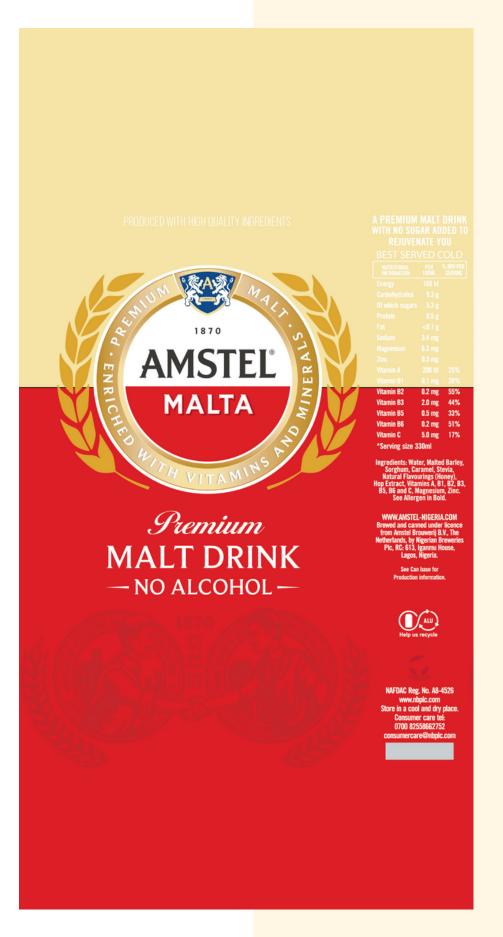








We've proposed a mix of heritage and new - a bolder, cleaner, expression of the malted barley.



REFRESHED MALTED BARLEY

New element proposed



BORN FROM FRIENDSHIP

Heritage visual illustration of founders



MILD/TO

Inspirations for these variations:

- Star The inevitability of a star to be gazed upon can fulfil the requirement "to stand out", each CAN a twinkling star.
- C<u>ircular Beams</u> Light beams emanating from the Amstel logo, to create a spectacle.
- Malt Bubbles Beautiful Malt bubbles brought to life by the 19th century printing technique of Benjamin-Henry Day.



Star



Circular Beams



Malt Bubbles

STAR

If you hyper jumped into the atmosphere you are bound to see the twinkling of a star. However, on a CAN it's clean, it's modernist, it's a twinkling little star.













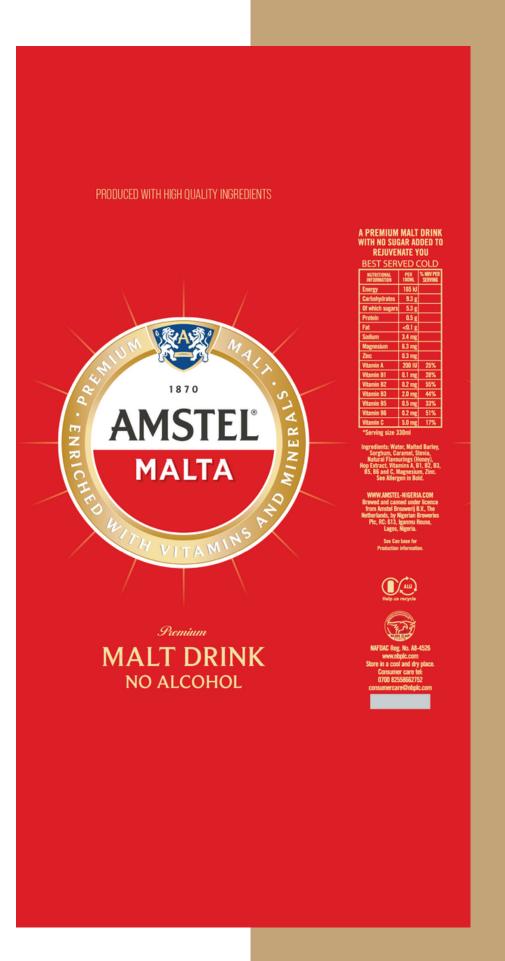




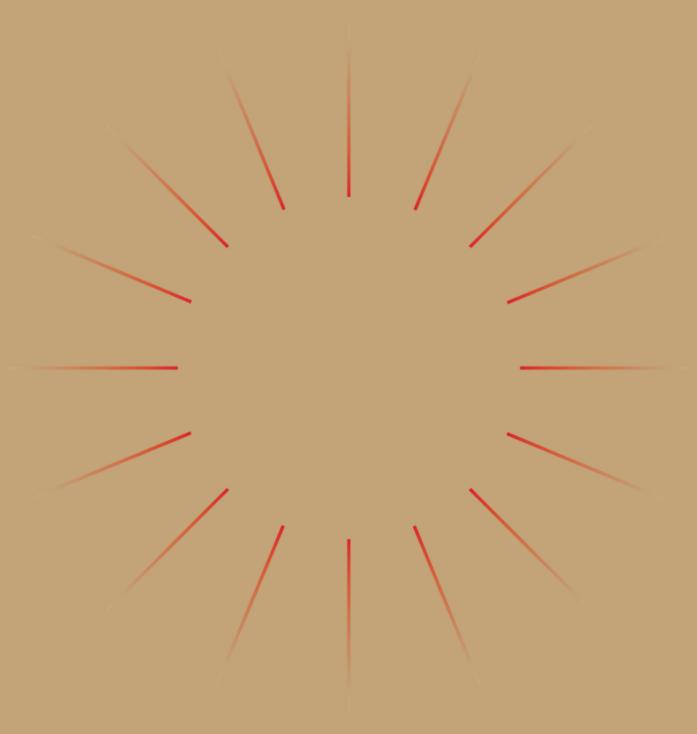




The newly introduced element to a standout CAN is a 16 point star.



STAR BURST



CIRCULAR BEAM

Stand over the competition by introducing beams emanating from the iconic Amstel Malta logo for a modern premium look.













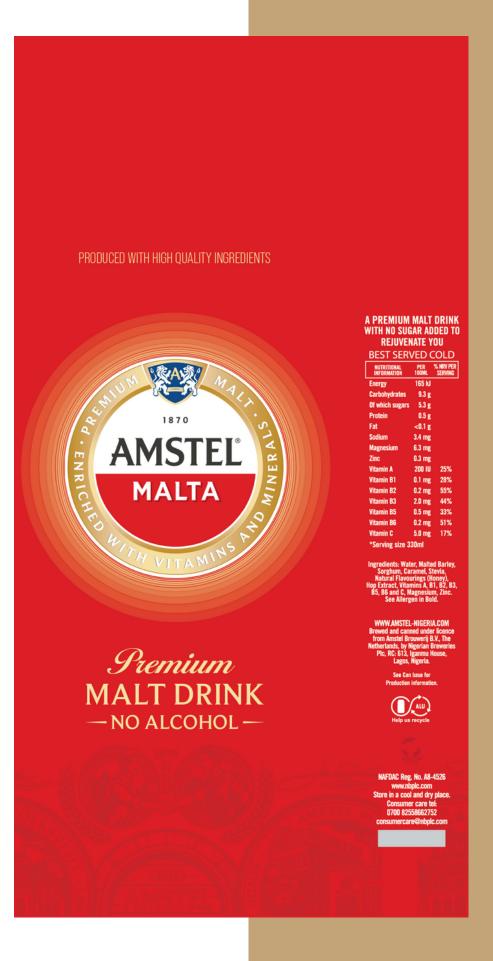




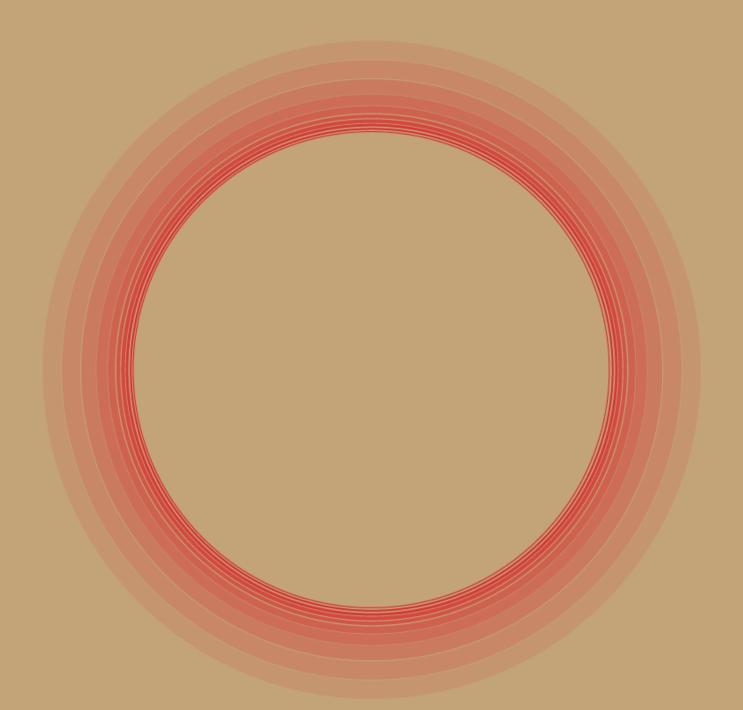




Golden rings or Red Beams on a can is sure to create a spectacle.



CIRCULAR BEAMS



MALT BUBBLES

After Barley seeds are brewed into malt goodness and poured into a glass, they create rich bubbles which cues refreshment.

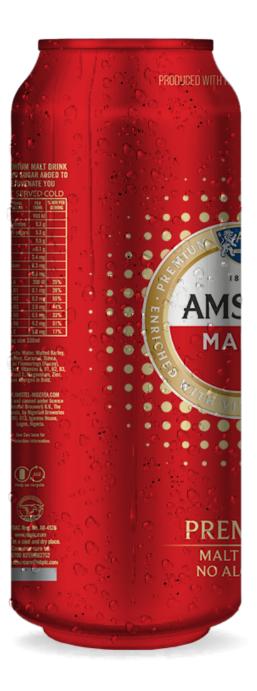
















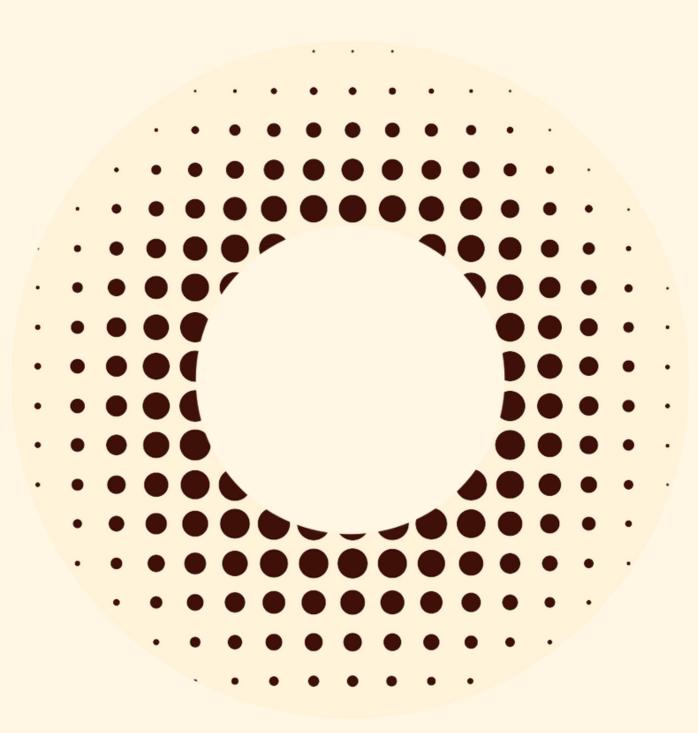




When malted barley seeds are brewed and poured into a glass, they form delicious bubbles, which are brought to life using Ben-Day dots.



MALT BUBBLES





The Wild ones are inspired by:

- Art Deco, the art movement that cheered up a rather glum Europe after the 2nd world war.
- The Big Bang, inspired by the explosion caused by all the energy in the universe jammed into a tiny point.

WARNING

From this point, we explore the use of Amstel's global identity update launched in 2020 in a bid for coherence,.. It's "big bold" but not overbearing.



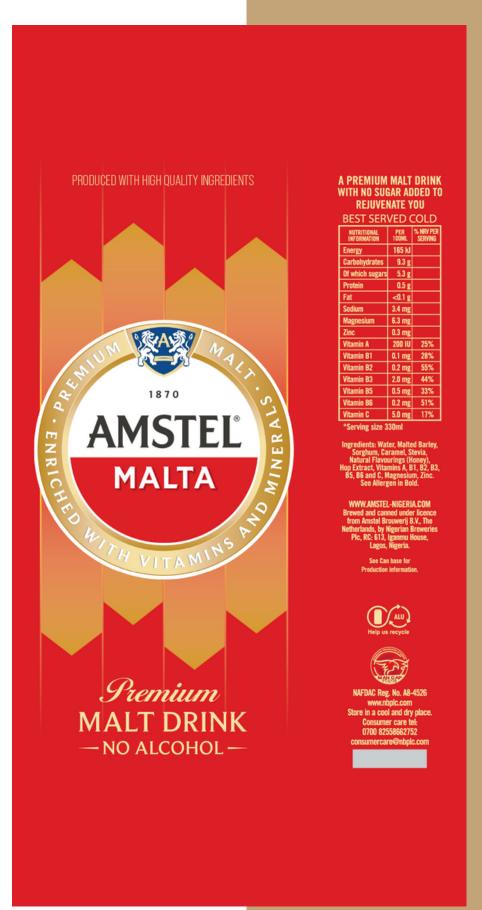
ART DECO

To introduce the wild ones is a style synonymous with people who were intent on stylish decorations and an enjoyable life - This is the AMSTEL MALTA ART DECO.

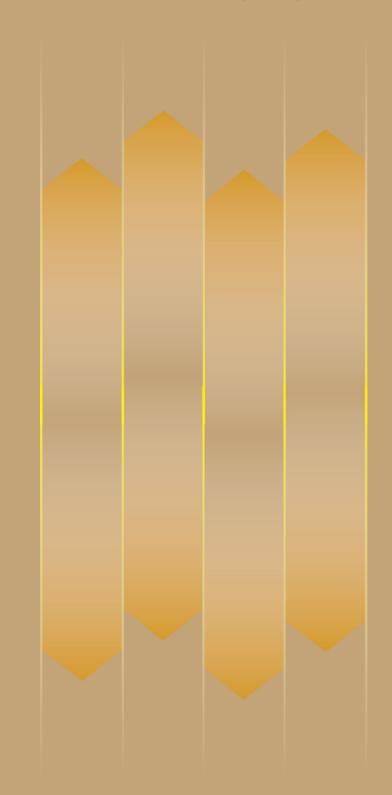




Characterised by stylish symmetry, geometric patterns, fragmented shapes and golden sunbursts, all on a can?



ART DECO



THE BIG BANG

Science has proven that a lot of good can come from a massive burst of energy causing such an explosion, it changes history.



WILD IMAGERY

We took the rule book and responsibly trashed it, we do not litter:)





BIG BANG We introduced a proper back of pack which is the natural enemy of all printers world wide.













BIG BANG

What happens when we iterate the new look AMSTEL visual identity into the big bang?

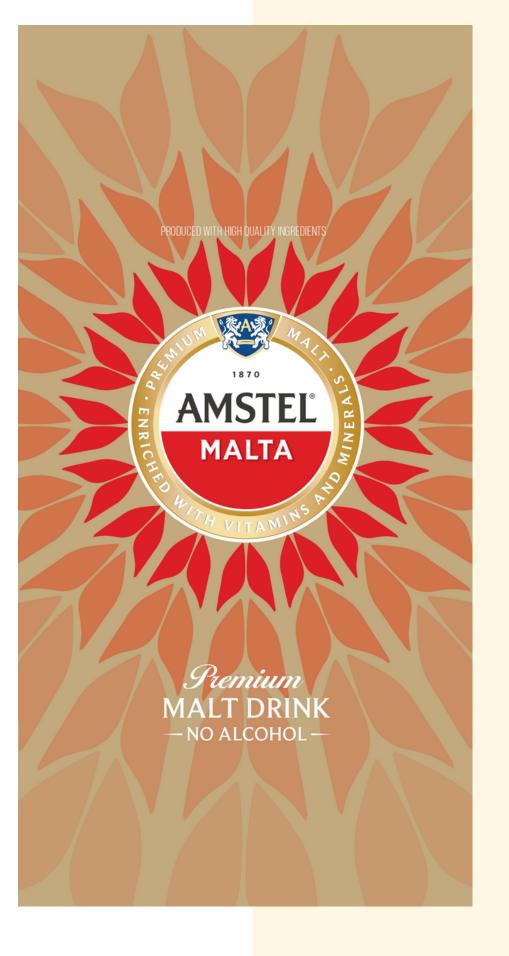




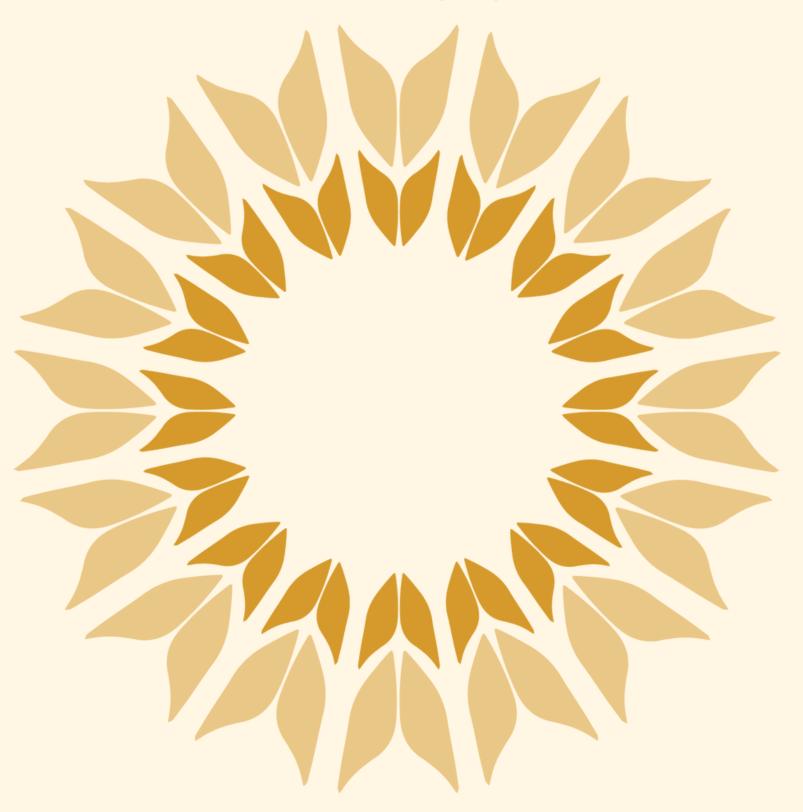




Characterised by stylish symmetry, geometric patterns, fragmented shapes and golden sunbursts, all on a can?



BIG BANG





Now what happens when we iterate the new look AMSTEL visual identity into the mild influences?

































WHAT A XUD BY 3UD RIDE...

Now what?

01

Review

Start all over again, share the designs far and wide, let's gather all the feedback we can manage.

02

Feedback

Let me know what you would like to explore, and what is way too wild... we can have a call

03

Finalize

I'll take that feedback and whip up something final for your presentations, several formats can be shared...

THANKS FOR TAKING THE TRIP

I hope it's been as exciting for you as it was for us creating this wild ride...







XUD BY 3UD
Presentation
to Nigerian
Breweries ©
2023

