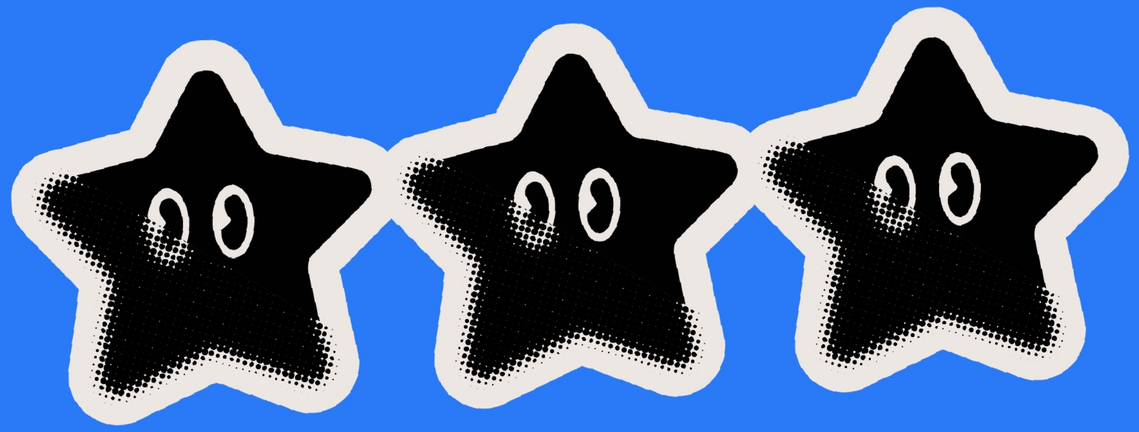
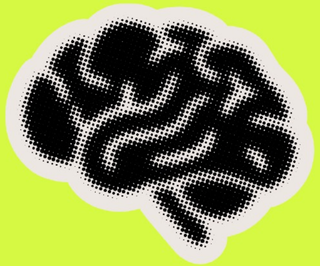


JDO x Pentawards

Gen zalpha are drinking
even if they’re not ***drinking.***

They’re drinking caffeine
earlier, and Coors later.



FUNCTIONAL DRINKS



have filled the void of sociability
that only alcohol used to.


FUNCTIONAL MEANS,
WELL, FUNCTIONAL.



FUNCTIONAL DRINK -

Nonalcoholic drinks with active ingredients that help enhance performance, helping people achieve their goals.


SEOUL TONIC

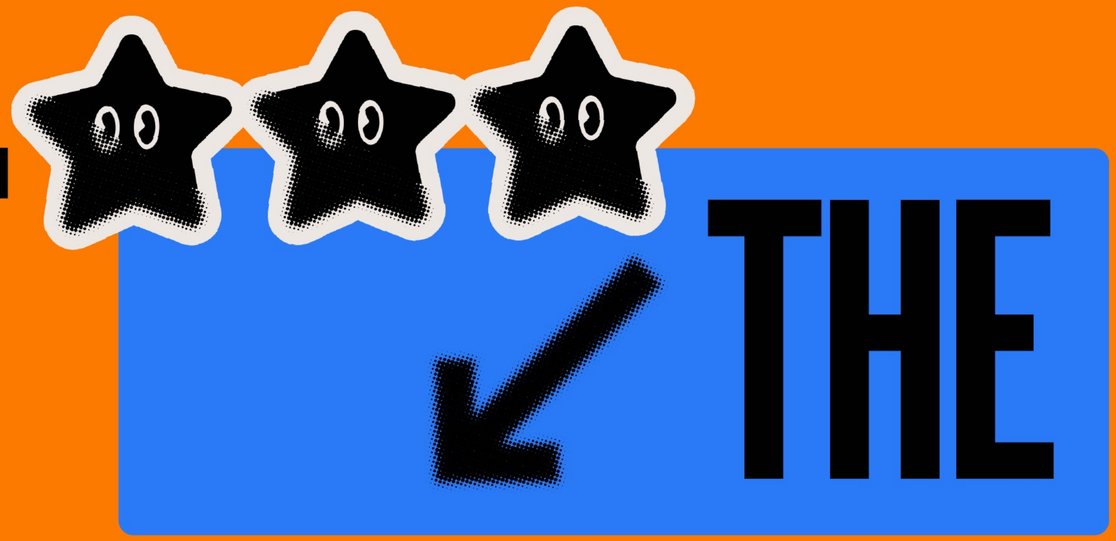

JETTY HYDRATION
jetty
Electrolytes+
Literally Everyday
Hydration
15.2 FL OZ (450 mL)
Fruit Punch
Black Raspberry
White Cherry
Watermelon
Real Fruit Juice
Literally everyday hydration
Orange Mango
14 Pack
14 / 0.53 OZ PACKS
7.42 OZ (210G)
0.53 OZ (15 g)


neutonic
PRODUCTIVITY DRINK
NEUTONIC
FUEL YOUR FOCUS
COGNIZIN®
RHODIOLA ROSEA
PANAX GINSENG
L-THEANINE
120MG NATURAL CAFFEINE
TROPICAL ICE
ZERO SUGAR
WILD CITRUS
BLUE RASPBERRY
FOOD SUPPLEMENT
330ML
FUEL YOUR FOCUS

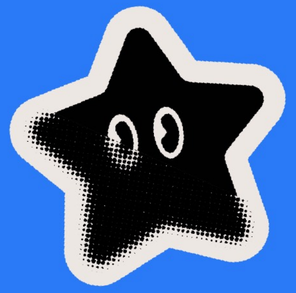


Functional drinks ***have*** become a wellness essential etc.

SO, INTRODUCING THIS YEARS BRIEF ...


AT
THE
FUNCTION


HOBBYMAXXING
IS HOT RIGHT NOW,

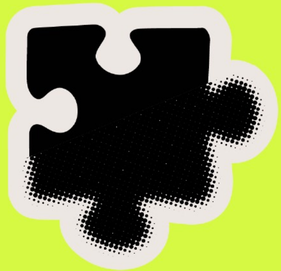


Birdwatching has seen a 1088% increase since 2018, while 73% of crocheters are aged 18-34 and board games are booming.

Gen Z is hobbying the crisis away. And shouldn’t they have a little Bev that suits them?

We want you to ***create a functional drinks brand***, that is fit for a purpose - whatever your brand's ***cup of tea.***

What need does it meet? How is it packaged - ***thinking outside of the can***? What world does your brand live in?




WE'VE CREATED A GENERATOR
TO HELP ALONG THE WAY
CHECK IT OUT HERE!!!

THE FULL LIST

HOBBY:

Studying
Gaming
Hiking
Climbing
Swimming
Singing
Performing
All-nighters
Sleep
Rest
Driving
Reading
Partying
Adventures
Confidence
Dating
Hangovers
Match Days
Self Discovery
Dancing
Meditating
Gardening
Hosting
Presenting
Creativity
Travelling
Exams
Thinking
Writing
Dreaming

STRUCTURE:

Bottle
Sachet
Pouch
Carton
Dissolvable
Concentration
Box


DATING


BOTTLE


SWIMMING
CARTON
feels good
RICE & COCONUT DRINK
DRINK
feels good
SOYA DRIN

THE DETAILS

To submit you must create a Pentawards login on their website, then follow the below requirements...

4x BOARDS @ 1920X1080PX

200 WORD SUMMARY

PROJECT IN ONE SENTENCE

*video & animation are optional

THE BOARDS

1. Hero your brand

2. Show us the identity

3. The product



4. Brandworld

5. Brandworld
*optional

Logotype

A little crabby

Colour Palette

#fddfc1
#982c20
#bc3b1d
#f05c22
#e29882

Mascot

Design Assets



Custom Typeface

A b c d E F G H i j
K l M n o P q r s t u
v w x y z * ! ? ^

STUDENT EXAMPLE

A LITTLE CRABBY







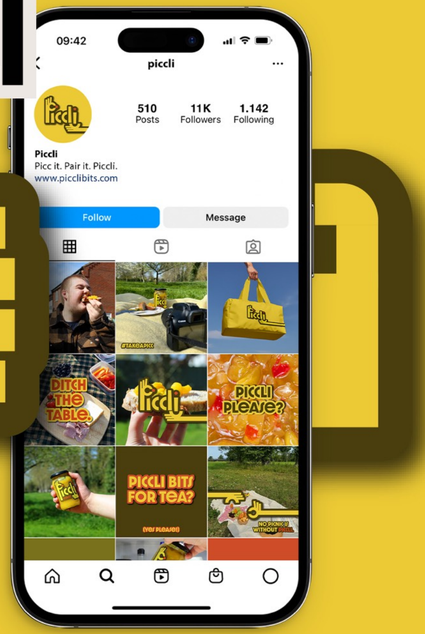






STUDENT EXAMPLE

PICCLI






COMPETITION
DEADLINE
09.04
2027



GOOD ↘ LUCK



ANY QUESTIONS?

contactus@jdoraw.com