

BEER WALKS

DOCUMENTS

Pre-production part 1

<https://drive.google.com/file/d/11btLTkwX-h6q0aEtP3CUvnxx5rHU0R0L/view?usp=sharing>



Pre-production part 2

<https://drive.google.com/file/d/1N86thXS7LJLEbgMhkQoza7ZWBvnQs0th/view?usp=sharing>

Customer pitch

<https://drive.google.com/file/d/1fscMKQCvXHOzoi8To7itMre3tSiCsNXo/view?usp=sharing>

Beer Wolves

Johanne Larsen

Chelle Lilly Albøge Simonsen

Terezia Hrdlovicova

Velichka Stoyanova Trusheva

Orestis Mamouzelos

Marcin Grygo



June 2022

LINK TO WEBSITE:

<https://grygomarcin.one/kea/basiccontent/beerwalks>

LINK TO VIDEO:

<https://www.youtube.com/watch?v=WRMzAKi2EPI>

LINK TO OUR XD:

<https://xd.adobe.com/view/7976af26-abc7-40f8-8325-41bcf485eb11-2c25/screen/baeecf6a-f9d6-4845-b2ca-9f53e0a25952>

LINK TO OUR GOOGLE DOCS:

<https://docs.google.com/document/d/1P55G-i1SQNpFBeGwHzBTeM5c0cBtAABwcD2Hj6rQIMY/edit>



DESCRIPTION OF WORK

THIS PROJECT FOCUSES ON STRENGTHENING THE VISUAL IDENTITY OF BEERWALKS AND EXPANDING THEIR BRAND AWARENESS.

WE ARE A DIVERSE GROUP OF YOUNG DESIGN ENTHUSIASTS AND ALTHOUGH WE SPLIT THE WORK BASED ON OUR SKILL-SET, WE CONSULTED EACH OTHER THROUGHOUT THE WHOLE PROCESS.

Beer Wolves

Theme

Have a taste of Denmark, Come together for good times

Logline

Christian has a busy lifestyle. Wakes up early and hustle at work all day long. In the evening all that Mr. X wants, is to relax and have hygge time with his work buddies.

The treatment

FIRST IDEA (unused)

Intro 1

The alarm clock rings on a friday morning and Mr. X half asleep gets a coffee and goes to work. It is a busy day at the office and he needs to attend many meetings. Mr. X is ready to hustle all day long and gets straight to his tasks for the day. He looks at the note board and remembers that there is a company Beer walk at 17.

Intro 2

Mr. X is walking out of the company building door with his colleagues. It's been an awesome day at work and now they're all heading to the beer walk.

Main

Some cool effect to change the shot to the beer walk. He is learning many fun facts about the city and has a great time tasting interesting beers. He cheers with his friends.

Outro

Mr. X gets home and checks his photos from the unforgettable beer walk.

Google Docs

Google Docs was our place to collect our brainstorm ideas and work together on the assignments.

Brainstorm

Taste a life

Have a little taste in life

Too much work can kill you

Work hard, play harder

hygge og skål

Have a taste of Copenhagen

The taste of Hygge

Taste the Hygge

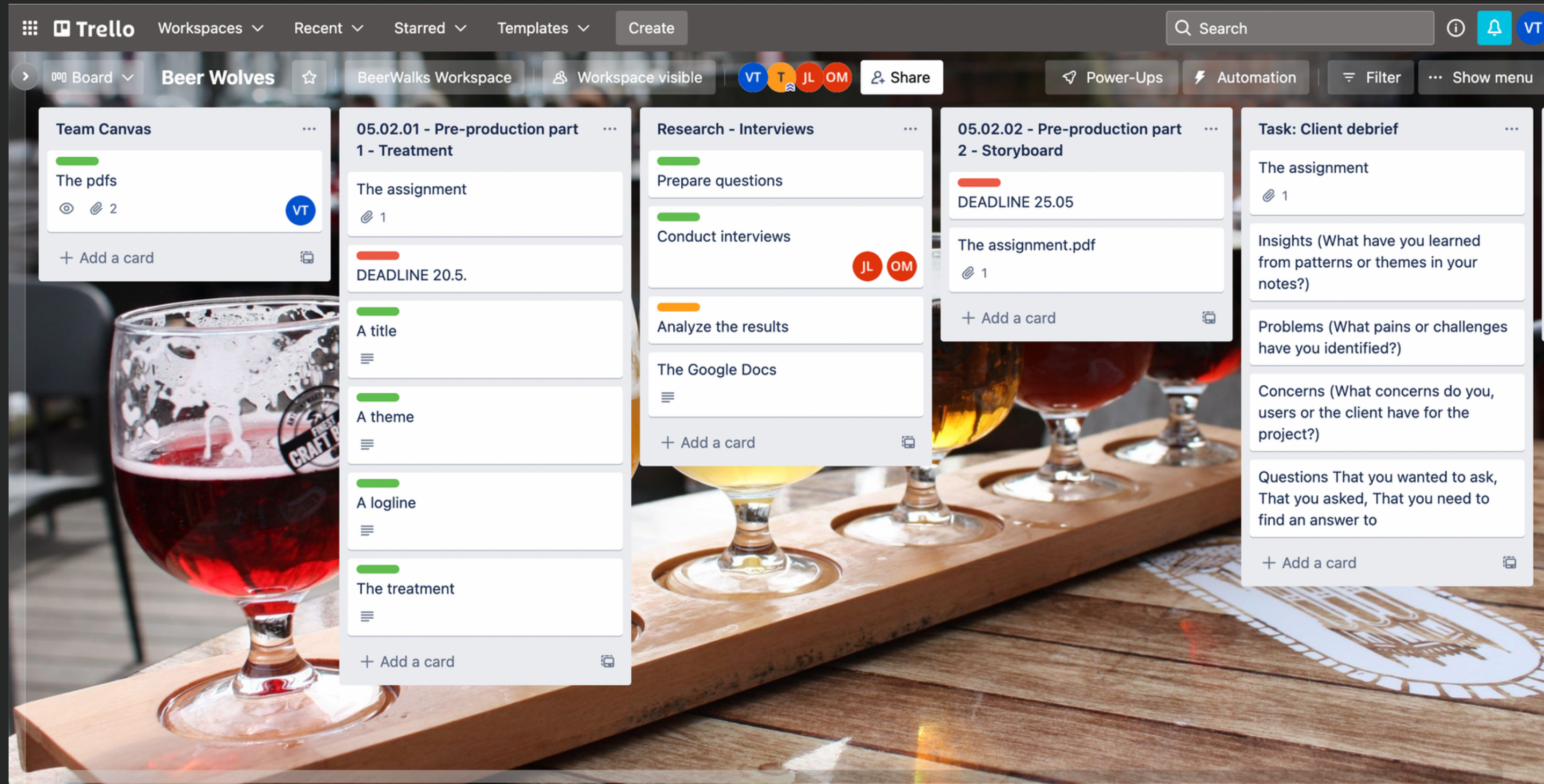
That's more than just a beer

Final questions decided for company employer interview:

- Why do you need group company events? How important are social activities with work colleagues to you?
- Would you choose an outdoor event?
- What activities do you enjoy at a company event? Do you remember any event that you really enjoyed?
- Was there something at an event that you didn't enjoy/like?
- Would you attend an event where beer is involved?
- Do you want to learn something during group company activity?
- How do you imagine the perfect team building activity?

We used Trello as one of the tools to manage our project and divide the tasks. It helped us to create an overview about what is finished and what needs to be done.

Trello



STYLE TILE

BEERWALKS

PRIMARY COLOR PALETTE



SECONDARY PALETTE



BUTTONS



KEYWORDS

FUN PLAYFULL VIBRANT

FONTS

Header
JACKPOT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body
SUBURBAN FLAMINGO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ILLUSTRATION STYLE

WANNA HAVE A GOOD TIME?



TARGET GROUP

- company employees
- students
- freelancers

Approach the people who want to have a good time and increase the number of guests.

Beer Wolves



FREELANGER

Beer Wolves

Benjamin Altenberg

Main Persona



"The best way to predict the future is to create it."

AGE: 28

GENDER: Male

INCOME: 40 000DKK

EDUCATION: Self-tought

OCCUPATION: Photographer

FAMILY STATUS: Single

LOCATION: Copenhagen, DK

ARCHETYPE: Explorer

Free spirit

Humorous

Skillful

Curious

Flexible

Spontaneous

Innovative

BIO

Benjamin has developed his skillset in photography in his numerous projects and working with a lot of different people. He has grown to think outside the box both in his personal and professional life. He loves living in the city but he cannot wait for his holidays in nature. He is a pleaser towards others and fun to be around. He commits to a significant amount of social interaction and he often takes some time for himself to recharge.

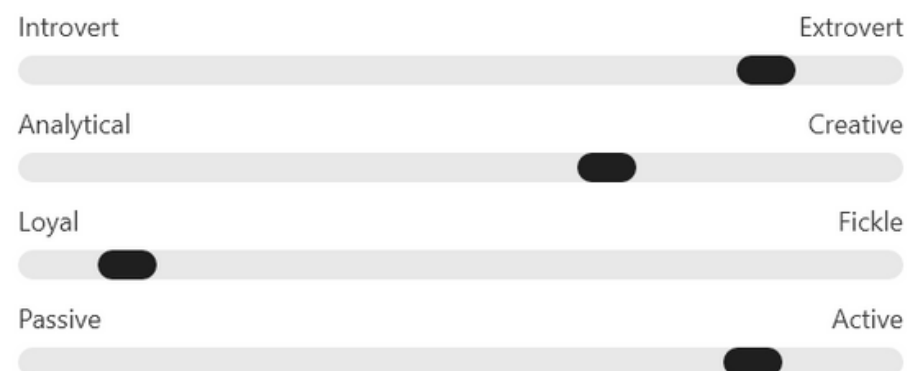
Goals

- Do something meaningful while travelling
- Bring his work beyond the screen.

Challenges / Frustrations

- Decision making
- Plan go-outs
- Try new brands
- Follow up on all social media

Personality



Motivators



Scenario

Benjamin, a photographer and traveller, is always looking for opportunities to have fun and learn about new places. He recently got an ad for Beer Walks online and he thought it sounded interesting. He enjoys tasting new kinds of beer so he got a ticket. Even though none of his friends were free at that time, he was excited to have some fun and meet new people with the same interest.

Brands





- "There is no fear when you're having fun."

AGE: 38

GENDER: Male

INCOME: 70 000 DKK

EDUCATION: Software Ing.

OCCUPATION: Management Consultant

FAMILY STATUS: Single

LOCATION: Copenhagen, DK

ARCHETYPE: Traveler

Easy going

Social

Organised

Curious

Achiever

Likes to learn

Independent

BIO

Christian is a Management Consultant in a Software firm based in Copenhagen. He loves the hustle at work but also likes to go out and have fun. He travels 5-7 times a year, mostly abroad on business trips. He likes to spend money on experiences and enjoys new things. His social skills make him popular among co-workers but also business partners. He is easy going but can sometimes seem egocentric because of his independent character.

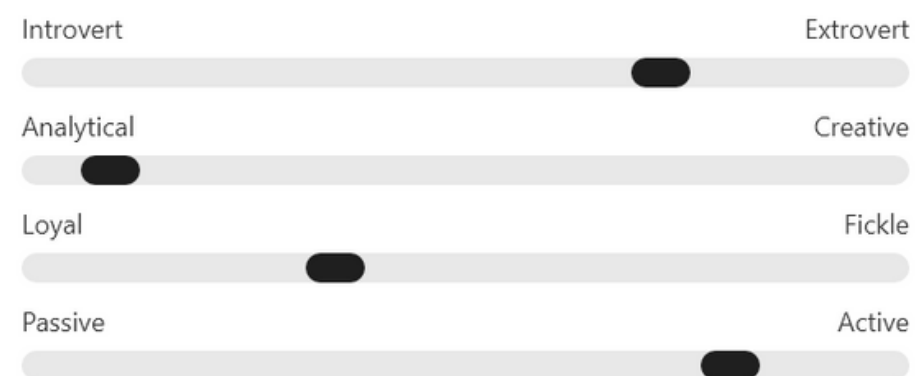
Goals

- To have fun and unique experiences.
- Enjoy the sweet life with freedom and luxury.

Challenges / Frustrations

- Finding new exciting experiences.
- Find experiences and places in good enough quality.
- Try something new and different, as good finances and a lot of freedom have already created a lot of good times.
- Christian likes to feel unique and well treated.

Personality



Motivators



Scenario

Christian is a hardworking manager who enjoys participating in group activities to unwind from his work. Even though they have many company events, they usually go for bowling or to a Friday bar. Christian was excited to learn that they will try something new - they are going on a Beer walk! From what he heard it is a nice way to taste some new beers and get to know the city from a different perspective.

Brands



SHAPING NEW TOMORROW.



CORPORATE

Beer Wolves

Mathilde Sørensen



"Try to be a rainbow in someone's cloud."

AGE: 25

GENDER: Female

INCOME: 17 000 DKK

EDUCATION: Bachelor degree

OCCUPATION: Student

FAMILY STATUS: Single

LOCATION: Roskilde, DK

ARCHETYPE: Creative

- Team-player
- Friendly
- Modest
- Curious
- Creative
- Open-minded
- Introvert

BIO

Mathilde is a design student at the Royal Danish Academy. She loves to spend time in nature and cooking vegetarian food. She usually travels to the islands in South East Asia in the summer time to relax and do yoga. In her sparetime she works as a yoga instructor in Østerbro. Even though she meets many people as a yoga instructor, her introverted self needs time to relax. Mathilde usually spends this time reading books, making art or going out with her close friends.

Goal

- Make the world a better place

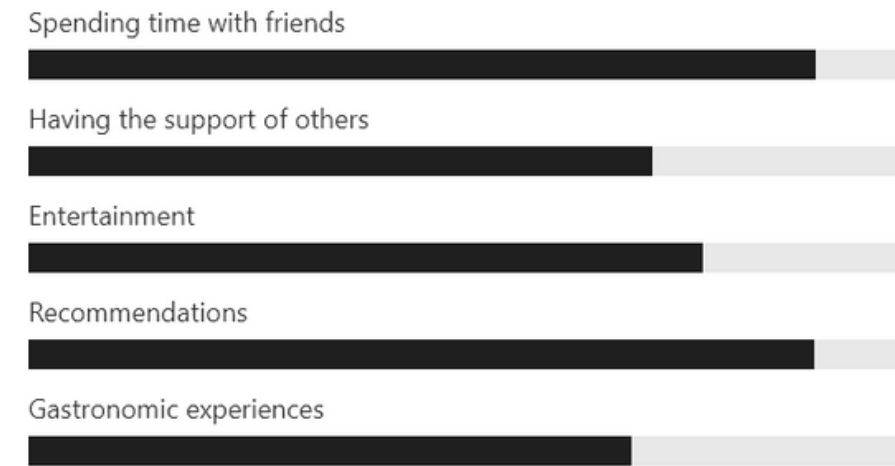
Challenges / Frustrations

- Finding a unique and different activity.
- Finding affordable experiences where she can have a good time.

Personality



Motivators



Scenario

Mathilde's birthday is coming up and her friends decided to surprise her with going to Beer Walks. To be honest, it would probably not be her first idea, but she really enjoyed the feeling of togetherness and interesting stories about the city. She also tasted some great beers and already knows, it will be the perfect gift for

Brands

ARKET



GAI + LISVA

STUDENT

Beer Wolves

THREE VIDEOS

We decided to make three videos, which can be used on different places on the website.



THE FIRST VIDEO THAT THE USER SEES IS THE BANNER VIDEO WHICH INTRODUCES THE MOOD OF BEER WLAKS.



SOCIAL

PRIVATE

COMPANIES

ABOUT



BOOK



THE SECOND VIDEO IS WHERE THEY CAN SEE BEER WALKS IN MORE DETAIL .



Beer Walks

BeerWalks are guided beer walks, lectures on beer and beer tastings. All with stories and world-class beer tasting.

100% outdoors - 100% Cozy!

Do as more than 2,500 BeerWalkers, go for a walk with us in Copenhagen or on Bornholm and soon in the Faroe Islands - "it can do anything"!



WANNA HAVE A GOOD TIME?

THE THIRD VIDEO SHOWS BEER WALKS ON THE BEER FESTIVAL AND WE USED IT ON 'ABOUT US' PAGE.

Events we attend

Lorem, ipsum dolor sit amet consectetur adipisicing elit. Accusamus, a, modi odit porro quia vitae odio maiores ab velit reprehenderit consequatur tempore consectetur.



THE VIDEO

THE VIDEO PORTRAYS OUR THREE PERSONAS IN A SPLIT SCREEN, LEAVING THEIR DAILY RESPONSIBILITIES AND ON THEIR WAY TO THE BEERWALK. THEY MEET EACH OTHER FOR THE FIRST TIME THERE. THEY ARE HAVING A BLAST WITH THE GROUP AND EACH OTHER. THE MESSAGE IS THAT BEERWALK IS FOR EVERYONE WHO WANTS A GOOD TIME.

NARRATIVE CURVE

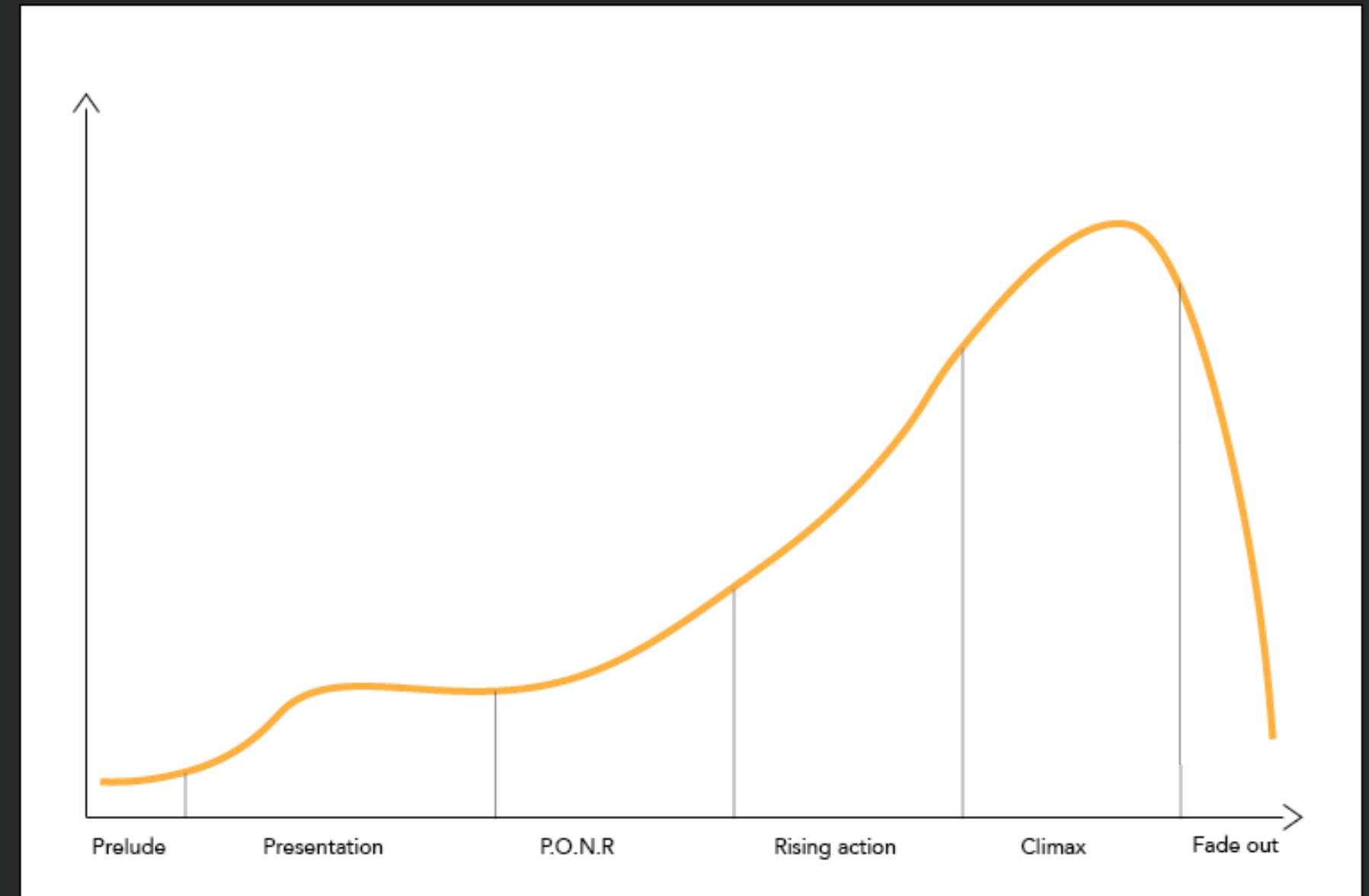
In the presentation we introduce our three personas and their stories.

Our characters arrive at the event where we can see a bit about what is about going to happen.

The personas are in a beautiful environment where they start drinking beer with other characters, marking the rising action in our story.

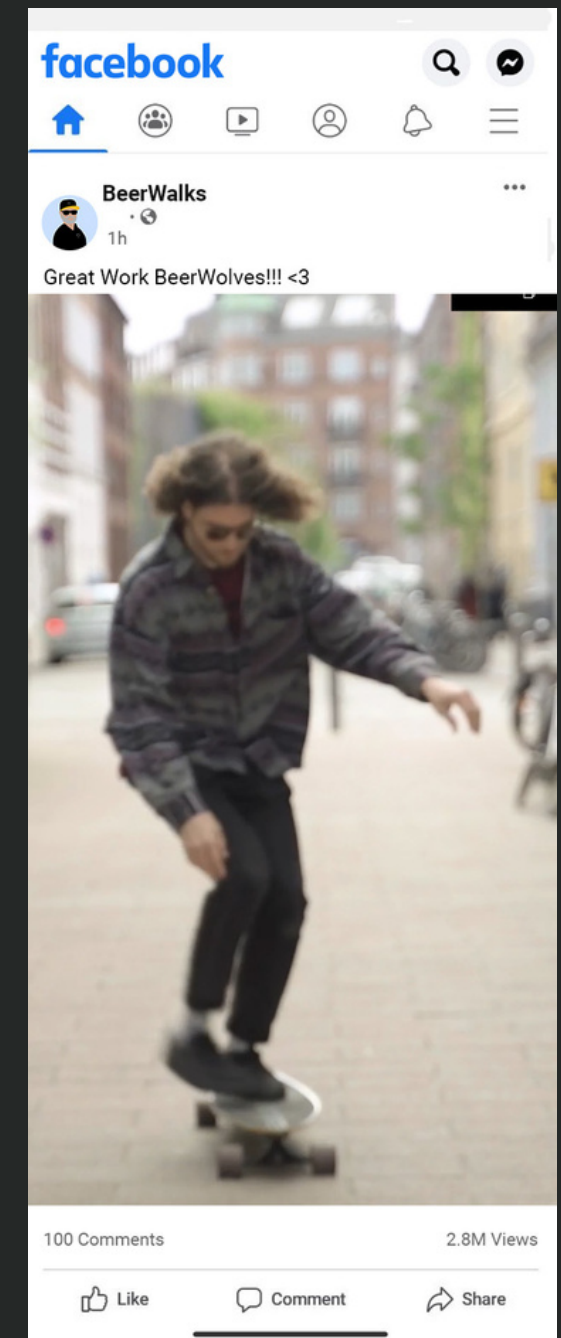
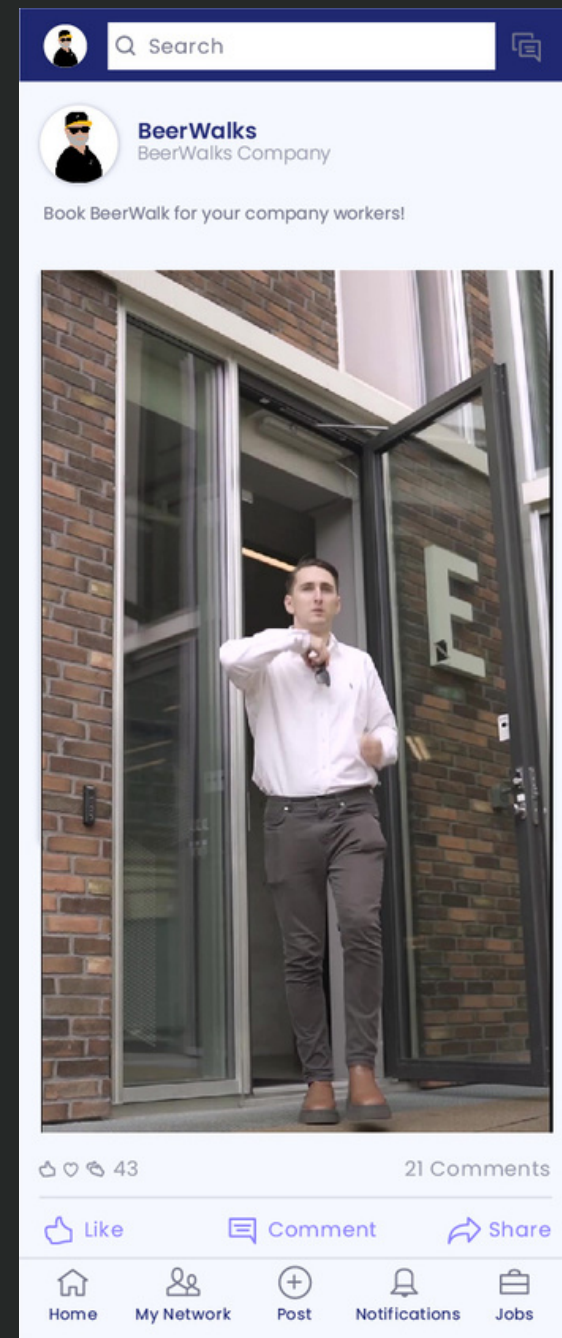
The Climax comes when the characters are having the best time.

The action fades out as the group is having fun and chatting with each other.



POSSIBILITIES

We have created the videos with three different personas so they can be tailored towards different target groups on different social media platforms, for example the corporate guy on LinkedIn and the female student on Instagram.



Beer Wolves

GAME

We used the principles we learned in basic animation to build a game about beerwalks. We made graphics for beers and cocktails and asked the client to record his voice for when the user wins or loses, to make it more personal.



Beer Wolves

TO SUP UP

THE SIX MEMBERS OF THIS GROUP APPROACHED THIS PROJECT WITH SUGGESTIONS BASED ON MAKING IT SIMPLE AND, WELL...COOL!

WE CAME ACROSS SOME VALUABLE COMMUNICATION AND DESIGN TOOLS THAT HELPED US A LOT IN THE PROCESS.

OVERALL IT WAS THIS GROUP'S ATTEND TO INCLUDE THE SEMESTER'S COMPETENCES INTO THIS FINAL THEME.

Johanne Larsen
Chelle Lilly Albøge Simonsen
Terezia Hrdlovicova
Velichka Stoyanova Trusheva
Orestis Mamouzelos
Marcin Grygo

Beer Wolves