

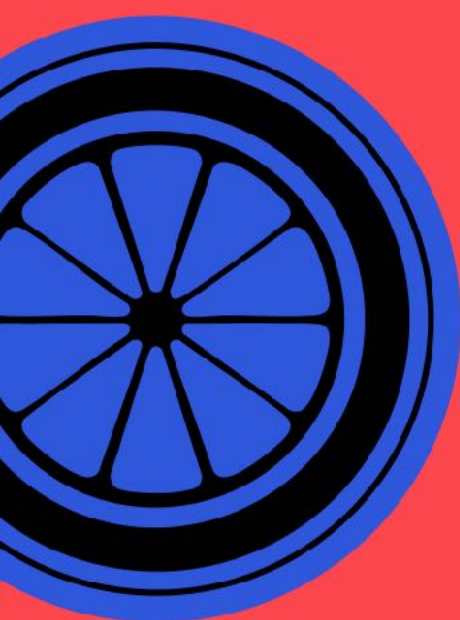




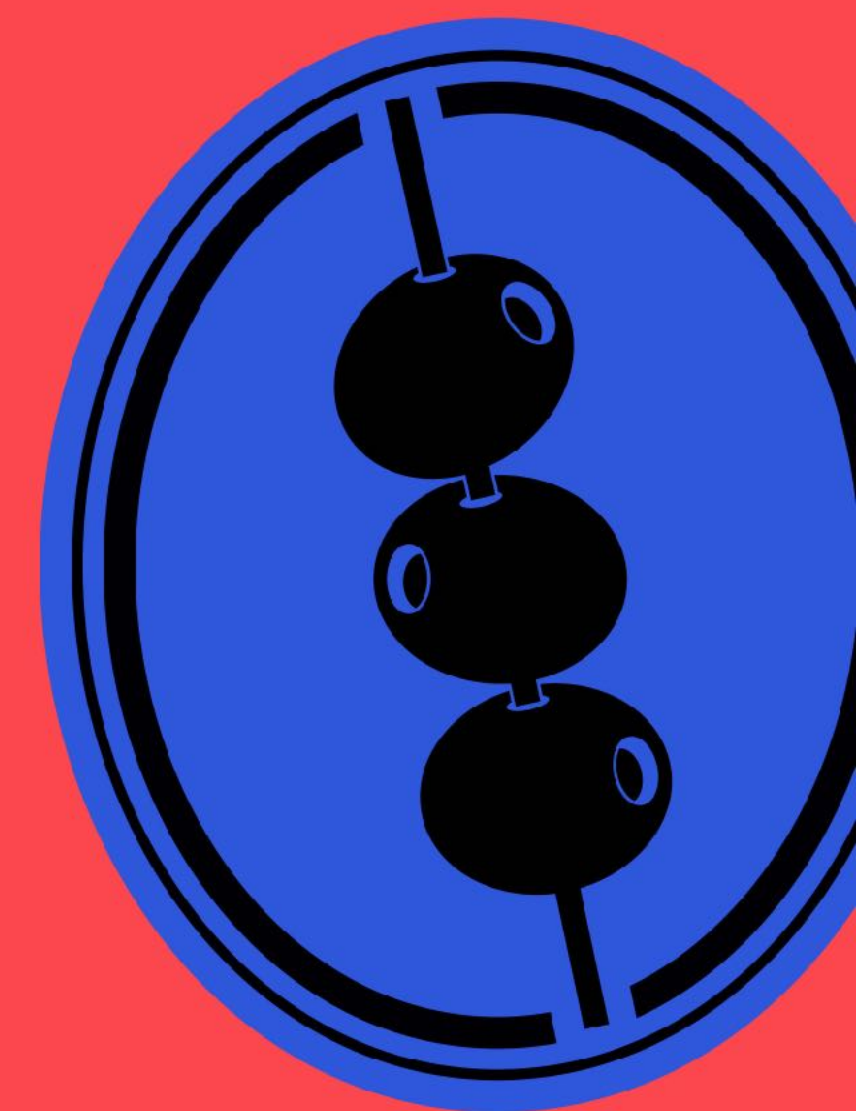
**THE BARS AND BOTTLES  
HAVE GOT FANCIER...**







but the snacks?







**THE SNACKS ARE STUCK  
IN THE PAST.**





# THIS *YEARS* BRIEF



We want you to design a premium bar snack brand that takes the category from basic to bougie. Helping keep pace with the environment the snacks live in, and the drinks they're enjoyed with.

Consider your unique serve ritual – is it presented in packets, teacups or the bar staff throwing peanuts straight into your mouth?





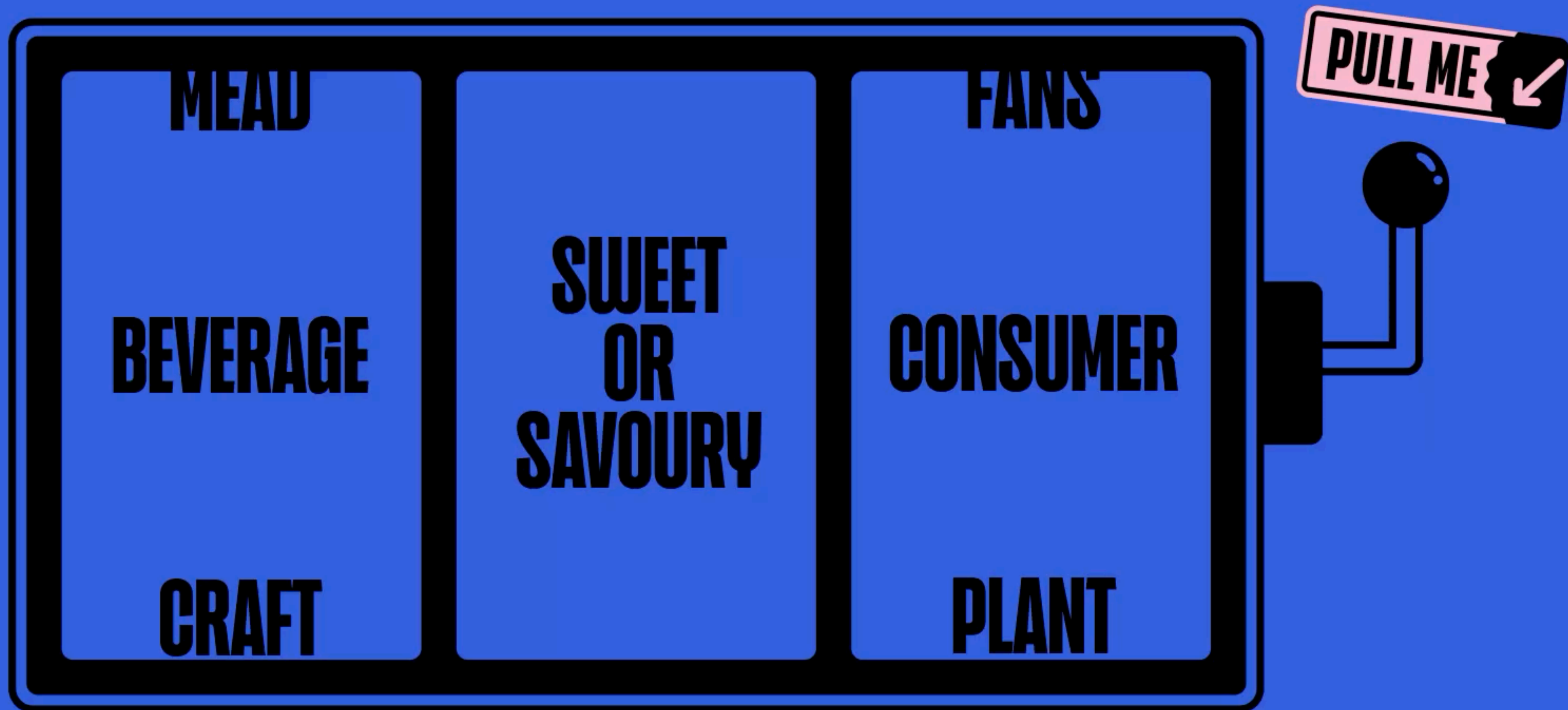
To make it even easier, we've  
created a generator to assign you a  
beverage, flavour and consumer.

All you have to bring is a creative  
spark and a hunger for more.





# SPIN TO WIN







*ENJOYED WITH:*

**LAGER**



*FLAVOUR:*

**SAVOURY**



*ENJOYED BY:*

**FOOTBALL  
FANS**





*ENJOYED WITH:*  
**SPARKLING  
WINE**



*FLAVOUR:*  
**SWEET**



*ENJOYED BY:*  
**DOG  
WALKERS**





*ENJOYED WITH:*  
**MARTINI**



*FLAVOUR:*  
**SAVOURY**



*ENJOYED BY:*  
**TATTOO  
ARTIST**



# FRUIT SPINNER:

**ENJOYED WITH:**

Lager  
Ale  
Mead  
Craft Beer  
Rum and coke  
Gin and tonic  
Tequila sunrise  
IPA  
Stout  
Red wine  
White wine  
Natural wine  
Wine spritzer  
Spiked ice tea  
Hard seltzer  
Vodka lemonade  
Martini  
Bloody Mary  
Irish Whiskey  
Bourbon

Baby Guinness  
Brandy  
Soju  
Scotch whisky  
Apple cider  
Perry  
Champagne  
Spiced rum  
Mimosa  
Margarita  
Negroni  
Daiquiri  
Mojito  
Sparkling Wine

**SWEET  
OR  
SAVOURY**

**ENJOYED BY:**

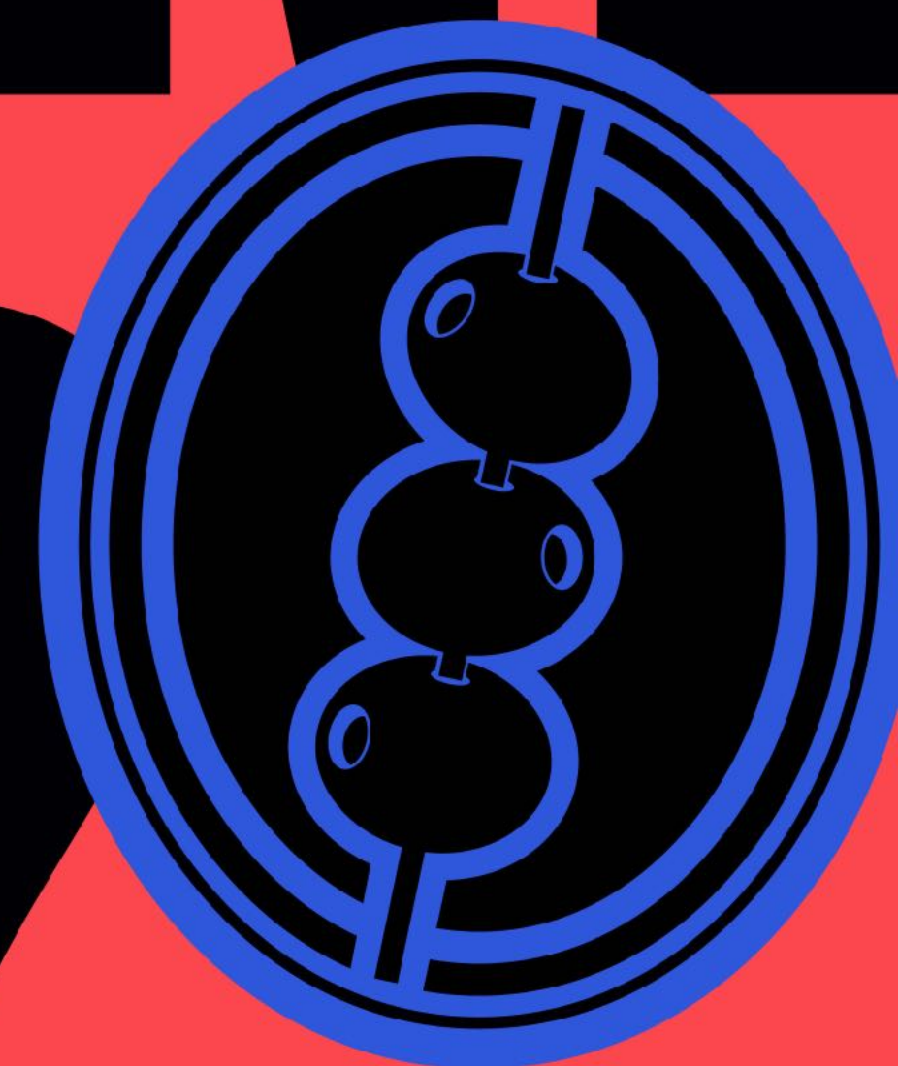
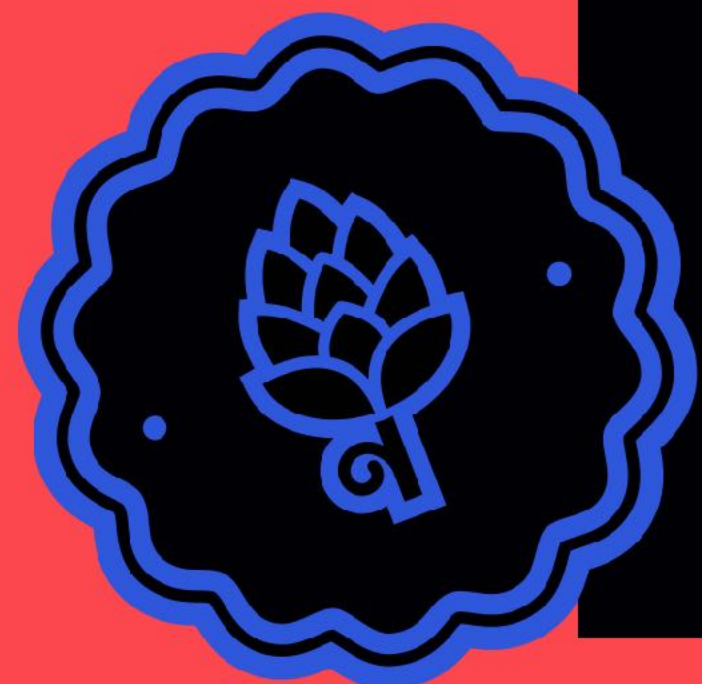
Uni Students  
Tired parents  
Luxury lovers  
Football fans  
Horse Lovers  
Pup quiz people  
Actors  
Cinema buffs  
Gym buddies  
Jazz Lovers  
Fashion students  
Movie Stars  
Coffee snobs  
Plant lovers  
Health junkies  
Music lovers  
Anime fans  
Dog walkers  
Car people  
Hipsters  
Skaters

Crafters  
LARPers  
Rugby fans  
Runners  
Cyclists  
Tattoo artists  
Artists  
Lawyers  
Hikers  
Chefs  
Sci fi buffs  
Teachers  
Golfers  
Drag queens  
Historians  
Travellers  
Sportspeople  
Night outers  
Brunch-ers  
Pre-drinkers



WHO'S DONE

IT WELL?







**MR.  
PEANUT**







**SERIOUS  
PIG**







# YOUR ORDER



4 x Wide Screen Boards @ 1920 x 1080px, 150 DPI JPEG

Name, logo, pack design & brand identity presented across

File names: FULLNAME-UNIVERSITY-BOARD-[X]

Video, animation and 3D render files are optional, but always appreciated!



# BOARD#

## Your Brand & Product.

We need a HERO shot of your brand & product. What's your overall concept? What's the elevator pitch? What are you selling?

Eg. Movie-genre themed popcorn blends called 'Popular'.



# BOARD#

Your pack.

We want to see your packaging in a 3D form. How do you stand out?  
What is your format? How are you innovating the category?

Eg. 3D render of a miniature cinema popcorn bucket with a punch paper lid.



# BOARD



## The Experience.

What is your special serve/ritual. How and where is your product consumed? How is it distinctive and memorable? Why this location?

Eg. The mini popcorns are served at Everyman cinema bars in holders that look like cinema seats.



# BOARD#

Your Brand World.

Where are your consumers  
interacting with your brand in ads, in  
an environment and on socials?  
Activate your brand.

Eg. letterboxd sponsorship, adverts  
on imDB, Instagram film club, fake  
movie posters on bus stops.





## SOCIAL MEDIA

## SUBMISSION EXAMPLE:

## VERDE

# VERDE

Spirulina water



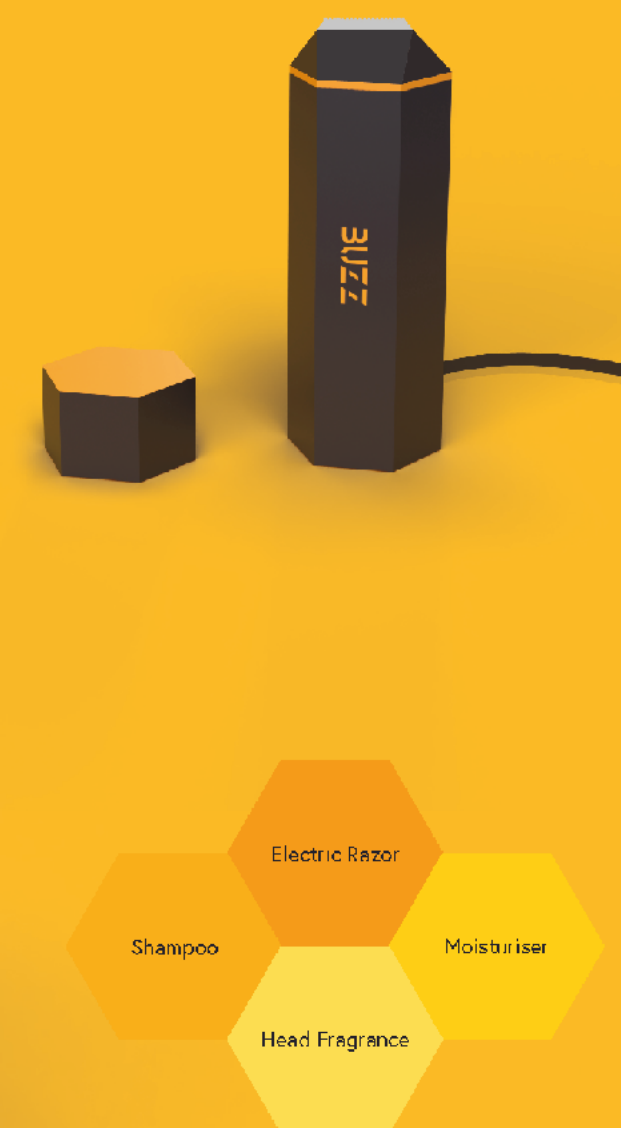




**SOMETIMES HOLDING ON,  
DOES MORE DAMAGE,  
THAN LETTING GO.**



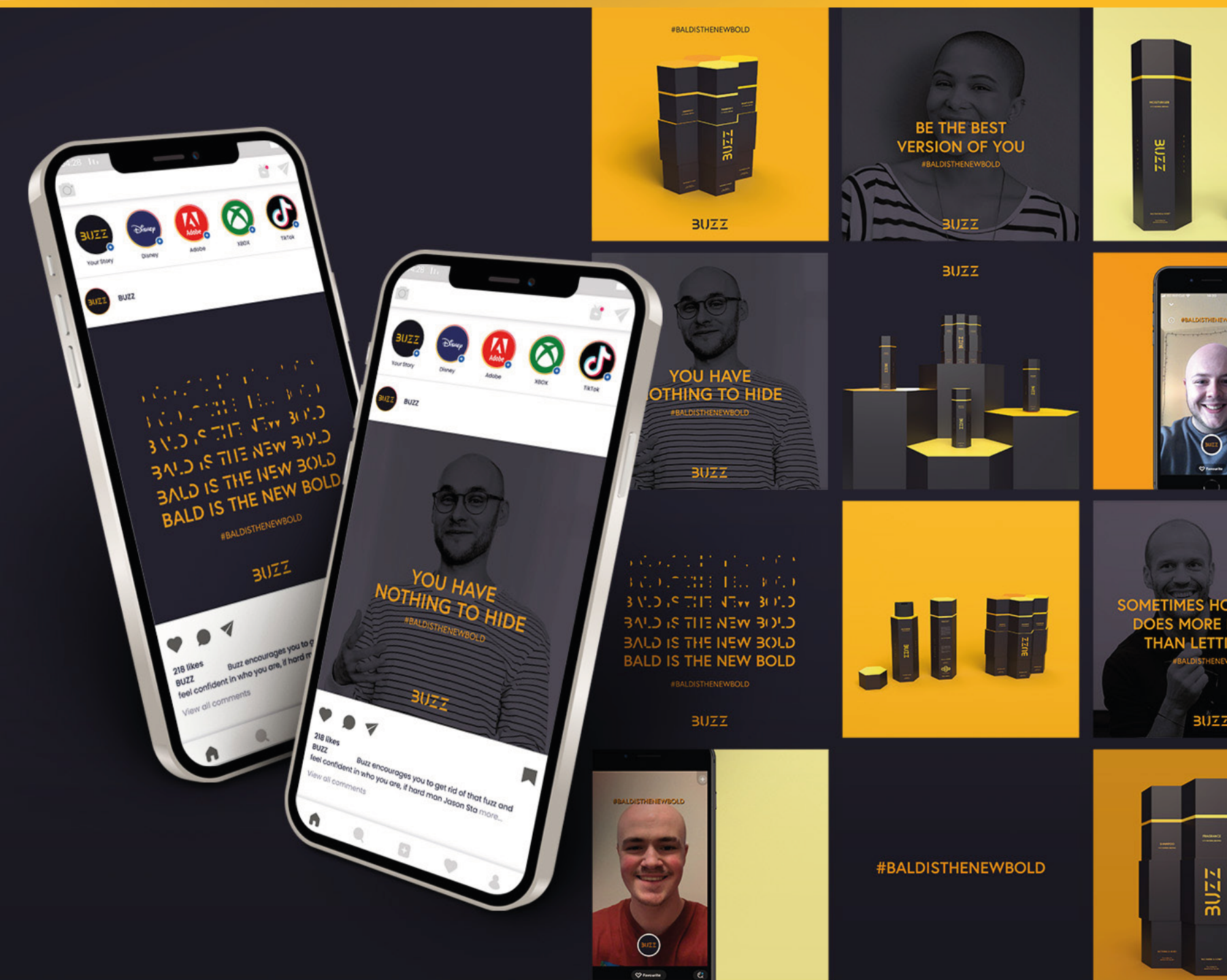
3JZZ is a brand that encourages young men to brave the change when dealing with hair loss and go bald. We provide a starter kit, using 100% natural ingredients, to help the transition into baldness, making sure young men feel their best.



# SUBMISSION EXAMPLE: BUZZ



and making them feel confident in their hair is key. This idea of using powerful copy writing and imagery to show people they would look great bald and they shouldn't be scared to show off their new BUZZ. This would be done through filters on Instagram and Snapchat where people could post their BUZZ with the #BALDISTHENEWBOLD, showing others to embrace who they are. The brand could also be endorsed by bald celebrities who have struggled with hair loss in the past such as Jason Statham or Dwayne Johnson.





STYLE LIKE  
A SENSEI



Hair styling paste inspired by the martial art of karate.

# SUBMISSION EXAMPLE: MASUTĀ

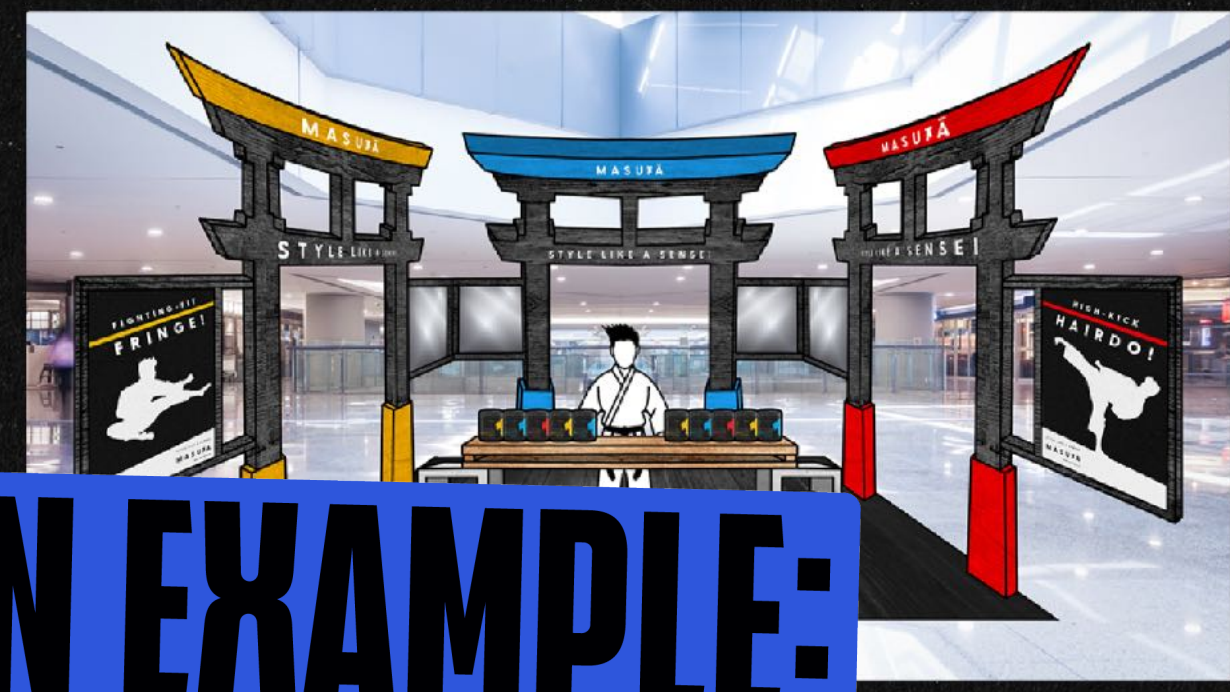
STYLE LIKE A SENSEI  
MASUTĀ

## OFF-PACK

Posters



Pop-Up Styling Experience/Shop



Instagram Posts



## USE & LANGUAGE

The pack design includes a variety of visual and written language that reflects the fast-paced yet precise world of karate. The main image on the pack is a dynamic splintered side profile, with shards projecting outwards to symbolise a piece of karate-chopped wood.

The logo is rather minimalistic with a karate belt taking the place of the letter 't', accompanied by an angular slash cutting below it. This angular line shapes the layout of the rest of the pack, allowing the illustrations and the barcode on the back of pack to follow the same formation. The line is implemented beyond the pack and onto brand-extensions, working well in environments such as tube station stairways which have a very angular layout.

Each pack contains its own set of illustrations inspired by old karate instructional diagrams, which inform the user how to style their hair in a dynamic, karate-inspired way; whether that be a mighty mullet, courageous curtains or a ferocious fringe.

Advanced Strength Pack Label



Tube Station Advertisements



Animated Advertisement Screengrab  
(Video Attached in Submission)

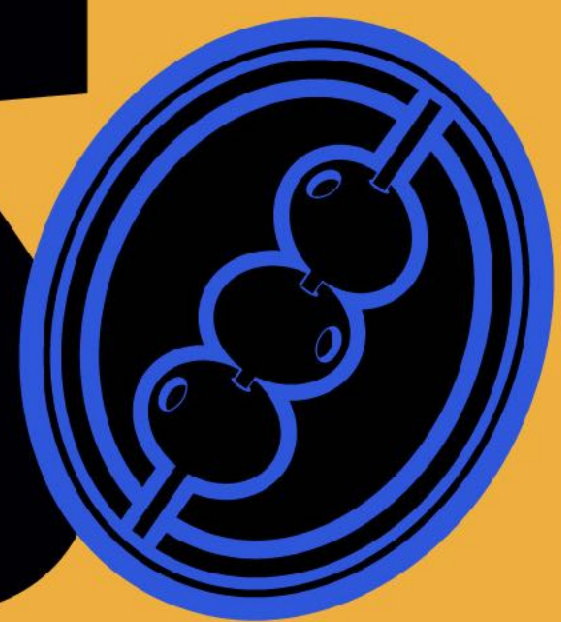



Back of Pack Digital Renders





# THE PRIZES



Winners receive a 4-week paid placement,  
& Runners-Up a 2-week paid placement.

We also host JDO RAW 2025 Shortlist Party  
& Shortlisters get a Goodie Bag!



**LAST ORDERS** 30.04  
2025

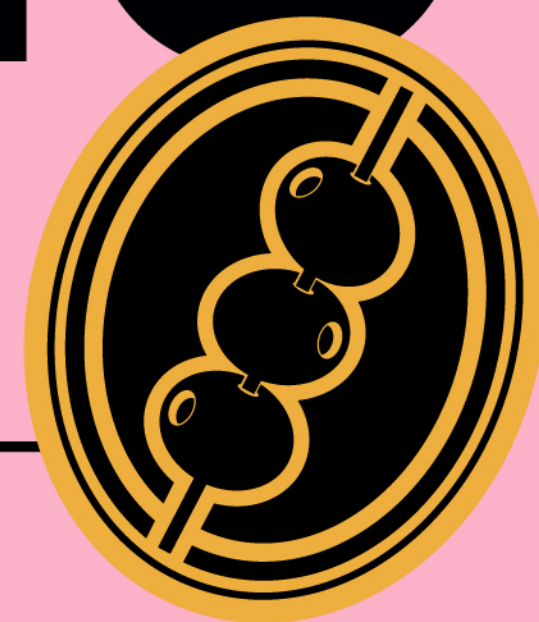






# ANY QUESTIONS?

REACH OUT AT [CONTACTUS@JDORAW.COM](mailto:CONTACTUS@JDORAW.COM)





# THE DETAILS

## THE ESSENCE OF RAW 2025

Open to undergrads working as individuals only.

## DEADLINE & ENTRY

All entries to be uploaded to  
Deadline: 11:59pm Wednesday 30th April 2025.

## JUDGING

All entries will be judged by a panel of industry experts & brand managers with an eye for design.

## PRIZES

Winners receive a 4-week paid placement, and runners-up will receive 2-week paid placement.



# THE SUBMISSION

## YOUR ENTRY MUST INCLUDE

Your three chosen or generated categories (consumer/sweet or savoury/beverage) that links to your snack brand.

Your details\*, project name, logo, pack design, brand world & project rationale.

Presented on a maximum of 4 x wider screen boards (1920X1080px, 150 DPI JPEGS)

Video, animation & 3D renders are optionals

All files must be uploaded as a single compressed (ZIP) file under 300MB

To name your file, you must follow this convention:  
“FULLNAME-PROJECTNAME-UNIVERSITY.ZIP”

## YOUR DETAILS

To include in your submission:

- Project Name
- Entrant Name
- Email address -the main point of contact
- Phone Number
- University Name & Course
- Academic Year
- Home Address



# LEGAL

## USE OF LOGOS & NAMES

JDO operate strict control on the use of their names, trademarks & logos, any misuse of these brands by an entrant will lead to their disqualification and may expose them to legal claims. By submitting an entry, student agree to these terms and conditions. JDO permit entrants to use their brand for the sole purpose of responding to the brief, Entrants must not use for any other purpose, or upload their entry to any online location as part of an open or access restricted site.

Entrants must not denigrate JDO branding to derogatory treatments or otherwise bring the brand into disrepute. They must not make branding available to any third party for any purpose.

All responses must be the original artwork of the entrants. Entrants who incorporate any images, writing, music or other creative material belonging to someone else must obtain the other party's permission or keep within the user/viewers rights.

Moving images responses which are accompanied by sound recording whose copywriter is not owned by the entrants will not be promoted in the event of a prize being awarded.

## OWNERSHIP OF YOUR WORK

Students retain ownership of their entries, but where this includes JDO branding the work may only be used in accordance with brand guidelines and this brief.

Entrants agree that, should JDO wish to develop an entry, the students must agree terms for such.





@JDOGLOBAL