

Sanguine
SUNDAY

Process Book

Kalina Hug

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PHASE I

Research/ Concept Boards

Through competitive analysis and target consumer personas, create a unique beverage brand for people age 25 to 35 with an income between 35K-50K a year. Understand how your competitors have already performed in this field to know ways to stand out from them. Design mood boards along with various company names to evoke the feeling and mood that your brand will portray to its target audience and future customers.

In phase I, you will determine your beverage type, brand name, style, and differentiator to make your beverage more unique than existing brands in the market.

Target Consumer Profile

Demographics	Geographic	Psychographic	Behavioral
Age: 25-35 Gender: Female Occupation: Influencer Income: 35-50K Family Size: Single	Country: USA States: Georgia, Utah, Wisconsin, California, Florida, and Tennessee	Lifestyle: Outdoorsy, Classy, Elegant Personality: Bubbly, Friendly, Kind, Sociable Values: Health, Friends, Hardwork, Family Interests: Picnics, The Beach, Hiking, Media Habits: Impulse buying	Brand Loyalty: Willing to try new things and different brands Benefits: Healthy, Refreshing, Light Occasion: Day to day, especially if outside

Competitive Brand Analysis

Brand: LaCroix

Target Consumer/Audience: Millennials/Young Adults who don't want their drinks filled with sugar and chemicals

Market Served: Economy and Niche

Price Point: An 8-pack of LaCroix is around \$3.69. For a 12-can pack, LaCroix ranges from \$5.49-5.99 and a 24-pack is typically \$11.99

Market Share: In 2019, LaCroix held 33% of the market share; however, it has been decreasing due to an increasing popularity in seltzer drinks

Popularity: LaCroix is incredibly popular and became a common replacement for juices and sodas

What They Stand For: Inclusivity and being health conscious. This can be seen through their advertisements on social media. They share content from all types of young adults with follower count not playing a factor

Key Message: Commitment to health and wellness in a way that is fun and playful.

USP: Bright and fun packaging that makes them stand out over competitors on store shelves

Strengths: Social media marketing and listening to what their customers want from them

Positioning: They position themselves as a trendy, millennial brand with fun flavors that are healthy and affordable

Consumer Touchpoint Strategies: Showing young adults having a good time while drinking LaCroix. They promote different types of people so that viewers can feel a connection to the brand. LaCroix does not advertise in commercials which is a flaw because they are potentially losing out on customers.

Branding: Their brand has bright colors and Floridian style packaging. The unique coloring and typeface on the cans and cases gives them an edge over other seltzer brands such as Bubly and AHA

Emotional Message: LaCroix is incredibly popular and became a common replacement for juices and sodas

Tone of Voice: Friendly, Inviting, Bubbly



Visual In-Store Audit



Through my in-store audit, I found that La Croix has a bright and vibrant brand that stands out on the shelf; however, this was common among other new comers like Bubly and AHA as well. In order to make sure my brand would stand out, I need to pick a more unique differentiator than that.

Product Naming

Descriptive

1. Dainty Ivy
2. La Fleur
3. Pastel Petals
4. Blossom Bottle Refresher
5. Flourishing Fizzer
6. Mountain High Seltzer
7. Sandal Seltzer
8. Thirst Quencher
9. Soft Sparkling Water
10. Crazy Carbonation
11. The Sparkling Water Collective
12. Dazzling Drinks
13. Cool Off
14. Creamy Caffeine
15. The Fizzler
16. Glass Sizzle
17. Carbonated Elegance
18. Pristine Pop
19. The Purple Leaf
20. Dulcet Drinks
21. Plethora of Petals
22. Spicy Sizzler
23. Calming Cup
24. The Juice Jar
25. Caffeine Dreams

Evocative

1. Temptation
2. Awakening
3. Flourish
4. Efflorescence
5. Cloud Nine Seltzer
6. Social Seltzer
7. Brilliant Cellar
8. Lakeside Seltzer
9. Taste of the Arctic
10. Iridescent Iris
11. Gleaming Morning
12. Grandma's House
13. Elite
14. Aesthete
15. Gossamer
16. Aurora
17. Felicity
18. Sanguine Sunday
19. Tuesday Tea
20. Sandy Bottom
21. Solace
22. Crashing Waves
23. Sizzling Shores
24. Familiarity
25. Baby's Breath

Experiential

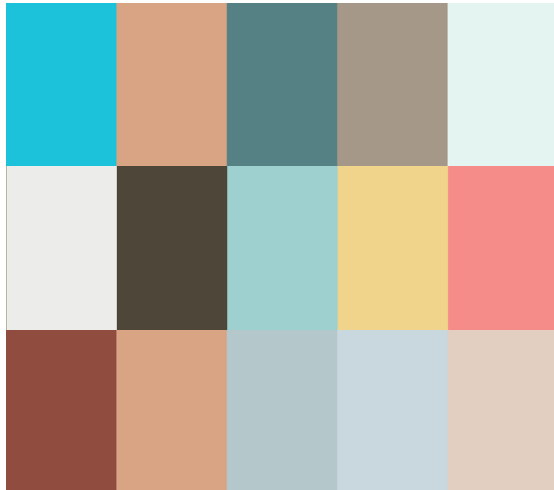
1. Smile
2. White Trainers
3. Energized
4. Whispering Willows
5. Rustic Beverages
6. Afterthought
7. Dazzling Gardens
8. Sumptuous
9. Scintilla
10. Mellifluous
11. Serendipity Sizzle
12. Epiphany
13. Lullaby
14. Effervescent
15. Ethereal Experiences
16. Ebullience
17. Euphoric Buzz
18. Calm and Collected
19. Poetic Silence
20. The Next Chapter
21. Simple Solution
22. Indication
23. After Midnight
24. Enthusiasm
25. Presence

Invented

1. Pristinelle
2. Glasseria
3. Opulecense
4. Mondaize
5. Daizy
6. Behesidutte
7. Frothoring
8. Onahma
9. Coherily
10. Sonuting
11. Ripperch
12. Besselin
13. Frinkle
14. Crackelle
15. Astroyds
16. Pastelle
17. Bumblur
18. Craizee
19. Luttinaire
20. Cherrybelle
21. Sclara
22. Appenel
23. Univeil
24. Petaledge
25. Tuation

Mood Board 1

Beachy
Oasis
Awakening
Sundaize
Bumblur
Ohanama
Solace



Mood Board 2

Picnics

Efflorescence

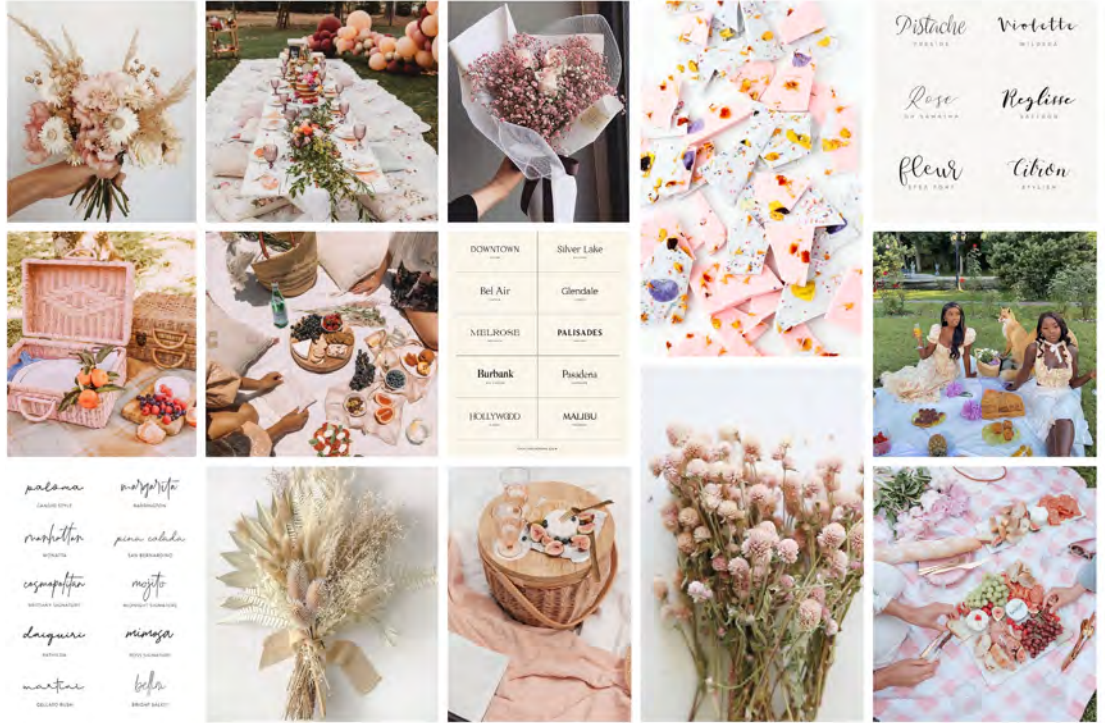
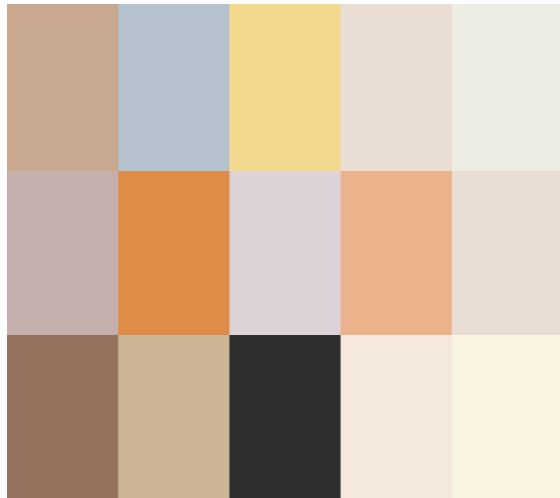
Carbonated Elegance

Dainty Ivy

Sanguine Sunday

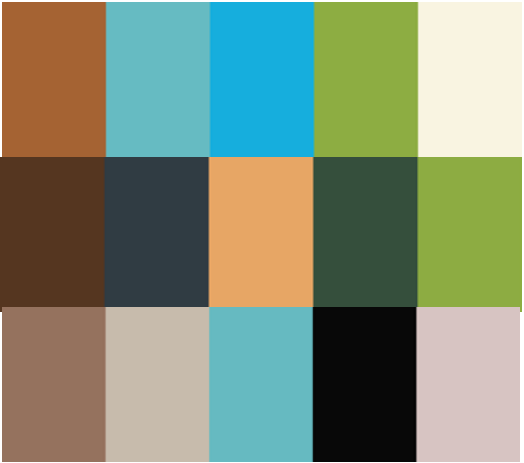
Pastelle

Flourish



Mood Board 3

Up North
Mountain High
Taste of the Arctic
Rustic Beverages
After Midnight
Aurora
Repirch



Mood Board 4

Barbeque

Frinkle

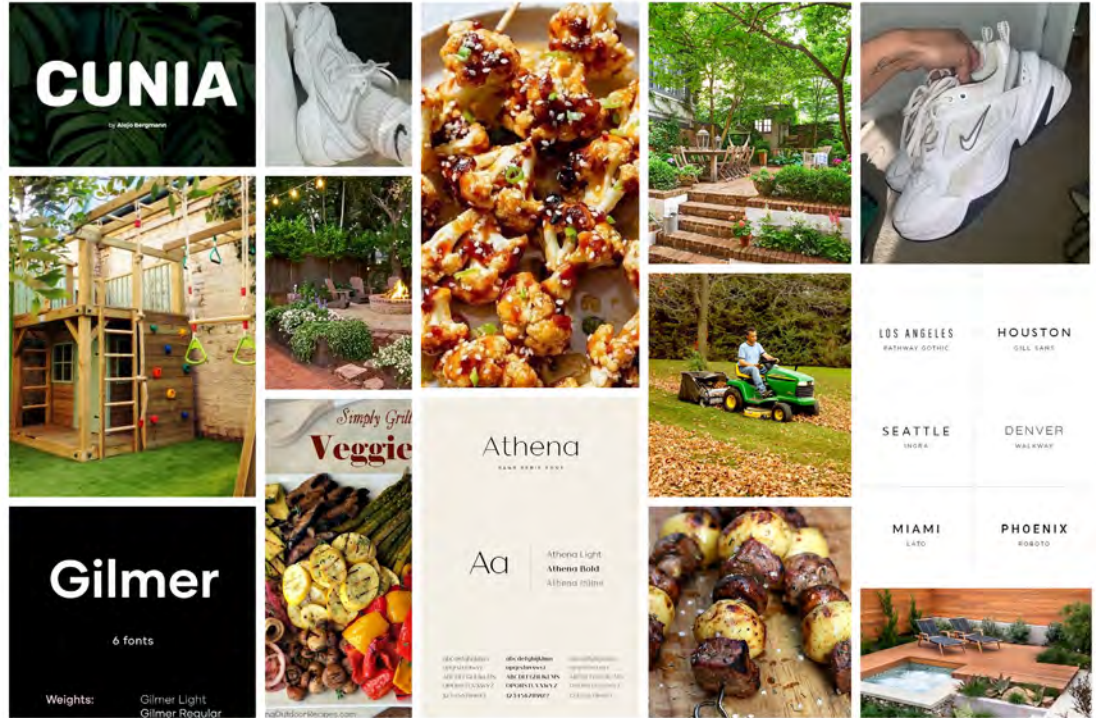
The Fizzler

Lakeside Seltzer

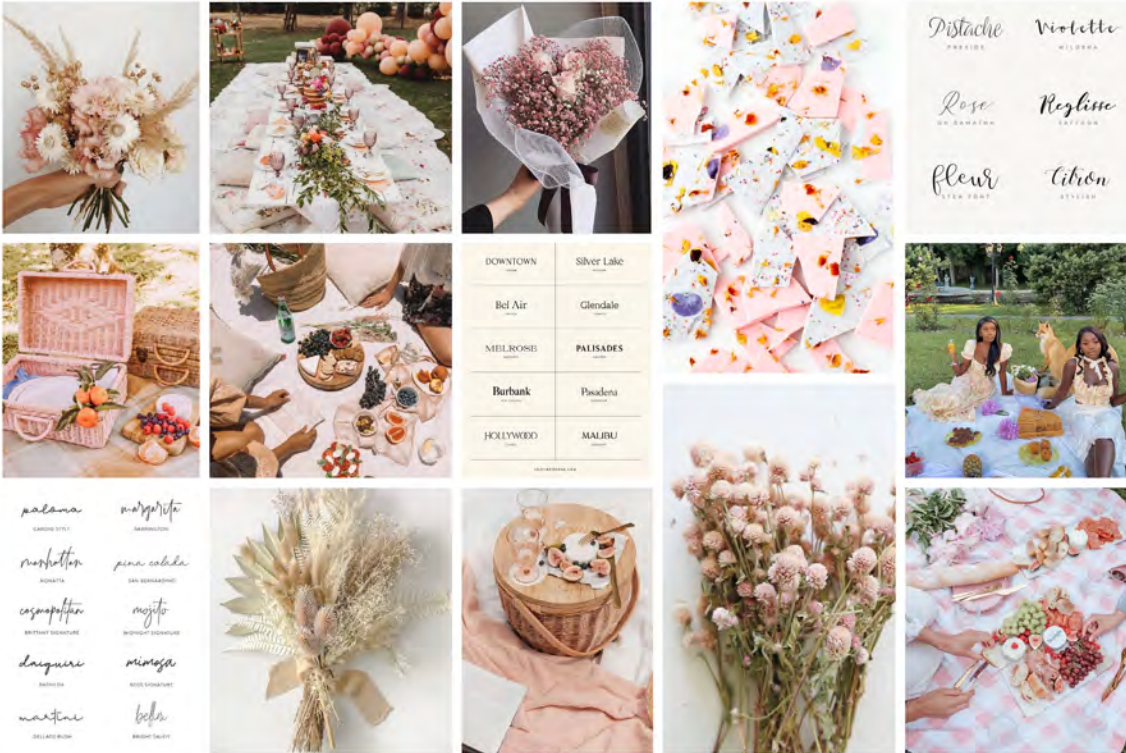
Next Chapter

Sunday Morning

Dad Sneakers



Concept Development



Names

Efflorescence
 Carbonated Elegance
 Dainty Ivy
 Pastelle*
 Flourish*
 Sanguine Sunday*
 Frinkle*

Concept

A sparkling water inspired by picnics that is in a glass bottle. The flavors will be floral, and the bottle will be reusable as a vase.

Rationale

For my brand, I chose to create sparkling water because it is a circuit that has become very trendy over the years. After my research, I decided to go with all floral flavors with reusable vase bottles as my differentiator because very few brands took that approach. My style was based around summertime picnics and joyous days. For names, I move forward with Sanguine Sunday, Frinkle, Pastelle, and Flourish as these were dainty names that fit with my brands overall aesthetic.

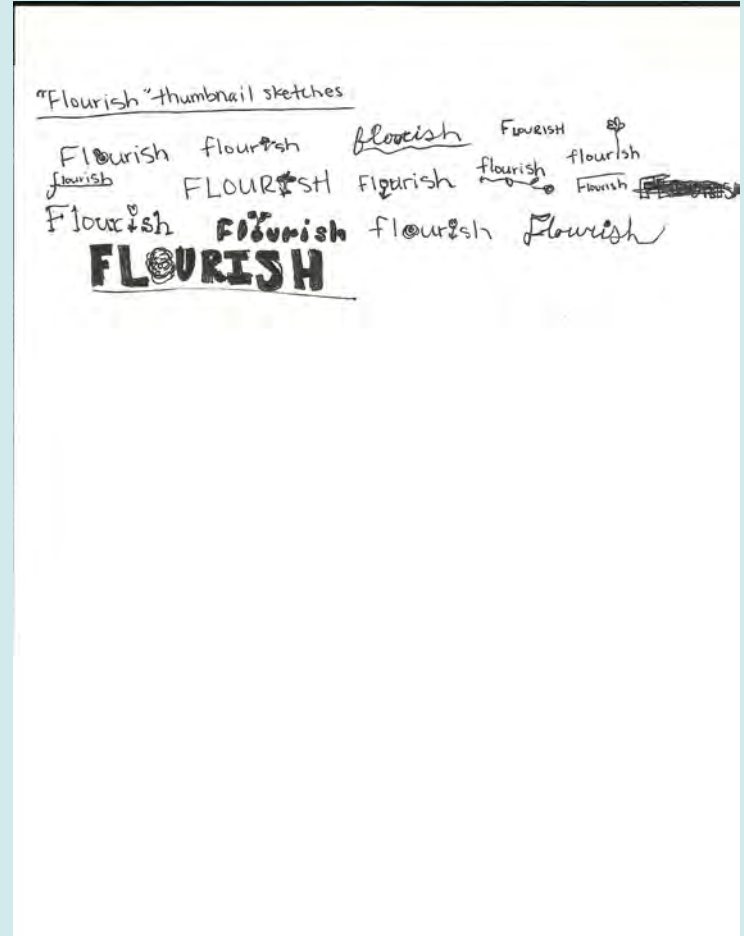
PHASE II

Primary Packaging Design

With an understanding of the beverage company that is being formed, create a brand identity and flavor lock ups to use on the single drink packaging. Be sure that the identity stays consistent with the target audience. With this, create a minimum of three different single bottle flavor designs with the differentiator highlighted. Mockups for the single packages are created to show how the product would appear in real life.

In phase II, you will create your final brand as well as package designs for your various flavors that will be sold under your brand.

Thumbnail Sketches



Refined Sketches



Digital Sketches

Working with scale, outlines, and capitalization

1 <i>sanguine</i> sunday	2 SANGUINE sunday
3 Sanguine sunday	4 SANGUINE Sunday
5 <i>Sanguine</i> Sunday	6 sanguine sunday
7 Sanguine Sunday	8 SANGUINE sunday

Playfair Display Black and The Lovest

Different font pairings

9 <i>sanguine</i> sunday	10 <i>sanguine</i> sunday
11 <i>sanguine</i> sunday	12 <i>sanguine</i> sunday
13 <i>sanguine</i> sunday	14 <i>sanguine</i> sunday
15 <i>sanguine</i> sunday	16 <i>sanguine</i> sunday

Abel Fatface and Halmun
Abel Fatface and San Bernardino
Abel Fatface and The Lovest
Boiling Black and Halmun
Boiling Black and San Bernardino
Boiling Black and The Lovest

Reverse Design

17 <i>sanguine</i> sunday	18 <i>sanguine</i> sunday
19 <i>sanguine</i> sunday	20 <i>sanguine</i> sunday
21 <i>sanguine</i> sunday	22 <i>sanguine</i> sunday
23 <i>sanguine</i> sunday	24 <i>sanguine</i> sunday

Abel Fatface and Gallico Flash
Boiling Black and The Lovest
Playfair Display Black and The Lovest
Abel Fatface and Halmun
Boiling Black and Halmun
Abel Fatface and The Lovest
Boiling Black and Halmun

Working with scale, outlines, and capitalization

25 sanguine SUNDAY	26 sanguine sunday
27 SANGUINE SUNDAY	28 SANGUINE SUNDAY
29 sanguine Sunday	30 SANGUINE Sunday
31 Sanguine SUNDAY	32 Sanguine Sunday

Playfair Display Black

33 sanguine SUNDAY	34 sanguine sunday
35 SANGUINE SUNDAY	36 SANGUINE SUNDAY
37 sanguine Sunday	38 SANGUINE Sunday
39 Sanguine SUNDAY	40 Sanguine Sunday

Boiling Black demo

41 sanguine SUNDAY	42 sanguine sunday
43 SANGUINE SUNDAY	44 SANGUINE SUNDAY
45 sanguine Sunday	46 SANGUINE Sunday
47 Sanguine SUNDAY	48 Sanguine Sunday

Abel Fatface

Digital Sketches

Experimenting with letter cropping, rotating, etc

playfair display black

49 SANGUINE SUNDAY

50 SANGUINE SUNDAY

51 SANGUINE SUNDAY

52 SANGUINE SUNDAY

53 SANGUINE SUNDAY

54 SANGUINE SUNDAY
abri fatface

55 SANGUINE SUNDAY

56 SANGUINE SUNDAY

helvetica neue condensed bold

57 SANGUINE SUNDAY
helvetica neue condensed bold

58 SANGUINE SUNDAY
futurica condensed extra bold

59 SANGUINE SUNDAY
georgia bold

60 SANGUINE SUNDAY
playfair display black

61 SANGUINE SUNDAY
gill sans

62 SANGUINE SUNDAY
rolling black

63 SANGUINE SUNDAY
cambria

64 SANGUINE SUNDAY
francois one

copyright regular sans

65 Sanguine Sunday

66 Sanguine Sunday

67 Sanguine Sunday

68 Sanguine Sunday

69 SANGUINE sunday

70 Sanguine SUNDAY

71 sanguine SUNDAY

72 Sanguine Sunday

73 Sanguine Sunday
copyright

74 Sanguine Sunday
copyright

75 sanguine sunday
the gypsey

76 Sanguine Sunday
copyright

77 sanguine SUNDAY
futurica pt book and playfair display bold

78 SANGUINE sunday
futurica pt book and playfair display bold

79 Sanguine SUNDAY
copyright regular sans

80 Sanguine SUNDAY
copyright regular sans

Flavor Exploration

SPARKLING
Sanguine
SUNDAY
MARIGOLD

SPARKLING
Sanguine
SUNDAY
LAVENDER

SPARKLING
Sanguine
SUNDAY
PEONY

SPARKLING
Sanguine
SUNDAY
ROSE

Lavender
SPARKLING WATER

Peony
SPARKLING WATER

Marigold
SPARKLING WATER

Rose
SPARKLING WATER

LAVENDER
SPARKLING WATER

PEONY
SPARKLING WATER

MARIGOLD
SPARKLING WATER

ROSE
SPARKLING WATER

LAVENDER SPARKLING WATER

PEONY SPARKLING WATER

MARIGOLD SPARKLING WATER

ROSE SPARKLING WATER

Final Brand Mark

Sanguine
SUNDAY

The secondary type such as the flavor and ingredients will be done in Everbright Sans

The nutrition label will use the Helvetica font family to follow regulations

Story is written in SF Compact Rounded Light

Final Flavor Marks

Lavender

SPARKLING WATER

Peony

SPARKLING WATER

Marigold

SPARKLING WATER

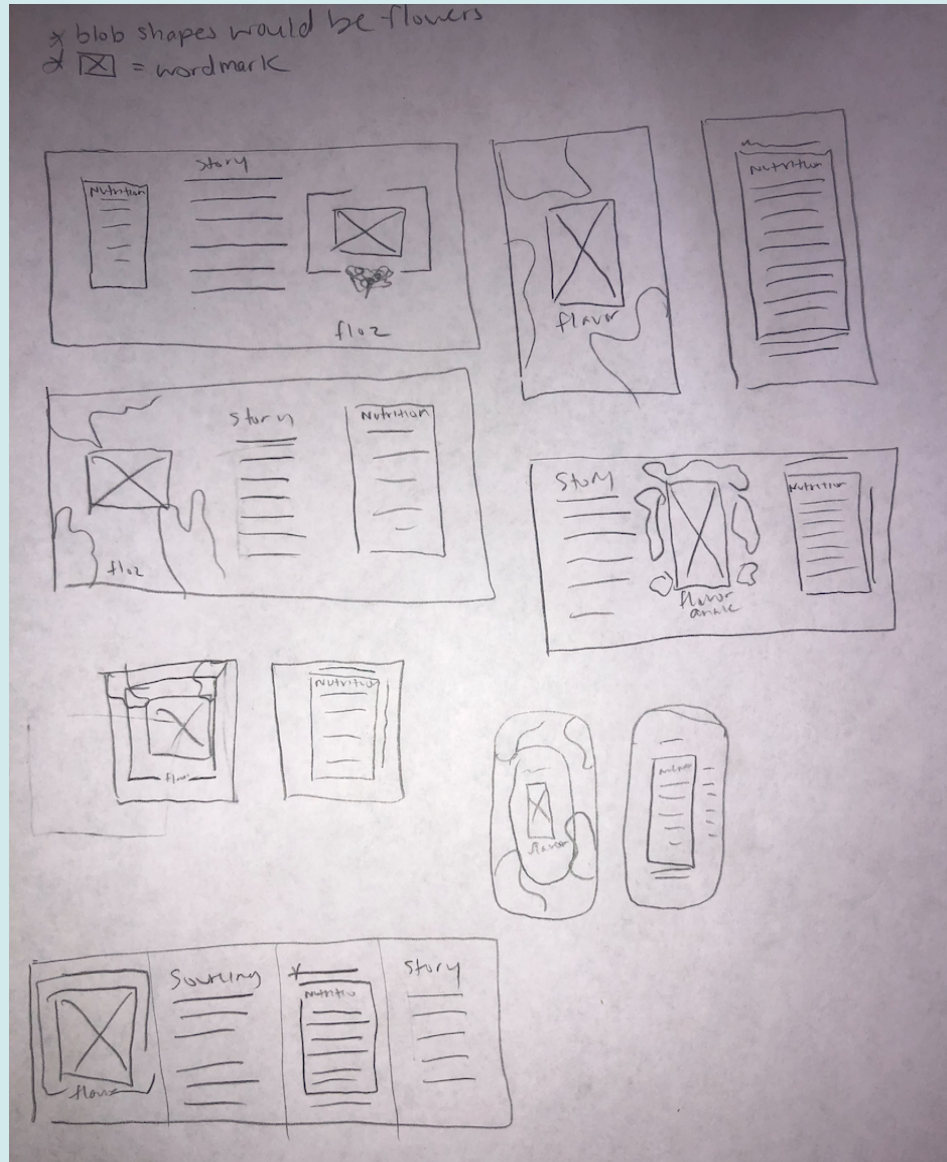
Rose

SPARKLING WATER

Color Palette



Sketches



Digital Roughs



Digital Roughs



Digital Roughs



Digital Roughs



12 FL OZ

CONTAINS LAVENDER ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS PEONY ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS ROSE ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS MARIGOLD ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS LAVENDER ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS PEONY ESSENCE

Nutrition Facts

Serving Size 12 fl oz (355 mL) Amount Per Serving

Calories 0	Calories from Sugar 0
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%
Total Fat 10g	20%
Sodium 10g	20%
Total Sugar 10g	20%
Total Protein 10g	20%
Total Carbohydrate 10g	20%
Total Fiber 10g	20%

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

Digital Roughs



12 FL OZ

CONTAINS ROSE ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS MARIGOLD ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS LAVENDER ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS PEONY ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS ROSE ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

12 FL OZ

CONTAINS MARIGOLD ESSENCE

Nutrition Facts
Serving Size 12 fl oz (355 mL)
Amount Per Serving
Calories 0
Total Fat 0g
Sodium 0mg
Total Carbohydrate 0g
Sugars 0g
Protein 0g

Refresh yourself with a bottle of Sparkling Sanguine. Formed in the heart of Massachusetts, this sparkling water is unlike anything you have ever had. The flowers that source each beverage are grown locally by the locals with love. The water is purified and naturally sourced.

Sparkling Sanguine's unique flavor and bottle shape make it perfect for parties as well as your next picnic. Refresh, hydrate and enjoy your day back to nature! You haven't experienced true bliss until you have taken your first sip.

INGREDIENTS: CARBONATED WATER, NATURAL FLAVOR

Refinements



Refinements



Refinements



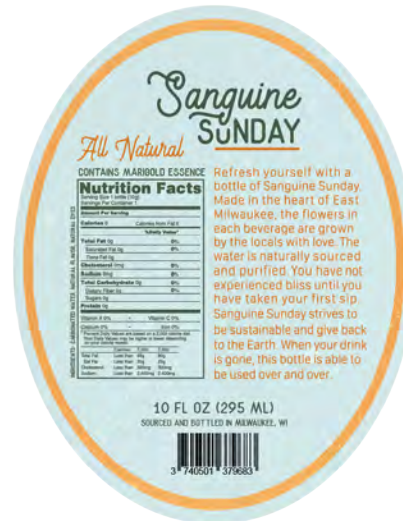
Refinements



Mockups



Final Label Designs



Final Mockups



Products in Store



Rationale

I moved forward with naming my drink Sanguine Sunday as I felt it showcased my brand nicely. For my mark, I mixed a script and serif font to emulate the elegance that I wished to capture. My final label designs showcase the flowers that each drink contains on a baby blue background which stands out on the liquid colors. My package choice was a clear vintage glass bottle as it felt classy and sophisticated.

PHASE III

Secondary Packaging Design

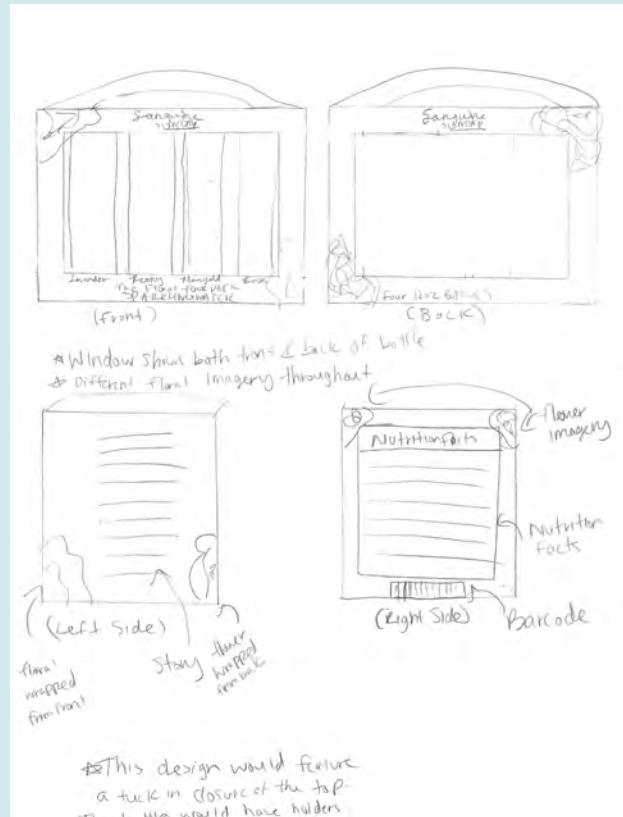
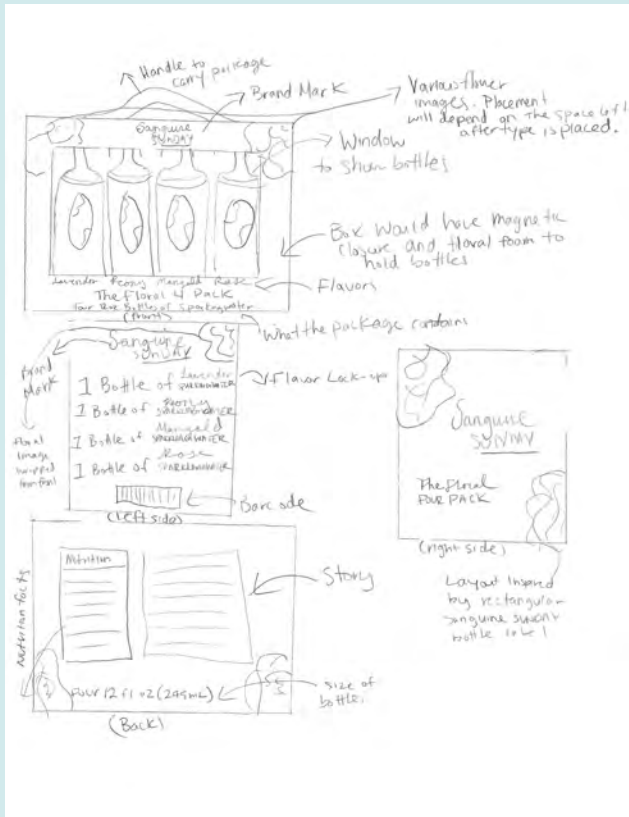
Building off your single beverage designs, craft a multi-pack design for one or more of your flavors. Consider how the package will be seen on the shelf and explore various forms. Experiment with different materials and dielines to come to the final solution. Display all angles of the packaging to demonstrate a continual brand identity across the designs.

In phase III, you will create multipack designs (including 2 or more drinks) in addition to the dielines that would be used to craft the product. The mockups will be made to show the packages from various angles.

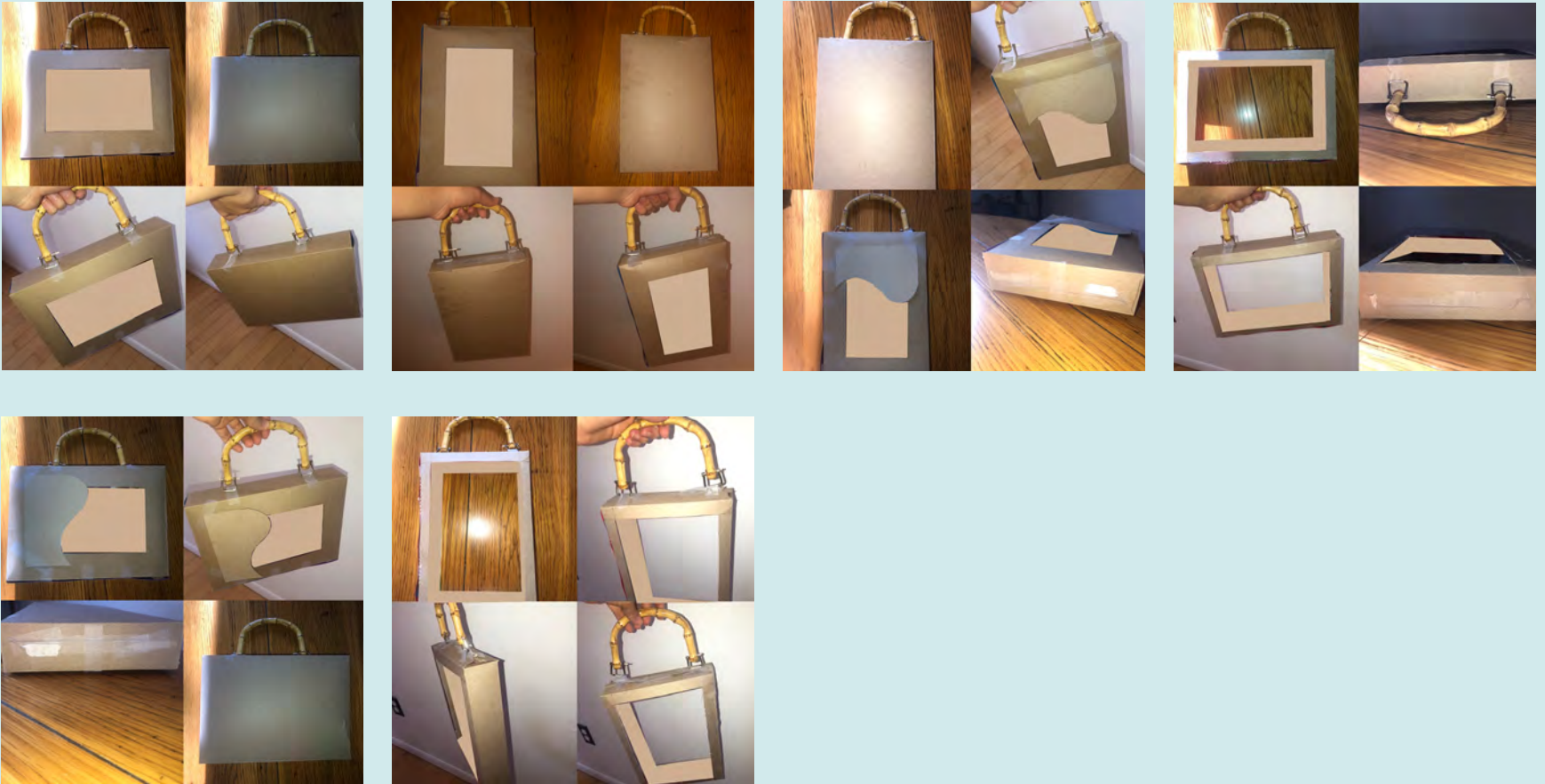
Package Exploration



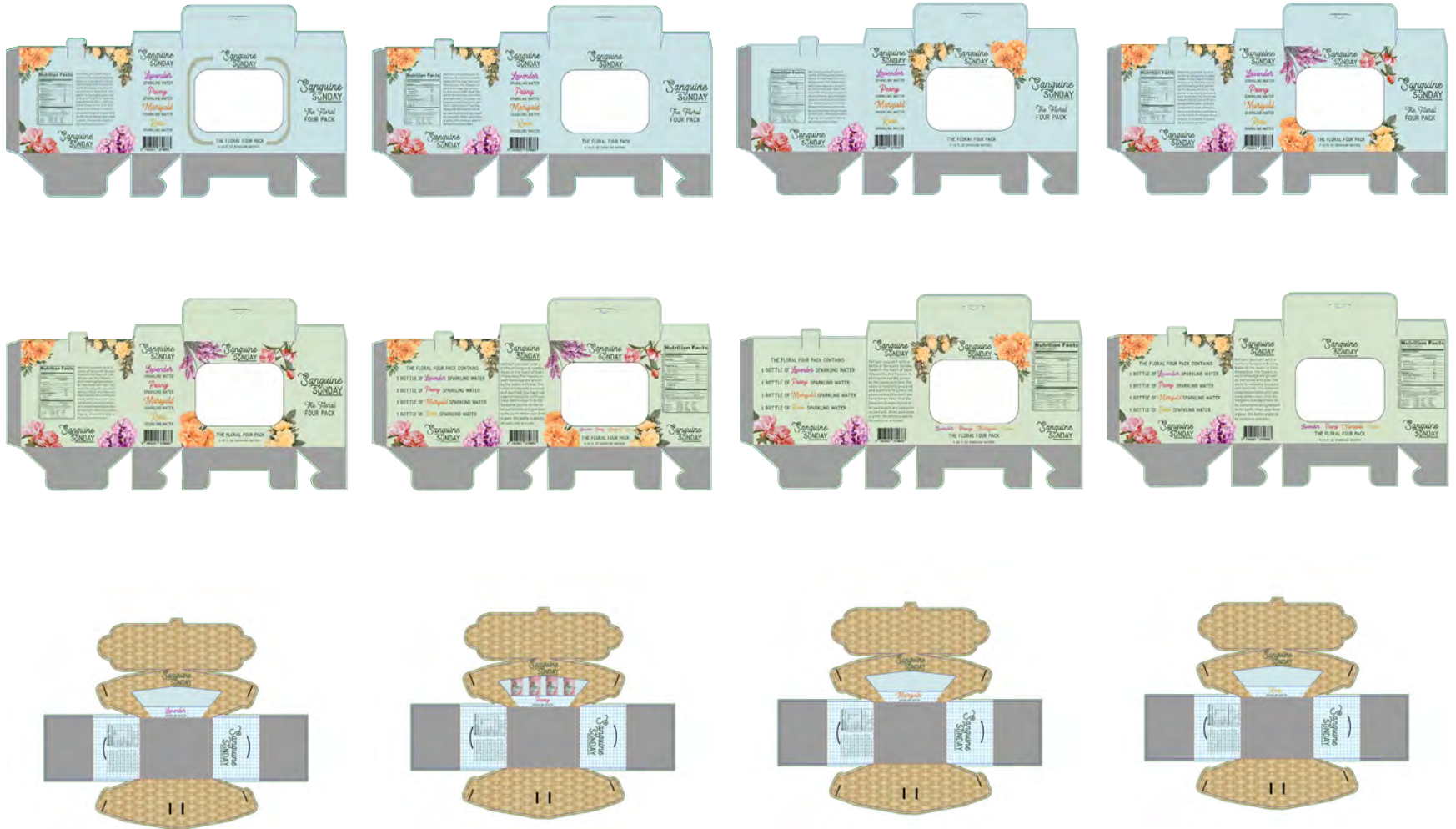
Sketches



Rough Prototypes



Digital Roughs




Digital Roughs



Lavender
SPARKLING WATER

4-10 FL. OZ.

3 740501 379883



Nutrition Facts

Sangre Sunday Sparkling Water	
4-10 FL. OZ. BOTTLES	
INGREDIENTS: CARBONATED WATER, NATURAL FLAVORS, CITRIC ACID, SUCRALOSE, POTASSIUM CITRATE, POTASSIUM SORBATE	
CONTAINS 0% SUGAR	
SANGRE SUNDAY IS A REGISTERED TRADEMARK OF SANGRE SUNDAY LLC.	

Nutrition Facts

Refresh yourself with a bottle of Sangre Sunday, Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sangre Sunday strives to be sustainable and give back to the earth. When you drink to the earth, this bottle is able to be used over and over.


Sangre SUNDAY

46

Lavender
SPARKLING WATER

4-10 FL. OZ. BOTTLES

3 740501 379883



Nutrition Facts

Sangre Sunday Sparkling Water	
4-10 FL. OZ. BOTTLES	
INGREDIENTS: CARBONATED WATER, NATURAL FLAVORS, CITRIC ACID, SUCRALOSE, POTASSIUM CITRATE, POTASSIUM SORBATE	
CONTAINS 0% SUGAR	
SANGRE SUNDAY IS A REGISTERED TRADEMARK OF SANGRE SUNDAY LLC.	

Nutrition Facts

Refresh yourself with a bottle of Sangre Sunday, Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sangre Sunday strives to be sustainable and give back to the earth. When you drink to the earth, this bottle is able to be used over and over.

Lavender
SPARKLING WATER

4-10 FL. OZ. BOTTLES

3 740501 379883



Nutrition Facts

Sangre Sunday Sparkling Water	
4-10 FL. OZ. BOTTLES	
INGREDIENTS: CARBONATED WATER, NATURAL FLAVORS, CITRIC ACID, SUCRALOSE, POTASSIUM CITRATE, POTASSIUM SORBATE	
CONTAINS 0% SUGAR	
SANGRE SUNDAY IS A REGISTERED TRADEMARK OF SANGRE SUNDAY LLC.	

Nutrition Facts

Refresh yourself with a bottle of Sangre Sunday, Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sangre Sunday strives to be sustainable and give back to the earth. When you drink to the earth, this bottle is able to be used over and over.

Lavender
SPARKLING WATER

4-10 FL. OZ. BOTTLES

3 740501 379883



Nutrition Facts

Sangre Sunday Sparkling Water	
4-10 FL. OZ. BOTTLES	
INGREDIENTS: CARBONATED WATER, NATURAL FLAVORS, CITRIC ACID, SUCRALOSE, POTASSIUM CITRATE, POTASSIUM SORBATE	
CONTAINS 0% SUGAR	
SANGRE SUNDAY IS A REGISTERED TRADEMARK OF SANGRE SUNDAY LLC.	

Nutrition Facts

Refresh yourself with a bottle of Sangre Sunday, Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sangre Sunday strives to be sustainable and give back to the earth. When you drink to the earth, this bottle is able to be used over and over.

Digital Roughs



Marigold
SPARKLING WATER

4-10 FL. OZ.

3 740501 37983

Nutrition Facts

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukie, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When you drink is gone, this bottle is able to be used over and over.

Sanguine SUNDAY

Marigold
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 37983

Nutrition Facts

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukie, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When you drink is gone, this bottle is able to be used over and over.

Sanguine SUNDAY

Marigold
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 37983

Nutrition Facts

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukie, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When you drink is gone, this bottle is able to be used over and over.

Sanguine SUNDAY

Marigold
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 37983

Nutrition Facts

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukie, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When you drink is gone, this bottle is able to be used over and over.

Sanguine SUNDAY

Digital Roughs



Peony
SPARKLING WATER

4-10 FL OZ

3 740501 379883

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Sanguine Sunday Sparkling Water	
Per 100 mL (3.38 FL OZ)	
Total Sugar	0g
Total Fat	0g
Total Protein	0g
Total Carbohydrate	0g
Total Fiber	0g
Total Sodium	0g
Total Calcium	0g
Total Iron	0g

Sanguine Sunday Sparkling Water

Peony
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 379883

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Sanguine Sunday Sparkling Water	
Per 100 mL (3.38 FL OZ)	
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Total Fat	0g
Total Protein	0g
Total Carbohydrate	0g
Total Fiber	0g
Total Sodium	0g
Total Calcium	0g
Total Iron	0g

Sanguine Sunday Sparkling Water

Peony
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 379883

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Sanguine Sunday Sparkling Water	
Per 100 mL (3.38 FL OZ)	
Total Sugar	0g
Total Fat	0g
Total Protein	0g
Total Carbohydrate	0g
Total Fiber	0g
Total Sodium	0g
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Sanguine Sunday Sparkling Water

Peony
SPARKLING WATER

4-10 FL OZ BOTTLES

3 740501 379883

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Nutrition Facts

Sanguine Sunday Sparkling Water	
Per 100 mL (3.38 FL OZ)	
Total Sugar	0g
Total Fat	0g
Total Protein	0g
Total Carbohydrate	0g
Total Fiber	0g
Total Sodium	0g
Total Calcium	0g
Total Iron	0g

Sanguine Sunday Sparkling Water

Digital Roughs



Rose
SPARKLING WATER

4-10 FL. OZ.

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Serving Size 10 fl. oz.	
Amount Per Serving	
Calories 0	
Total Fat 0g	
Total Carbohydrate 0g	
Cholesterol 0g	
Sodium 0g	
Total Protein 0g	
Total Sugar 0g	
Total Fiber 0g	
Total Polyphenols 0g	
Total Polyphenols from Sanguine Sunday 0g	
Total Polyphenols from Other Sources 0g	
Total Polyphenols from All Sources 0g	

3 740501 379883

Rose
SPARKLING WATER

4-10 FL. OZ. BOTTLES

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Serving Size 10 fl. oz.	
Amount Per Serving	
Calories 0	
Total Fat 0g	
Total Carbohydrate 0g	
Cholesterol 0g	
Sodium 0g	
Total Protein 0g	
Total Sugar 0g	
Total Fiber 0g	
Total Polyphenols 0g	
Total Polyphenols from Sanguine Sunday 0g	
Total Polyphenols from Other Sources 0g	
Total Polyphenols from All Sources 0g	

3 740501 379883

Rose
SPARKLING WATER

4-10 FL. OZ. BOTTLES

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

Serving Size 10 fl. oz.	
Amount Per Serving	
Calories 0	
Total Fat 0g	
Total Carbohydrate 0g	
Cholesterol 0g	
Sodium 0g	
Total Protein 0g	
Total Sugar 0g	
Total Fiber 0g	
Total Polyphenols 0g	
Total Polyphenols from Sanguine Sunday 0g	
Total Polyphenols from Other Sources 0g	
Total Polyphenols from All Sources 0g	

3 740501 379883

Rose
SPARKLING WATER

4-10 FL. OZ. BOTTLES

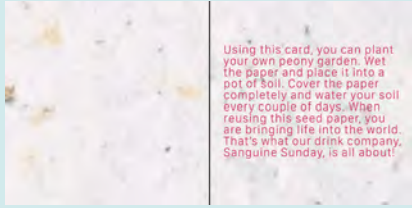
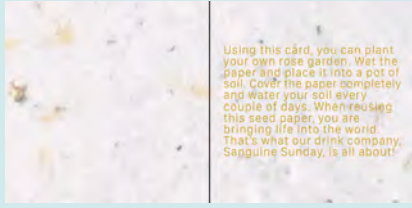
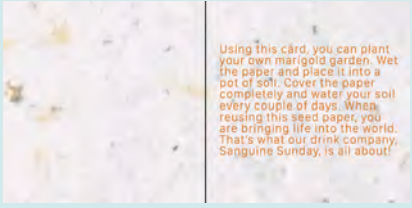
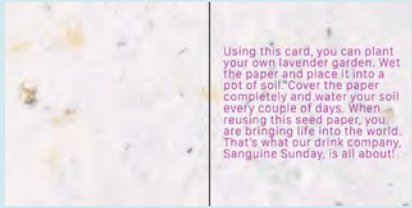
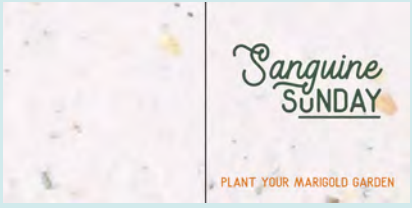
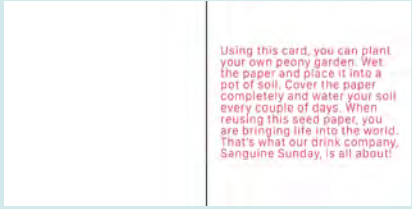
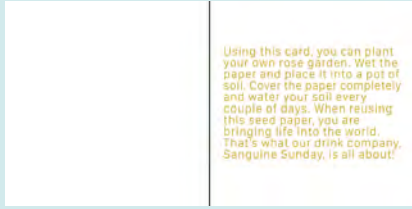
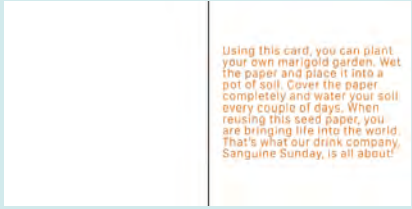
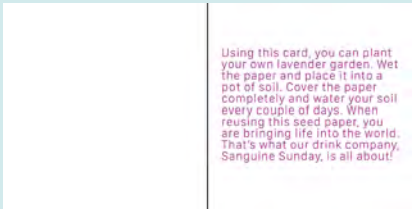
Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified, you have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the earth. When your drink is gone, this bottle is able to be used over and over.

Nutrition Facts

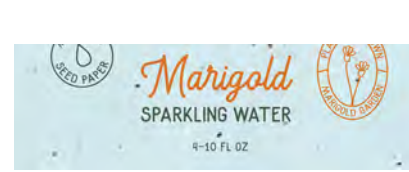
Serving Size 10 fl. oz.	
Amount Per Serving	
Calories 0	
Total Fat 0g	
Total Carbohydrate 0g	
Cholesterol 0g	
Sodium 0g	
Total Protein 0g	
Total Sugar 0g	
Total Fiber 0g	
Total Polyphenols 0g	
Total Polyphenols from Sanguine Sunday 0g	
Total Polyphenols from Other Sources 0g	
Total Polyphenols from All Sources 0g	

3 740501 379883

Digital Roughs



Refinements



Refinements

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS LAVENDER ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS PEONY ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS MARIGOLD ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS ROSE ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS LAVENDER ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

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CONTAINS PEONY ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

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CONTAINS MARIGOLD ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
 Serving Size 10 fl oz (295 mL)
 Amount Per Serving
 Calories 100
 Total Fat 0g 0%
 Total Sugar 20g 40%
 Total Carbohydrate 20g 40%
 Sodium 0g 0%
 Protein 0g 0%

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

CONTAINS ROSE ESSENCE

10 FL OZ (295 ML)
 SERVED AND BOTTLED IN WISCONSIN, WI

3 740501 379683

Refinements

Sanguine SUNDAY

Nutrition Facts
Serving Size 1 (295 mL)
Amount Per Serving

Calories 0	Calories from Fat 0
Total Fat 0g	
Sodium 0mg	
Total Carb 0g	
Fiber 0g	
Sugars 0g	
Protein 0g	

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

10 FL OZ (295 ML)
SOURCED AND BOTTLED IN MILWAUKEE, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
Serving Size 1 (295 mL)
Amount Per Serving

Calories 0	Calories from Fat 0
Total Fat 0g	
Sodium 0mg	
Total Carb 0g	
Fiber 0g	
Sugars 0g	
Protein 0g	

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

10 FL OZ (295 ML)
SOURCED AND BOTTLED IN MILWAUKEE, WI

3 740501 379683

Sanguine SUNDAY

Nutrition Facts
Serving Size 1 (295 mL)
Amount Per Serving

Calories 0	Calories from Fat 0
Total Fat 0g	
Sodium 0mg	
Total Carb 0g	
Fiber 0g	
Sugars 0g	
Protein 0g	

Refresh yourself with a bottle of Sanguine Sunday. Made in the heart of East Milwaukee, the flowers in each beverage are grown by the locals with love. The water is naturally sourced and purified. You have not experienced bliss until you have taken your first sip. Sanguine Sunday strives to be sustainable and give back to the Earth. When your drink is gone, this bottle is able to be used over and over.

10 FL OZ (295 ML)
SOURCED AND BOTTLED IN MILWAUKEE, WI

3 740501 379683

Sanguine SUNDAY

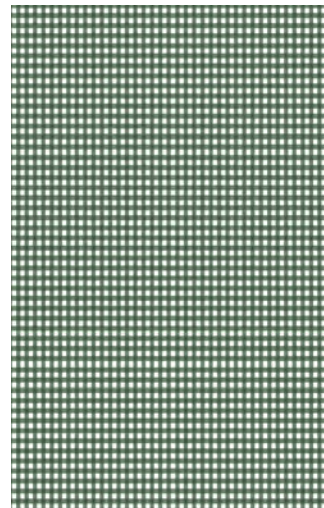
Nutrition Facts
Serving Size 1 (295 mL)
Amount Per Serving

Calories 0	Calories from Fat 0
Total Fat 0g	
Sodium 0mg	
Total Carb 0g	
Fiber 0g	
Sugars 0g	
Protein 0g	

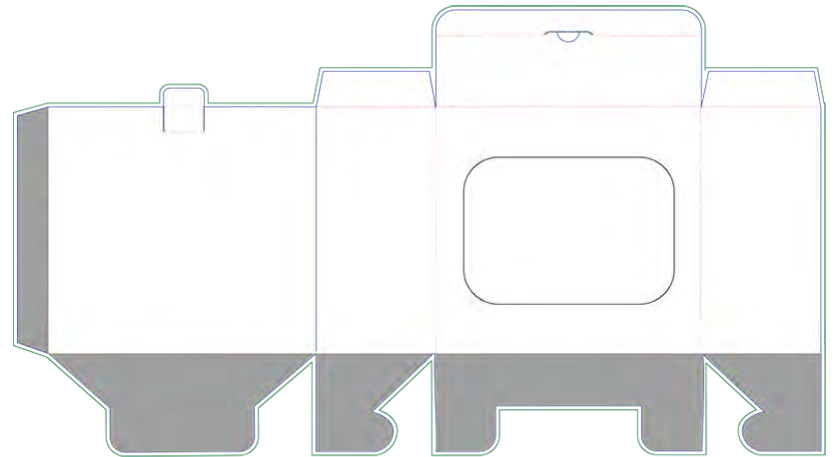
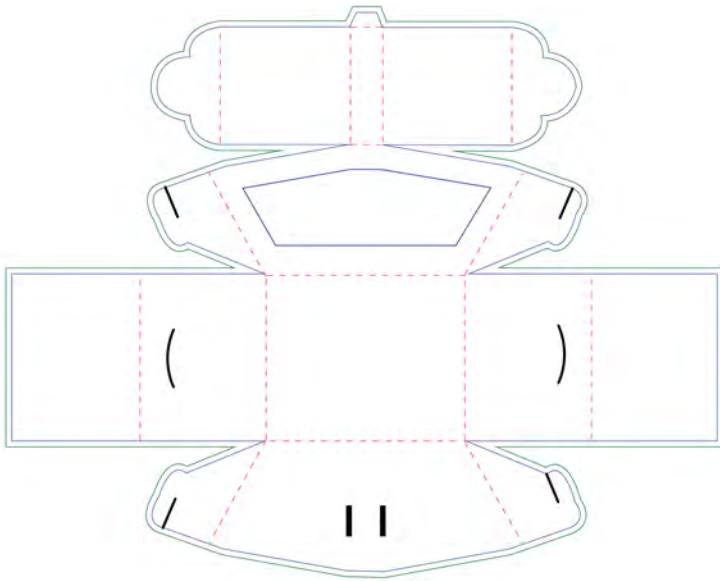
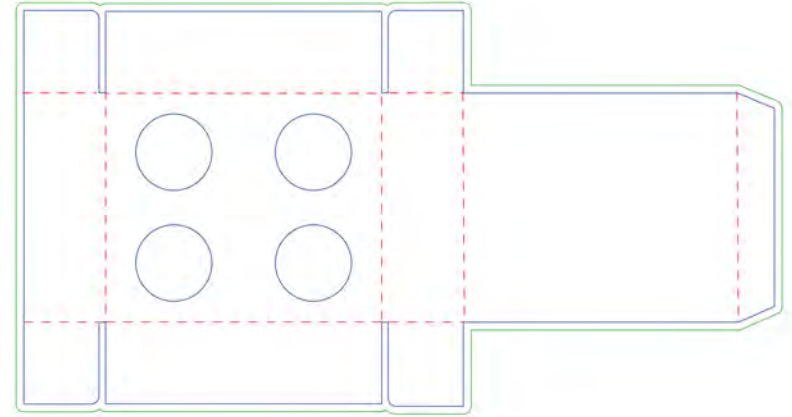
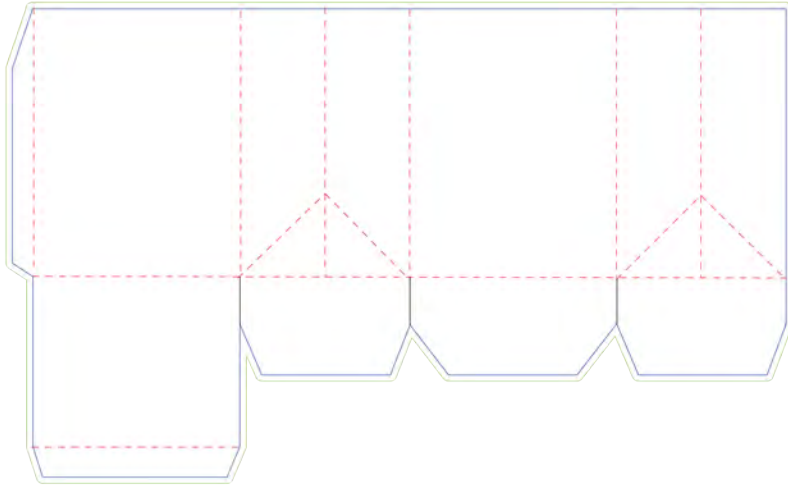
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10 FL OZ (295 ML)
SOURCED AND BOTTLED IN MILWAUKEE, WI

3 740501 379683



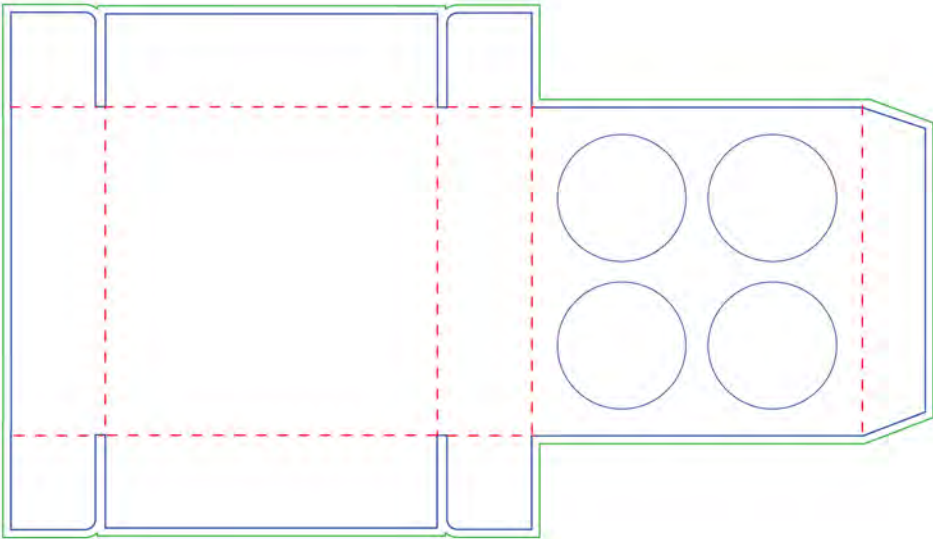
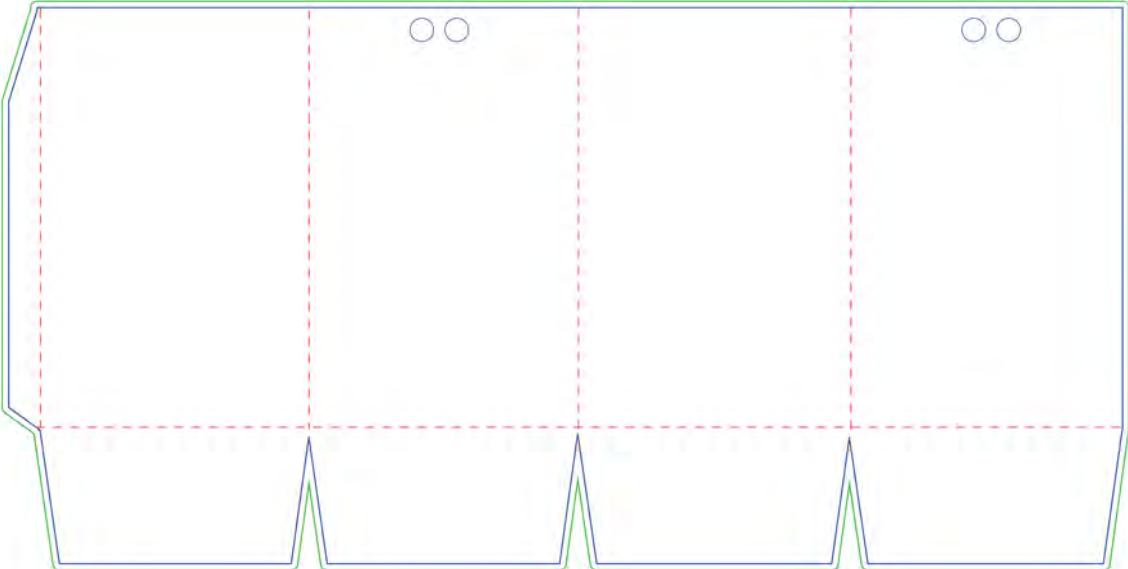
Dieline Exploration



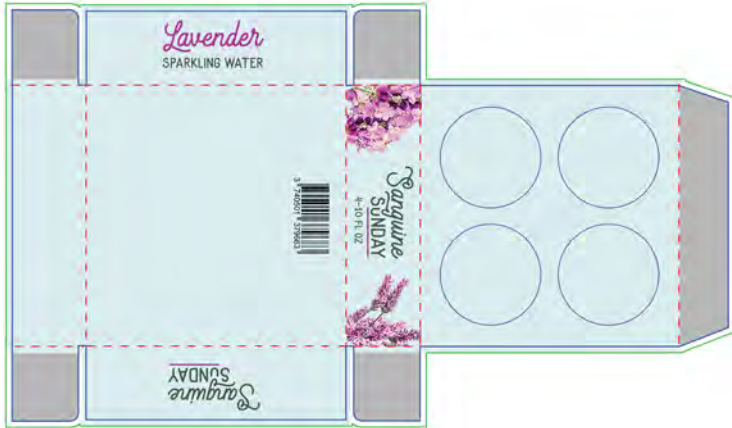
Rough Mockups



Final Dielines



Final Labels



Lavender
SPARKLING WATER
4-10 FL OZ



Peony
SPARKLING WATER
4-10 FL OZ



Marigold
SPARKLING WATER
4-10 FL OZ



Rose
SPARKLING WATER
4-10 FL OZ



Final Mockups



Rational

After trying various approaches, I selected a bag design to continue the aspect of reusability that my bottles have. My label is made from seed paper which can be planted to grow a Sanguine Sunday garden. The crochet bag is removable and great for picnics. To keep the bottles on display, I went with clear packaging and a minimal carton to hold them in place.

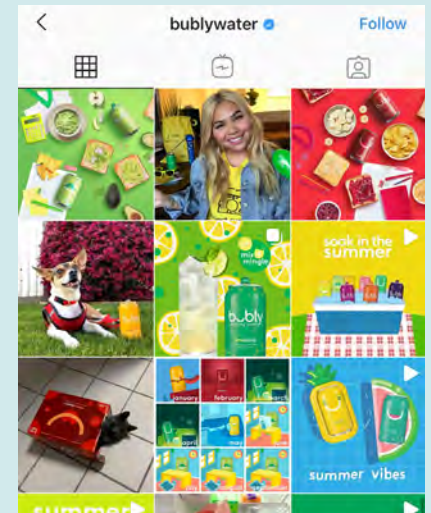
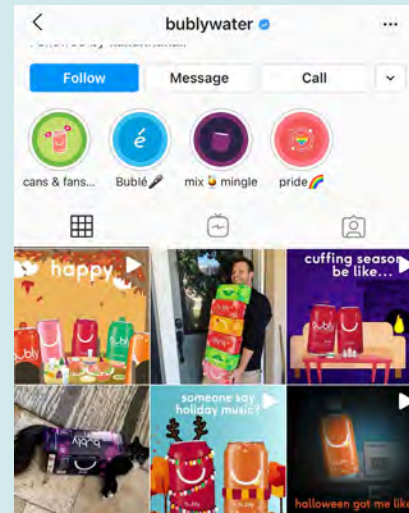
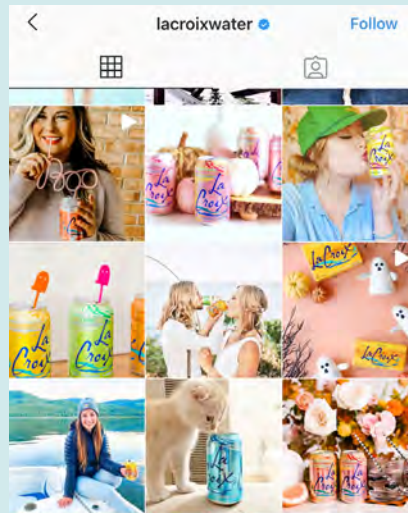
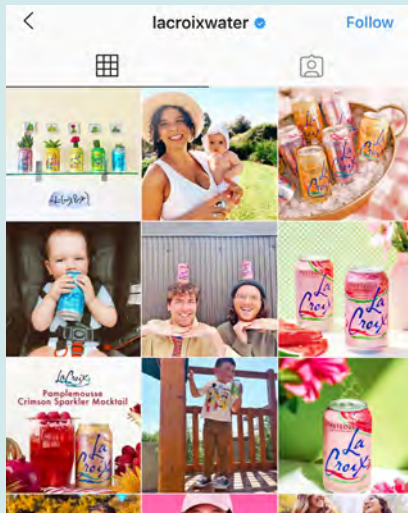
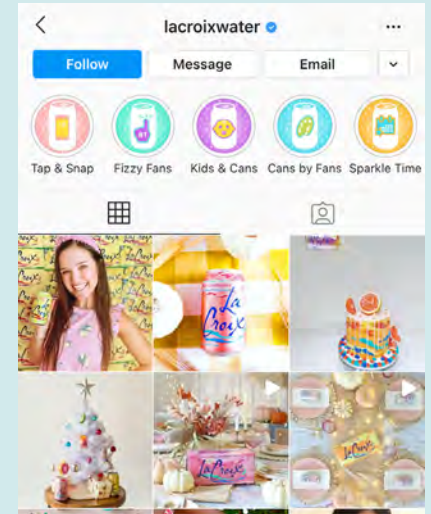
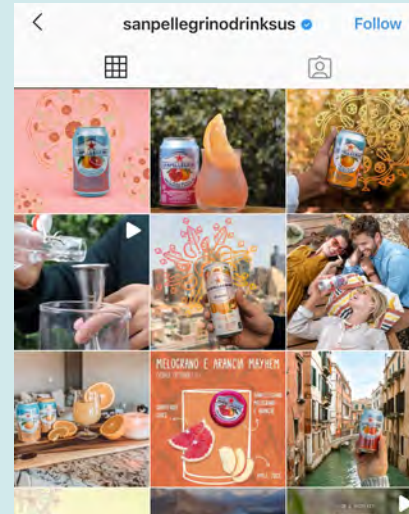
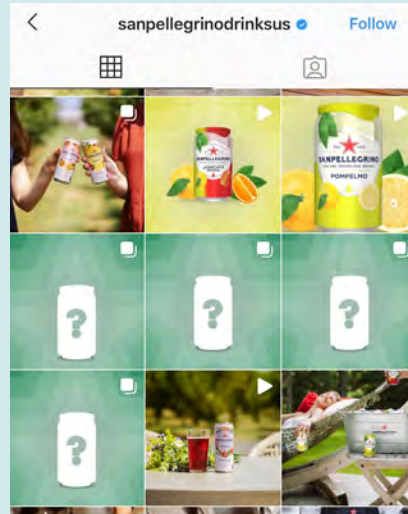
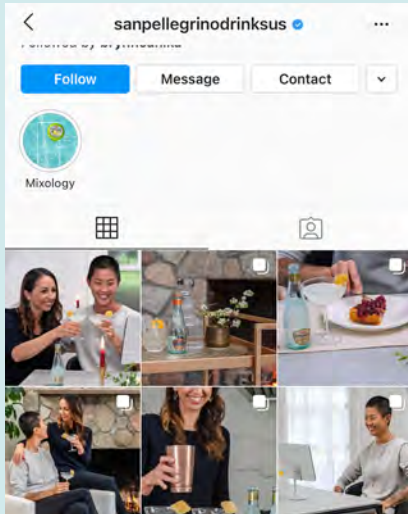
PHASE IV

Instagram Campaign

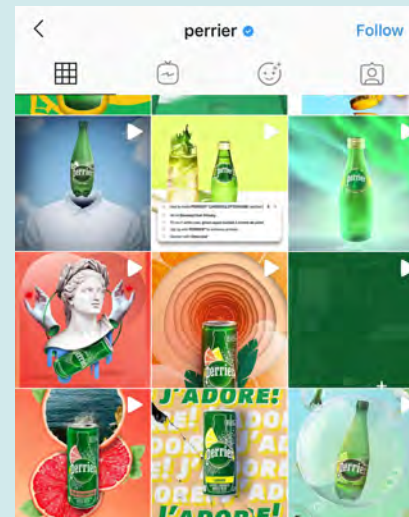
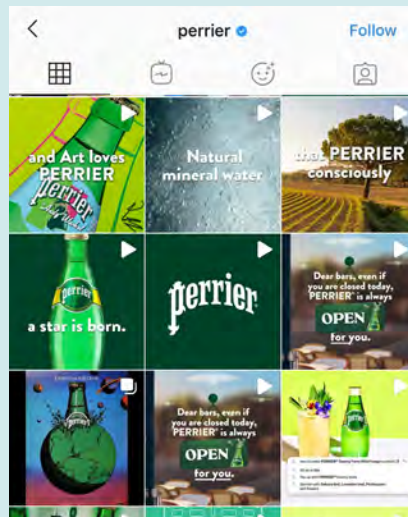
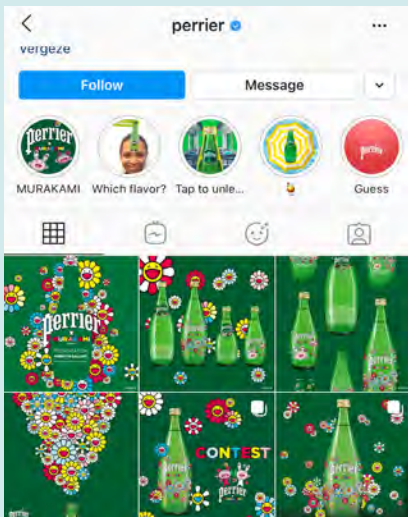
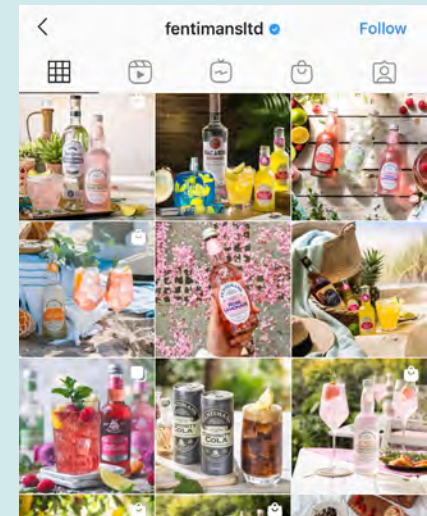
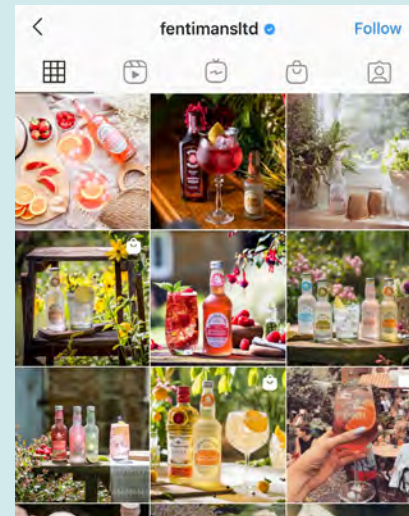
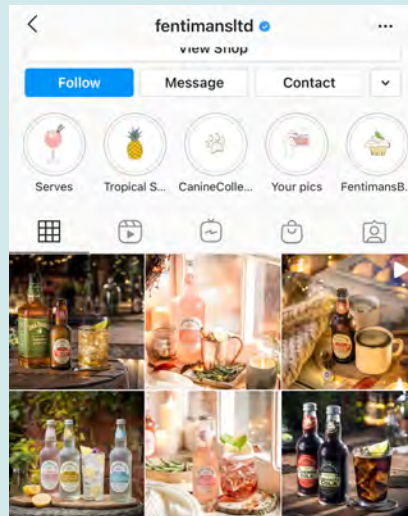
Explore how different companies display products on social media to obtain comprehension of their intentions. Showcase your brand and beverages on Instagram by creating a campaign. The posts should be related to the aesthetic of your company with meaningful hashtags and captions to show your understanding of the brands message and style.

In phase III, you will design a nine grid instagram campaign with each respective individual post captioned. Along with this, you will display the posts on a phone to get a sense of how they will appear on the app.

Account Exploration



Account Exploration



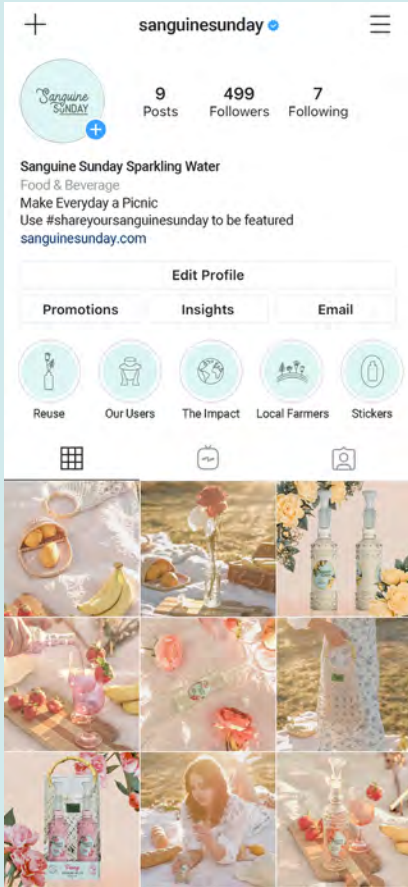
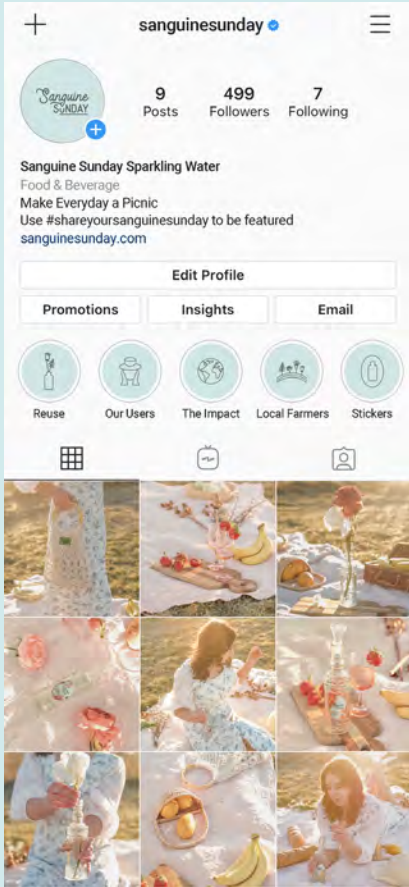
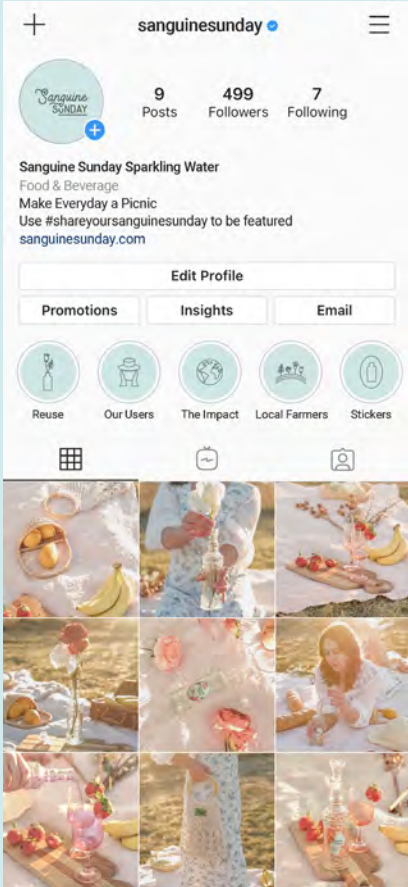
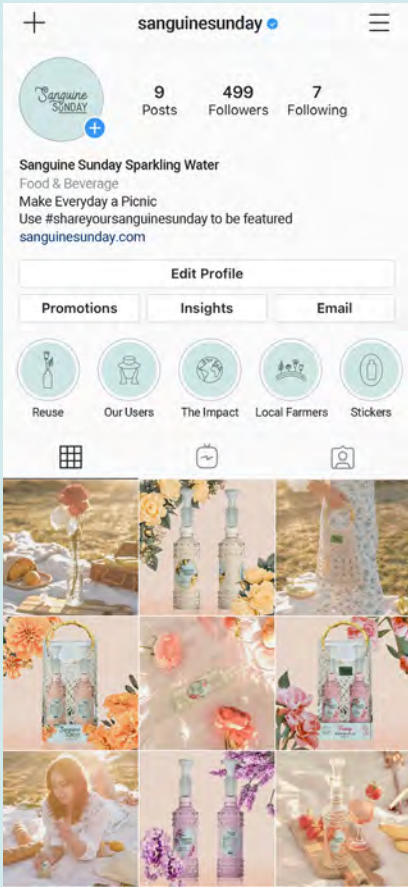
Sketches



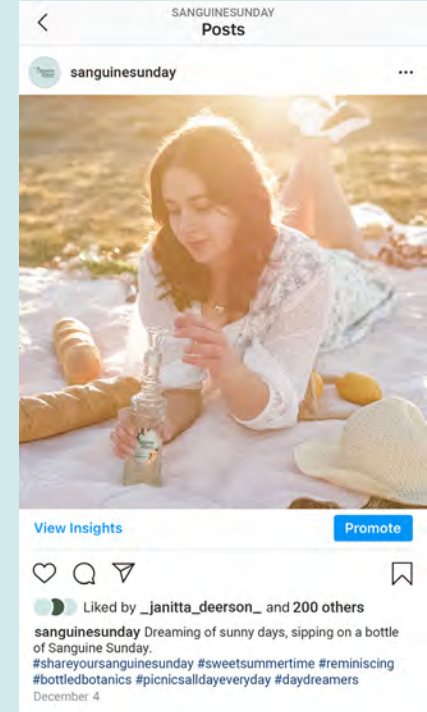
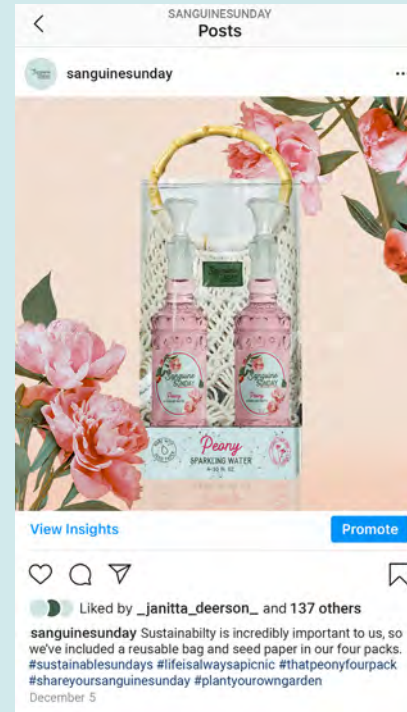
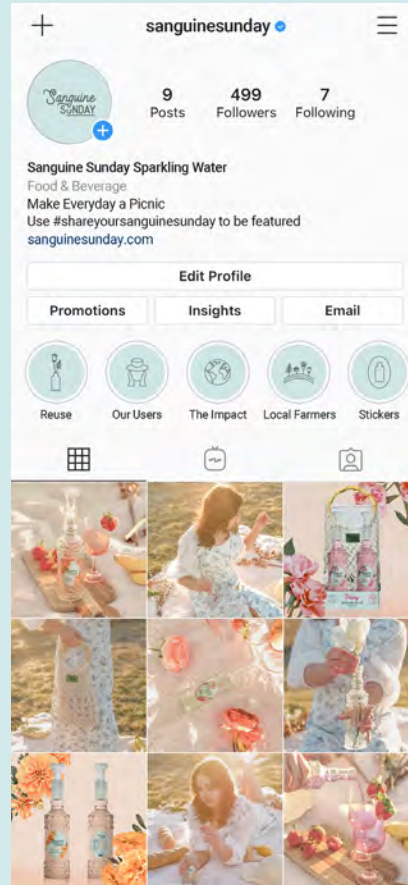
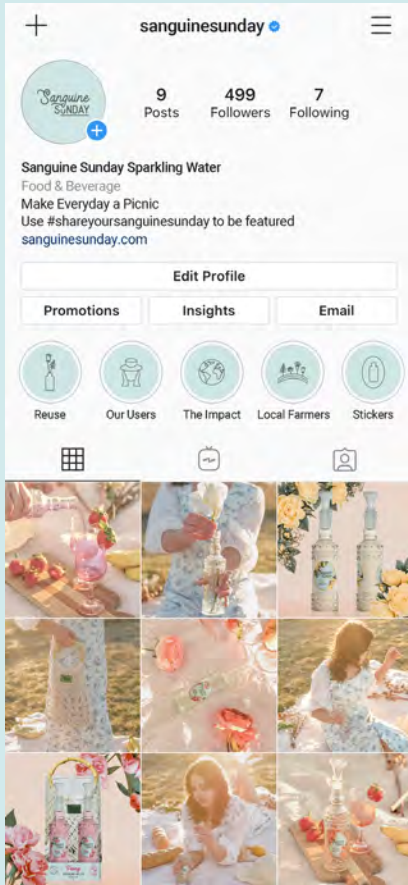
Digital Roughs



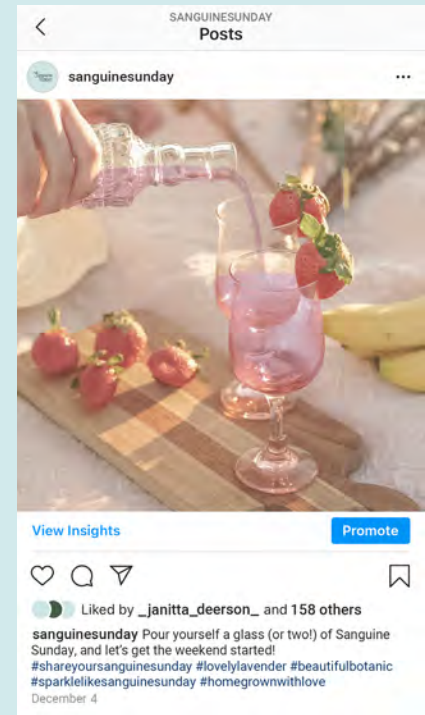
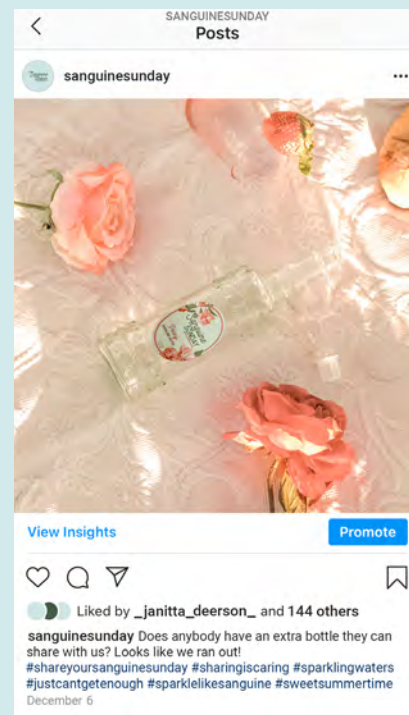
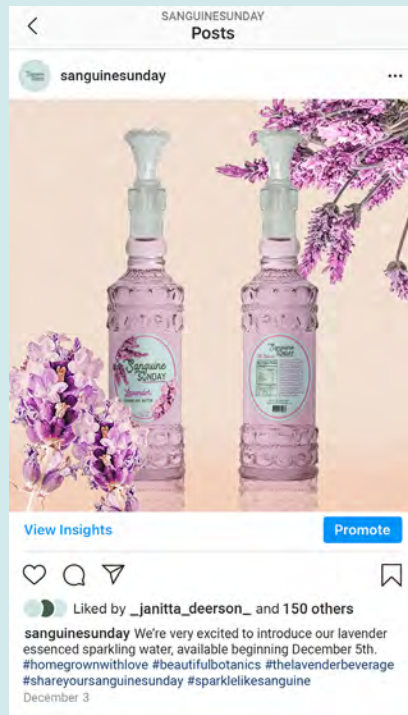
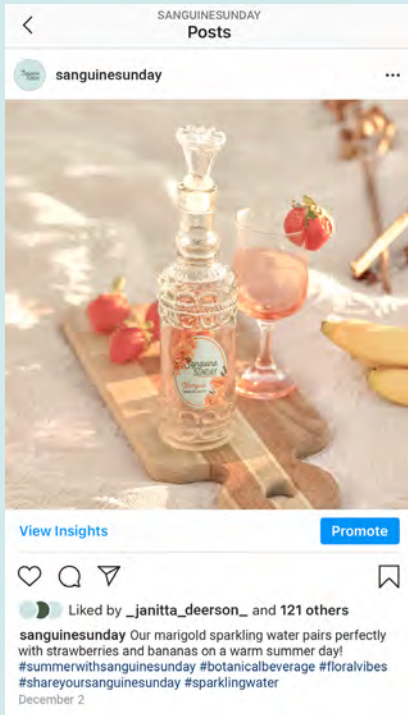
Refinements



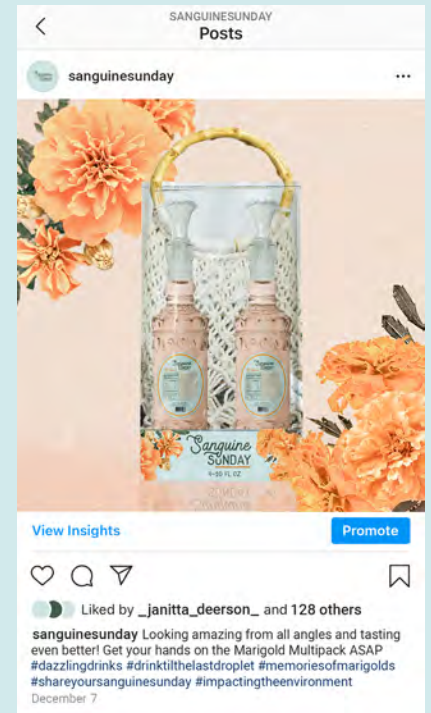
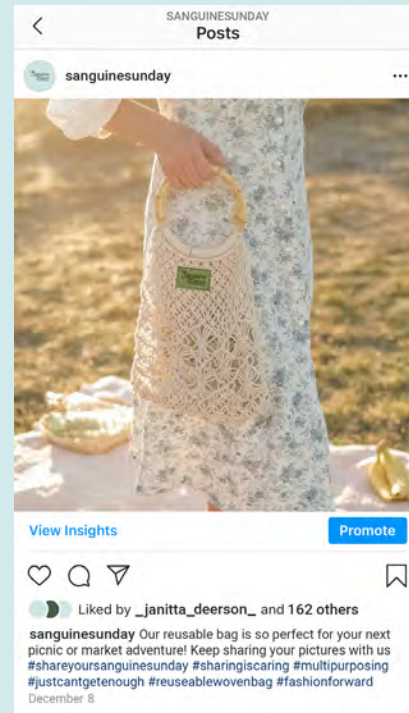
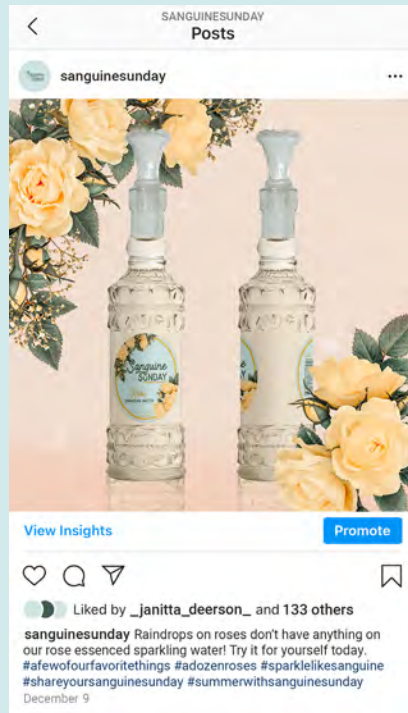
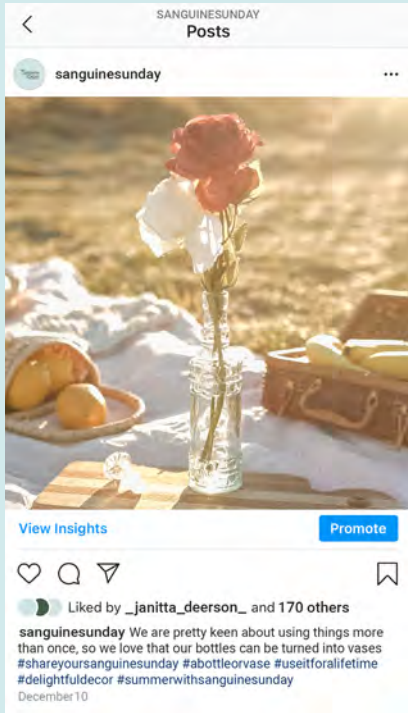
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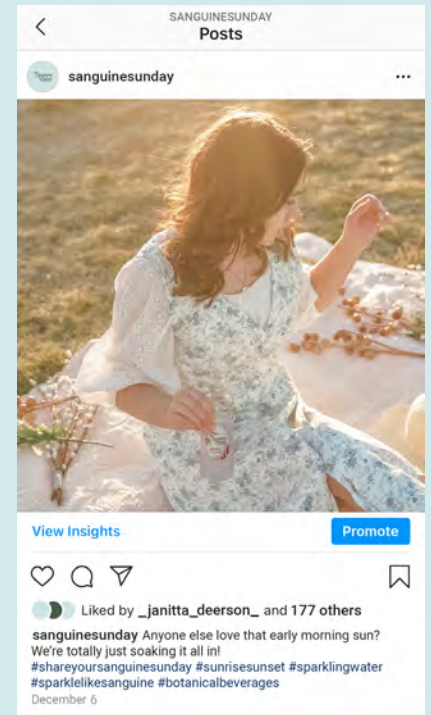
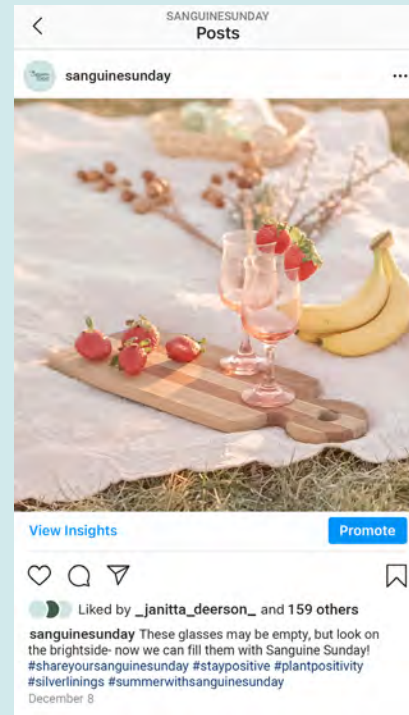
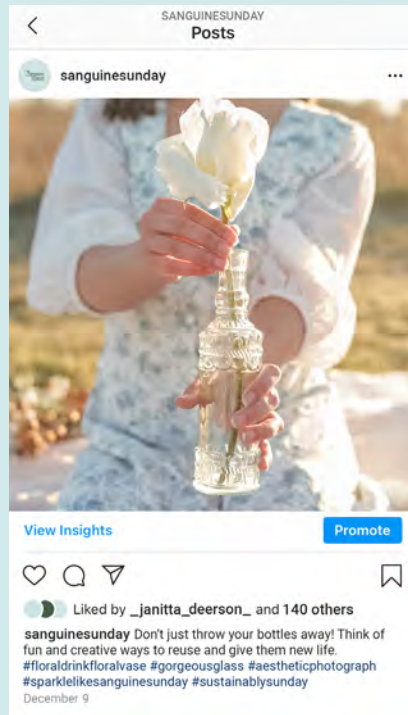
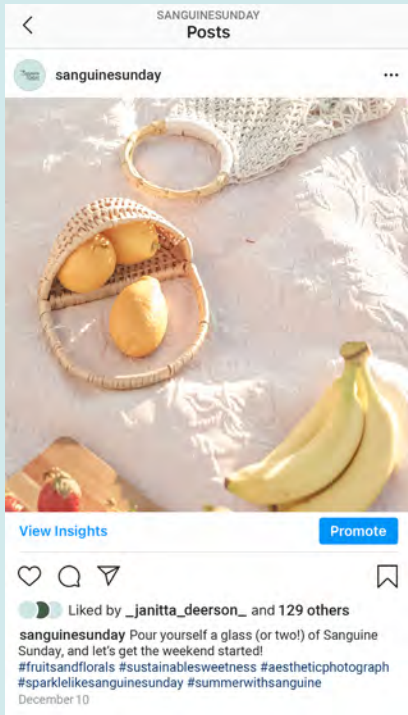
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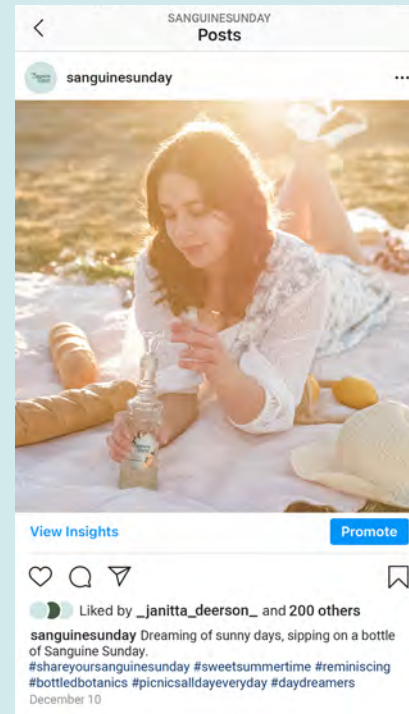
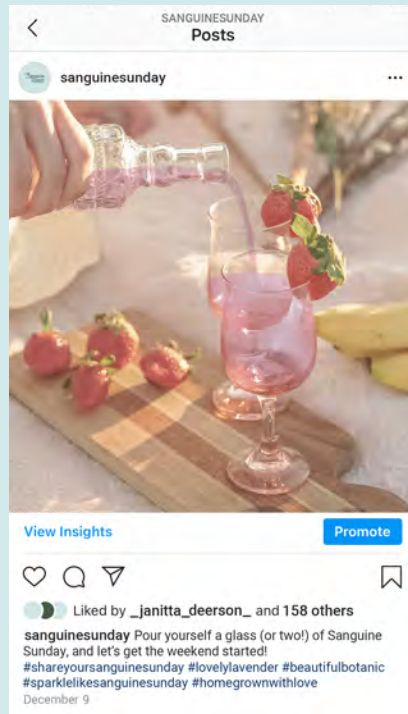
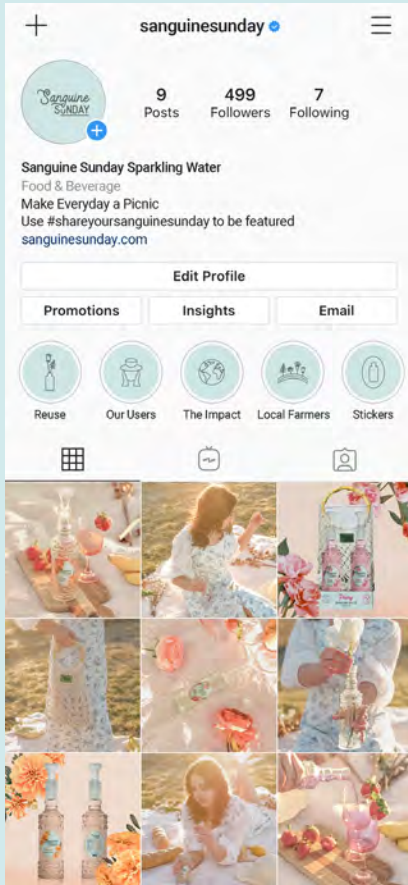
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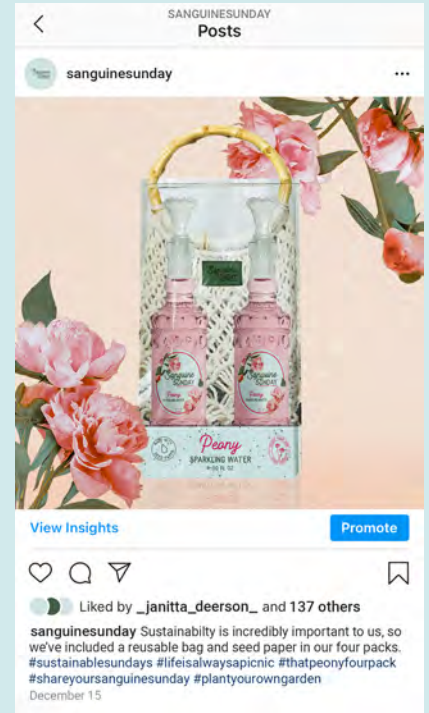
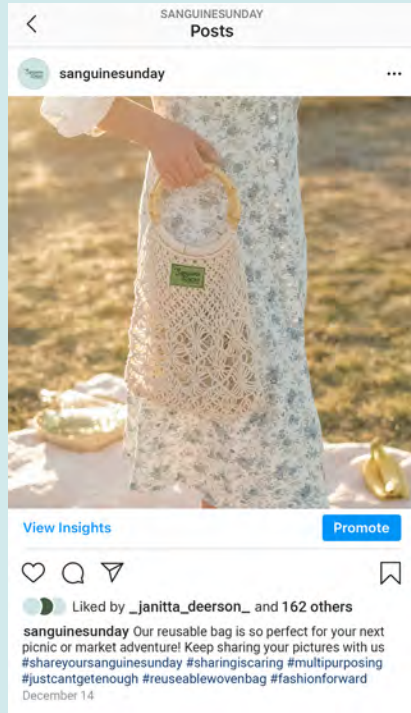
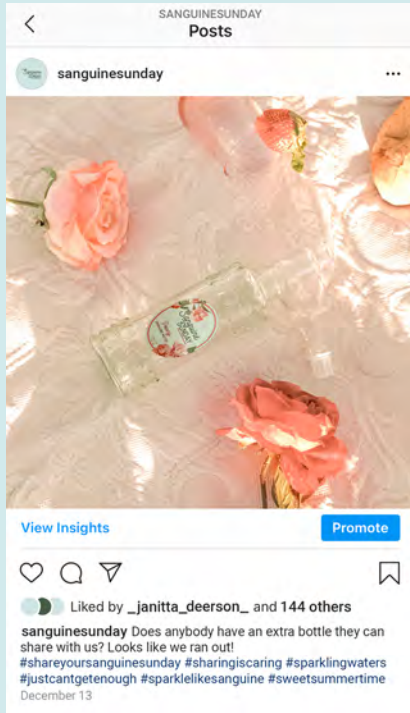
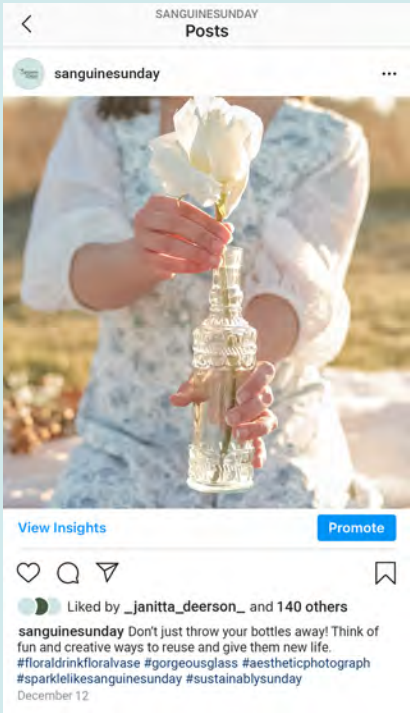
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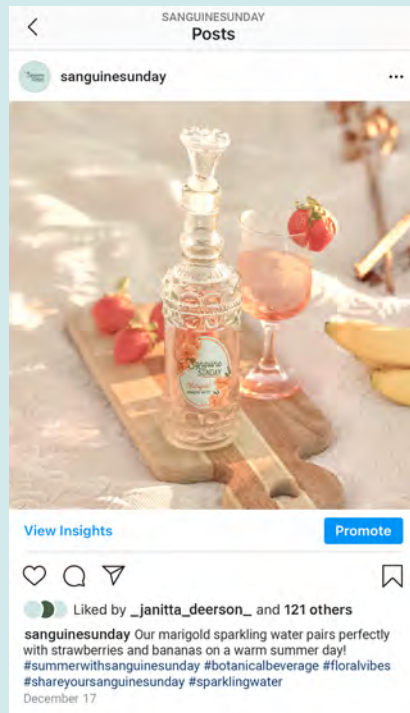
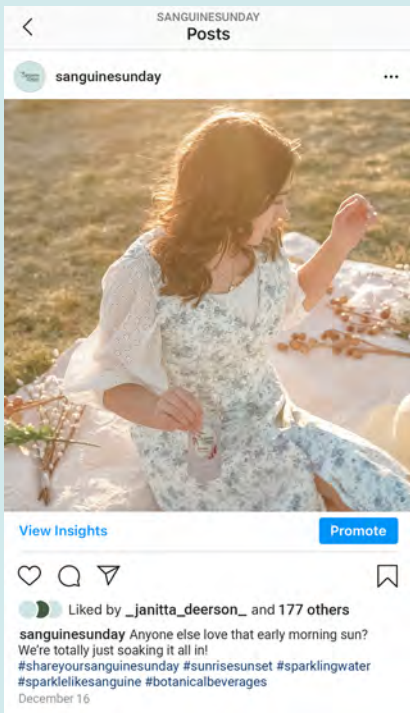
Final Designs



Final Designs



Final Designs



Rationale

I went with a picnic theme for my 9 grid series on instagram. I mixed in some of my mockup photos to display the product and incorporated brand elements into the post design. For my captions, I kept them short and relatable. I selected hashtags that fit with my unique brand as well as the market I would be under. In addition, my hashtags fit with the individual posts they correspond with. For my highlights, I kept a minimalist design inspired by my multipack.

Resources

Flower imagery sourced from Unsplash and Adobe Stock

<https://www.instagram.com/lacroixwater>

<https://www.instagram.com/sanpellegrinodrinks>

<https://www.instagram.com/fentimansltd>

<https://www.instagram.com/bublywater>

<https://www.instagram.com/perrierusa>

Phone Mockup: <https://mockuphunt.co/products/hand-held-iphone-mockup>