

[Alcohol & Beverage]

CASE STUDY



January 2023



“A really positive experience

it's been a really positive experience and we're extremely pleased with the final tin"

Nicola- Brand Manager

The Client

Kraken Rum are a world-renowned Rum and Spiced Rum distillery with roots from Trinidad and Tobago.

Owed by Proximo, Kraken have a very strong brand story that has been maintained through their product design, packaging and marketing campaigns over a number of years.

Their primary products are Dark Rum and Spiced Rum in a distinct unique glass bottle.



THE BRIEF

Our team we're approach by branding agency NB Studio for their promotional *limited edition* concept on behalf of world-renowned Rum brand **Kraken**.

Their strong brief was centered on continuing the successful brand story of Kraken. The key element to the brief was to create a highly technical packaging 'cut-out' so the bottle could be seen through a antique 'deep-diving' helmet influenced design.

- Highly technical 'dive-helmet' design
- Clever packaging cut-out
- Enhance artwork design with decoration
- Strong alignment to overall brand story

THE DESIGN PROCESS

Following several concept and technical design meetings, Tinpac collaborated with NB Studios to develop several 3D prototypes to ensure correct product fit and reduce transit motion and to detail the artwork with a number of design decorations.

The overall design and development process included:

- 3D Printed prototyping
- Sampling and flat print proofs
- Product fit and transit testing
- Highly detailed embossing and debossing
- One-of-a-kind bespoke body and lid design



THE SOLUTION

A final product specification was agreed based on artwork variations that worked with technical and practical product design led by the Tinpac team.

This included a cut-out design that maintained product strength and integrity, without sharp edges, that met the overall brief to emulate a 'deep-dive' helmet design.

The unique design and presentation required bespoke, custom tooling to be created for both the lid and body assembly.

- Highly unique stand-out design
- Custom lid design that aligned to the brand story
- Rolled edges on the cut-out window for safety
- High levels of decoration detail to further enhance the design and 'feel' (embossing, debossing, gloss finishing)



THE RESULTS

- ✓ **High levels of brand engagement through retailers and social media**

The unique design and brand story captulated the retail and online community, resulting in exceptional brand engagement.
- ✓ **Successful launch their promotional limited edition offering (20,000 units)**

Fully meeting the brief of this project saw positive feedback and engagement from both the client and partners, backed by initial healthy sales data.
- ✓ **2nd project brief utilising Tin packaging for another limited edition offer**

The success of this promotional launch immediately led to the design and development of another Tin promotional package.





Interested In Elevating Your Brand?

Contact us today to discuss your project

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