



Beer Branding & Marketing

Creating a label that sticks

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ABSTRACT

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The craft brewing industry has experienced a boom in growth globally. Due to a higher selection of brands of beer, companies must carefully consider the packaging and label design for their beer product to stand out amongst its competitors.

The purpose of this bachelor's thesis was to research the importance of packaging, factors that encourages consumers to buy the beer product, and to develop a brand that stands out in the current saturated market while being environmentally conscious.

The theoretical part of the study researched the influence packaging has on the flavour and purchasing decisions of the consumer. The colour of the label and the shape and colour of the drinking vessel both affect the consumers perception of the flavour profile of the beer through emotional associations and chemistry.

The branding section explored the definition of branding and the perception branding has on the customer. Colour theory and typography tie together the concept of a brand. Colour theory showed the effect colour has on the customer but that the experience was not always universal. The research of marketing showed the tools and merchandise used to market a beer product while following strict regulations.

The practical part of the thesis showcases the development of a prototype of a beer brand including the bottle and label.

Key words: beer branding, package design, sustainable packaging, label design

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1 INTRODUCTION

In the past decade, Finland has experienced a growth in the beer industry from 25 active breweries in 2011 to about 185 active breweries in 2020 (Figure 1). Not only did the beer industry grow in Finland but the rest of Europe experienced a brewery boom as well from approximately 4.230 active breweries in 2011 to 11.447 breweries in 2018 (Figure 2). With this growth came a change in drinking culture thanks to craft brewers and their more intricate style of beers. Because of the number of craft beers on the market and the interest in the craftsmanship, young adults prefer to choose quality over quantity. A survey conducted by the Society of Independent Brewers shows that young adults between the ages of 18-38 are drinking less but higher quality alcoholic beverages compared to previous generations where drinking beer happens more often and in higher volumes. Young adults are in a constant search for a new flavourful style of beer that is handcrafted and sustainable (Walker 2019.)

This thesis explores how branding affects whether customers buy a product or not and if they stay loyal to the company. The first part explores how packaging affects purchase decisions, flavour, and the environment. The colour theory explores whether colour adds meaning to the product, or if it is all arbitrary. In the practical part of this thesis the theory is put to practice.

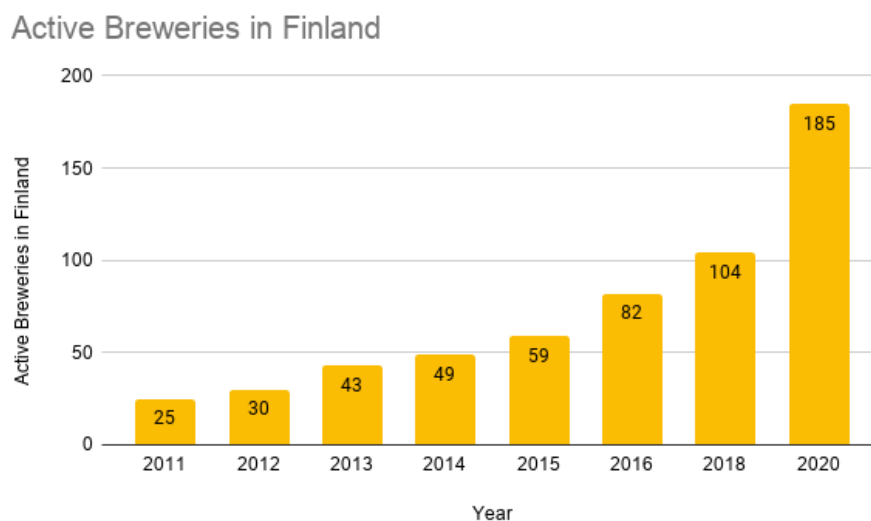


FIGURE 1. Active breweries in Finland from 2011 to 2020 (The Brewers of Europe 2020; Rate Beer 2020)

Active Breweries in Europe

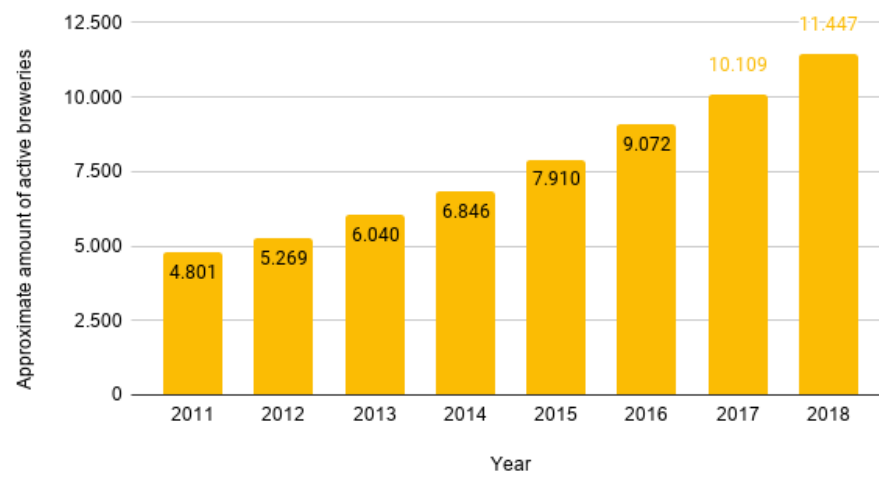


FIGURE 2. Active breweries in Europe from 2011-2018 (The Brewers of Europe 2019)

2 IMPORTANCE OF LABELS AND PACKAGING

With the rise of breweries and high demand for craft beer, the packaging and labels need to stand out on the shelf against its competitors. Not only is packaging there to attract the consumer but also to protect and transport the beer safely and sustainably. The label of a beer is the identity and a form of communication that provides enough information about the contents while urging the consumer to buy the product. There are different design styles and materials to encourage purchasing decisions while being both ecologically and economically sustainable (packaging-labelling.com n.d.)

2.1 Affecting purchase decisions

The market for beer has become oversaturated as a result of the boom in the brewing industry. The consumer must choose out of the many options by either picking something they are familiar with or if the packaging encourages them to buy the product (Picture 1). The label of a beer product is an important design aspect of the brand because it is what the potential buyer sees first. A study by Package Insights at Clemson University shows a correlation between a fixation on a label and purchasing decisions. The longer the consumer fixates on a label, the higher the chance the consumer would buy the product.

Some label materials have a longer fixation time than others which will be discussed further in section 2.4. Material. Participants of that study explained that when they are in search of something new, presentation of the product is what matters most to them (Clark 2015.)



PICTURE 1. Shelf with various brands of beer (Pekkarinen 2019)

Colours and graphics help the label to stand out together with the material used for packaging. It makes the packaging recognizable and helps consumers find their favourite brand. The label requires enough information to help the consumer identify what product they are buying and what quality to expect. In a short interview with Leen Boudewijn, founder of Bar Kulminator which houses over 600 types of beer in Antwerp, Belgium, she stated that the information like the name, what the beer contains, and alcohol percentage is most important to the consumer to have on a label. Out of personal experience, Boudewijn notices that with the choice of many beers, customers tend to go for beers they are either familiar with or beers they can see the packaging of. Marketing material like folders and beer coasters are what help customers to make their choice if they cannot choose from a selection of bottles (Boudewijn, personal communication, 21.07.2019.) According to European law, labels are not required to have ingredients and energy values listed (European Commission 2020). However, 86% of European beer consumers expect this information to be stated on the packaging (The Brewers of Europe 2019).

2.2 Affecting taste

The packaging that contains the beverage can change how the consumers perceive the flavour of the beer. Beer enthusiast debate whether beer tastes more desirable from a glass bottle or can. Often the consumer prefers bottles for the

reason that aluminium cans can affect the flavour. However, a study conducted at 2016 Edinburgh Science Festival shows that preference for glass bottles is a result of the connotation cans have. The research hypothesizes that consumers are put off drinking canned beer caused by the possibility of the aluminium tainting the beer, or because beer is associated with glass bottles and cans stray away from that shape. In the questionnaire, 61.29% of the participants with various drinking habits preferred beer from a glass bottle, 11.29% preferred beer from a can, and 27.42% said the beer tastes the same whether it comes from a bottle or can (Figure 3).

Preference of packaging

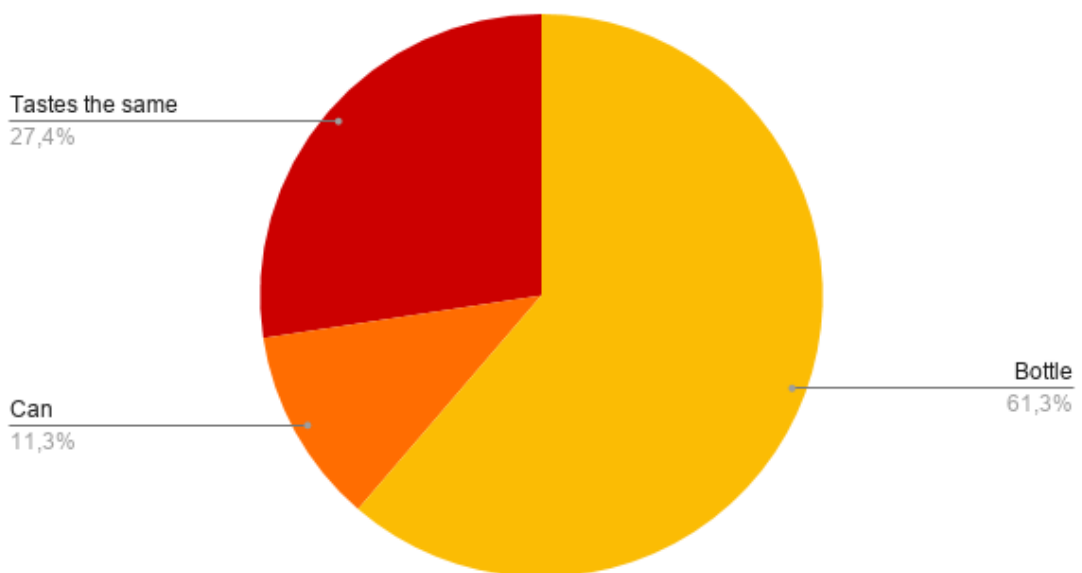


FIGURE 3. Preference of beer packaging (Barnett, Velasco & Spence 2016)

The participants of the study were split in 2 groups. Both groups were presented the same batch of beer poured from either a glass bottle or an aluminium can into a plastic cup. Before tasting the beer the participants had the opportunity to touch and observe the packaging. The results showed on a scale of 1 to 9 for taste, a higher preference for the glass bottle compared to the can (Table 1).

A blind taste test where participants could not see the packaging shows that bottled and canned beer were both preferred the same amount. (Barnett, Velasco & Spence 2016.)

TABLE 1. Result of study at 2016 Edinburgh Science Festival (Barnett, Velasco & Spence 2016)

	Bottle		Can	
Variable	Mean	SD	Mean	SD
taste	7.03	1.09	6.62	1.29
quality	7.38	1.13	7.10	1.13
freshnes	7.62	1.22	7.49	1.29
purchase likelihood	6.72	1.55	6.63	1.92
price	3.70	0.85	3.71	0.65

Not only can the shape of the packaging influence how consumers perceive the flavour of beer but also the colour of the label can change the perception of how a beer tastes. Humans subconsciously make associations with specific characteristics such as colour. When perceiving that characteristic, it evokes an emotion that is associated with a different product that often has the same characteristics, which then translates into how a consumer perceives the first product. This is called Sensation Transference (Cheskins 1957 80-81.) The colour of a label showcases what flavour profile the consumer can expect, which then translates into the taste of the beer. In research, participants were given two bottles of beer. The contents of the bottle were the same, however, the difference was the colour of the label. One bottle showcased a lime-green label and the other bottle a brown label. The participants noticed a stronger presence of citrus with the lime-green label compared to the same beer with a brown label.

In addition, they perceived the green label to be of higher quality and were more inclined to purchase the beer (Barnett & Spence 2016.)

The flavour of the beer can be influenced by the subconscious mind, but the shape and the material of the packaging can alter the flavour as well. Depending on the colour of the glass bottle, it can create a chemical reaction caused by ultraviolet rays and the acidic properties of hops which then, in turn, reacts with the sulfur inside the beer. This results in the beer becoming lightstruck, causing a skunky smell and taste (Painter 2018.) Amber glass blocks 99% of wavelengths of light coming through and protects the beer from becoming lightstruck. Green, and cobalt only blocks 30% of wavelengths. Clear glass does not protect the beer

from becoming lightstruck. Cans block 100% of UV-rays. Unlike cans, glass bottles allow for a second fermentation to happen which is beneficial for some styles of beer, like Belgian style, and contributes to the flavour. (Mack 2016a, 2016b.)

From the bottle into a glass, the consumer may notice how specific forms of beer glasses (Picture 2) can make the flavour of some beer styles stand out more and can change the method of consumption (Hyslop 2015). The shape of the glass can physically intensify the fragrance and taste of the beer, but subconsciously as well (Spence & Van Doorn 2017). Round inward curving beer glasses, like tulips, bring the nose closer to the aroma that is kept together by the shape of the glass. The narrow rim of the glass lets consumers sip the beer and allows the beer to hit the sides of the tongue where sweet and acidic flavours are registered, first. Wider rims do not direct the aromas to the nose and let the consumer drink the beer quicker, allowing the beer to hit the back of the tongue where bitter flavours are registered (Wells 2015.)



PICTURE 2. Different styles of beer glassware (Durham Brewing Co. n.d.)

Subcounsiously the shape can change or enhance how certain flavours of the beer product are preceived. According to Spence and Van Doorn (2017), studies show that angular shaped beer glasses make the consumer percieve the beer to

be bitter while roundness is often connected to sweetness. One example of this study is the Hoegaarden glass (Picture 3). The glass has straight angular shapes and is paired with the Hoegaarden wit beer. The beer is bitter in flavour which is complimented by the wide rim of the glass. The angular shapes may contribute to the enhanced bitterness. (Spence & Van Doorn 2017.)



PICTURE 3. Hoegaarden glass (Drinkpalace n.d.)

2.3 Laws and regulations

Label and packaging design is a field of creative freedom. However, regulations are put in place on what information is required to be on the label. These regulations may vary per country. This section mainly focuses on European Union and Finnish regulations. According to the EU regulations, a beverage containing more than 1.2% alcohol by volume requires to give the alcoholic strength by volume on the label. The percentage shown should contain no more than one decimal and

should be followed by the % symbol and either the word 'alcohol' or the abbreviation 'alc.'. Beverages containing more than 1.2% abv. are exempt from putting nutritional facts on the label. However, compounds like allergens need to be stated. Alcoholic beverage with percentage of 10% or up do not require to have a durability date. Health warnings are not necessary, but it can be required to have a symbol depicting a pregnant woman by law in some countries like France (European Commission 2020.)

The label must include the name and the product type, and the country of origin. In the case of beer, the word 'beer' must be stated somewhere on the label together with the style, content volume the package contains, and batch number. All the information must be visible and legible with the appropriate non-specified font sizing. Finnish law requires allergens to be marked in both Finnish and Swedish language (Alko n.d).

Contrary to the EU law, which allows for brewers to not specify the ingredients, The Brewers of Europe created a pledge to be transparent about contents and energy values. Since 2015 85% of the pre-packaged beers label ingredients and 60% calorie information (The Brewers of Europe n.d.)

2.4 Packaging Material

During the process of packaging and label design, one must consider the material and type of packaging. Beer is most found in either glass bottles or aluminium cans. The choice between the two options depends on personal preference, but there are positives and negatives to each of the packaging type. Cans may be easier to transport and keep the beer fresh while bottles allow the beer to undergo a second fermentation inside, which Belgian and French styles of beer require (Ellis 2017.)

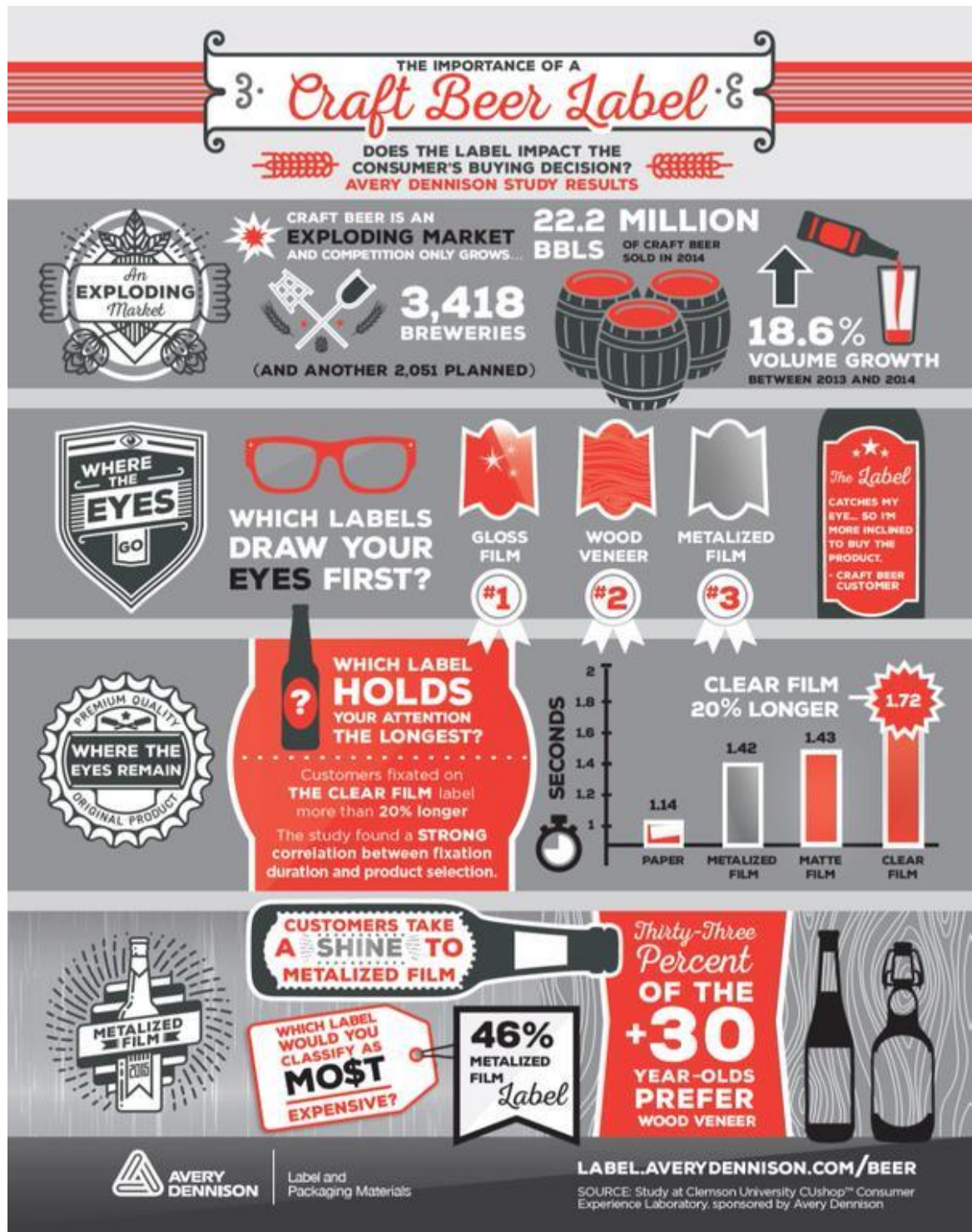
For bottles, the colour of the glass depends on the style of beer. Brewers generally decide between three types of glass which are brown, green, and clear glass. Brown glass, also known as amber glass, is the most common colour for beer

bottles, especially for a beer that contains more hops. Brown bottles block most of the UV-rays, protecting the beer from becoming light-struck. Green and clear glass do not protect the beer from UV-rays as much as the amber type, which makes the beer skunky when exposed to light. Skunked beer is not harmful, but it changes the smell and taste to a less pleasant flavour profile (Mack 2016a, 2016b.) Light exposure does not affect beers with fewer hops, such as lager, as much as beers with more hops. Therefore, it is acceptable to use green and clear bottles instead of amber glass (Ellis 2017.)

Cans are another form of packaging for beer. Other than personal preferences there are some advantages for using cans over bottles. Cans need a different bottling process compared to bottles. During the bottling process, bottles require a head space while filling which is not necessary for cans. This leaves cans airtight and protects the beer from oxidizing. The beer is also protected from being light-struck and tasting skunky because cans do not let in light. Using cans does not allow for beer to undergo a second fermentation and it is not possible to fill the cans with the same amount of CO₂ used in bottles (Mack 2016.) A concern one usually has is if the flavour of aluminium in cans seep into the beer. Since 1935 aluminium cans have been lined with vinyl. Before that, it was not possible to keep beer inside a can as it would burst. Because of the vinyl lining, the flavour of the beer should not be affected (Daniel n.d.) According to a study by HuffPost where a panel of 25 tasters tried to differentiate 4 different types of bottled and canned beer by blindly taste testing without knowing the packaging, only 54% could identify the canned beer. 51% slightly preferred the canned over bottled beer (Huffpost 2012.)

The branding of the beer usually is printed directly on the can but for bottles a little more consideration is needed. A study by Packaging Insights with Avery Dennison labels, shows which type of paper for labels are the most effective for branding (Picture 4). The participants of the study viewed six types of labels which includes: paper, matte film, gloss film, metalized film, wood veneer, and clear film. The gloss film and wood veneer label caught the participants eye faster compared to the other materials. Clear film held the attention of the participants 20% longer, which increases the chance of purchase. 62% of the participants stated that the

metalized label caught their attention more and 40% perceived the label to be most expensive. According to 40% of the participants, the paper label was perceived the least expensive (Clark 2015.)



PICTURE 4. Infographic of Avery Dennison Study result on beer labels (Avery Dennison 2015)

2.4.1 Sustainability

The brewing, packaging, and transportation of beer contributes to CO₂ emissions. Even though the production and sourcing of the raw materials, like barley, contribute to the carbon footprint, packaging contributes the most of Green House Gas emissions, with 50% of bottles and 35% of cans (Shin & Searcy 2018.) In this current time companies try to come up with innovative ways to change the packaging. However, these ideas are still prototyping, and breweries still need to rely on bottles and aluminium cans to carry the product (Carlsberg n.d.)

Whether cans or bottles are more sustainable and better for the environment, is debatable and depends on the perspective on how the materials are used. Mining the bauxite, which is used to create aluminium for cans, takes a toll on its surroundings and cost 2.07 kilowatt hours to produce one can, which is twice the amount of energy compared to a glass bottle of a similar size. Farming the material to make glass is more sustainable and efficient and does not leave a burden on the environment (Profita 2013.) However, recycling aluminium cans into new cans saves 95% of energy (Alupro n.d.) while recycling bottles only save 40% (Ahmad 2017). In 2019, 95% of cans are recycled in Finland (Palpa 2019) and is the most recycled beverage container in the world with a 69% recycle rate (Ball n.d). On average cans contain 70% of recycled material and can be recycled multiple times. In transport cans are more compact and are stackable compared to bottles. It takes less space and therefore more cans can be transported which results in 35% lower emissions (The Aluminum Association 2015, 2016.)

Although, both aluminium cans and glass bottles leave their mark on the planet, it leaves an opportunity for companies to make an improvement in packaging. Since 2015, the company Carlsberg is in the process of developing bottles made out of wood fiber lined with either recycled PET or a 100% bio-based PEF (Picture 5). Beginning 2019, Carlsberg brought out the Snap Packs packaging. Instead of

using plastic rings or wrapper to hold a six-pack of beer together, the cans are glued together instead with recyclable glue. This will reduce up to 76% of plastic waste (Hitti 2018.)



PICTURE 5. Green fibre bottle and Snap Pack (Carlsberg n.d.)

To reduce the plastic waste in the oceans, a company called CuanTec has developed a solution that turns the plastic rings into biodegradable rings. In 2017 CuanTec started the process of developing the prototypes of food packaging films. The film is made out of the shells from shellfish from the fishery industry and should keep the foodstuffs fresh longer. The brewing company Jaw Brew in Glasgow, believes that this can change how the brewing industry packages their beers. Jaw Brew already focuses on sustainability by having a beer that is made out of leftover bread, and invested in CuanTec to use their technology for rings to hold beer cans together (Hancock 2018.)

3 BRANDING THEORY

Branding is a concept that is vague and complex to describe. It is commonly defined as how a brand is developed through visual and graphic design, and how the brand is marketed. A brand is different from branding and a brand identity is different from a brand image, yet they overlap in some ways (deBara 2017.) This section will explore the differences between these terms. According to the American Marketing Association (AMA n.d.), a brand is the overall identity of a company, service or product. Beer products can be similar in flavour and style in comparison to each other, and may be hard to tell apart by taste alone. A brand helps the consumer to differentiate between these beers. A style of beer can be copied but legally a brand can not be (Marion n.d.)

A brand consists of brand identity and a brand image. The brand identity is what the brand wants to be perceived as by the customer. It showcases the values of the company through branding, and tells a story about what the product is and what the company stands for. The identity is established through the logo, typography, colour palettes, marketing, and package design that corresponds with the overall personality of the brand. Branding essentially puts out the identity of the brand to the consumer (deBara 2017.) It is not only about how a product looks, but also how the consumer feels about the brand. The consumer makes associations with the brand identity and interprets what the brand is in their mind. What the consumer perceives and interprets from the brand identity, is considered the brand image (Juneja 2015.)

3.1 Branding and packaging

Packaging plays an essential role in the visual identity of a beer brand. Before jumping into the visual aspects of beer branding, one must explore what the style of the product is, who the target audience is, and how the product is sold. This will overall change the appearance and story of the logo and packaging (Ellis 2017.) The packaging of beer is important to attract the consumers the brand is

targeting so that they can recognize the product and for a loyalty to the brand (deBara 2017.)

Beer packaging consists of the vessel the beer is carried in, the label including the logo, what the vessel is closed off with, and how the beer is transported. Bottles come in many shapes and sizes and is tied together with the colour of the glass, and colour and typography on the label (Ellis 2017.)

As discussed in section 2.4 Material, there are scientific reason on why certain colours of glass are used for certain types of beer. However, branding plays a role in it as well. A shortage of amber glass after World War II allowed for green glass to become more popular (Painter 2018). A few well-known beer brands like Heineken and Carlsberg stuck with the green bottle. These brands are mostly associated with the colour of the glass bottle, which is something to consider when creating a brand (Ellis 2017.) Another example of the association between the brand and the glass colour of the bottle is the cobalt blue bottle of Bud Light Platinum. The Cobalt blue stands out from the brown and green bottles on the shelf and ties the brand together. When it comes to UV protection, it is the same as using the green glass (Packaging Strategies 2012.)

Because cans do not need a separate label, it leaves a bigger canvas to design packaging that wraps all around. The design can either be directly printed on the aluminium, or it can be printed on a sleeve which helps the colours to stand out more because of the white layer underneath the design. However, printing the design directly on the can is more sustainable (Watermark Design 2016.) Cans have the option to have a different lid than the classic hole with a ring. Since cans with the classic lid do not allow for the consumer to experience the aroma of the beer, a 360 lid allows for the top of a can to come off completely (Picture 6). This turns the can into a cup and a new drinking experience (Tepper 2017.)



PICTURE 6. Sly Fox 360 lid (Slyfox 2013)

3.1.1 Colour

Colour is often associated with certain emotions by the consumer. It has a great amount of influence on purchase decisions and how the consumer perceives the brand. Yet, there is not necessarily a clear rule on what specific emotion belongs to a specific colour. Culture and personal experiences play a great role to the influence on how someone subconsciously perceives a colour. In developing brand and packaging, one requires to consider whether their colour palette suits the story and the product the brand is trying to sell.

The cultural meaning of colour is important to take into consideration when targeting a specific demographic. Charts as shown in picture 7, can give an idea what colours could mean, but it does not always apply to every brand (Ciotti n.d.)



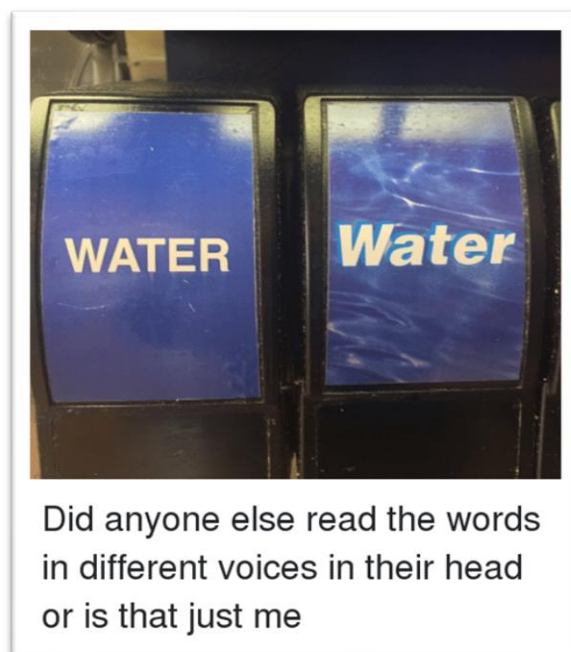
PICTURE 7. Graph of brands and their colour meanings (Parallel Branding n.d.)

Psychologically, colour influences how the consumer perceives a brand and brands have fit their designs accordingly. An example is that the colour red increases appetite and the colour yellow increases serotonin. This is a reason why plenty of fast-food chains, like McDonald's use the colour red in their logo. The colour blue does not appear in natural food often and is why it suppresses appetite and should be considered carefully when creating packaging for food (Hillier 2018.) As shown in chapter 2.2 Affecting taste, colour can change the perception of flavour. In packaging the colour red makes the flavour of the product to be perceived sweeter. A study done by Charles Spence where participants were given a red and blue bowl with popcorn, the participants perceived the popcorn in the red bowl to be sweeter while the popcorn in the blue bowl was perceived to be salty (Spence, Harrar & Piqueras-Fiszman 2012.)

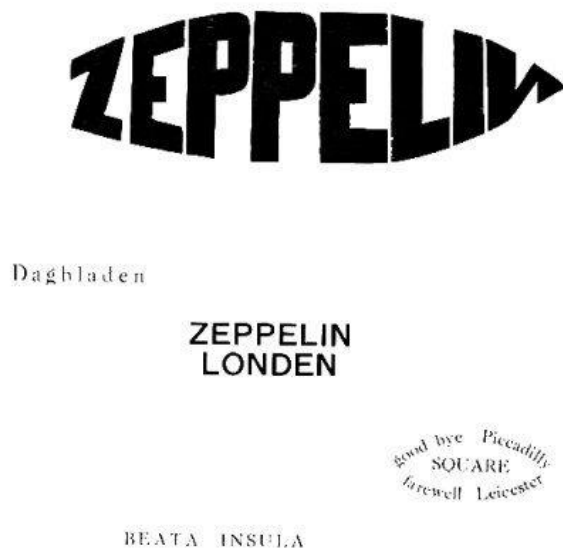
Colour is useful to create a brand but does not have clear rules on what can and can not be used. Colour is the first part of branding the consumer sees, which is the first step to encourage them to buy the product (Ellicot & Roncarelli 2010 157.) 92.6% of participants in research by the Seoul International Color Expo stated that visuals are essential features for purchasing a product and 84.7% of them said that colour is the most significant visual characteristic of a product (Morton 2019.)

3.1.2 Typography

Typography transforms language into a visual image. It exists out of characters that are put together to convey a message to the audience. In typography, the message exists out of a typeface and font style which can carry the design or can be combined with other graphics. Not only is typography considered verbal but visual as well. The beauty of typography is that a word can have a certain meaning or definition, but by using a specific typeface or font style the meaning can be highlighted or changed (Picture 8.) Visual characteristics can be used to shape the typography to represent the message it is sending to the audience (Picture 9; Carter, Meggs & Day 2015.)



PICTURE 8. Well known internet example of how typography can change the meaning of a word (me.me 2016)



PICTURE 9. Typography of the word 'Zeppelin' shaped like a zeppelin (Paul van Ostaijen 1920)

The importance of typography is readability. It is expected for a label to have a clear eligible typeface so that the consumer can recognize and remember the name. In label design, the typeface explains what the beer stands for but also what kind of audience the product wants to appeal to. Serif fonts can appear to be classier while sans serif fonts can be considered more modern. Script can appear to be feminine and give a luxurious feel to the brand (Ellis 2017.)

4 BEER MARKETING

Marketing is a creative means of communicating and delivering offers that are valuable to clients (American Marketing Association). It does not only try to sell the product but engages with the customer by giving the information they do not already know and creates a relationship between the brand and customer (Mansso 2019).

In this current age, social media is a great way for breweries to market and advertise their beers because of the direct access to a large user base of social media users (Crowell 2017). Before social media, and even television advertisements, breweries had to rely on word of mouth and print advertising. It was not until 1940 that beer advertisements were televised (Perlick Bar and Beverage). Although, marketing is important to sell a product, advertising alcoholic beverages are heavily regulated.



PICTURE 10. Examples of Advertisement from the Bier Museum in Breda

The global pandemic of 2019 has taken a toll on many businesses which includes the craft brewing industry. Breweries rely on selling their products to restaurants and bars but with the pandemic that has been a challenge. This leads to an overabundance of beer left over and breweries must come up with innovative ways to sell their product. Breweries have been delivering their beers to the homes of their clientele or have them pick up beer to-go. This caused a rise in demand for aluminium cans. In stores, consumers tend to now go for familiar brands and with the closing of bars and drink beer more to enjoy (Cruz 2020).

4.1 Marketing tools

There are plenty of marketing tools that help breweries to promote their product to the public. With an internet userbase of 59% (Clement 2020), social media is one of the marketing tools that is free to use and allows for immediate access to the customers (Crowell 2017.) It gives an opportunity for breweries to tell their story and showing a behind-the-scenes of their work, which is something that piques the interest of followers. According to Craft brewing Business, Bell's Brewery experienced 2.25% engagement rate when showcasing their brewing process with behind-the-scenes pictures to their followers (Crowell 2017.) Although social media is often free to use, it is possible to spend a small amount of money to promote the posts. It is, however, not necessary as simply being consistent in posting content is enough (Henderson 2020).

User generated content would in theory be a useful marketing tool if it was allowed in Finland. It would be an easy and free way to market beer by sharing reviews and posts created by consumers. In section 4.1.1 it will be discussed why using this form of marketing is against Finnish law.

Print media advertisement enhances other forms of advertising by boosting the effectiveness. 82% of consumers state to trust print media compared to other forms of marketing. It holds the attention of consumers longer and gives a more positive reaction (Heitman 2020.)

4.1.1 Regulations

To bring a beer on the market breweries need to abide by regulations when it comes to advertising. This section will mainly discuss the regulations in Finland. Beer will not be the only beverage discussed here as most regulations are about alcohol percentages and not about specific beverages. In the Finnish law mild alcoholic beverages are from 1,2% abv. to 22% abv. and strong alcoholic beverages are over 22% abv. Beer is considered a mild alcoholic beverage.

Since 2015 the Finnish legislation was changed to where there would be fewer advertisements in public. These regulations are put in place to prevent children to see advertisements for alcoholic beverages (Kauppila 2019.) Advertising high percentage alcohol with an alcohol volume of over 22%, in public has been banned for over a decade. With the recent regulation, this applies to alcoholic beverages of over 1,2% alcohol by volume as well. It is not allowed to have any form of media displaying strong beverages outside the serving area, such as paravols, flyers, posters, etc. Inside the serving area, such as bars, advertising strong alcoholic beverages is allowed if it cannot be clearly seen from the outside.

It is illegal to advertise directly or indirectly high alcoholic beverages through television and radio. Mild alcoholic beverages may be advertised between 10pm and 7am. In movie theatres, it is not allowed to advertise alcoholic beverages in movies for an audience under the age of 18.

Craft brewers rely on social media to market their beer because it reaches a bigger audience. It is not allowed for companies maintaining alcohol-related pages to advertise their beverages if there is a possibility for children under the age of 18 to view the advertisement. Consumers can not leave a public review on the platform of the company endorsing the alcoholic beverage. These reviews must be moderated by the company. The option to share a post should be disabled. Distributing user-generated content, such as Instagram posts, is not allowed. (Valvira.fi 2018)

4.1.2 Marketing products

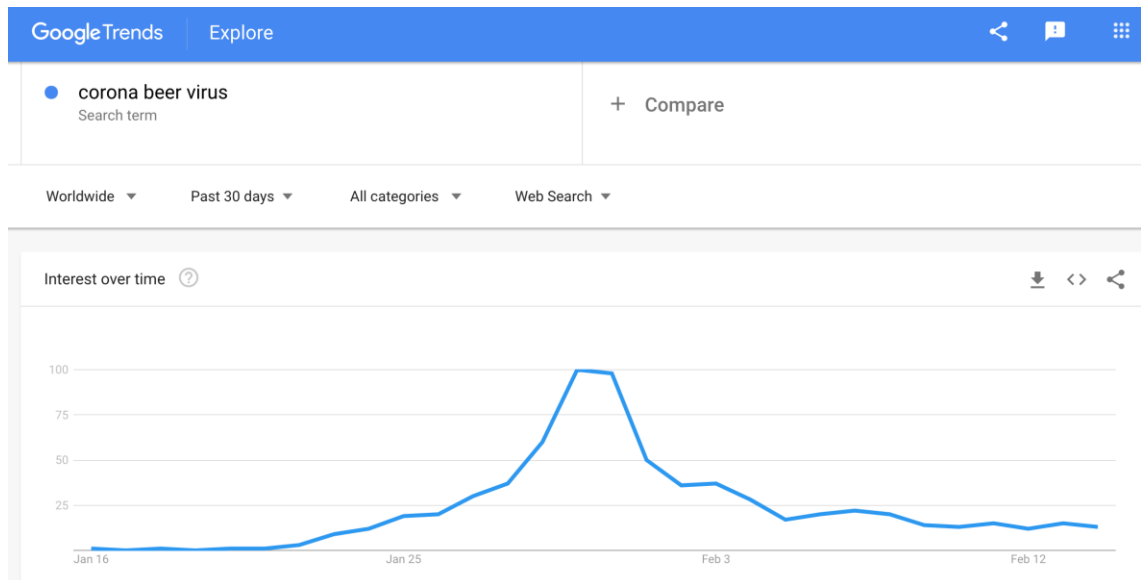
Coasters are a traditional and effective form of marketing because they leave a lasting impression. The average consumers consume 2.3 beverages per visit and will lift their drink and average of 9 times which can deliver 186.3 Impressions. (KATZ Americas 2018.) Beer glasses with the logo of the brewery gives a closer relationship between the consumer and the product and creates a loyalty to the brand (Stead, Angus, Macdonald, Bauld 2014.)

4.2 Marketing examples

An advertisement by Heineken has been heavily criticised for the possibility of being racist. Heineken has since then removed the advertisement. The ad consisted of a bottle of light beer passing by three people of colour and stopped at a white person with the slogan: “sometimes, lighter is better”. On social media it is speculated that companies are bringing out racist advertising on purpose with the reason to attract more attention. However, Heineken stated that that was not the case (The Guardian 2018.) Heineken is trying to include a more diverse group of people who like to enjoy a beer but do not want to drink alcohol. They are advantage of the culture where newer generations want to consume less alcohol, by promoting their 0,0 per cent alcohol beer (McCarthy 2020.)

In marketing it is commonly said that bad publicity is still good publicity. Corona beer has experienced the effect of COVID-19 or coronavirus. In late January early February of 2020, Google trends shows a spike for searches related to the coronavirus and Corona beer (Picture 11, Saini 2020.) Corona fell subject to memes and online videos because of the virus. According to YouGov, the shares of the beer took an 8 per cent dive. Although, it is speculated that this could have been the cause of COVID-19, it is possible that the decline in sales and purchase intent is related to Corona being a summer beer and consumers buy it less during the winter period (Kotoky 2020.) The decline in purchase intent seems to be more of

an issue in English speaking countries whereas Latin speaking countries, where the word corona is more commonly used, does not influence the sales (Bajic 2020.)



PICTURE 11. Google Trends for corona beer virus (Leo Saini 2020)

5 PROJECT

This project will showcase the development of a brand within beer labels and marketing. It consists of a concept and a mock-up of both branding and packaging with prototypes where applicable. The beer is not an existing physical product with a recipe but rather an idea that develops into branding to put theory into practice and to utilize my visual design skills and research I have done for this thesis.

5.1 Initial Idea

Before going into designing anything I tried to get into contact with someone working in a brewery to collaborate on designing a beer label for an existing beer. Unfortunately, that was not possible because of the contact no longer working in a brewery and communication was challenging in the time frame I was working on the project. Therefore, I had to come up with a beer that does not exist. The overall concept is to have a brand that tells a story. The brand of the brewery would be a character that goes on an adventure, and the adventures are the beer. The beer label would have its own brand identity standing alone from the brewery brand.

5.2 Branding

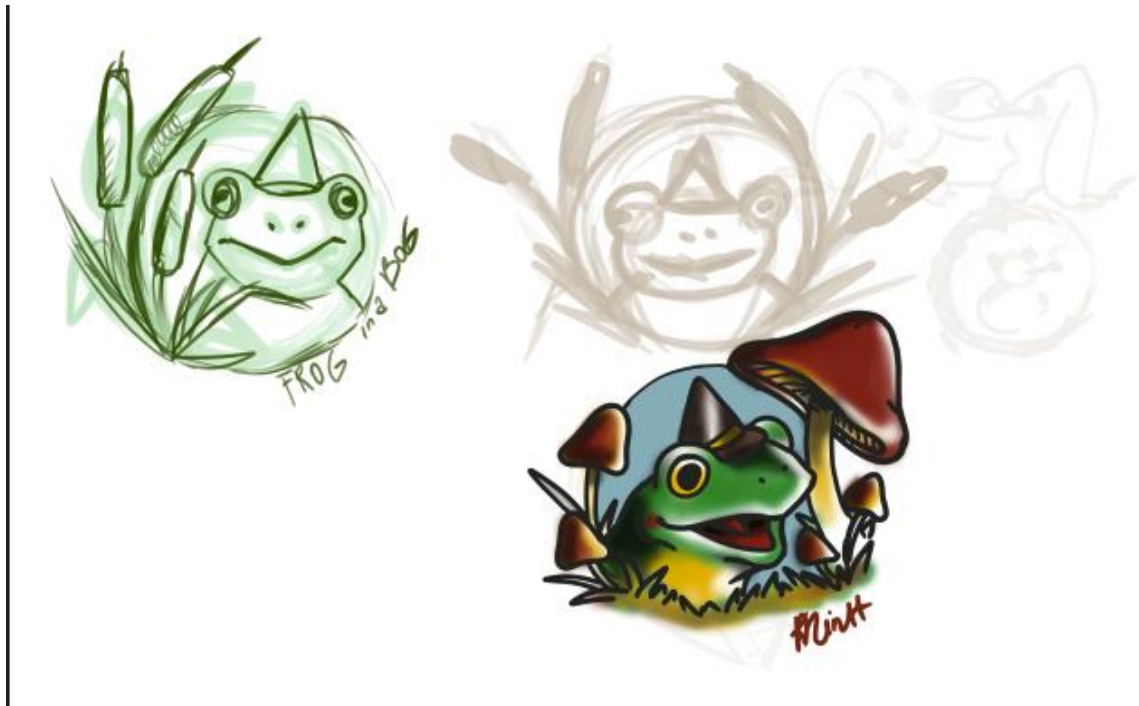
The brand of the brewery is inspired by illustrations of frogs and nature. The frog is mischievous, playful, and curious about the world. I started out with creating a mood board (picture 12) to create a general feeling that I am looking for. I mainly went for colours that are muted earth tones because I wanted the brand to be nature based as the background would be to return to nature while also playing on nostalgia. Following the mood board, I made some sketches in both traditional (picture 13) and digital media (picture 14.) I drew the digital sketch using Adobe Photoshop. These helped me to have a decent foundation to build the logo on.



PICTURE 12. Mood board

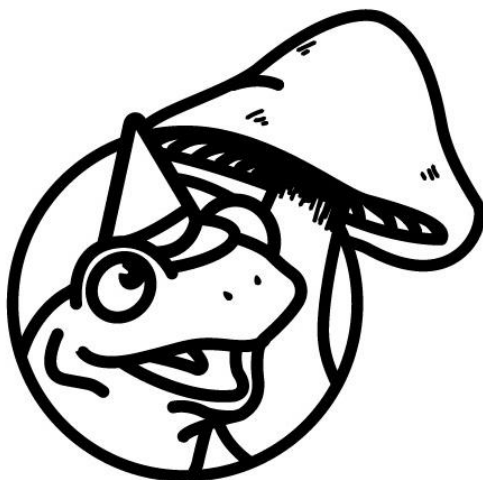


PICTURE 13. Sketched ideas and inspiration

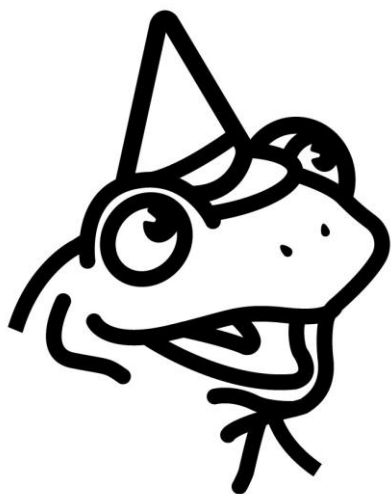


PICTURE 14. Digital sketch

Translating the sketch into a vector logo was a bit difficult and I had to redo the logo many times. I ended up going from many mushrooms and grass to less details (picture 15, picture 16.) In the end I decided that less detail would look better in the end if the logo would not be very big on a label. The vector was made in Adobe Illustrator using mainly the pen tool. In the end I am content with how the logo turned out. I did not go for the colours seen in picture 18, in the label as they would not fit the theme that I wanted to go for. However, this version is appealing to make merchandise out of.



PICTURE 15. Frog logo version 1



PICTURE 16. Frog logo changes



PICTURE 17. Frog logo with fonts and some colour test



PICTURE 18. Frog logo colour options

5.3 Label

The first adventure the frog goes on is into 'Grandma's Cottage'. The flavour of the beer is a cherry beer with vanilla, inspired by the cherry pie from Limburg. The colours used are mainly red to represent the colour of the berry and the sweetness of the beer if the beer would be real. The background represents either a kitchen towel or picnic blanket where the cherry pie is cooling down after coming out fresh from the oven.



PICTURE 19. Label Colour palette



PICTURE 20. First label shape



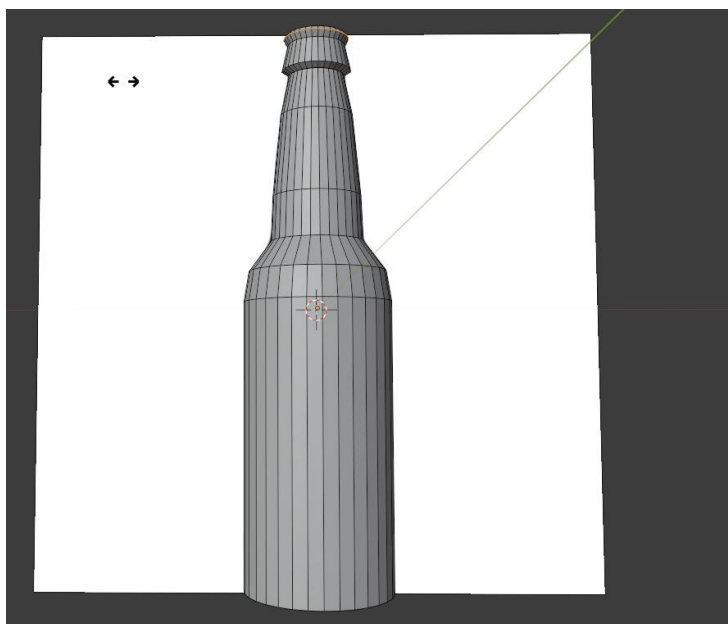
PICTURE 21. Label with pie

PICTURE 23. Final version

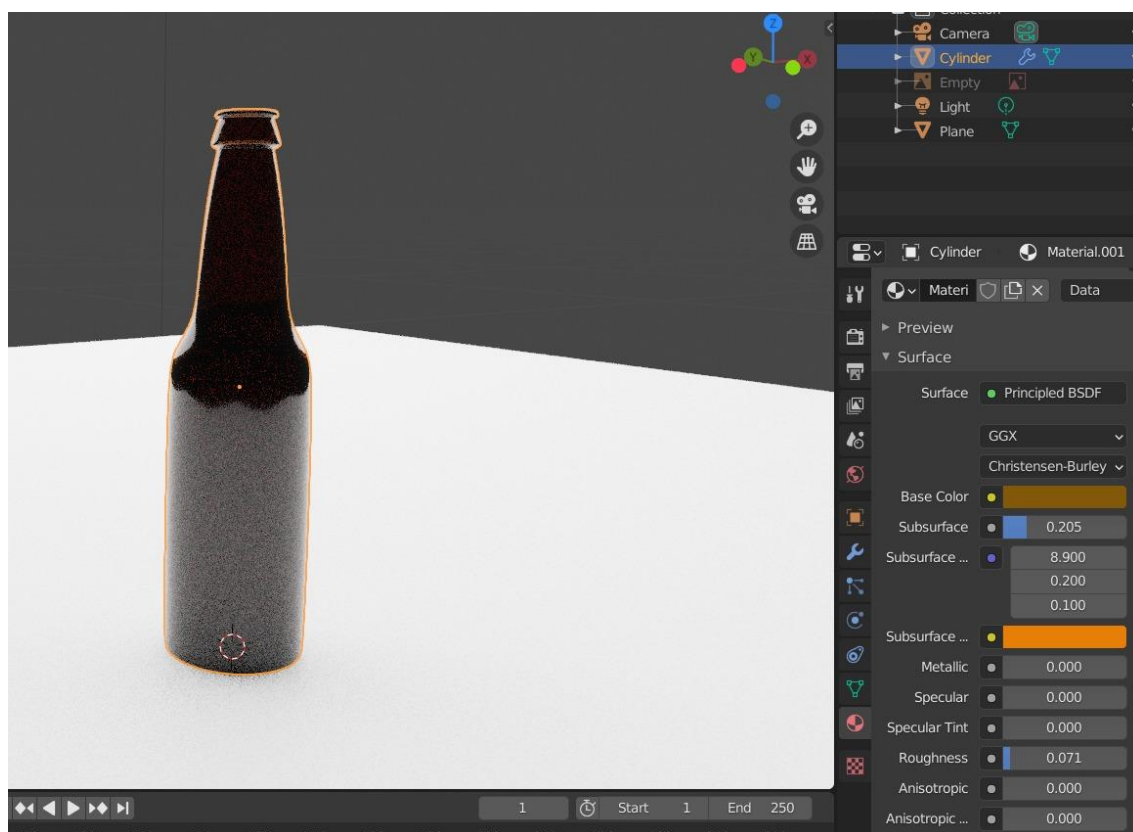
After dropping the diamond shape, I decided on having the label wrap around the bottle. In picture 22 I realised that there would not be enough space for all the possible information. In the final version (picture 23) I put as much information as I could to make it realistic. I did add place holder text to the description since it would give an idea on how it would look like without me having to write anything, because I am not a trained copywriter. It still showcases what I want. As seen in the theory, the most important parts that should be mentioned on the label is the type of product, flavour, allergens in Finnish and Swedish, the volume, the alcohol percentage, batch number, place of origin, and expiration date. As I do not speak the Finnish nor the Swedish language, I wrote imaginary ingredients with place holder text. The address, expiration date, and batch number are made up. To add some realism, I wanted to place the pantti icon on the label. I was not able to find the requirements for it if there are any.

5.4 Bottle

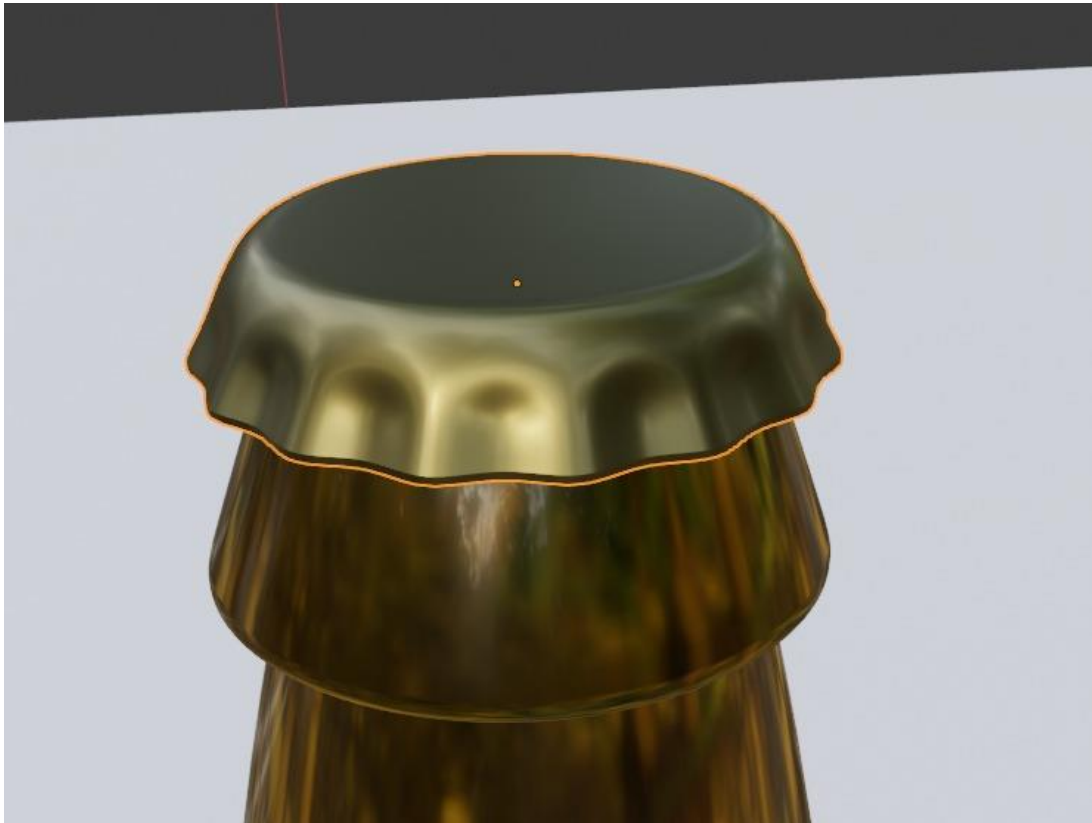
Although aluminium cans are better for the environment, I made the choice to design my label for a bottle instead because it is more difficult to model a bottle in 3D and I wanted to challenge myself. If this were a real product, I would opt for cans instead. The label design could easily be transferred to a can.



PICTURE 24. Bottle 3D modelling



PICTURE 25. Bottle 3D material



PICTURE 26. Bottle cap model

I sculpted the bottle in Blender. To sculpt the bottle, I used a random picture from the internet for the reference. I tried my best to stay true to size but it is not perfect. It took me two tries to create the bottle because the first time the shapes started to look very odd and using modifiers messed everything up while the second time it did not do that. I am not sure what I did different both those times.



PICTURE 27. Final version of bottle

For the final version of the bottle, I added the label by using a curve. This seemed the only simple way to add the label without having to UV-map, because that was too complicated for me. The curving did not add the label to the bottle perfectly, or at least I was not able to figure it out. For the look I was aiming for, it did not matter to me that the label does not fit a 100%. It still showcases what is necessary.

6 CONCLUSION

The goal for this thesis was to find what makes a brand effective and how it can stand out from its competitors and why branding and marketing is important in selling a product. The process of creating a brand and a label takes a lot of creativity and planning and it is useful to have step by step guide telling the dos and don'ts. Unfortunately, it is not possible to have a one size fits all method of branding.

Colours and shapes can affect the flavour of the product and purchase decisions, but it does not mean that as a designer it is mandatory to use specific assets in a design while not being allowed to use the other. Having all this research on the psychology of branding is a very useful tool to use as a basis, but that is it. It is still up to the designer to make something that looks aesthetically appealing and there can not be rules applied to that.

With the technology there is now there is a future for packaging that is better for the environment and that is something that is more interesting to take into consideration when designing.

There is a lot of freedom when it comes to designing, but there are rules and regulations that a designer needs to take into consideration. Not every country has the same set of rules and if a product will be sold outside of its homeland, the label needs to correspond with the laws of the other countries.

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APPENDICES

Appendix 1. Beer marketing example videos

Links to the videos of marketing examples

Heineken 2018 'Lighter is Better'

https://www.youtube.com/watch?v=g_u-OD1_z0