

Memel brau packaging

After forest fire in Curonian spit national park, local brewery has offered to donate 5 cents from every bottle of Memelbrau beer for forest recovery. Using the coal of burned trees from actual site we created a strong visual vividly depicting the tragedy. Later we've put visual on a distinctive bottle wrap. It served as a main communication vehicle. Wrapped bottles caught public attention engaging them in forest recovery program. Instead of spending € on big press-outdoor campaign we achieved desired result with a single bottle wrap and saved more € for pines. To date over 50000 pines are planted.

Short brief of a client task:

After a forest fire in Curonian spit national park, "Švyturys" brewery has offered to donate 5 cents from every bottle of "Memelbrau" beer sold for forest recovery. Task was to communicate the message with quite a challenging budget.

Process description:

Using the coal of burned down trees from the actual site, we created a strong visual, vividly depicting the tragedy. And later we've put this visual on a distinctive bottle wrap, which served as the main vehicle of communication for the campaign.

Result description:

Wrapped bottles immediately caught media and public attention engaging them in forest fire prevention program by buying "Memelbrau". This way instead of spending money on big press and outdoor campaign, we've achieved the desired result with a single bottle wrap thus saving more money for pine saplings. To this date money has been raised to plant over 50 000 pines.

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