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The Augmented Label is a unique way to tell the story. Dove is flying to the arctic.



**Solution**

The glass is printed in a scene from the Nordic. The glass back of the iceberg, snowstorm and the nordic sea, while on the front of the bottle is printed the brand name, a white dove and the Limited Edition. Special, clean and unique design which is augmented reality experience paired wow manner tells the stories of nordic pigeons.

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What is the STORY behind your design?

the journey of the dove can be traced to the Antarctica. Complete with virtual reality the landscape is come to life. possible to associate with games, e.g. avoid the snowballs with the dove.

The Pure Soul of Vodka

WODKA  
GORBATSCHOW

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What makes your idea DIFFERENT to any other limited edition vodka?

Tell a story in clean and modern way and use an innovative technology. These natures are help to put the brand in the spotlight.

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Is the design 100% created by you or is there anything we should know about any third-party material used?

I use a stock photo of the dove, but I'll try to drawing a new one.

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Are you applying for the Client's Choice Professional Award (yes/no)? If so, please answer the following questions.

Yes

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Q1: The printing on the bottle: Number of screen printing stations needed?

four stations

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Q2: For each of the two labels: Number of channels in offset printing, screen printing, flexo printing (special finish) and hot foil embossed printing?

Only the circle one is label. I use cold foil (or hot foil) silver and embossed on the "Gorbatschow"-blue background.

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Q3: The lid: Number of colors needed?

Only 2 colors

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**jovoto**



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Creative's profile



**hangyel** PRO  
Designer

Creative's top 5 skills

Photography, Product Design, User Experience, Packaging Design, Textile Design