

WILL YOU DRINK TO CHANGE ?

The main goal was to come up with a concept and design that will effectively advertise my craft beer within a magazine by utilizing creative and strategic thinking to make the brand and message stand out from the competition. The target audience for my piece would be people the age of 19 and above, as that is the legal drinking age within Ontario. The main idea behind my concept was to bring awareness to rehabilitation of wolves back into the National Parks, as they are a key part of the ecosystem.

For many years wolves have been brought to near extinction throughout these National Parks. Due to the lack of wolves. Deer have over populated the areas and eaten all the vegetation which effects all wildlife drastically. Alberta Wildlife Association are trying to bring back the Natural Predatory System so other wildlife can thrive. This effecting, the ecosystem in which they live. For example, the vegetation grows back, that effects and fixes the soil erosion, that then changes the rivers flow that supports all wildlife in these areas. The advertisement if successful will not only increase revenue for the craft beer company but also raise funds for the rehabilitation of wolves back into the National Parks, as they are a key part of the ecosystem. With every beer sold 50 cents would be donated to the cause.



- Bottles 100% recyclable
- Labels 100% recyclable
- All paper adds will be printed on recycled paper or sustainable materials.

Note: Every part of this Advertisement/Magazine Spread was created by myself with the exception of the LCBO logo & the image of the Wolf.



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CHANGING RIVERS TOGETHER

Jack Rabbit Brewing Co has partnered with Alberta Wildlife Association, their goal is to re-introduce wolves into national parks across North America. For many years wolves have been brought to near extinction throughout these National Parks. Due to the lack of wolves deer have over populated the areas and eaten all the vegetation which effects all wildlife drastically. Alberta Wildlife Association are trying to bring back the natural predatory system so other wildlife can thrive which also effects the ecosystem in which they live for example the vegetation grows back, that effects and fixes the soil erosion, that then changes the rivers flow that supports all wildlife in these areas. So with the help from Jack Rabbit Brewing Co they are donating 50 cents for every bottle sold to Alberta Wildlife Association in aid of this great cause.

Jackrabbittbrewing.ca

Must be legal drinking age to purchase Howling Wolf Pale Ale. Jack Rabbit Brewing Co is not liable for any injuries or mishaps that happen while partaking in drinking this cold beverage. Please Enjoy Responsibly this message is approved by your local Jack Rabbit.

LCBO

Bottle Lable & Illustration



Full Magazine Spread



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Tablet View



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Augmented Reality Component

Direct Mail Piece

