

1/9 **Eisbrecher Limited Edition (II)**

A powerful icebreaker cutting its way through the polar seas



Solution

A powerful icebreaker cutting its way through the polar seas, symbolizing silent but assertive confidence. The bottle has a gradient coloring that moves from opaque white at the bottom to transparent at the top.

Status: 15.06.2018

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What is the STORY behind your design?

Icebreakers cut their own path through dangerous waters. Icebreakers lead the way so others can follow. Icebreakers are the pioneers of the polar region. As such, they embody a powerful ideal of masculine confidence that resonates strongly with Wodka Gorbatschow's brand audience.

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

Powerful (but not overtly flashy) symbolism that plays right into the brand's core values: This way, it's not just simply a decorative new bottle design, but also a strategic narrative expansion to Wodka Gorbatschow's brand storytelling.

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

The design is 100% made by demonietto, concept & idea by 0le. Font for the "limited edition" is used but not own the copyright

The Pure Soul of Vodka

WODKA
GORBATSCHOW

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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?

white to transparency bottle

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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?

2-3 colors (GREY-BLUE-WHITE and SILVER printing on label and box also) 1x silkscreen printing (silver on logotype and on the box also) 1x hot foil embossing (embossed foil printing) white to transparency label (main label)

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Q3: The lid: Number of colors needed?

1 color and if possible a 1x silkscreen printing lines.

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Creative's profile



Ole PRO

Creative's top 5 skills

Copy Writing, Graphic Design, User Experience, Communication Concept

Collaborators



demonietto PRO

Art Director / Graphic Designer / Illustrator

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jovoto

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