

# REALITEA

**PROCESS BOOK**

Mikaela Heyboer

# OVERVIEW

For this project students were instructed to research a topic or subject matter and educate people about it through four deliverables. Vodka was always something I wanted to include within my work. I didn't want to do the typical packaging and look of a vodka bottle. Instead I chose to create a concept surrounding the fact that people want to let loose and having a good time but also have a peaceful way of recovering from their night out. I decided to package the vodka along with some herbal tea in order to help with the hangover.

# DESIGN OVERVIEW

The idea of incorporating the illusions inspired by M.C Escher within this project was crucial for the style that I wanted to accomplish. I knew I wanted to do a project surrounding vodka mainly because I've never worked with packaging revolving around the subject and I wanted to do something different. In the beginning I had a few different ideas that I needed to put aside in order to focus on the main idea, I didn't want to overdo it. I chose the name Realitea because when we get intoxicated we tend to try to escape from our everyday lives and jump into a world that is full of illusions. By packaging the tea along with the vodka it shows the costumers that this product will not only help you get intoxicated but it will also help you recover back into reality.

# GOALS AND OBJECTIVES

---

1

To inform people that in today's world it's okay to have a fun night every once in a while to help ease your mind from your everyday life.

2

Stimulate thought about having a good time and letting loose but also that not every hangover has to be a bad one.

3

Encourage customers to be interested about Realitea and see what inspired the visuals and how everything relates to each other.

## WORD LIST

Vodka / Alcoholic Beverages

---

**STRONG**

**LIQUID**

**HAZY**

**MEMORIES**

**PARTY**

**ESCAPE**

Realitea Design

---

**BOLD**

**LOUD**

**ILLUSION**

**INVITING**

**SHAPES**

**DIFFERENT**

# RESEARCH

U.S sales volume of vodka  
2004 - 2019

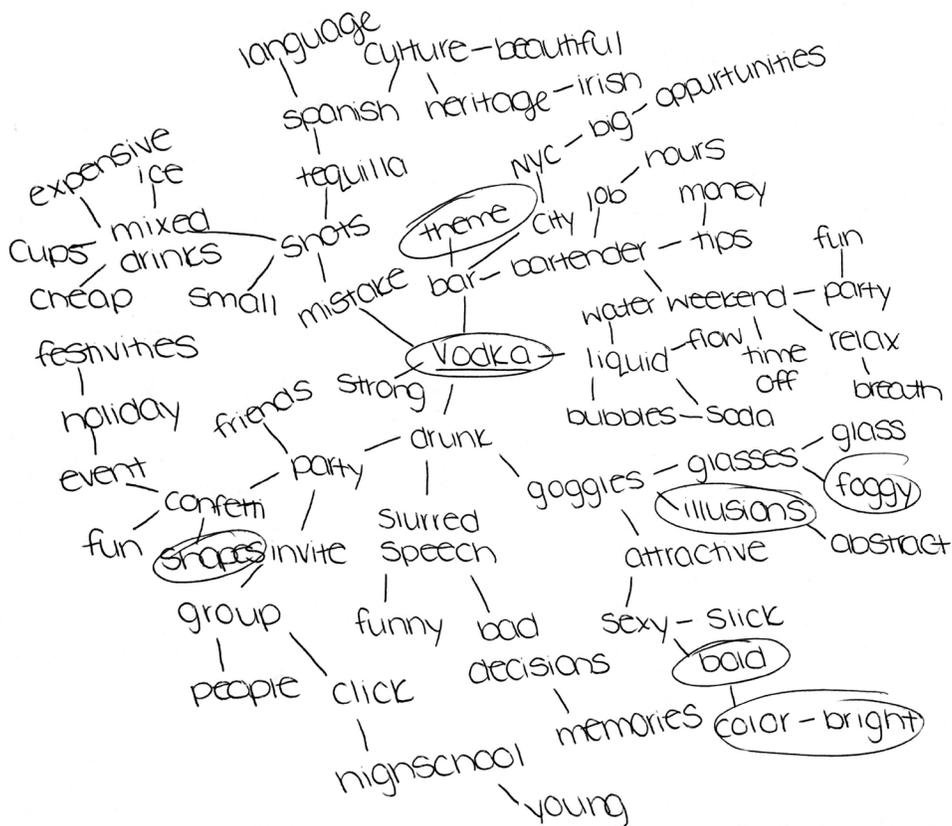
- about 74.15 million 9 liter cases in 2019
- Revenue in the vodka segment amounts to \$22,148 million in 2020
- The market is expected to grow annually by 2.6%
- In relation to total population figures, per person revenues of \$66.91 are generated in 2020

#1 vodka - Smirnoff

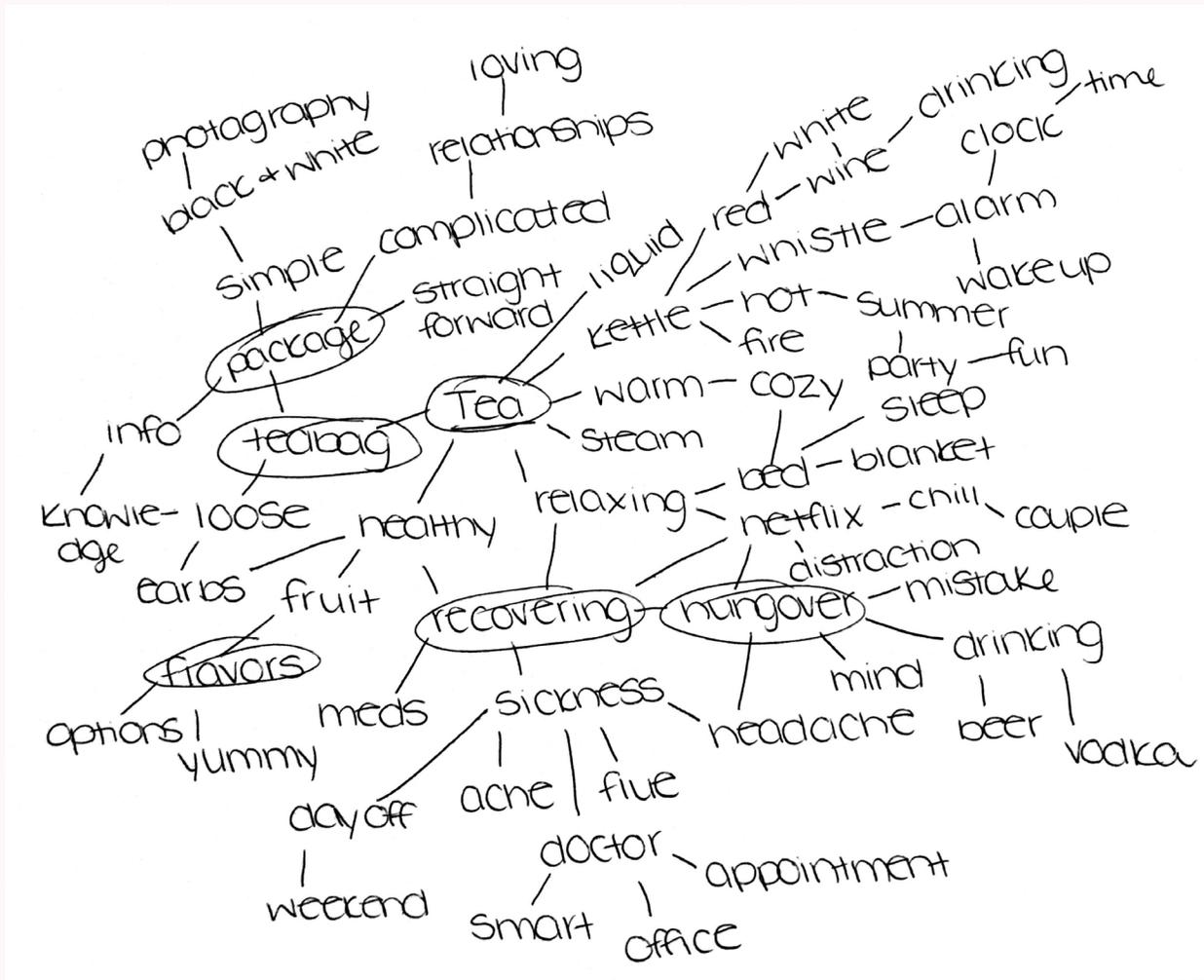
- sold since 1864
- comes in 40 flavors
- sold in 130 countries

Target Audience

- male/female
- use neutral (gender) colors in order to attract
- Think of vodka bottles on the shelf - what makes them different?
- size → use fingers for indents on bottle
- color - clear bottle or use solid color?
- ~~◦ typeface~~
- ~~◦ imagery~~
- shape of bottle - skull - skeleton ribs
- different design elements
- What can make my product different?
- Think of different shapes
- focus on the overall concept
- mind → drunk product → drunk → hangover



# RESEARCH



# TARGET AUDIENCE

Gender: Male/ Female

Race: All races

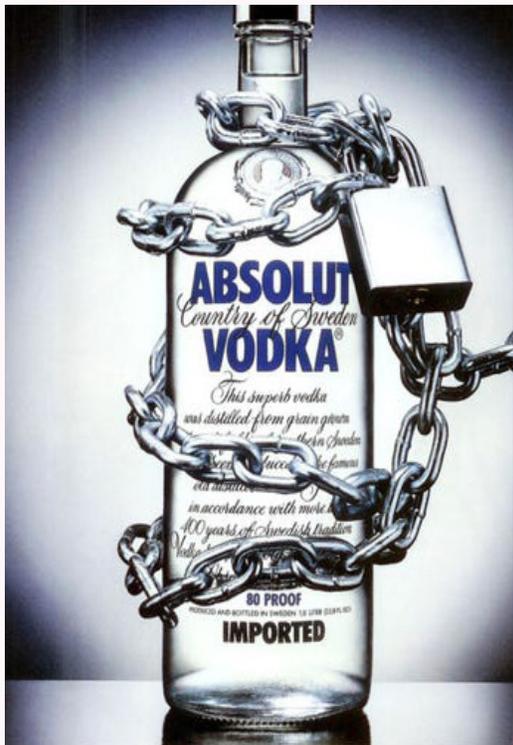
Age: 21+

Education: Above high school level

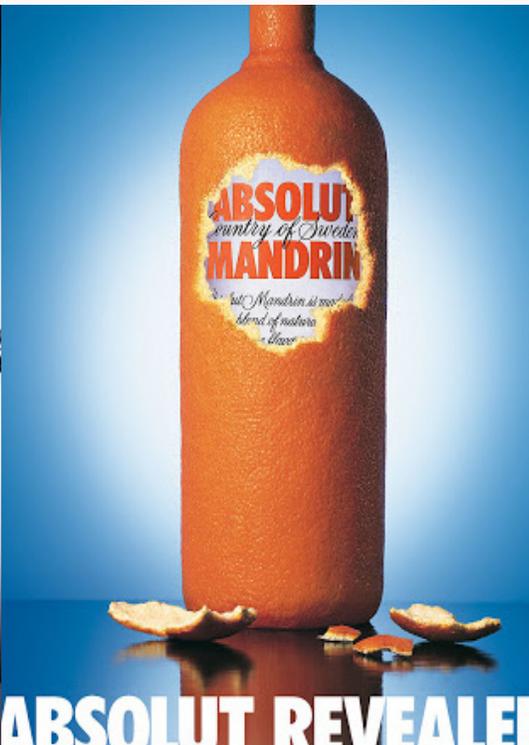
Income level: \$70,000 - \$200,000 annually

My target audience will be looking for a good time when going out but also looking for something that will help them with their hangover the next morning. They will be interested in different flavors and want to experience something out of the norm.

# SUCCESSFUL CAMPAIGNS



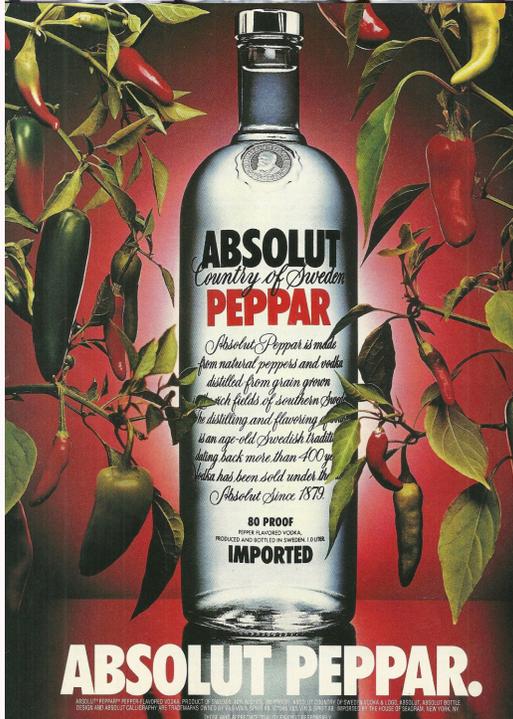
**ABSOLUT SECURITY**



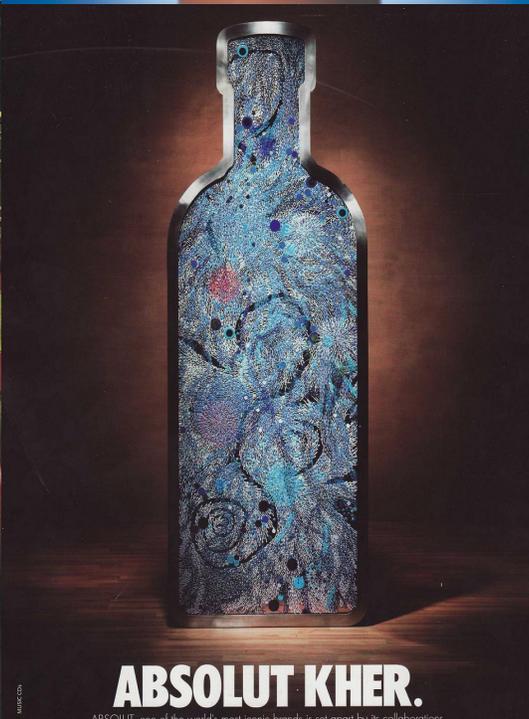
**ABSOLUT REVEALED**



**ABSOLUT ANONYMOUS**



**ABSOLUT PEPPAR.**



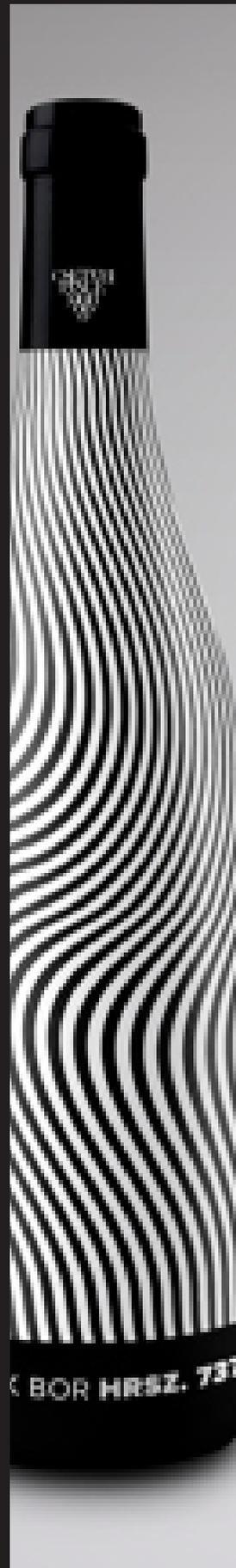
**ABSOLUT KHER.**



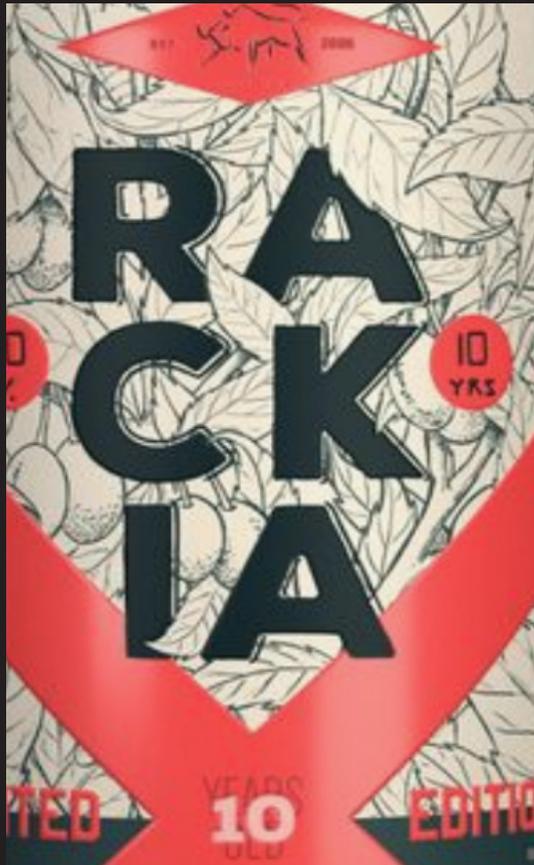
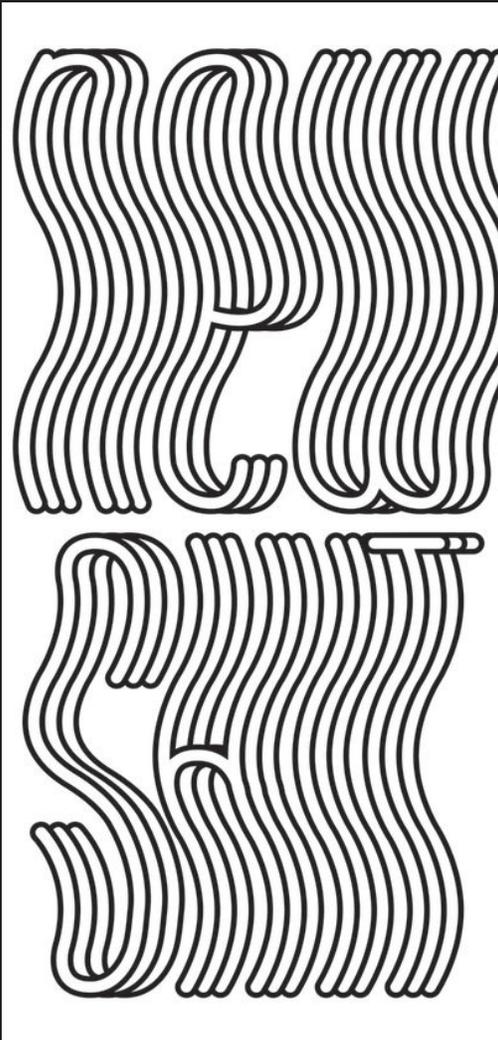
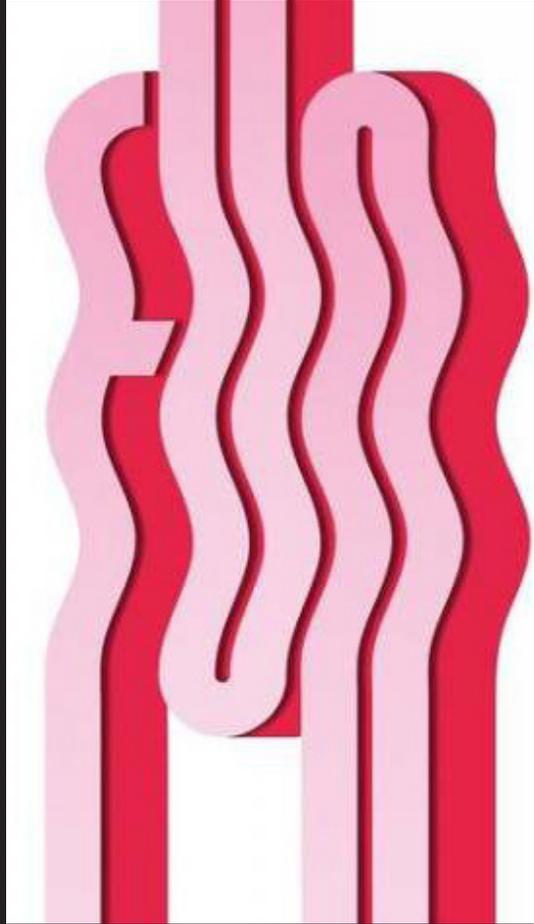
**ABSOLUT L.A.**

These advertisements were successful because they were visually pleasing and didn't need any text to explain what they were trying to advertise. They either added elements to make it interesting or they played around with the text.

# VISUAL RESEARCH



# TYPE INSPIRATION



# TYPE STUDY

---

**REALITEA**

Alfa Slab One

**REALITEA**

Couture

**REALITEA**

Gravitas One

**REALITEA**

Gobold

**REALITEA**

Doctor Glitch

**REALITEA**

Sunset Boulevard

**REALITEA**

Komika Title

**REALITEA**

Graffiare

REALITEA

Razed

**REALITEA**

Whisper Quiet

Realitea

Superclarendon

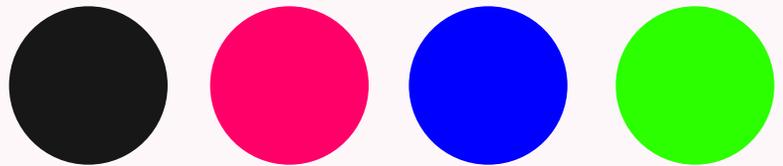
**REALITEA**

The Bold Font

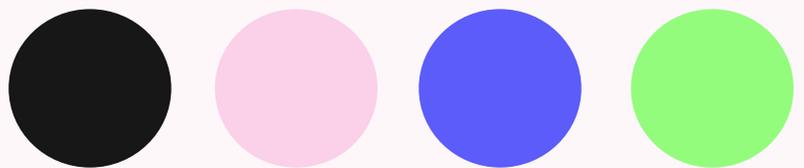
# COLOR PALETTE

I decided to go with **option one** because it was more vibrant and I felt that the color scheme went better with my concept. I didn't want my visuals to look washed out.

Option One



Option Two



# PACKAGING RESEARCH

- Poster campaign
- Packaging
- coasters?
- Napkins?
- cozies?
- Bottle opener?
- T-Shirts
- Sweatshirts

## Design Elements

- Pop - Bold - Vibrant
- ↓
- Abstract
- Organic - Healthy looking
- Super simple



Try to make the label show



Keep black or make color based on flavor?

Back of Bottle - colors

- \* pink
- \* blue
- purple?
- red
- \* green
- yellow

Label in front

## NAMES

LIQUID HAZY  
 VITAMIN ILLUSION  
 MODE REALITY - REALITEA  
 ↓  
 BLURRY MODE LITEA

## FLAVORS

Lemon Zinger  
 Blurry Blue

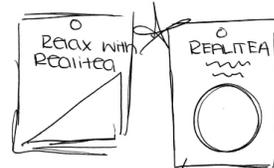


Teabags  
 Amount: 3?  
 Three teabags within each package

String color: black  
 Tea bag design and color based on flavor



see through



loose leaf tea?  
 or tea bags?  
 \*

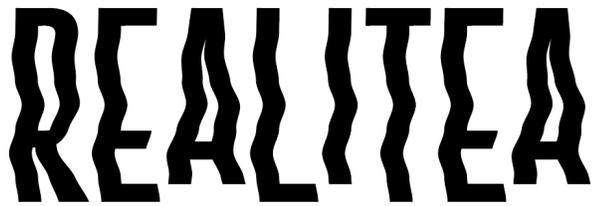
incorporate illusion design  
 main color: black

The package design for Realitea is different compared to other vodkas that are available. Not only is it bringing attention to the world we tend to fade into when we get intoxicated but it's also packaged with a little something that will help with your recovery. The tea will help you ease back into reality from having a little too much fun the night before.

# DEVELOPMENT

---

In the beginning I was having a really difficult time trying to figure out what the name of my product should be. I knew I wanted to go in the direction of manipulating the text but I wanted the brand to relate to my overall concept.



REALITEA



REALITEA



REALITEA



REALITEA



REALITEA



REALITEA



REALITEA



REALITEA

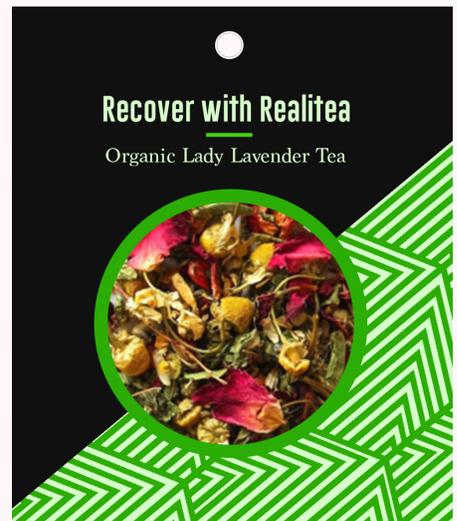
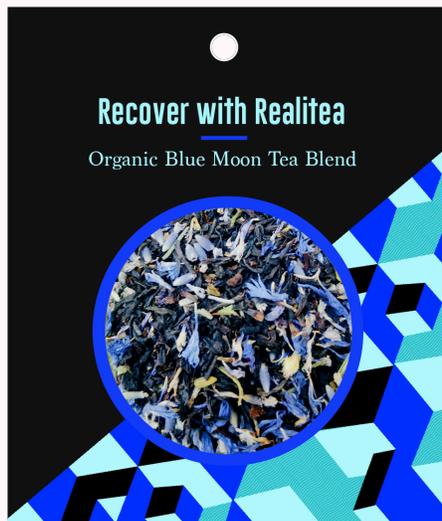


REALITEA



REALITEA

# DESIGN ELEMENTS



# RECIPE BOOK RESEARCH

Cover



Simple?  
Matte  
Hot Pink  
Text  
All Black

Have drink  
pouring through  
text



Have to  
Figure out  
header

◦ Don't want "Realitea" to be  
the main focus

\* Show cocktail glass of some kind

Recipe Book Contents Page

"All for you"

- make title trippy like the cover

- include introduction

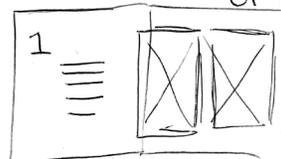
↳ then contents

◦ 5 drinks → Mojito

↓ ↓ Martini (Blurry)

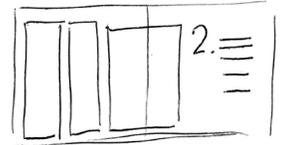
Pages

\* Find one for each flavor  
of Realitea



Alternati  
Number on  
Sides?

OR



Keep Numbers  
and info on  
same page  
of each spread?

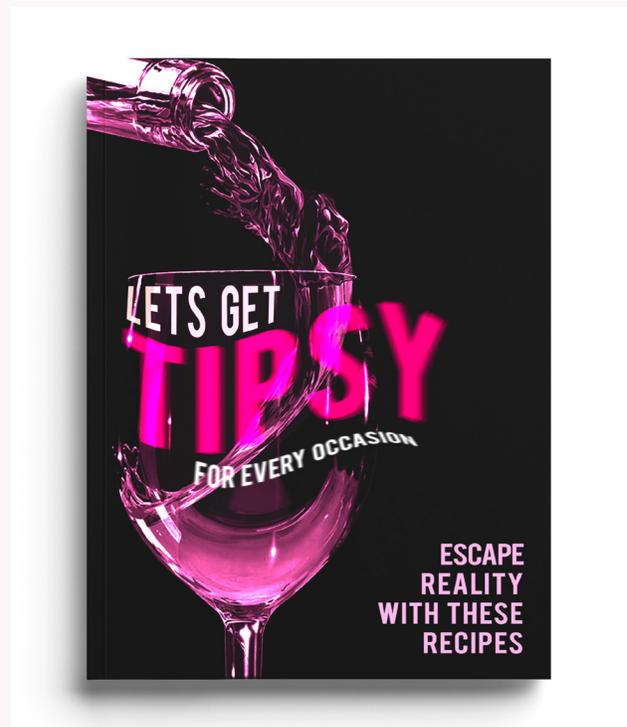
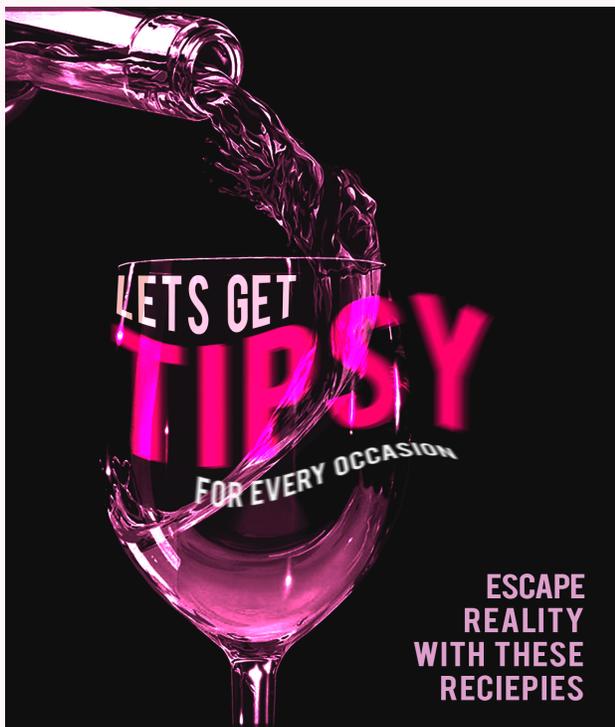
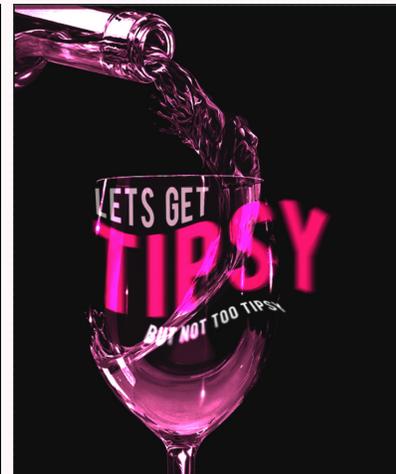
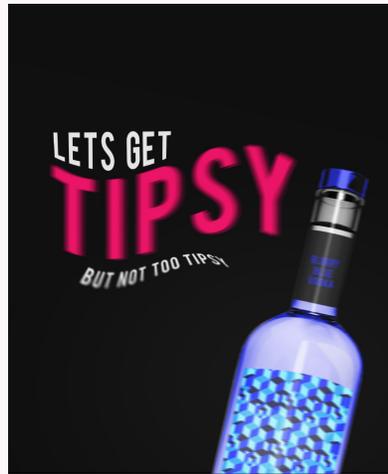
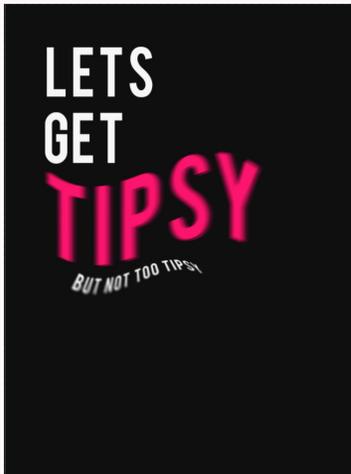
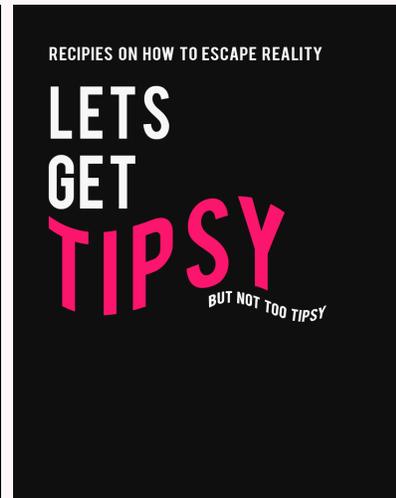
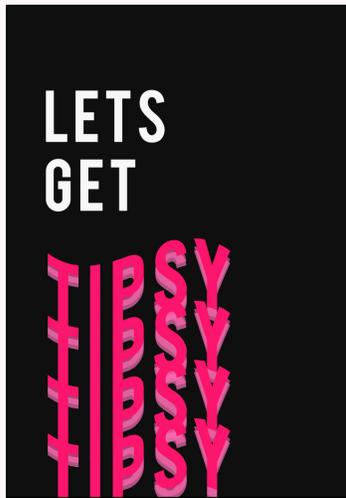
- include illusion  
visuals in little  
areas

- Bright colors

- use photography

The second deliverable is a recipe book for different cocktails for people to enjoy. The book is meant to be super small (4x5in) to keep it fun and light hearted. In the very beginning you're introduced to the world of illusions staying within the concept of how our minds become a little blurry when we start to drink. The overall design is focusing on the trippy aspect of when you're intoxicated. As you look through you can see the treatment to either the type or the images are adjusted for that effect of being drunk.

# COVER DEVELOPMENT



# SPREADS



## LET'S GET STARTED

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Magna sit amet purus gravida quis. Amet dictum sit amet justo donec enim. Massa tincidunt nunc pulvinar sapien et ligula ullamcorper malesuada. Vitae congue mauris rhoncus aenean vel elit scelerisque mauris. Massa vitae tortor condimentum lacinia quis. Cum sociis natoque penatibus et magnis dis. Nulla facilis morbi tempus iaculis urna id volutpat. Morbi enim nunc faucibus a pellentesque sit amet porttitor eget. Nam libero justo laoreet sit. Id donec ultrices tincidunt arcu. Egestas sed tempus ligula pellentesque adipiscing commodo elit at imperdiet. Viverra ipsum nunc aliquet bibendum enim facilis gravida neque. Est placerat in egestas erat imperdiet sed euismod nisi porta. Arcu dictum varius duis at consectetur lorem donec massa. Dectum non consectetur a erat nam at lectus urna.



### 01 BLURRY BLUE

*It's hard to resist the appeal of a blue cocktail. They're dazzling to the eye and the recipes are often filled with delicious fruity flavors, so they're fun to drink.*

#### INGREDIENTS

- 1 oz Orange liquor
  - 1 oz Tequila
  - 1/2 oz Peach schnapps
  - 1/2 oz Blue curacao
  - 2 oz Sour mix
  - 2 oz Pineapple juice
  - 1 tsp Gold cake shimmer dust
- Orange slices lime wheels, mint or cherries for garnish*

#### INSTRUCTIONS

- 1 Fill your glass with ice
- 2 Add 2-3 pieces of ice in a cocktail shaker
- 3 Add all the ingredients into the cocktail shaker.
- 4 Shake to combine.
- 5 Pour your liquor mix into the glass and garnish.



### 02 ZING ZANG

*Green cocktails have a certain allure, and they're always a ton of fun. The color draws you in, while the flavor is generally either fruity, minty, or an herbal blend, depending on the recipe.*

#### INGREDIENTS

- 1 oz Orange liquor
  - 1 oz Tequila
  - 1/2 oz Peach schnapps
  - 1/2 oz Blue curacao
  - 2 oz Sour mix
  - 2 oz Pineapple juice
  - 1 tsp Gold cake shimmer dust
- Orange slices lime wheels, mint or cherries for garnish*

#### INSTRUCTIONS

- 1 Fill your glass with ice
- 2 Add 2-3 pieces of ice in a cocktail shaker
- 3 Add all the ingredients into the cocktail shaker.
- 4 Shake to combine.
- 5 Pour your liquor mix into the glass and garnish.



### 03 POW POW

*It's hard to resist the appeal of a purple cocktail. They're dazzling to the eye and the recipes are often filled with delicious fruity flavors, so they're fun to drink.*

#### INGREDIENTS

- 1 oz Orange liquor
  - 1 oz Tequila
  - 1/2 oz Peach schnapps
  - 1/2 oz Blue curacao
  - 2 oz Sour mix
  - 2 oz Pineapple juice
  - 1 tsp Gold cake shimmer dust
- Orange slices lime wheels, mint or cherries for garnish*

#### INSTRUCTIONS

- 1 Fill your glass with ice
- 2 Add 2-3 pieces of ice in a cocktail shaker
- 3 Add all the ingredients into the cocktail shaker.
- 4 Shake to combine.
- 5 Pour your liquor mix into the glass and garnish.



### 04 GO TIME

*Drink with caution, it is sweet, a hint of carbonation, and a twist. If you want to throw this baby in the blender and make a grown up slushee, throw a mini umbrella in it while you're at it.*

#### INGREDIENTS

- 1 oz Orange liquor
  - 1 oz Tequila
  - 1/2 oz Peach schnapps
  - 1/2 oz Blue curacao
  - 2 oz Sour mix
  - 2 oz Pineapple juice
  - 1 tsp Gold cake shimmer dust
- Orange slices lime wheels, mint or cherries for garnish*

#### INSTRUCTIONS

- 1 Fill your glass with ice
- 2 Add 2-3 pieces of ice in a cocktail shaker
- 3 Add all the ingredients into the cocktail shaker.
- 4 Shake to combine.
- 5 Pour your liquor mix into the glass and garnish.



### 05 EVER AFTER

*It's hard to resist the appeal of a purple cocktail. They're dazzling to the eye and the recipes are often filled with delicious fruity flavors, so they're fun to drink.*

#### INGREDIENTS

- 1 oz Orange liquor
  - 1 oz Tequila
  - 1/2 oz Peach schnapps
  - 1/2 oz Blue curacao
  - 2 oz Sour mix
  - 2 oz Pineapple juice
  - 1 tsp Gold cake shimmer dust
- Orange slices lime wheels, mint or cherries for garnish*

#### INSTRUCTIONS

- 1 Fill your glass with ice
- 2 Add 2-3 pieces of ice in a cocktail shaker
- 3 Add all the ingredients into the cocktail shaker.
- 4 Shake to combine.
- 5 Pour your liquor mix into the glass and garnish.



## ENJOY THIS LIFE BEFORE IT WEARS OFF

# AD CAMPAIGN RESEARCH

Use vibrant colors. Staying on the bold side of things and making it pleasing to the eye.



Poster Campaign  
 - Focusing more on abstract (which would be incorporated in label design)  
 - use jungle animals on every bottle?  
 - abstract face?



Need to work on a name for the brand!!  
 Right now I used Zinger as a place holder



Mikaela Heyboer | Professor Casem | GRDS 400-01

Ad Campaign  
 Headlines

"Reveal your true reality"

"Blur the lines of reality"

"One shot. Two shot. Three shot. Floor"

Rhymes with floor:

pour  
 more  
 tour  
 bore  
 sore  
 core  
 before

Shot:  
 bought  
 caught  
 dot  
 shot  
 lot

hit the store

tea's hot get some more

- restore



Have Bottle Alone with no text

Black background

Bold - simple - boring?



Too distracting?

Have a strip of design blend into background

° maybe adjust with coloring and different lighting



Have Bold text along the side

Black background?

or have design in the back?

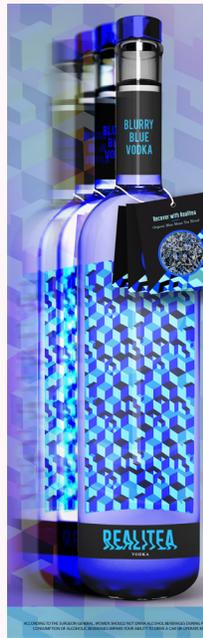
# AD CAMPAIGN



ONE SHOT  
TWO SHOT  
THREE SHOT  
**FLOOR**  
FEAR NOT  
TEA'S HOT  
DISTRAUGHT  
**NO MORE**

ACCORDING TO THE SURVEY CONDUCTED BY THE NATIONAL INSTITUTE ON DRUG ABUSE, 80% OF PEOPLE WHO DRINK VODKA HAVE A HANGOVER. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT.

REALITEA



ONE SHOT  
TWO SHOT  
THREE SHOT  
**FLOOR**  
FEAR NOT  
TEA'S HOT  
DISTRAUGHT  
**NO MORE**

ACCORDING TO THE SURVEY CONDUCTED BY THE NATIONAL INSTITUTE ON DRUG ABUSE, 80% OF PEOPLE WHO DRINK VODKA HAVE A HANGOVER. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT.

REALITEA



ONE SHOT  
TWO SHOT  
THREE SHOT  
**FLOOR**  
FEAR NOT  
TEA'S HOT  
DISTRAUGHT  
**NO MORE**

ACCORDING TO THE SURVEY CONDUCTED BY THE NATIONAL INSTITUTE ON DRUG ABUSE, 80% OF PEOPLE WHO DRINK VODKA HAVE A HANGOVER. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT. REALITEA VODKA IS THE ONLY VODKA THAT DOES NOT.

REALITEA



**ESCAPE  
REALITY  
WITH NO  
HANGOVER**

**THANK YOU**