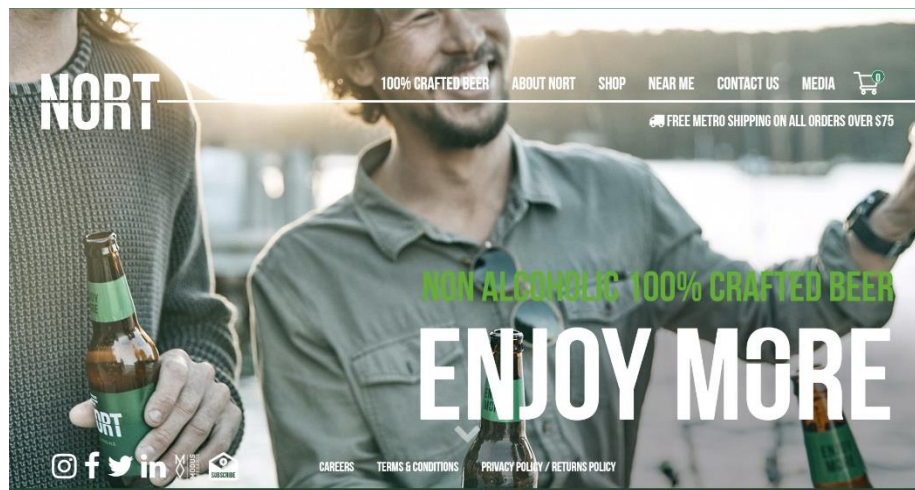


NORT

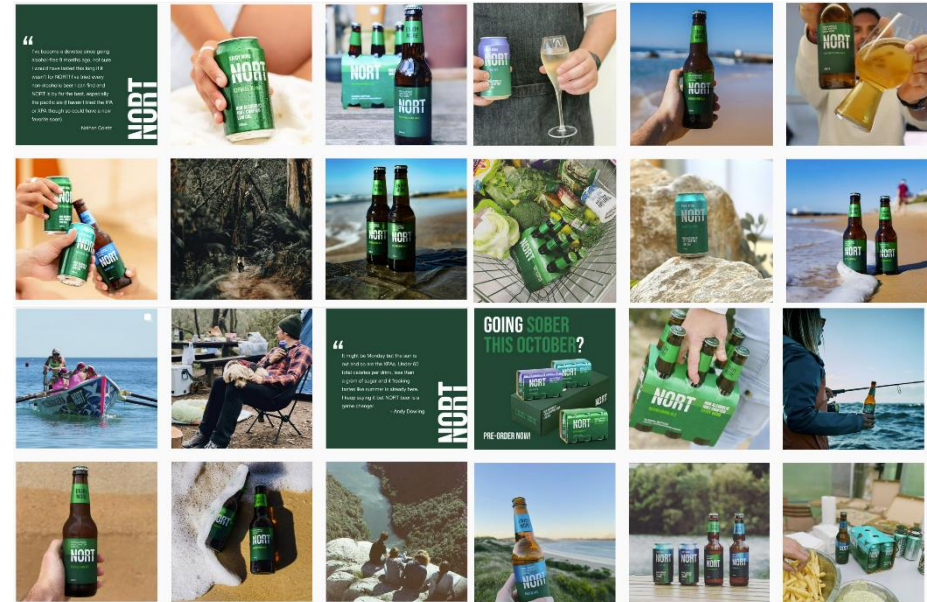
Labels & Packaging



Website



Instagram (1,536 followers)



GOOD

- Committed and bold primary colour scheme
- Different secondary colours to identify what type of product (i.e., purple for IPA and blue for tropical pale ale)
- Instagram page is exclusive and professional
- The overall brand gives off outdoor lifestyle / health and wellbeing vibes

BAD

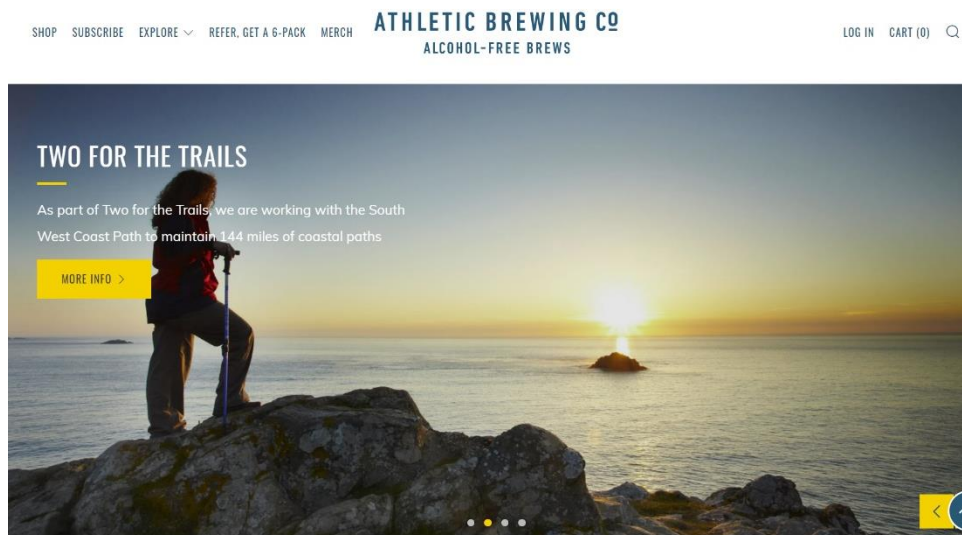
- No sense of empowerment
- I wouldn't choose green as a primary brand colour (not empowering enough)

Athletic Brewing Company

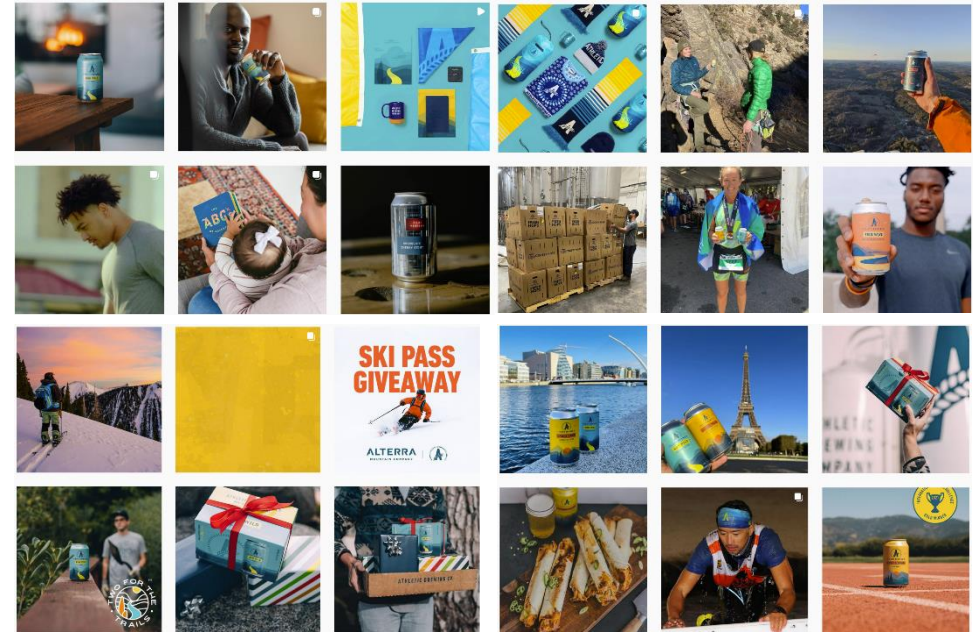
Labels & Packaging



Website



Instagram (92.K followers)



GOOD

- The overall brand is very clean and instantly relates to outdoor / healthy lifestyle
- Different colours for different products
- Instagram displays a diverse range of people and environments (e.g. urban and wilderness)
- Sense of empowerment

BAD

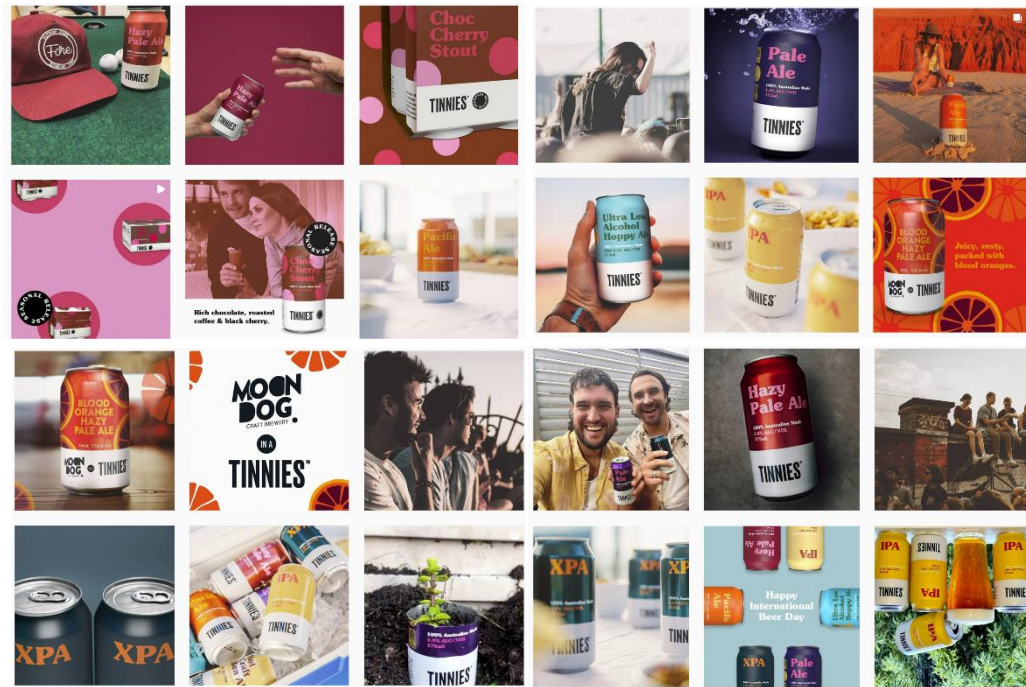
- Not too many bad points – generally a good brand

Tinnies

Labels &
Packaging



Instagram



GOOD

- Bold and simplistic logo

BAD

- Part of the packaging looks like a supermarket own brand
- Not enough link to health and well being

Better Beer

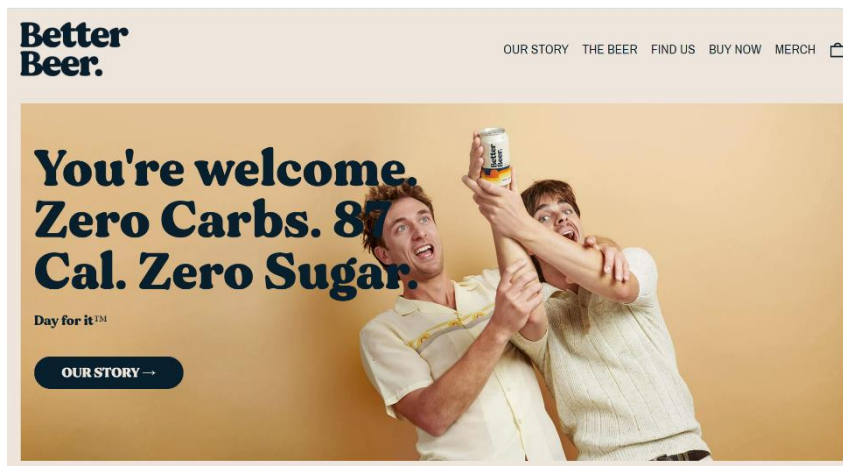
Labels &
Packaging



Instagram



Website



GOOD

- Overall, a very good brand
- Limited but bold colour scheme
- Stripes give a retro look

BAD

- Although I lie the use of humour, this would not fit into my brand because I want an exclusive and professional brand

Big Drop

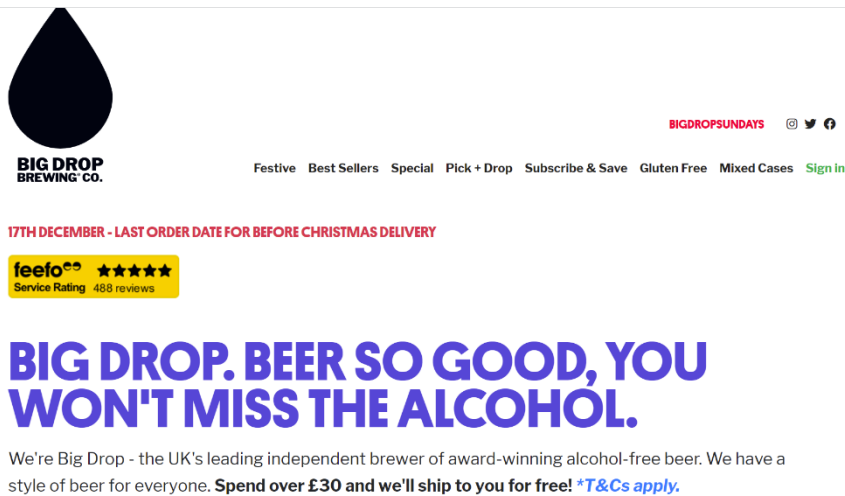


Labels & Packaging

Instagram



Website



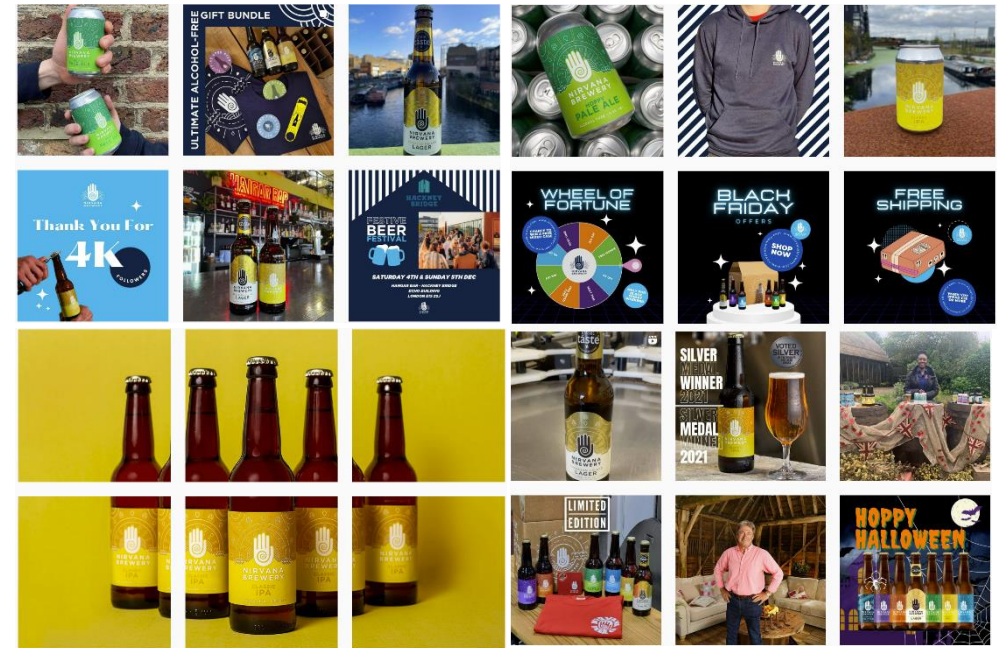
GOOD

- Bold colour schemes and professional looking patterns

BAD

- Website is too basic and not enough colour
- Instagram is too 'busy' and too many give away posts give off a 'small company' mentality

Nirvana



GOOD

- Unique and recognisable logo
- Good range of colours

BAD

- Not enough links to benefits of no/low beers (i.e., active lifestyle and the like)

Drop Bear



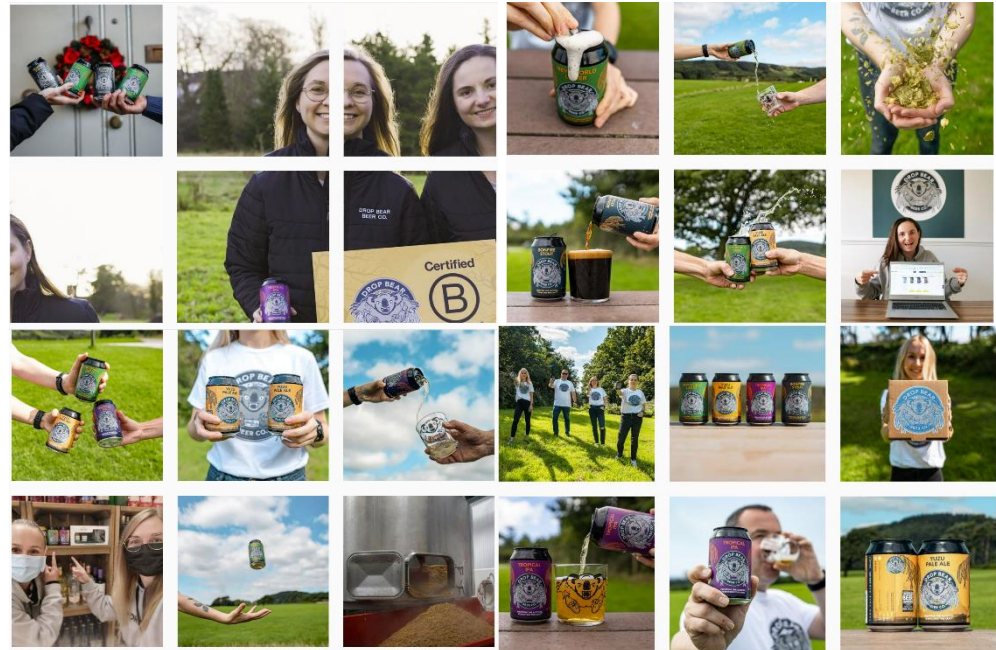
🚚 FREE SHIPPING ON ALL ORDERS 🍷

LOG IN CART (0) Q



CANS BOTTLES MERCH

AWARD WINNING ALCOHOL FREE BEER



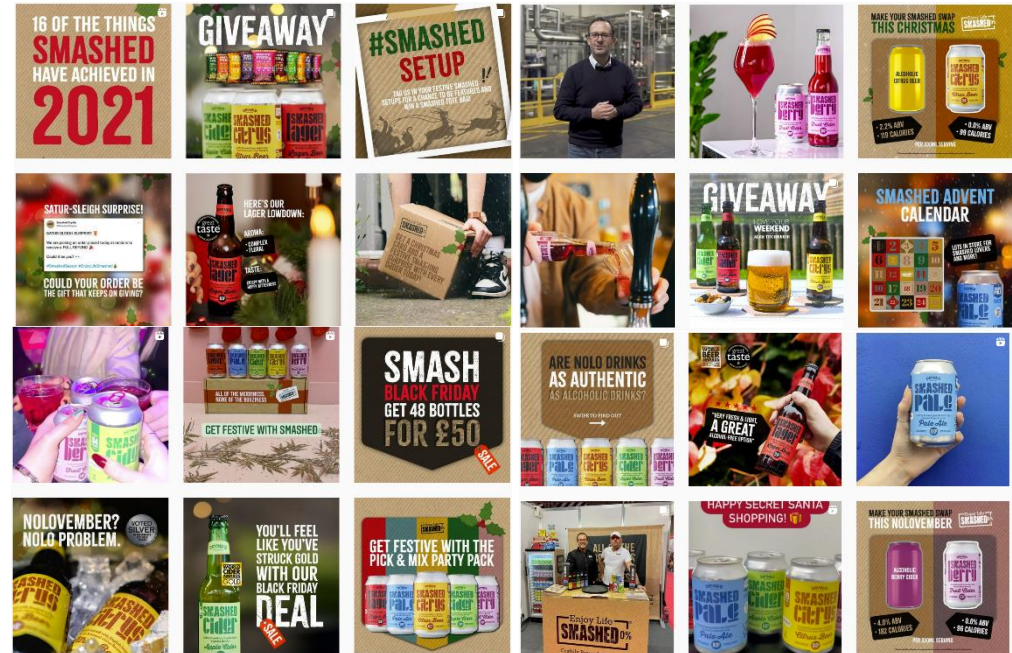
GOOD

- Good choice of colours for products

BAD

- Logo isn't really relevant
- Not enough colour on website
- Instagram page gives off 'small company' vibes

REAL
BEER
CAREFULLY CRAFTED,
OFFICIALLY 0.0%



FREE UK MAINLAND DELIVERY ON ORDERS OVER £55 (EXCL. HIGHLANDS)



SMASHED ALCOHOL FREE

AUTHENTIC ALCOHOL FREE, REAL BEER & CIDER

BUY SMASHED NOW

- Brand is quite unique
- I like the retro filter on the website photo

- Instagram page is too busy and no consistent theme
- Not a fan of the font

Lucky Saint

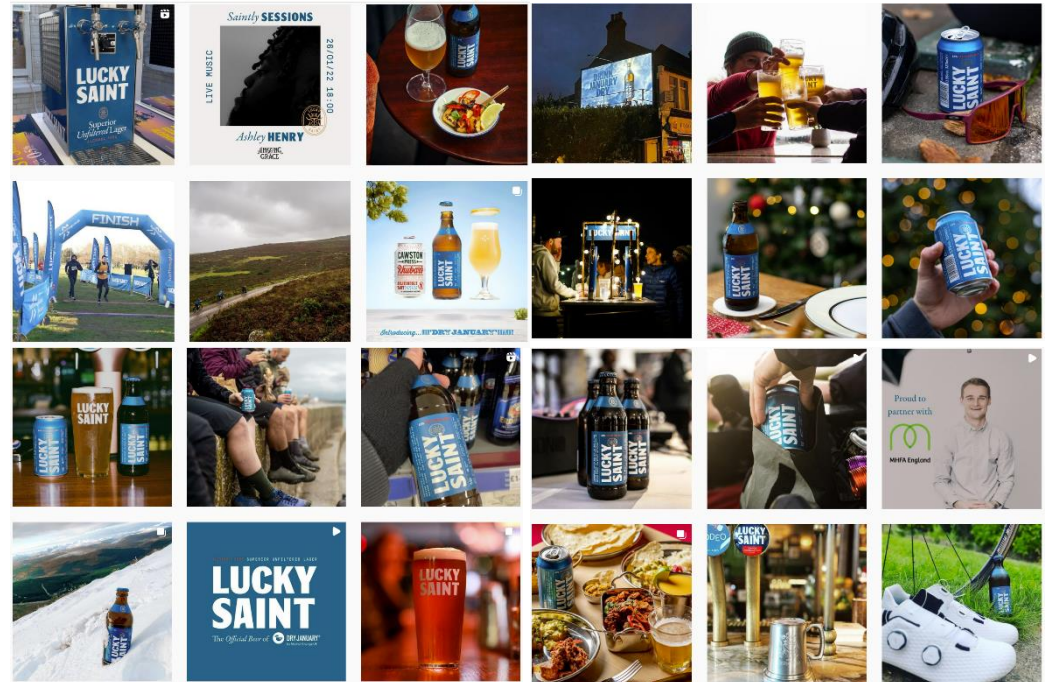
Labels & Packaging



Website



Instagram (11,000 followers)



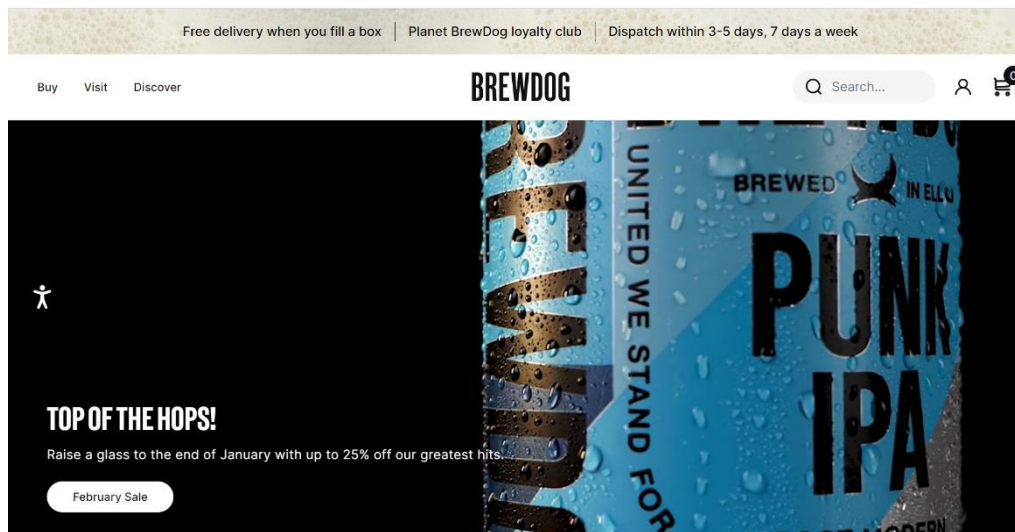
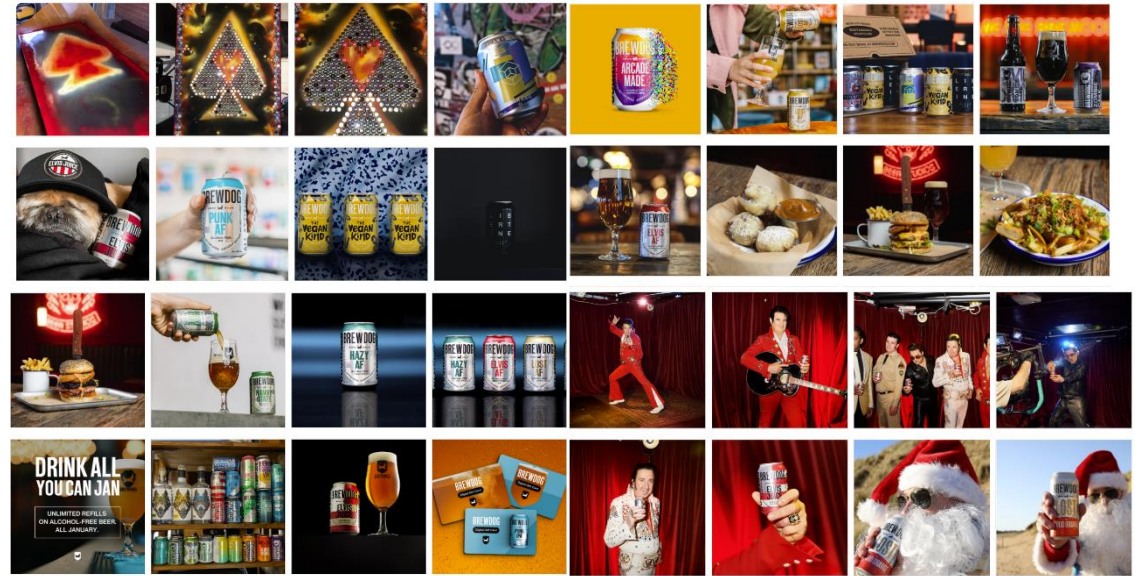
GOOD

- Bold and committed brand colour

BAD

- No consistent theme on the Instagram page

Bewdog



GOOD

- Generally, a young, modern brand

BAD

- Very professional photo on the website and emphasised with bold wording

Solo

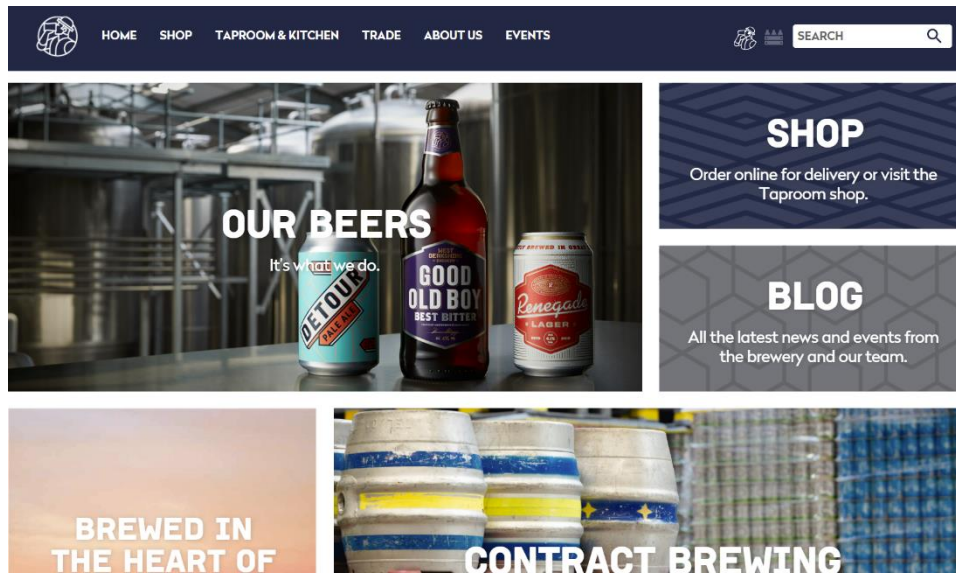


GOOD

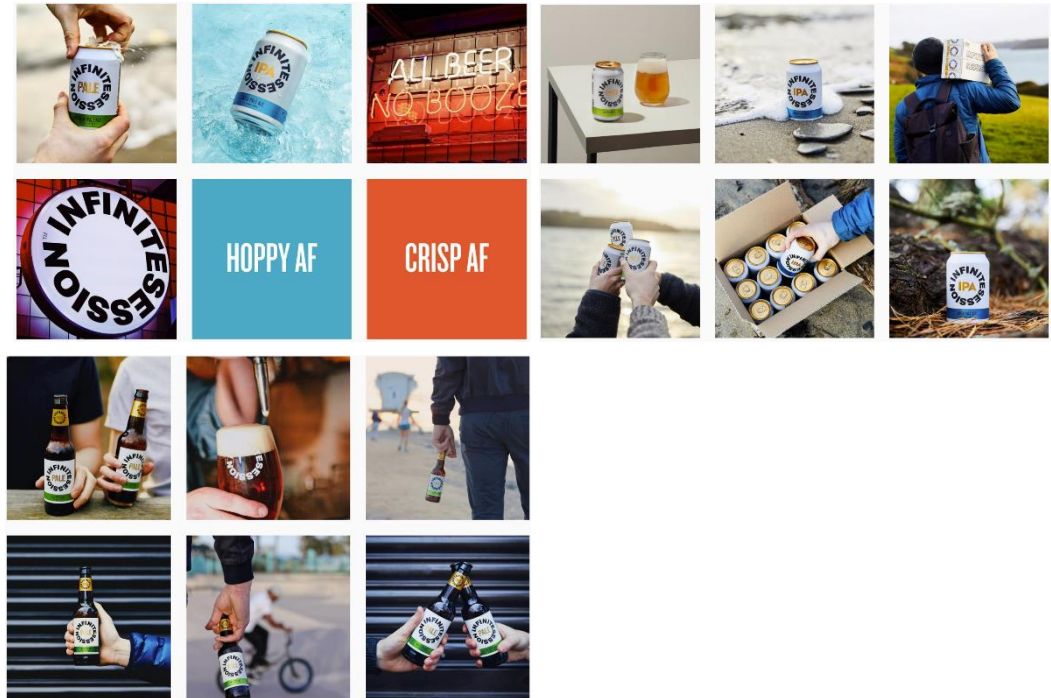
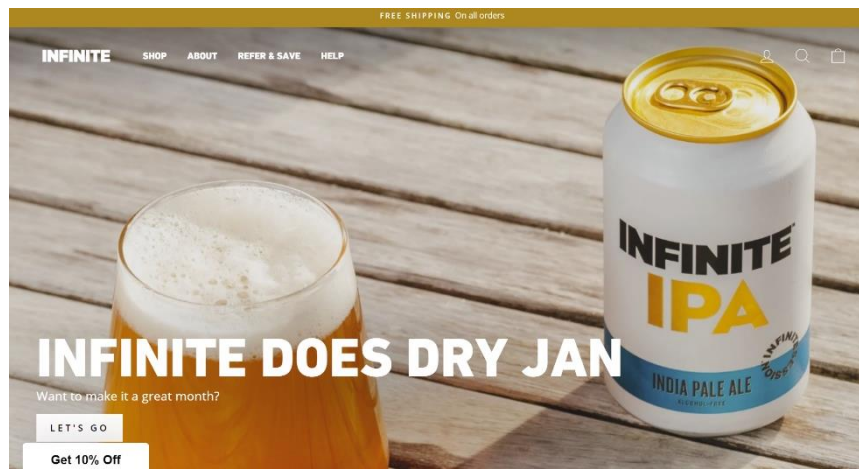
- Simple and good colour combination

BAD

- Website is linked too much to the brewery and therefore links it back to alcoholic drinks.



Infinite



GOOD

- Instagram page gives off fresh summer vibes

BAD

- Maybe too simplistic

First Chop



FIRST CHOP
MODERN BRITISH ALE
HANDCRAFTED IN MANCHESTER

EN ES FR IT DE

BEERS ABOUT GLUTEN FREE NEWS CONTACT STOCKISTS SHOP MERCH



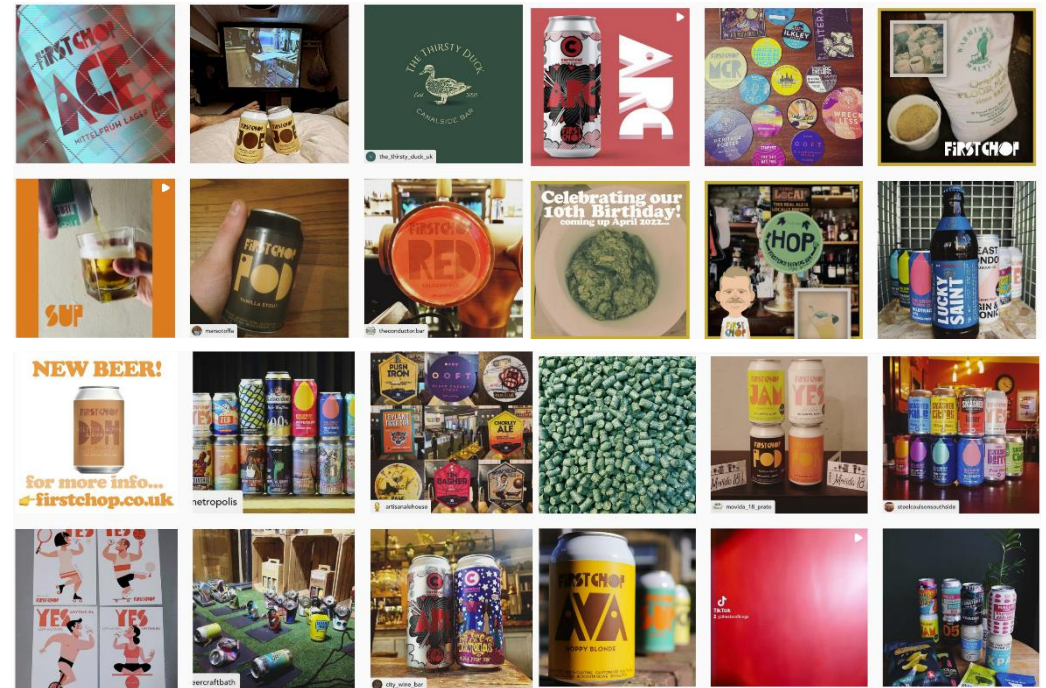
YES



All day IPA. 0.5%

All day IPA - YES is our example of a low alcohol beer. At only 0.5% this beer doesn't hold back on the flavour. A beautiful straw colour on the pour and an overwhelming hoppy burst on the nose, this low alcohol beer isn't shy when it comes to bitter hoppy flavours.

Ingredients:
WATER, MALTED BARLEY, WHEAT, OATS,
RYE, MALTODEXTRIN, HOPS, YEAST.



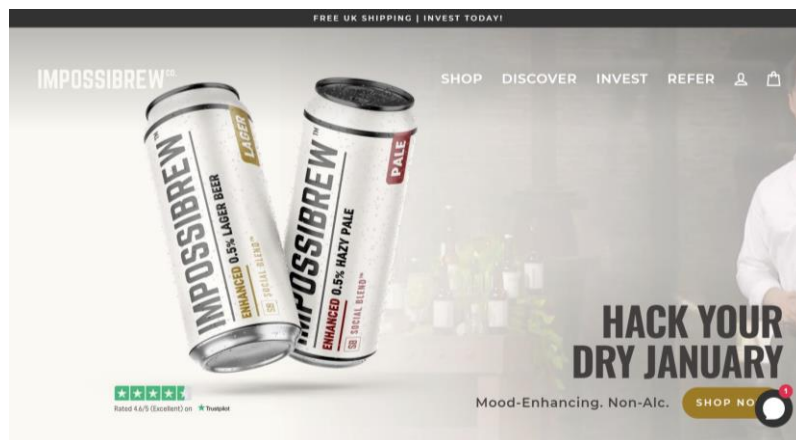
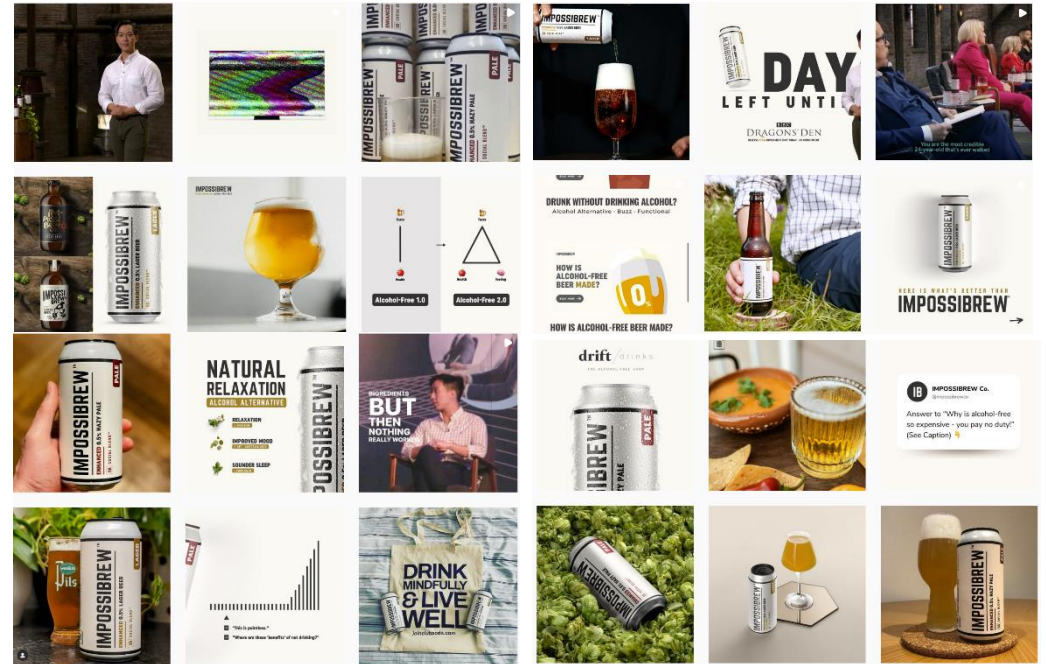
GOOD

- The main colour is fresh and clean

BAD

- Instagram page is too busy with no consistent theme

Impossiblebrew



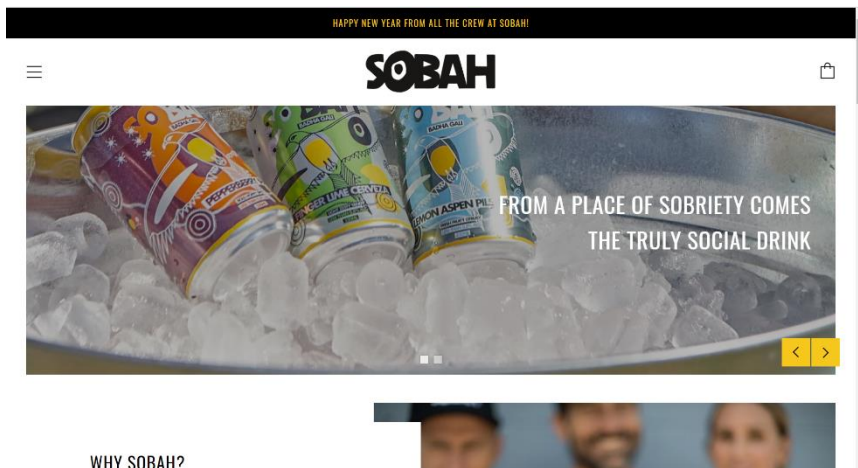
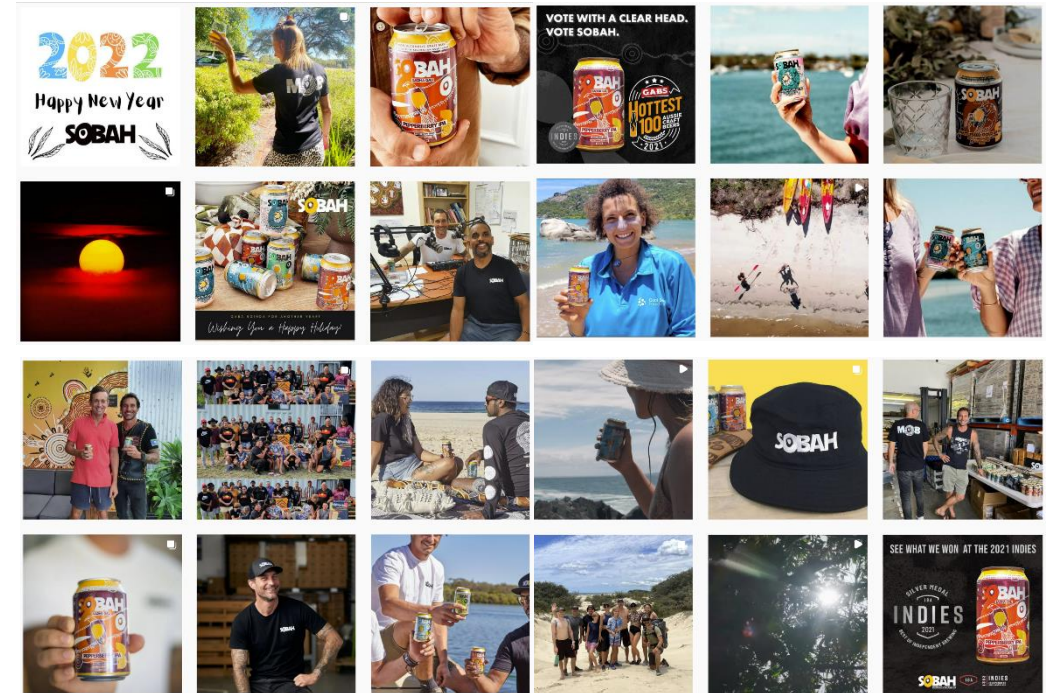
GOOD

- Very recognisable font

BAD

- The brand looks too 'scientific' and doesn't embrace empowerment, active lifestyle, health and well being etc

Sobah



GOOD

BAD