

BIRA91: BUILDING A BRAND

PROJECT ONE REPORT / 2015

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DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all the principles of academic honesty and Integrity and have not misrepresented or fabricated or falsified any idea/data/fact/ source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources that have thus not been properly cited or from whom proper permission has not been taken when needed.

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ABSTRACT

Bira91 is a recently launched indigenous craft beer, currently retailing in Delhi & Bengaluru. The parent company, Cerana Beverages, approached DKMD in March 2015 with the brief of designing Bira's identity, right from its logo and surrounding brand language but also its vision and strategic plans for the future to expand Bira's loyal fanbase and build a brand banking on goodwill and cheer.

The project covers contributions to Bira's web & print presence as well as concepts for image-building events that will strengthen Bira's recall.

INTRODUCTION

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.

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.

Currently in their post-launch phase, Bira needs immense push as a brand to be remembered. Their quality of their product aside, Bira needs a culture that surrounds it, one that encapsulates the ideals of Bira and its drinkers.

In these 4 weeks at DKMD, I attempted to be a part of Bira's journey as a growing brand for India's youth, who are connecting with Bira and its philosophies.

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ABOUT THE STUDIO

Dev Kabir Malik * Design (DKMD) is a graphic design studio based in New Delhi, dealing mostly with branding & publication design.

It is a small team of highly qualified experts, who work on hand picked projects to deliver meaningful work & noticeable results.

Details:



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PHASES OF THE BIRA STORY

Phase 1

Logo & surrounding visual identity
Bar collateral (Bar mat, growler, beer comb, tap and keg, etc.)
Brand vision & voice
Launch

during my internship



Phase 2

Events & online publicity
Merchandise & collateral
Brand-building & recall strategies in place

Phase 3

Ongoing cycle of publicity + sales + brand-recall

INTRODUCING BIRA91

This section outlines what was already done by DKMD before the duration of my internship, namely the branding and its surrounding elements. Meet Bira!



Bira91 Blonde

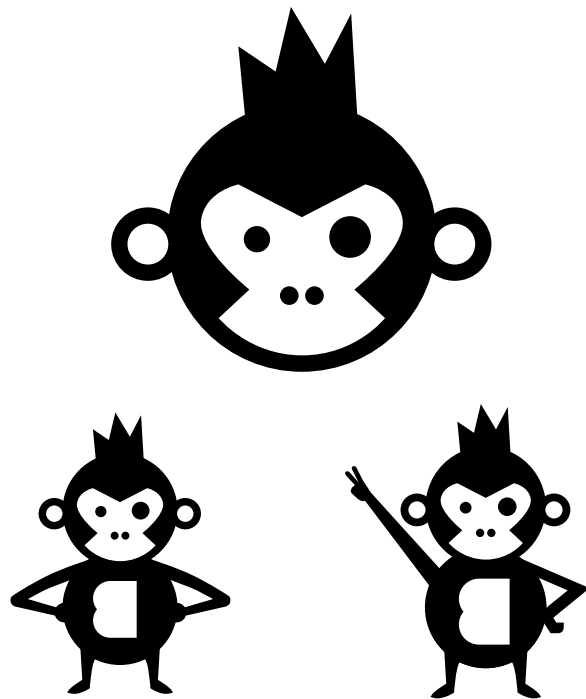
For the traditional beer drinker, the blonde comes with a mild bitterness with help of three hops.



Bira91 White

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

BIRA⁹¹



Branding Elements:

Bira

Bira is the name of the beer, symbolized by the reverse B that showcases the rebellious nature of Bira and its unorthodox identity.

91

The legal registration code assigned to Bira is 91, featuring prominently in its logo and also used as a recall element in retail prices (For example: Unlimited Refills of Bira for INR 91)

Monkey

The monkey is Bira's mascot, used in artwork and collaterals as a recurring visual element.



Artwork & tap label created by the studio for Bira's draft and bottle varieties.



Branding Elements:

The Colour Scheme

The 2 beers give rise to 2 color schemes, used to create variation in print and web presence. However, the top row of images are Bira's principle color scheme, used primarily when the overall brand is being talked about irrespective of 2 beers.

Typography

Fonts used for Bira are

Din Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&^*()

Bodoni 72

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&^*()

BIRA91'S BRAND POSITION

Youthful

Indian

Trendy

Unorthodox

Fun

Friendly

Esoteric

Eccentric

Unconventional

MY ROLE AS AN INTERN

For my internship, I had two main responsibilities:

1. I had to use the visual language and elements that had already stipulated to create artwork and collateral for upcoming Bira events (which had already been decided and planned). This was difficult initially as I was not around when the identity was being created and thus took the first three to four days acquainting myself with the elements and soon, it became easy to generate artwork.
2. As part of the team I had to come up with concepts and ideas for creating a positive brand image for Bira. We brainstormed and discussed peculiar & memorable ways in which Bira could connect to its fanbase and create publicity.

PROPOSALS FOR BRAND IMAGE

This section contains the proposals suggested to the client for events and strategies directed at creating a positive brand image for Bira.



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.

2

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. This would be a great way, in Bira's initial days, to create publicity that is memorable.

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.

The idea was to generate curiosity about Bira and creating a word-of-mouth ad campaign. This way we can build a loyal fanbase that loves Bira not just for its beer but for what it is.

TAKING RESPONSIBILITY OF PUBLIC SPACES

Hauz Khas Village (HKV) 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, upcycle those places and make them beautiful. We suggested that they add graffiti murals, add benches and plants grass and other flowers and make it usable. It could later be used for casual music or art sessions sponsored by Bira.

The idea was to create some goodwill surrounding the brand and generate positivity in the community.

ARTWORK & COLLATERAL

This section contains all the artwork I created and other collateral like merchandise, event flyers, visiting cards etc. I designed over the course of my internship.



GLASS DESIGN

I had the opportunity to design Bira's pint glass. It was a simple exercise as the client stipulated nearly exactly what the design must be like, and I had to use already existing elements.

Left: Glass design template

Right: Product shot of final glass



BIRA URBANWARE

Bira will soon launch an apparel line named 'Urbanware', these are logo iterations I created for the same. Again, using existing stipulated fonts and color schemes created a restricting environment for me.



BIRA URBANWARE

I also had the opportunity to design t-shirt artwork that would retail under Bira Urbanware. I explored the monkey a lot in this regard and tried lots of very experimental patterns but in the end the simpler ones were selected for production.



BIRA URBANWARE

The apparel line needed a tag to go on the t-shirts as well as labels to go on the hem. I designed many iterations of the same, playing around with color and contrast. Ultimately the louder of options I presented was approved for print.

Left: Tag Iterations

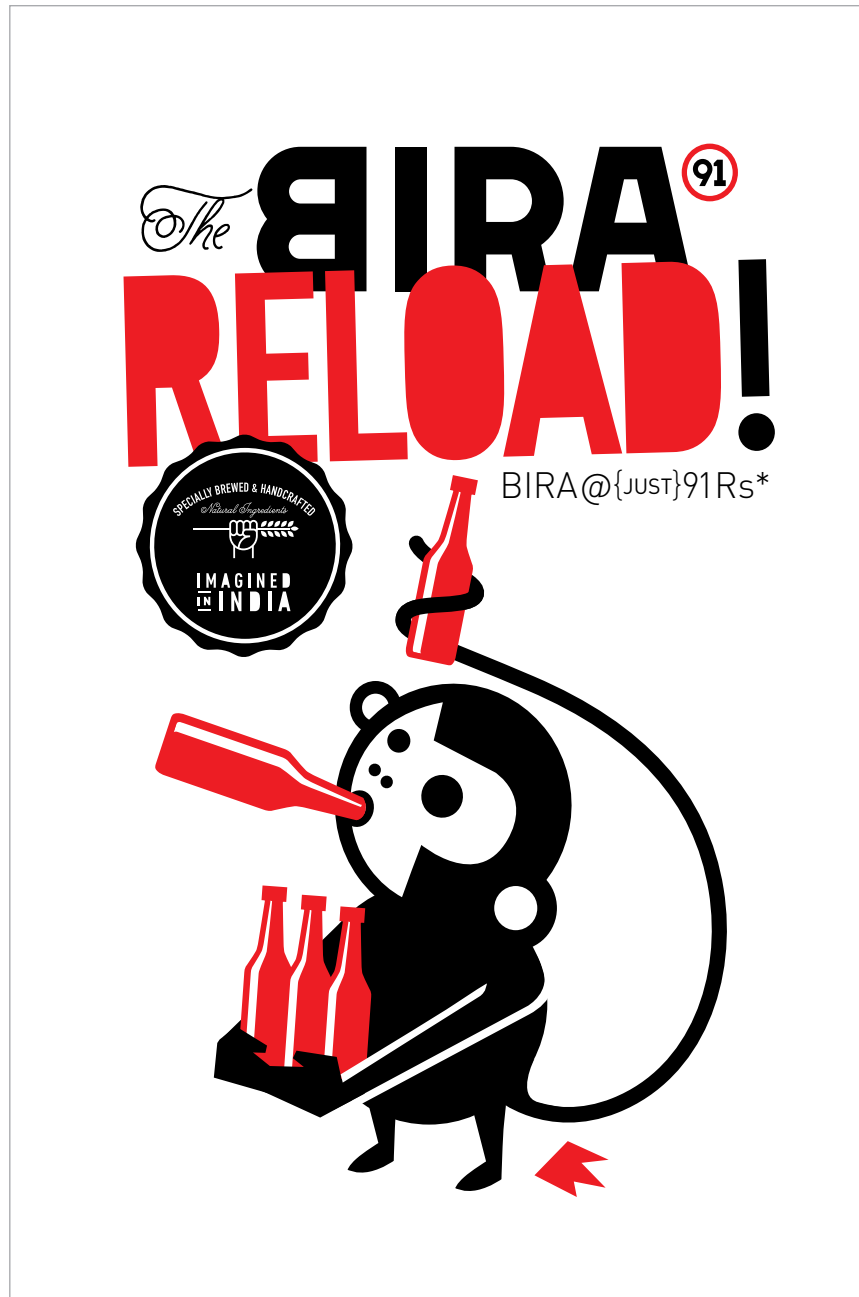
Right: Final tag that was approved



BIRA + FORK YOU

Bira partnered up with popular HKV restaurant, Fork You, on a burger+beer combo offer. For this, Fork You created a special menu for which we suggest drool shots that we could use for publicity.

I got the chance to oversee the shoot and direct all the photographs. I have never been a part of a photography project and enjoyed this very much. My colleague and I constructed each shot with care and precision before the picture was clicked.

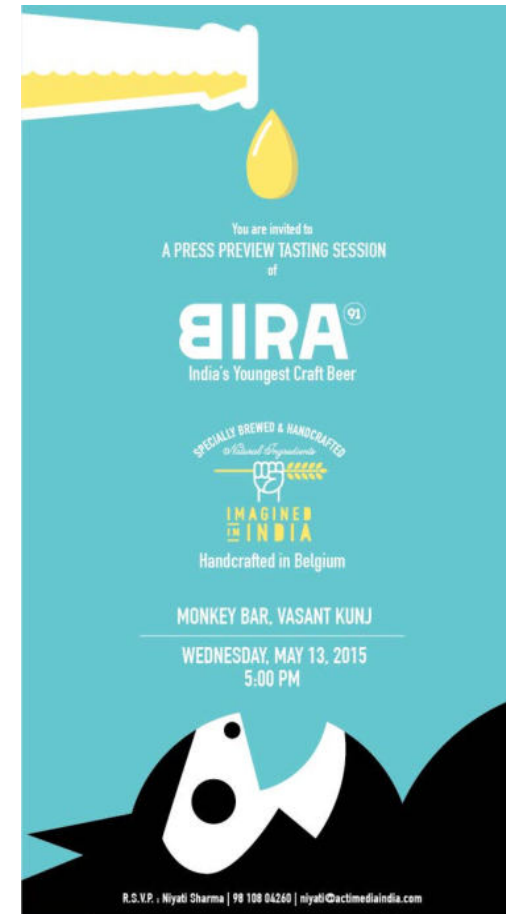
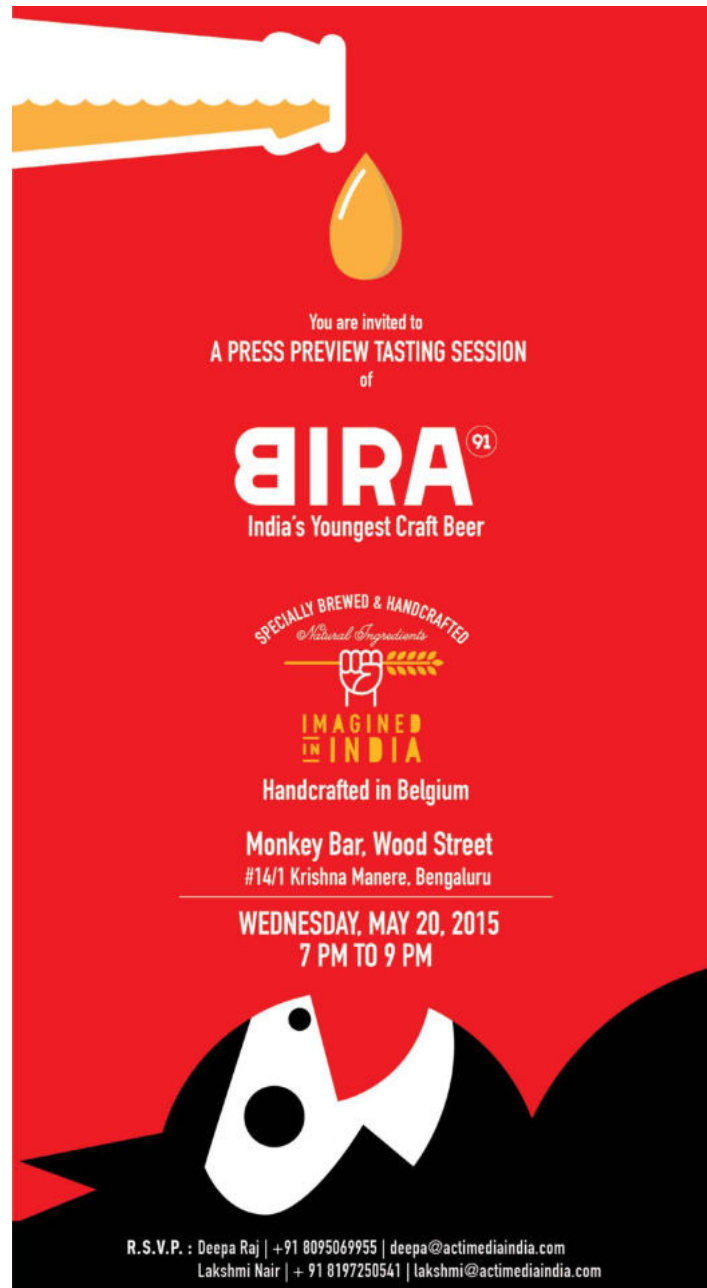


BIRA RELOAD @ 91

Bira had an offer running at Beer Cafés across Delhi where Bira was available for unlimited refills at INR 91 per glass. This artwork was created for the same. I had some room to explore with the monkey here and got to create some fun artwork.

Left: Final artwork

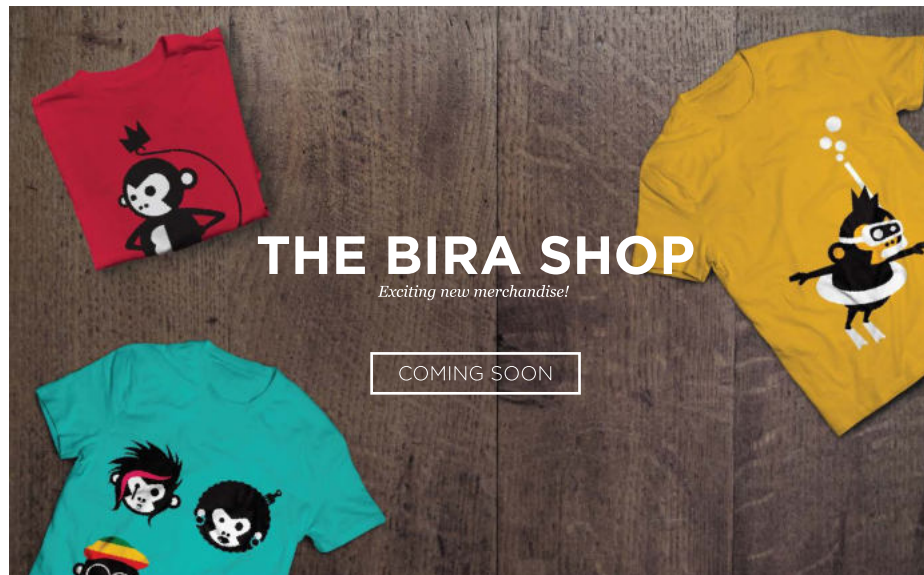
Right: Iteration of the artwork



BIRA SAMPLING SESSIONS

This artwork was created for press preview tastings of Bira held in Delhi and Bangalore. The idea of the monkey looking up to one drop of Bira quenching his thirst was a stylistic exploration of previously done artwork, wherein the monkey is drowning or swimming in Bira.

Left & Right: Colour options of the artwork



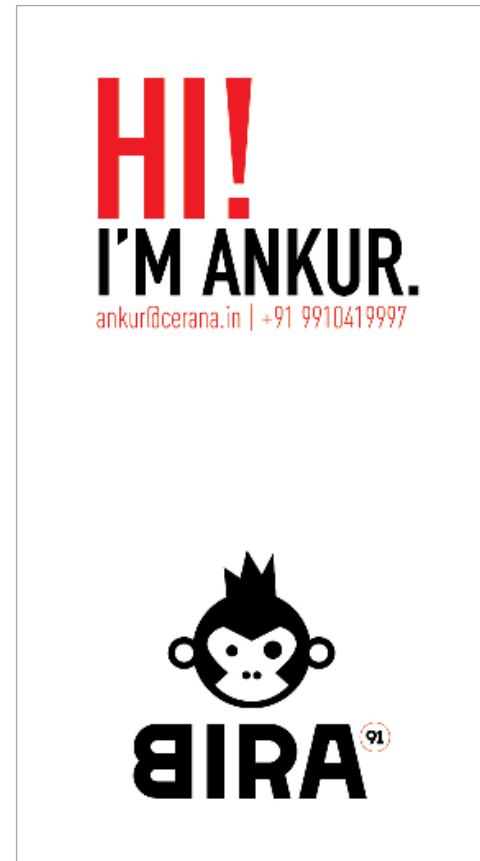
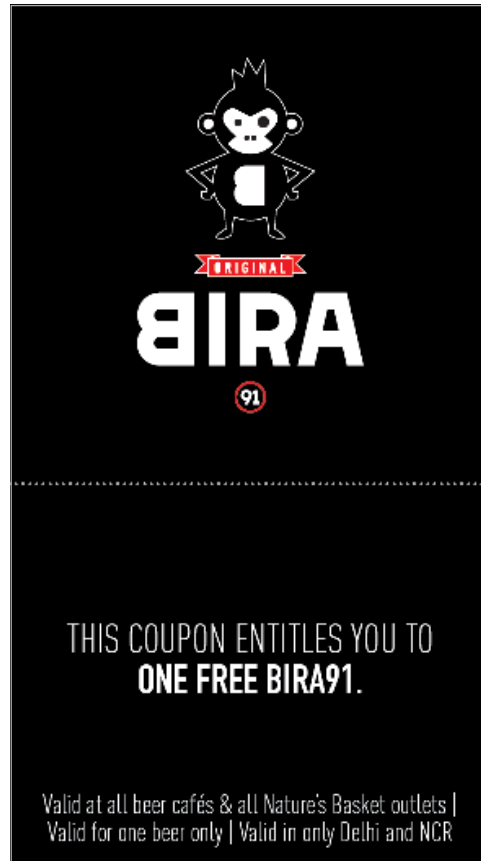
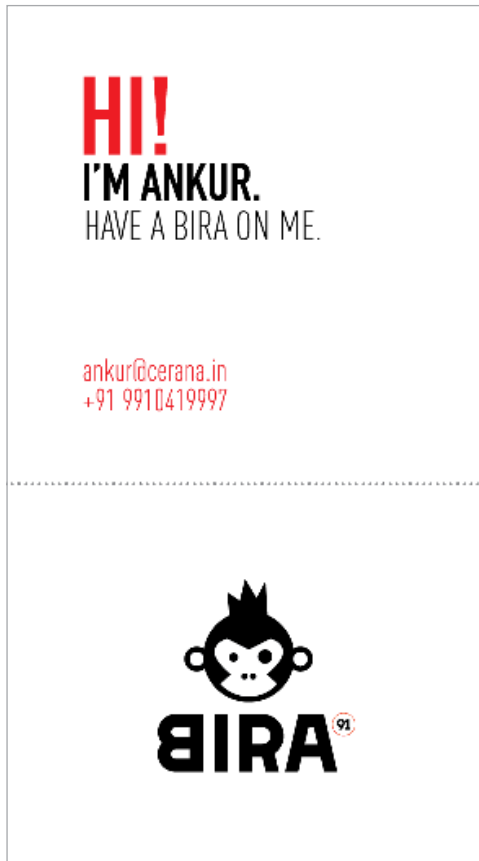
BIRA WEB

Bira's new website needed images that would go on its landing pages, and this is what I designed for that purpose. The content was provided but the artwork were not necessarily required to be along the already existing language. I came up with the idea of the beer foam turning into a world map with the '91' highlighting India, to indicate Bira's indigenous quality.



BIRA GIVEAWAYS

I also designed stickers that would be handed out with Bira and other merchandise free of cost at upcoming Bira events. I got to play around with the mascot and colors a bit, but did not generate any new ideas.



'HAVE A BIRA ON ME' VISITING CARDS

The visiting cards we proposed for Bira have the added advantage of being try-free-sample coupons in the form of a tearaway. This was done for many reasons: recall value, promoting the beer, and being a fun point of user interaction.

Left: Final card

Right: One of its many iterations



SPACE ARTWORK

On my last day, Dev asked me to create a fun and memorable artwork for Bira merchandise. We discussed ideas and came up with the situation of the monkey on the moon, proudly showcasing a Bira flag firmly planted in the ground.

TAKEAWAYS

*Learnings from my 4 week experience of
working in the industry*

- **Branding goes beyond a logo, think beyond just its surrounding visual language:**

I had no experience in brand strategy and these 4 weeks were like a crash course in the same. It was enriching to be a part of intense brain-storm sessions and actually get away from the laptop (to which we are otherwise stuck) for hours.

- **You can encapsulate the brand ideals in a mascot and make it a symbol for everything the brand stands for:**

I have never worked on a branding project that had a mascot at its helm; the way you can use a logo is very different from a physical embodiment of your brand values.

- **Collaborate and work with other designers:**

I learnt how to merge everyone's inputs and work in an organic way which was a refreshing change from process-driven design. I also learnt how to ideate and brainstorm in a group.

- **Client meetings:**

Since DKMD has a very small group of people working together, I was participating in client meetings as much as my full-time colleagues since Bira was an immersive project for the studio and even my 4 weeks there were long enough to get me a seat in client meetings. I learnt that if your client trusts you, you have tremendous opportunities to push the envelope and do something out of the box. If your client is very clear about what they are expecting from you, you will have no room to explore.

