

Presentation to:
Marketing Society
Scotland

Date:
14 January 2016

Created by:
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Our less-than expert views on entering awards

D8.
A strategic design
and branding agency

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Drygate

Drygate, housed in a former box factory in Glasgow's east end, is the UK's first experiential craft brewery and food & drink destination.

We developed the brand identity and applied it to packaging, the brewery and every other on and offline touchpoint.

Since its launch as well as helping to drive the commercial success of the organisation the project has featured in the local and national press as well as a number of international design publications.

Our work for Drygate also won a gold medal at the International Beer Challenge 2015 for design and packaging. Most importantly, of course, it was also awarded a Gold Medal for brand design at the Marketing Society Scotland Star Awards 2015.



The work

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Cathedral Square

John Knox St

The Necropolis

Wishart St

John Knox St

Ladywell St

Drygate

Drygate

Drygate

Drygate

John Knox St

Duke St

Duke St

Duke St



GOODS INWARDS
REPORT TO STORE

S&G
BUILDING & DRAIN SERVICES



EVERYDAY

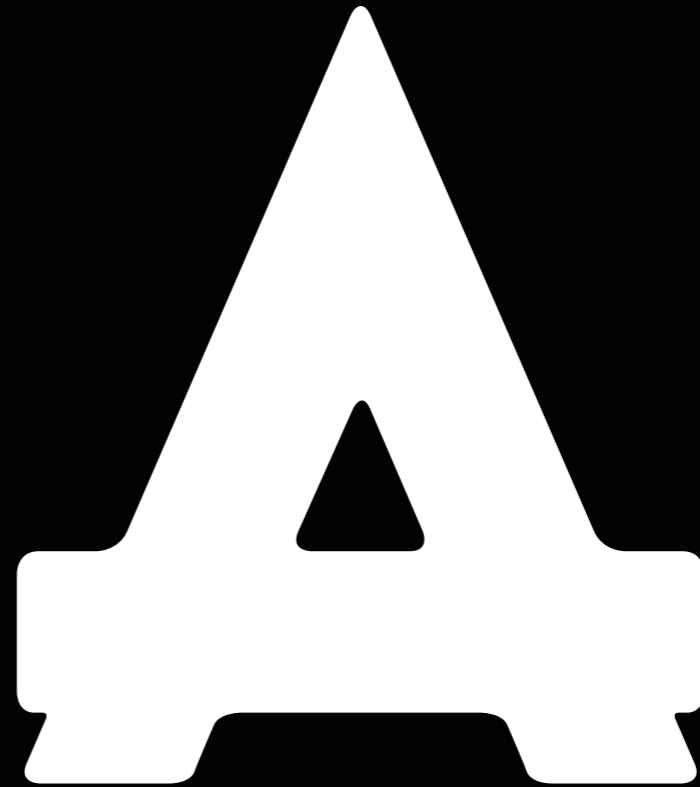
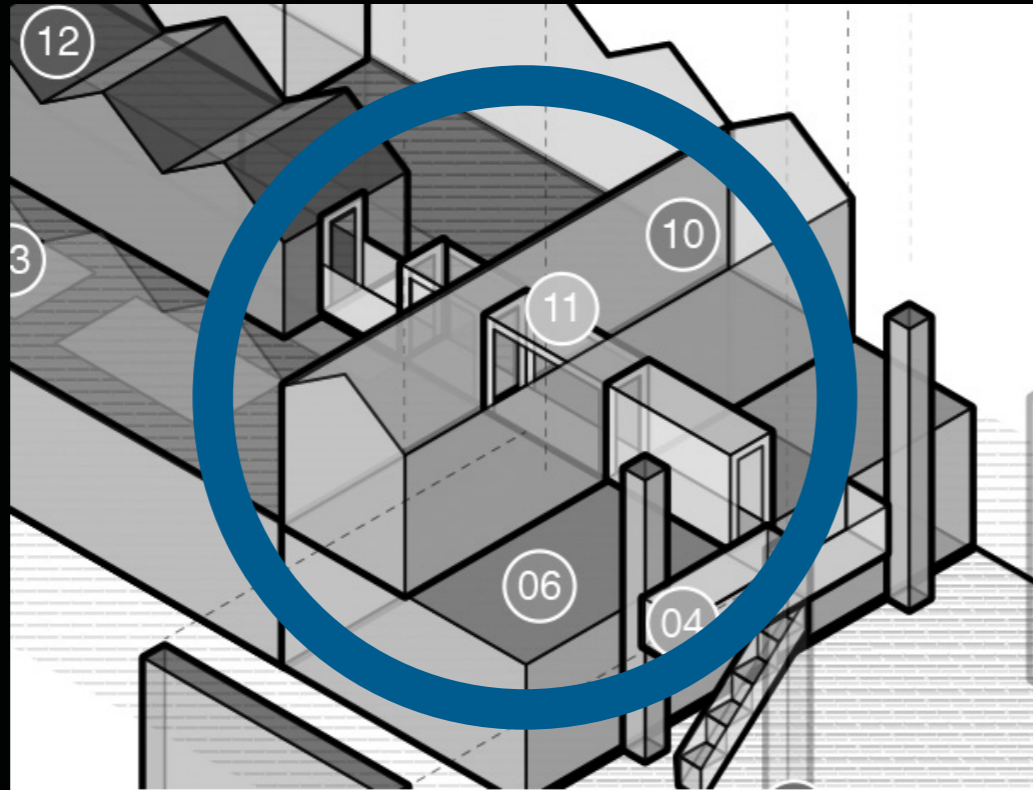


EXCEPTIONAL

DRYGATE

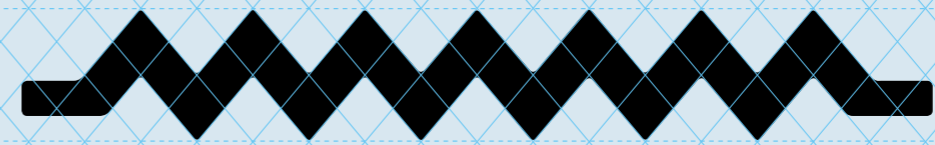


BREWING^{CO}





DRYGATE



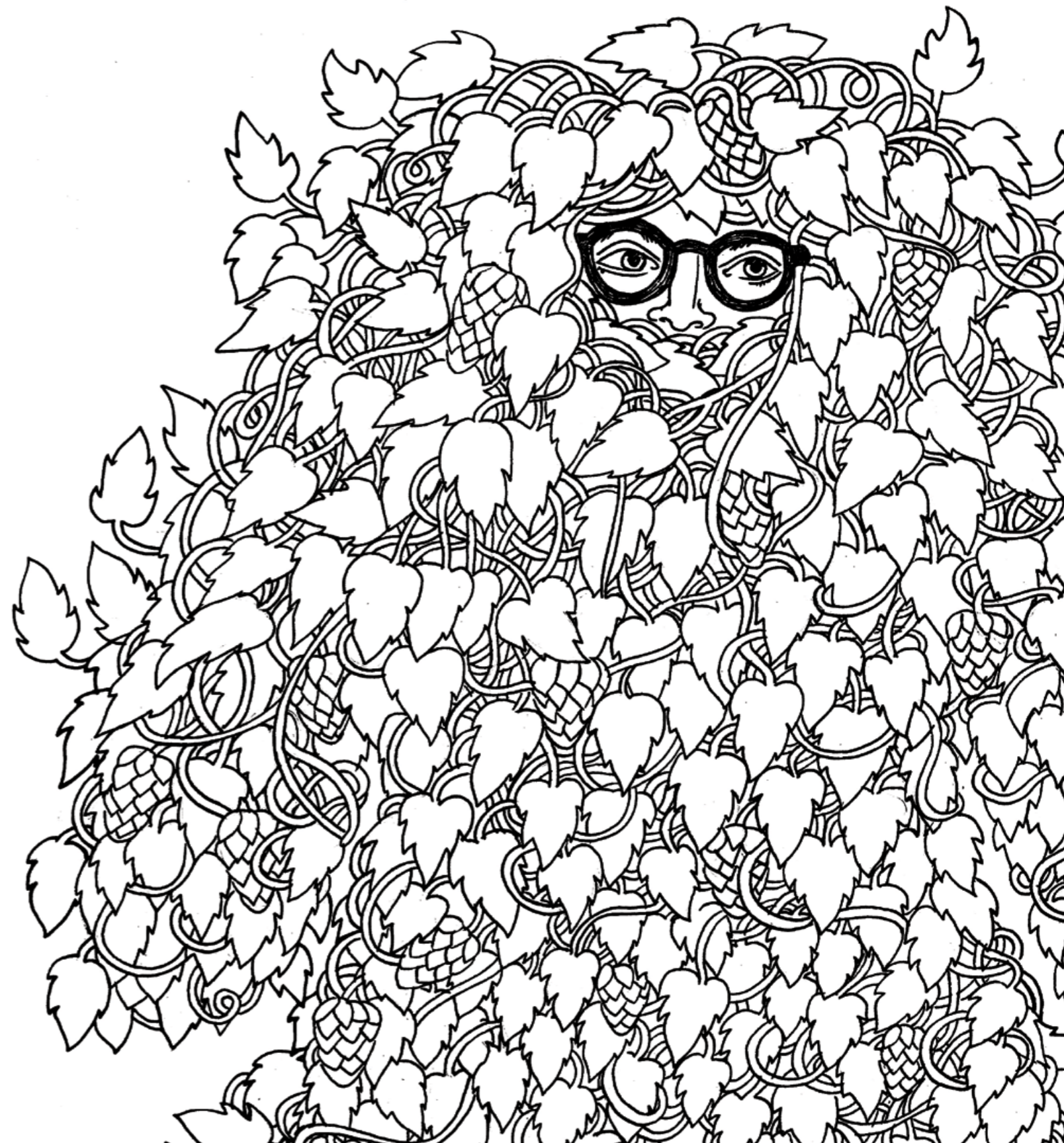
BREWING^{CO}



BREWED FEARLESSLY

ACHIEVE THE EXCEPTIONAL

OPEN DOORS, OPEN MINDS: WHATEVER IT TAKES,
IT'S ALL ABOUT EXCEPTIONAL BEER.
BREW IT, DRINK IT, SHARE IT.
OUR JOURNEY OF DISCOVERY BEGINS HERE.





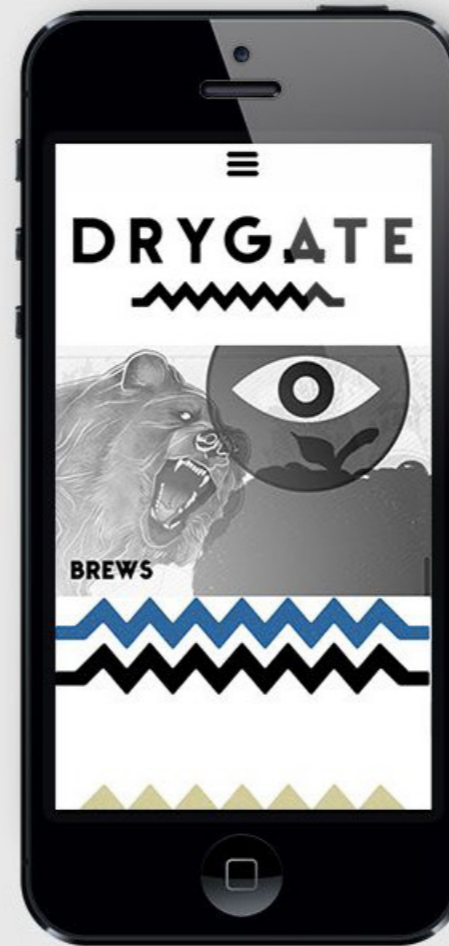
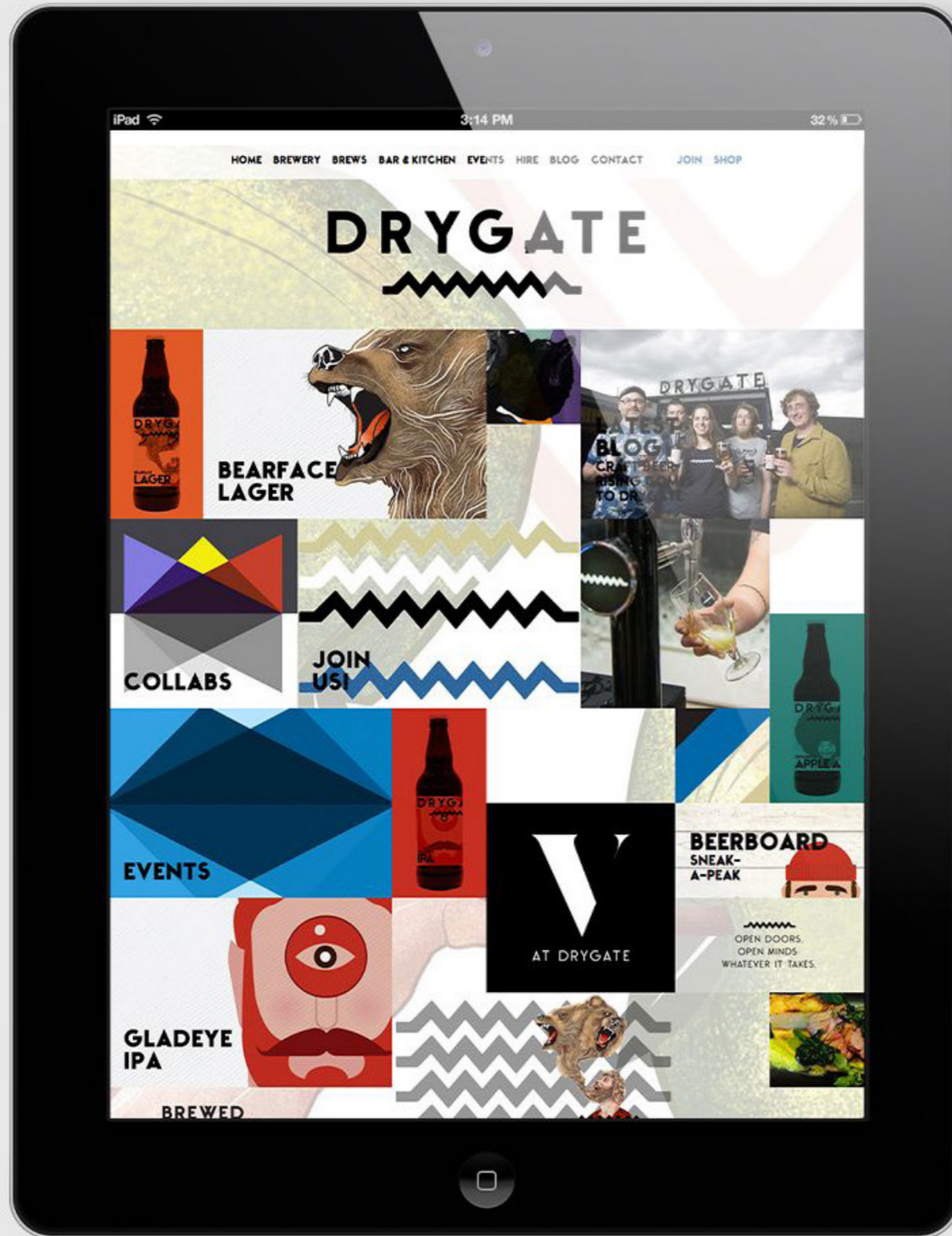


Love thy neighbour

I've lived here for 15 years and it's been amazing to witness the positive impact on the neighbourhood since Drygate's arrival.









The award entry

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PUCKER UP

Planning

- Keep It Simple, Stupid
- Methodical approach
- Strong language cues
- Assume no knowledge

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A man with a mustache, wearing a straw boater hat with a red and white striped band and a dark jacket with yellow and red stripes on the sleeves, is sitting on a stone ledge and reading a book. The book has a yellow cover and the title 'THE WILLOW' is visible. The background is a blurred green landscape.

**LOOKING GOOD
READING FINE**

Presentation of work

- Background information
- Don't forget it's a design award
- Challenges and solutions
- Succinct, clear, interesting

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A close-up photograph of a man with dark, curly hair, wearing a light-colored suit jacket, white shirt, and tie. He is holding a cigar in his mouth and looking directly at the camera with a serious expression. The background is a dark, solid color. Overlaid on the image is the text "NO EVIDENCE" and "NO CIGAR" in large, white, bold, sans-serif capital letters.

NO EVIDENCE
NO CIGAR

Results

- It's not a beauty pageant
- Effectiveness
- Scale and impact
- Honesty

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NUMBER NUMBNESS

Results

- Numbers are good... in moderation
- Context
- Business impact
- Knock-on effect

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EMOTIONAL INTELLIGENCE

Results

- Human impact
- Tug on the heart-strings
- Turn on the waterworks
- Don't overdo it

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Thanks

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