



Brief set by
Chivas Regal

In collaboration with
Camila Toro (VCCP)

Futureproof Chivas Regal

Related Disciplines

Packaging
Branding
Graphic Design

Deadline

22 March 2022, 5pm GMT

The backstory

Chivas have been producing blended Scotch Whiskies since 1909. It is a brand that has a strong legacy and heritage built on core values of success and generosity. But now they want to establish themselves as an aspirational status brand for a new generation of luxury consumers. They want to bring new generations to their whisky fold, with a prime focus for Chivas being the hustle generation.

Fast being considered much more than a whisky and instead an overall lifestyle brand, Chivas have an option for every stage of an entrepreneur's journey. From the start of the life map with Chivas 12, through to Chivas XV being the ultimate symbol of 'you've made it', their brand and packaging identities speak to every step along the way. But they want to explore what the luxury scotch whisky of tomorrow looks like, for the next generation of hustlers.

What's the challenge?

Create the luxury Flex Scotch of tomorrow for the next generation of hustlers. Consider:

- **The product concept.** What is the product story? What does it taste like? How is it drunk? What does it bring to the consumers? How is it complimentary to the rest of the range?
- **Packaging and identity.** What does the brand and product actually look like?
- **Product launch.** Consider how and where your new luxury scotch whisky would be promoted and how your identity might be applied to the launch.

Who are we talking to?

Your packaging and identity need to futureproof the Chivas Regal products. Consider the future purchaser of Chivas, the next generation of hustlers (18-25 year olds) around the world who you need to encourage to aspire to cracking open their very own bottle and showcase it as the ultimate status symbol. These hustlers are unapologetic about their success. They thrive on social currency and seek brands with status. But they're also social entrepreneurs, giving back to those around them and seek to not only elevate themselves but those around them.

Things to think about

Make it a status symbol

Chivas Regal sell luxury whiskies. They go beyond being just a drink. You need to make sure your identity and packaging encompasses what it means to be at the pinnacle of your career – an identity with packaging that demonstrates the luxury and status nature of the brand.

Design with purpose

You're being given full creative control over

your design. Whilst this opens the door for your imagination to run wild, make sure you are purposeful in your approach. No matter your design, it still needs to hold whisky! You should also take into consideration things like weight – glass bottles can be incredibly heavy products which can also tie into sustainability issues. Do you have a way you can mitigate these problems?

Think future facing

You're targeting the next generation of hustlers, so your idea will come into market in the coming years. Consider what this audience might look for in a status brand in the near future and how your designs and ideas could flex to meet the needs of an ever-evolving world.

Things to avoid

Stay true to Chivas' core of being a luxury (and therefore, more expensive) brand, and consider how your identity could be elevated above other brands that currently appeal to this market. Don't feel constrained by their current branding, feel free to think outside the box and reinvent the brand identity. This can include the Chivas logo if you wish, but if you do make sure you consider your reasoning as to why it is needed. For example, does it lack relevance? Or need modernising or deconstructing to appeal to the new audience?

The important stuff

Create the luxury scotch packaging and concept of the future for the next generation of hustlers. Include:

- **Your new identity** and how you decided on your new product
- **Packaging** for your product (this could be a traditional box and bottle, but it is up to you what form it takes!)
- An example of how you would **promote and launch** your new Chivas product*.

*As this packaging ties so heavily into culture, you can also explore where and how you would place this new identity and how it might translate across different channels.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).