

"Marketing is telling a story  
we all want to believe" – Seth Godin

# Brandstories...

June 2009

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Truly alive packaging!

## Keep this to yourself...

Osborne Pike's design for Laphroaig 18 years old Scotch will be launched this month. The brand is available in five different 'expressions', of which this is the second most premium after the rare 25 years old. Our challenge was to create a design which captured the unique character of this particular expression, whilst remaining faithful to strongly-held brand values.

Laphroaig has a loyal fan club (the 'Friends of Laphroaig') who have been expertly recruited and managed to become powerful word-of-mouth advocates for the brand. These and other loyalists are proud of having travelled the rough and rugged road to acquire the taste of "the most richly flavoured of all Scotch whiskies", and they require the packaging to reflect their vision of Laphroaig as "replete with intrinsic quality – to the point of being somewhat foreboding". In other words: "Don't make it too pretty or everyone will discover it".



## Cool & Trendy?

This minimalist design for Liten Ljus Lager ('little light lager') was created by Swedish design group Amore. A spokesman describes the design as "meant to appeal to the trendy urbanite: a modern, architectural visual solution with traditional beer colours". We can just see it in Mr Trendy Urbanite's loft apartment, matching the Mies van der Rohe chairs, B&O HiFi and Hugo Boss suit. Don't put it down or you'll never find it again...

How to  
make  
your brand  
story truly  
sticky...

## Meet Lulu...

We're delighted to welcome Lulu Laidlaw-Smith as our Sales & Marketing Director, to help us write the next chapter in the Osborne Pike brand story. Driven by a passion for great design, Lulu's track record of growing awareness and attracting new clients is second to none. She's also a very persuasive lady, so now you know why I'm writing a newsletter...



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