

BUILDING A BRAND: BIRA91

PROJECT ONE | MAY - JUNE 2015

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DESIGN

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ABOUT DKMD

- Initiated in 2006, DKMD's head is Dev Kabir Malik, a 2005 NID Visual Communication graduate.
- DKMD is a small team of passionate individuals who take charge of not just the artistic but also the strategic end of the branding spectrum.



BACKGROUND OF THE PROJECT

Cerana Beverages is a start-up based in Delhi, with the aim of creating indigenous hand-crafted beer.

One such venture is **Bira91**, available in 2 delicious flavours - Bira91 White, and Bira91 Blonde.

Cerana approached DKMD to design their identity and create a branding strategy for them.

ABOUT BIRA91

Bira was **launched in March 2015**, available currently in **Delhi and Bangalore**, and will soon retain in Mumbai. The product is priced at **INR 150 in 330 ml** bottles and is being priced between **INR 200 to 300 per glass** in most of the bars and restaurants in these cities.

Bira is currently available in **draft & bottle formats**.



Bira91 Blonde

For the traditional beer drinker, the blonde comes with a mild bitterness with help of three hops.



Bira91 White

For the non traditional beer drinker, the low bitterness white beer comes with a hint of spiciness.

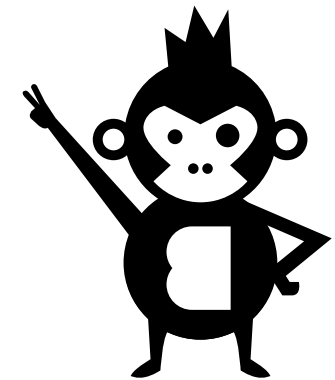
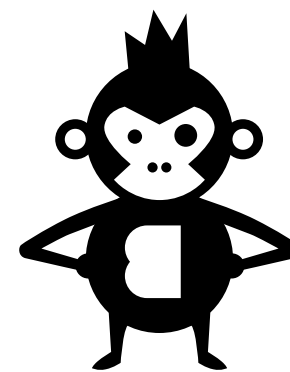
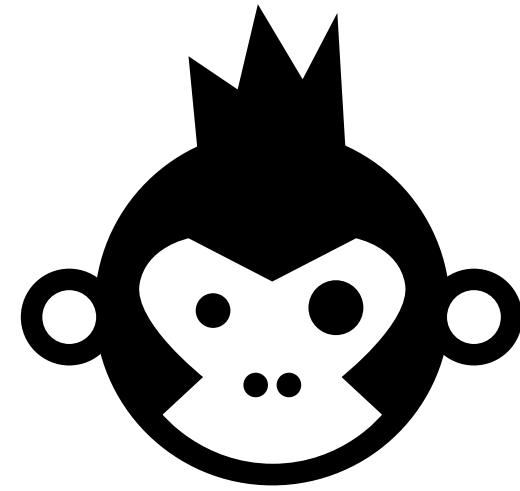
LOGO & VISUAL ELEMENTS

(completed before my joining)

BIRA⁹¹

BIRA

91



Logo & Mascot

Bira's distinctive identity reflects a rebellious tone and helps Bira be remembered stand out on the shelves.



BIRA91'S BRAND POSITION

Bira91 is positioned as a **youthful, Indian brand** with a **trendy** and **unorthodox** identity.

Bira is **estoric, eccentric, and unconventional**.

The name is deliberately “Indian” and is a trendy brand meant to convey moments that are **fun and friendly** much like the young Indian of today.

WHERE DID I COME IN?

and what did I do?

1

Designed artwork & collateral for a wide variety of Bira events & products, using the existing visual language & elements.

2

Brainstormed, discussed and proposed ways in which Bira can generate goodwill & loyalty in the market, and be remembered.

COLLATERALS & ARTWORK



330ml Glass | Graphics

Using the brand's striking color palette and unique visual elements to create a simple and elegant glass for Bira91.



330ml Glass | Graphics

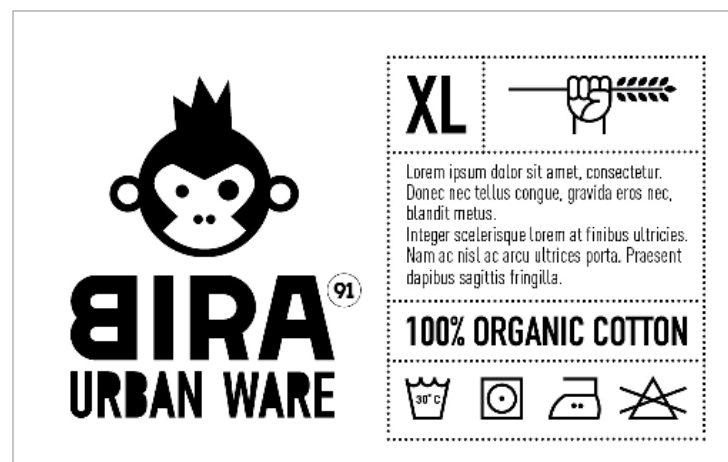
Photograph of the actual glass in use.

The color palette stands out against the cloudy beer and is sure to be recognized.



Bira91 UrbanWare | Logo

The apparel line needed a logo that would match Bira91's graphic language but still be striking and stand alone.



Bira91 UrbanWare | Graphics

The t-shirt tag had to be simple and reflect the Bira aesthetic. These are initial iterations of the tag and label.



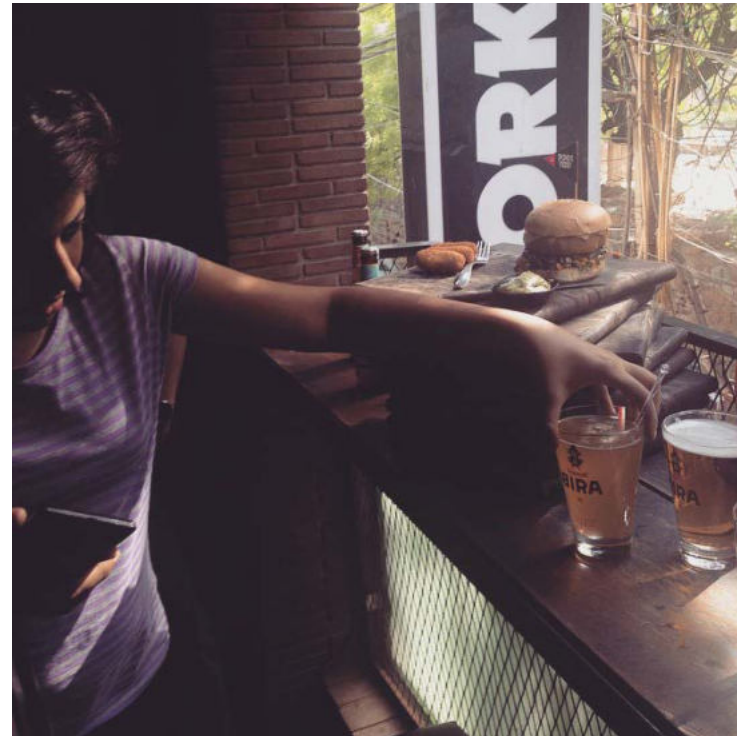
Bira91 UrbanWare | Graphics

The final tag was more loud, in keeping with the Bira aesthetic.



Bira91 UrbanWare | Graphics

Bira, in the future, will expand into a full-fledged apparel line, with exciting and quirky t-shirts available with the iconic Bira monkey.



Fork You + Bira | Graphics

Fork You, located in HKV, partnered with Bira with an enticing Bira + Burger menu for which we proposed a photoshoot.



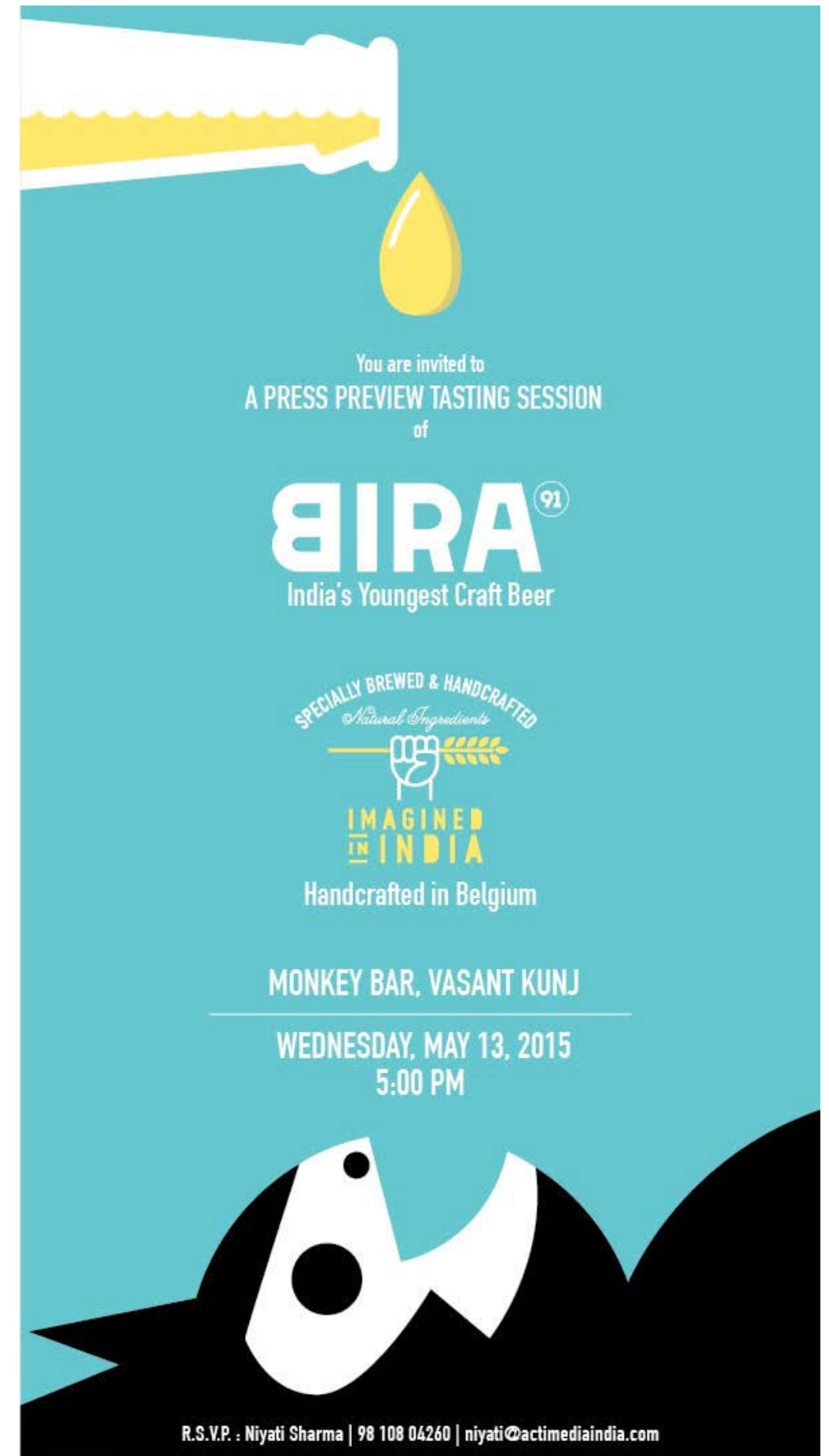
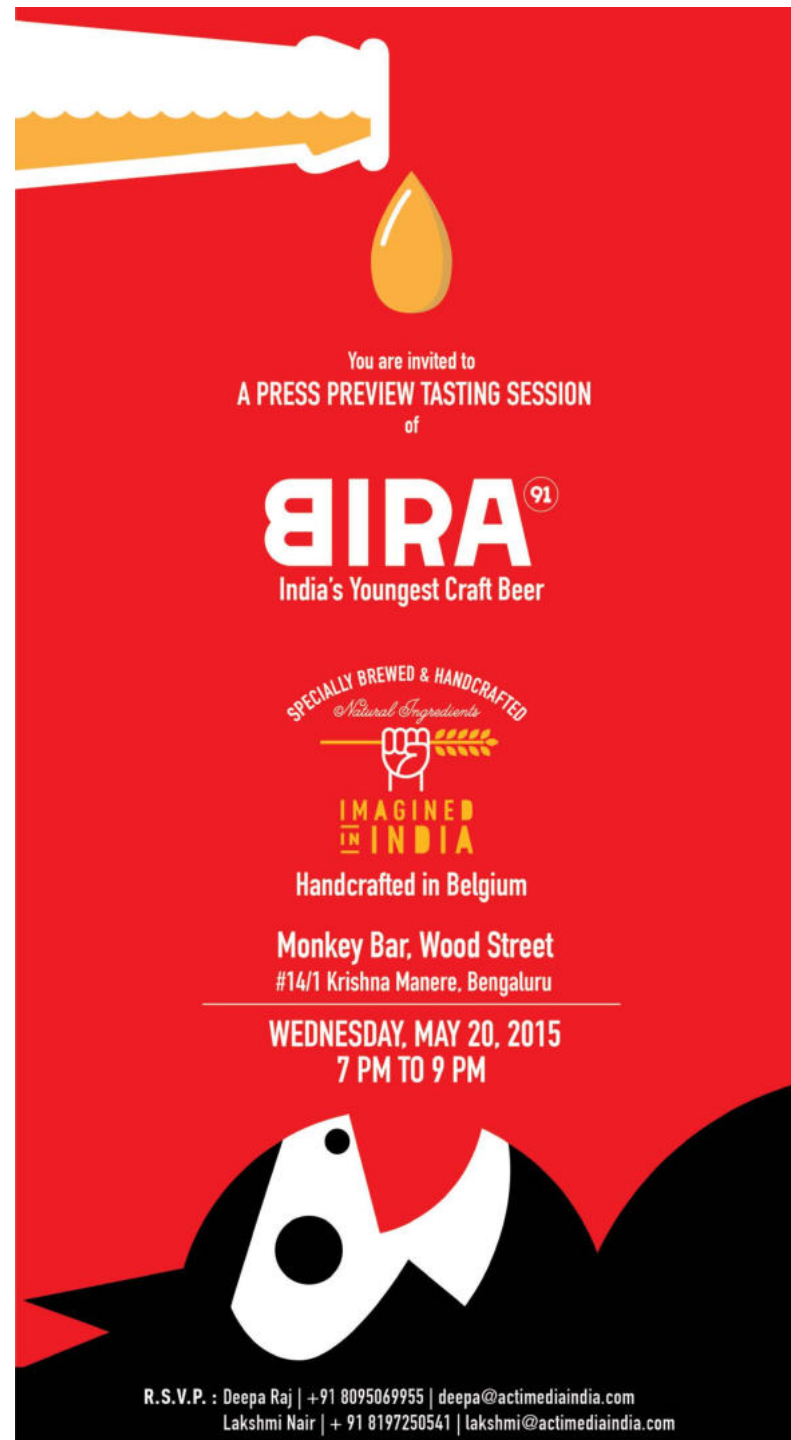
Fork You + Bira | Photography

We styled the food, constructed the shots and oversaw the photoshoot.



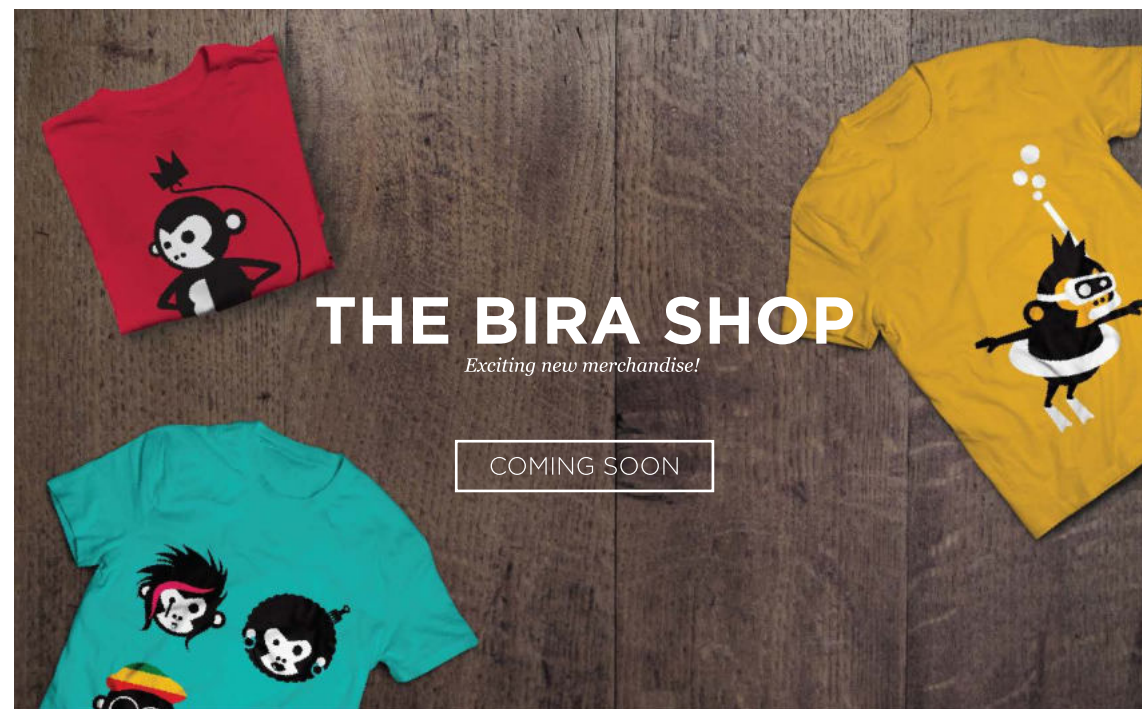
Reload @ 91 | Graphics

The offer promises unlimited Bira91 reloads for just INR 91 at select outlets.



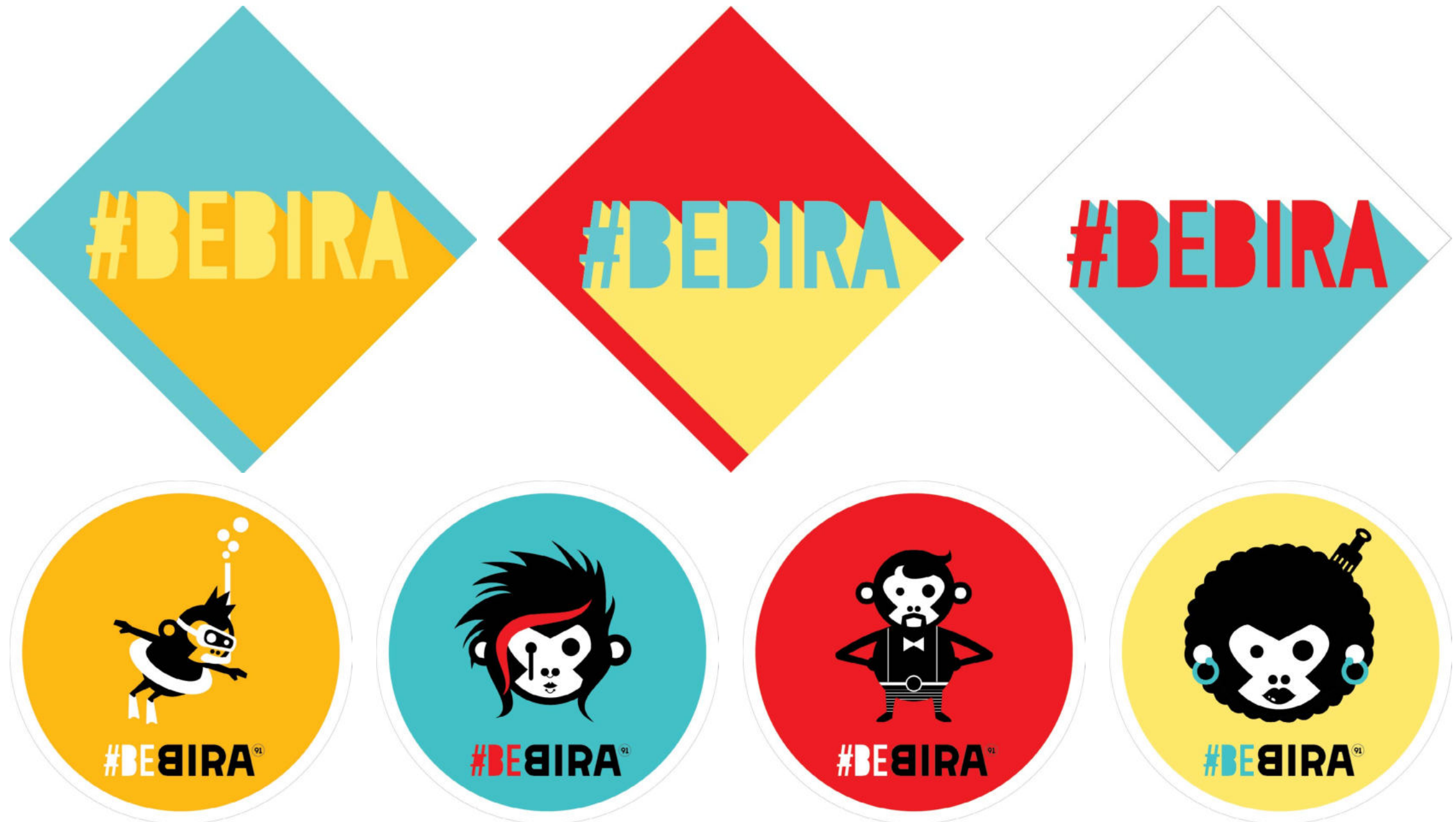
Sampling Sessions | Graphics

I had to create artworks for Bira's tasting events where press and bloggers were invited to taste Bira.



Bira Web | Graphics

I had to create images that will go on the landing page of the new Bira website.



Stickers | Graphics

Created as fun free giveaways at Bira events.

HI!
I'M ANKUR.
HAVE A BIRA ON ME.

ankur@cerana.in
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ORIGINAL
BIRA
91

THIS COUPON ENTITLES YOU TO
ONE FREE BIRA91.

Valid at all beer cafés & all Nature's Basket outlets |
Valid for one beer only | Valid in only Delhi and NCR

HI!
I'M ANKUR.
ankur@cerana.in | +91 9910419997



**HERE'S ONE
ON THE HOUSE.**
EXCHANGE THIS CARD FOR
A FREE BIRA91.



Valid for one beer only
Valid at all beer cafés & Nature's Basket outlets
Valid in only Delhi and NCR

HI!
Ankur Jain
CHIEF BEER EVANGELIST

ankur@cerana.in
+91 99 104 19997

**HAVE A
BIRA**
ON ME

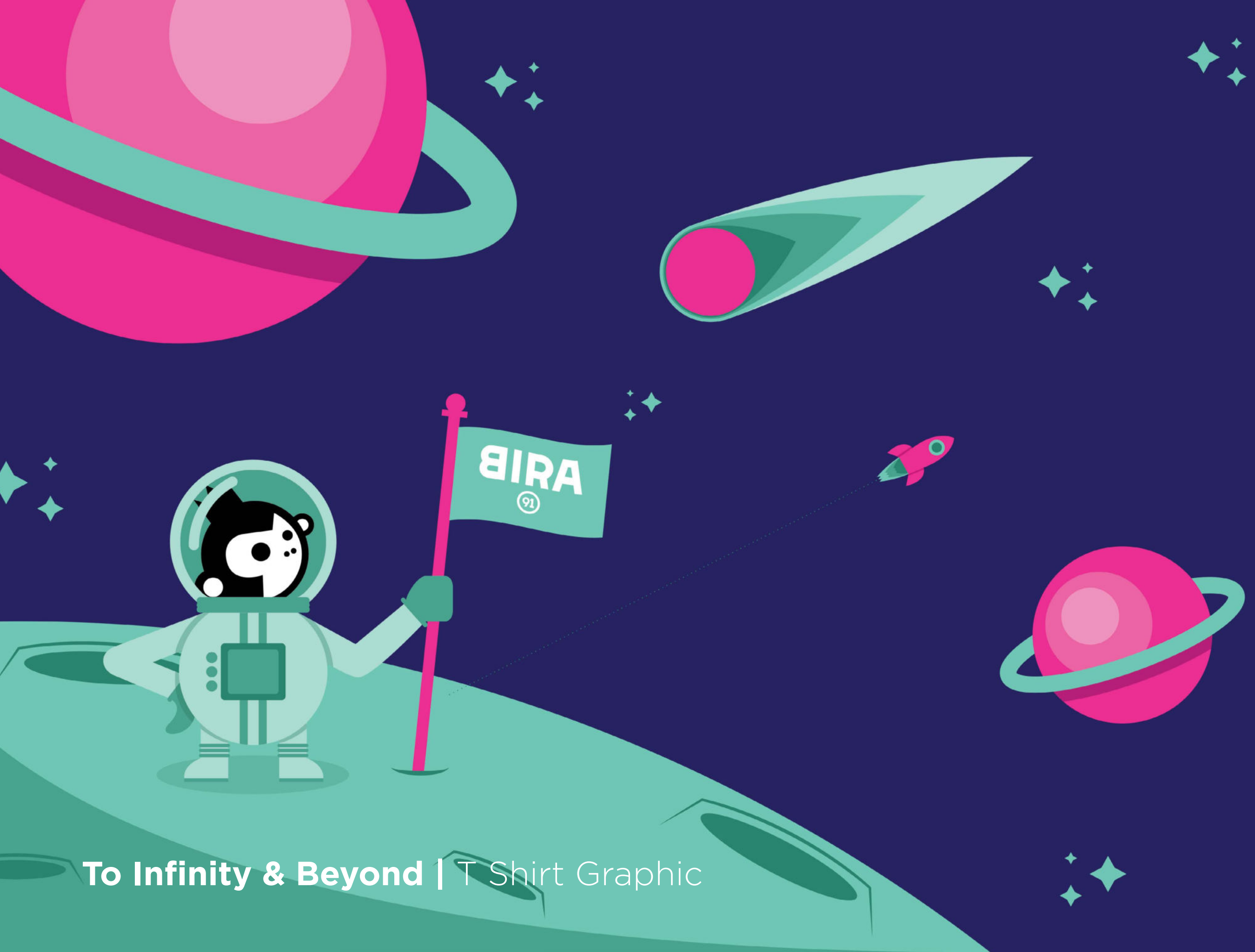


THIS COUPON ENTITLES YOU TO
ONE FREE BIRA91.

Valid at all beer cafés & all Nature's Basket outlets |
Valid for one beer only | Valid in only Delhi and NCR

Visiting Card | Graphics

We wanted to make a visiting card that acts as a try-me coupon since Bira is new and people have not got the chance to sample it.



To Infinity & Beyond | T Shirt Graphic

PROPOSALS FOR BRAND IMAGE BUILDING



PICK-ME-UP MONDAYS

"It's Monday. We get it. No need to thank us."

We proposed sending a gift box containing a pint of Bira with two glasses to bloggers & writers that we wanted to partner up with, specifically on a Monday.

Not only would it incite a chuckle, it would make Bira a whole lot easier to remember and loyalty would build fast. That way the people we send these boxes to would get to try the beer and hopefully, share the experience and recommend Bira to their friends.



POP-UP BEER SHOP

"I hope that van's around here somewhere."

A much appreciated proposal was to have a van that dispenses Bira91 and sells Bira91 merchandise go around the city once a week in a new location without any warning.

It would be a fun and crazy event, and we also proposed a Bira91 tracker on the website which can satisfy your mid-day alcohol cravings.



UPLIFTMENT OF PUBLIC SPACES

Hauz Khas Village has recently become a popular space for young people in Delhi, but the area is essentially a slightly developed village with expensive restaurants, boutiques and offices in one section.

HKV is overrun with run-down buildings and open spaces that are full of trash, so we proposed that Bira91 claim them and, for the welfare of the community that lives there, up-cycles the place and makes it beautiful.

WHAT DID I LEARN?

What did these 4 weeks teach me?

- that **branding goes beyond a logo** and an extensive visual language
- how to **encapsulate the brand ideals in a mascot** and make it a symbol for everything the brand stands for
- how to **think beyond just visual language:**
I had no experience in brand strategy and these 4 weeks were like a crash course
- how to **collaborate and work with other designers**; how to merge everyone's inputs and create a cohesive solution
- how to **ideate & brainstorm in a group**
- what to say in client meetings

end.