

KITE

You deserve a recess.

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KITE is an adult beverage brand that brings the nostalgic feeling of juice pouch drinks back to adults with childhood inspired drinks. Each drink is named after classic childhood memories, each paired with a flavor that bring you back to your youth and remind you of drinks you had as a kid but this time with an adults-only kick to them.

BRAND STATEMENT

KITE want to bring the feeling of youth back to adults in one way they know best, with drinks they enjoy in packaging they remember.

CORE ATTRIBUTES

Nostalgia

The juice pouch packaging plays into the theme of nostalgia in its relation to children's drinks

Youthfulness

The flavors of the drinks will be similar to that of drinks associated with childhood or classic cocktails with elements of common childhood drink flavors

Memories

The name of the drinks will be based on memories and events typically associated with childhood

SOME BRAND COMPETITORS

- Daily's Frozen Cocktails: frozen "slushy" style drinks
- Chanmé Frosé: Wine specifically rose
- Franzia: Individual single serving boxed wines
- High Key Wine Pouches: Wine specifically rose and sweet wines
- Malibu Pouches: Malibu rum based drinks only

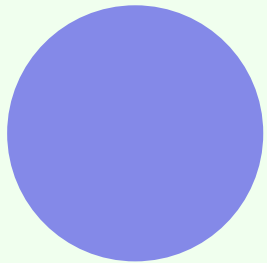
WHAT MAKES KITE DIFFERENT

A lot of brands that present drinks in this fashion are wine brands. Kite focuses on mixed drink/cocktail style beverages. Malibu is traditionally a rum brand and their pouched drinks are only rum based which gives less variety than Kite. Daily's Frozen Cocktails provide a variety of flavors but still flavors that are more focused on being "frozen" drinks unlike Kite. Kite drinks present a narrative that none of these brands do as well as provide a different kind of drink and beverage style compared to these brands.

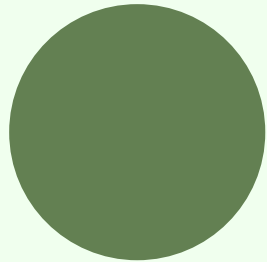
MOOD BOARD



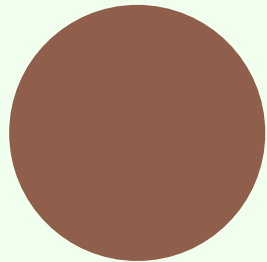
COLOR PALLET & TYPEFACE



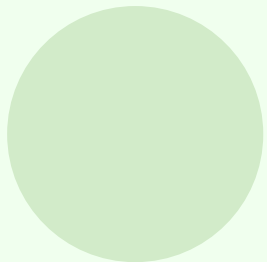
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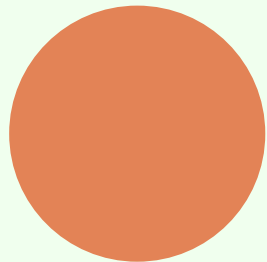
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AKZIDENZ-GROTESK BQ CONDENSED MEDIUM

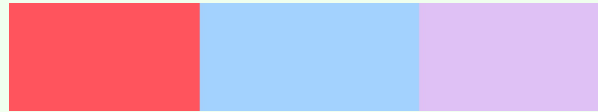
AKZIDENZ-GROTESK BQ LIGHT CONDENSED REGULAR

AKZIDENZ-GROTESK BQ LIGHT CONDENSED ITALIC

PRODUCTS | NAMES | ILLUSTRATIONS

Fruit Punch - Summer Camp

Pomegranate, Blueberry, Acai



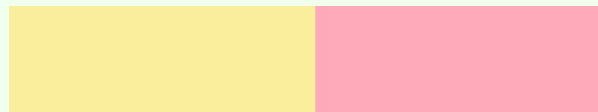
Tropical Blast - Sandcastle

Peach, Pineapple, Mango



Pink Lemonade - Lemonade Stand

Lemon, Raspberry



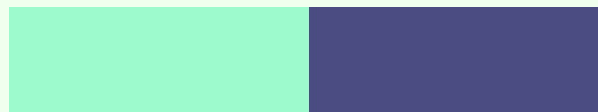
Orange Mimosa - Saturday Morning Cartoon

Sparkling Orange



Sweet Tart - Purple Dinosaur

Blackberry, Lime



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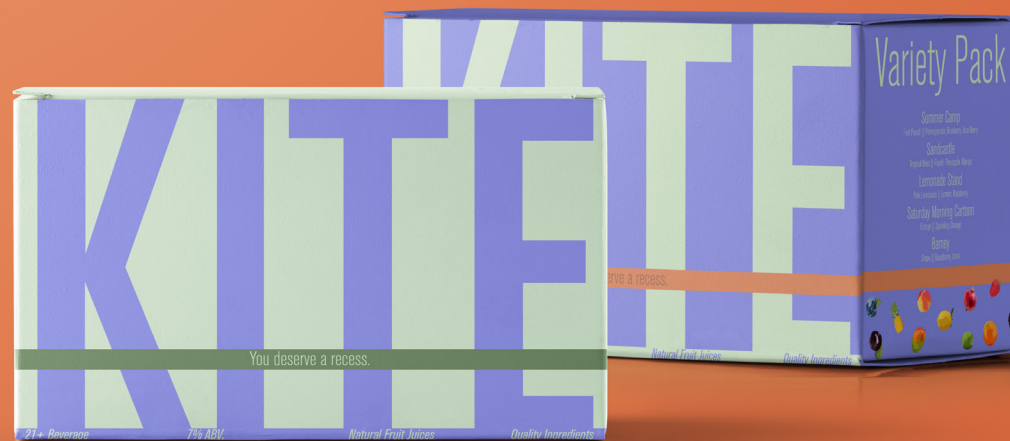
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Summer Camp
Fruit Punch | Pomegranate, Blueberry, Acai Berry



Sandcastle
Tropical Blast | Peach, Pineapple, Mango



Purple Dinosaur
Grape | Blackberry, Lime



Saturday Morning Cartoon
Sparkling Orange | Orange Mimosa



Lemonade Stand
Pink Lemonade | Lemon, Raspberry



Variety Pack
10 Pouches | 2 of each of the 5 flavors

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