

# GENERATION Y

## AFRICA

DESIGN  
COUNCIL



### THE STYLIST

*Annabel Onyango*

### THE FASHION DESIGNER

*Chuks Collins*



### THE ARTIST

*Zohra Opoku*

### THE PHOTOGRAPHER

*Ndukong Bertran*



### THE DESIGNER

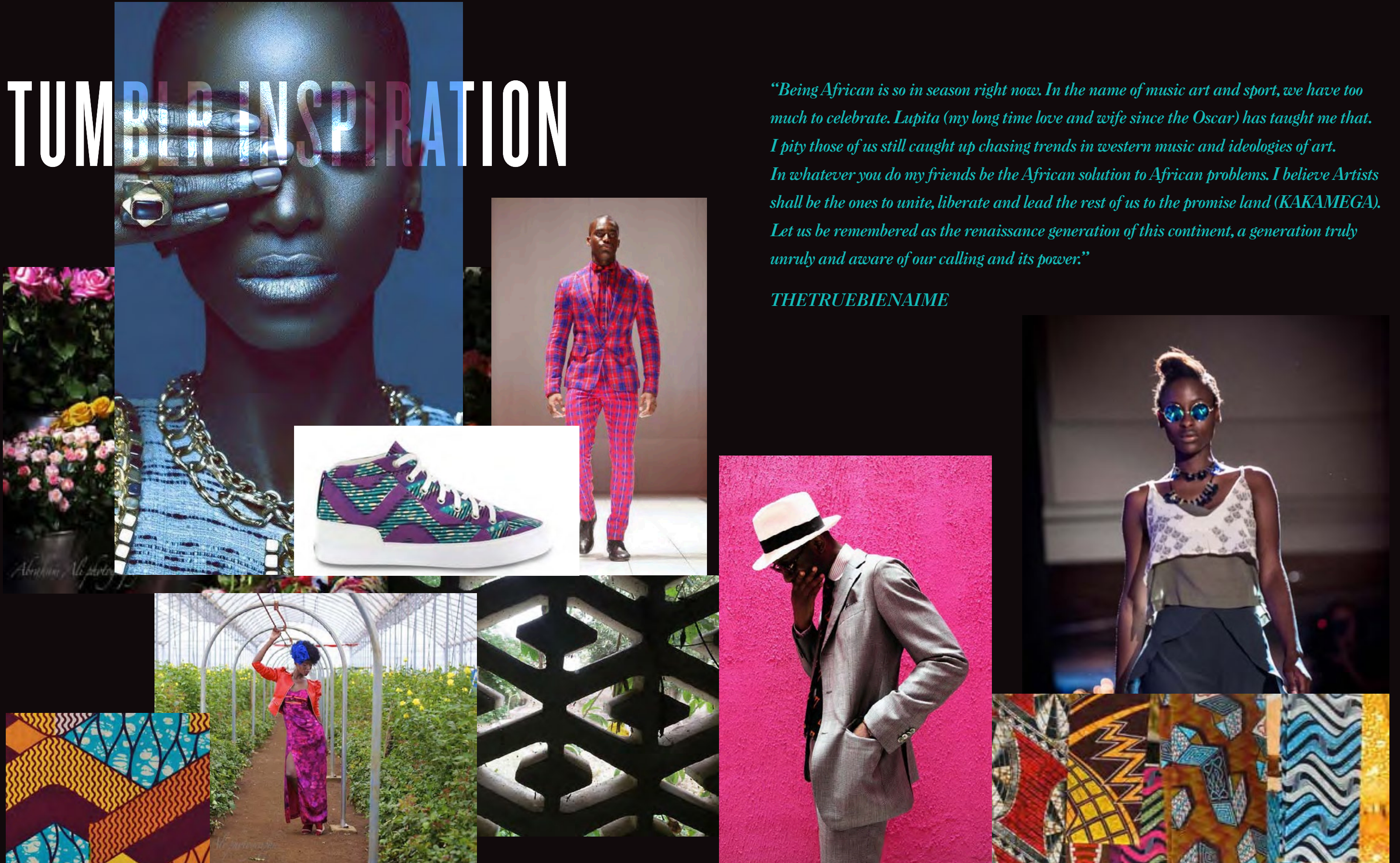
*James Abinibi*





TUMBLR INSPIRATION

*THE TRUE BIENAIME*

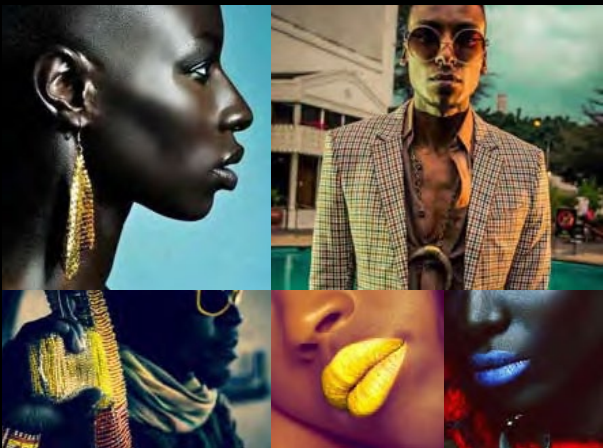




1

PROUD, PURE AND FILLED WITH THE SPIRIT OF AFRICA. THIS IS THE GUINNESS THAT WE WANT THE WORLD TO SEE AND TALK ABOUT.

IMAGE INSPIRATION



ROUGH IDEAS



QUESTIONS

- WHAT WOULD MAKE YOU PROUD TO DRINK GUINNESS?
- WHAT DOES THIS SUGGEST ABOUT THE QUALITY OF THE DRINK?
- DOES THE SYMBOL ABOVE CAPTURE THE IDEA? WHAT NAME WOULD YOU GIVE IT?

2

DIVE INTO A RICH AND INTENSE WORLD OF VIBRANT SENSATION AND TASTE. DISCOVER A COMPLETELY NEW DIMENSION OF GUINNESS.

IMAGE INSPIRATION



ROUGH IDEAS



QUESTIONS

- WHAT WOULD YOU EXPECT FROM THIS NEW GUINNESS DRINK?
- WHAT PATTERNS AND COLOURS WOULD YOU ASSOCIATE WITH VIBRANT SENSATION?
- WHAT NAME WOULD YOU GIVE TO THIS BEER? ANY SYMBOLS YOU MIGHT USE ON PACK TO CAPTURE THE IDEA?

3

ATTITUDE AND SWAGGER. THIS GUINNESS IS REAL, RAW & FILLED WITH THE URBAN ENERGY OF AFRICA'S STREETS, MARKETS AND PEOPLE.

IMAGE INSPIRATION



ROUGH IDEAS



QUESTIONS

- IS THIS A CREDIBLE IDEA FOR GUINNESS? WHY OR WHY NOT?
- WHAT KIND OF PERSON DOES THIS BRING TO MIND? IS IT SOMEONE YOU WOULD WANT TO CALL A FRIEND?
- WHAT NAME WOULD YOU GIVE TO THIS BEER? ANY SYMBOLS YOU MIGHT USE ON PACK TO CAPTURE THIS IDEA?

4

MYSTERIOUS. PLAYFUL. UNEXPECTED. THIS IS GUINNESS AT ITS MOST IMAGINATIVE, USING ITS CREATIVE SPIRIT TO REINVENT OUR STORY.

IMAGE INSPIRATION



ROUGH IDEAS



QUESTIONS

- HOW WOULD YOU FEEL IF GUINNESS STARTED BEHAVING MORE LIKE THIS?
- CAN YOU THINK OF ANY MYTHS OR STORIES FROM YOUR COUNTRY, THAT WE COULD USE TO INSPIRE THIS IDEA?
- WHAT NAME WOULD YOU GIVE TO THIS BEER? ANY SYMBOLS YOU MIGHT USE ON PACK TO CAPTURE THE IDEA?

THE DESIGN BRIEF

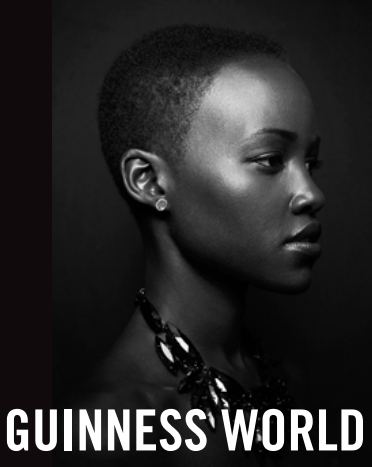
*To develop a new Guinness variant for the African market that will engage the younger generation in the brand. This variant will be tailored to the specific needs and tastes of the African Generation Y. Rather than develop the variant here in the UK and then ‘sell in’ to our target consumer, the team seeks to use a more collaborative approach that will involve working with influencers or consumers (or both) in Africa during the development process.*

“ The distinctive character of Guinness with the bold vibrancy of modern Africa ”

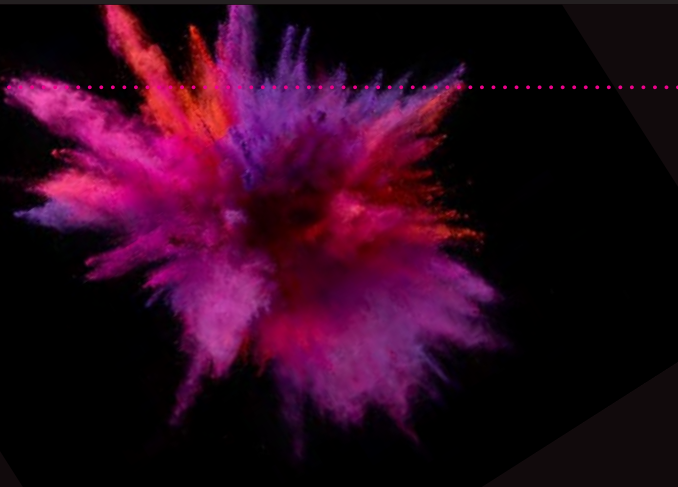
DESIGN EQUITY STRETCH



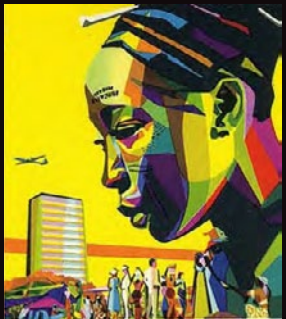




GUINNESS WORLD



AFRICAN GEN Y



TOO TRADITIONAL GUINNESS  
No stand out in African market

GUINNESS MEETS AFRICAN GEN Y  
Good balance of colour coming out of the dark

BOLD BRIGHT COLOUR  
Too radical  
Not Guinness enough

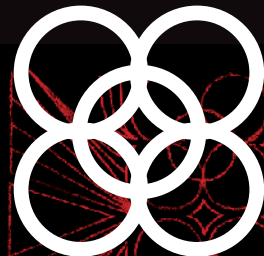
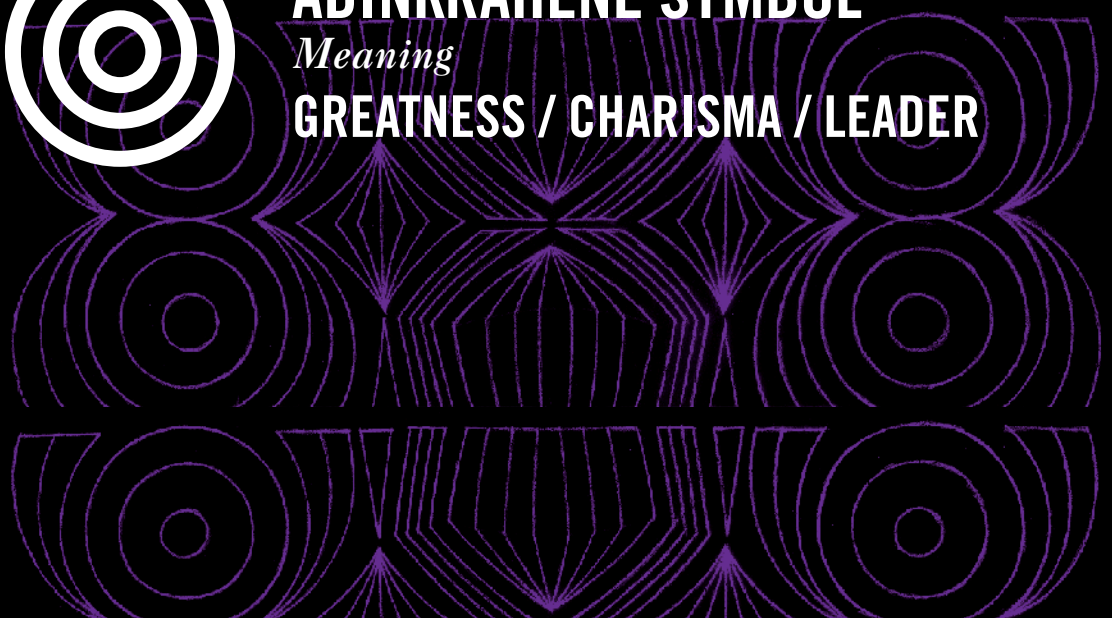




**ADINKRAHENE SYMBOL**

*Meaning*

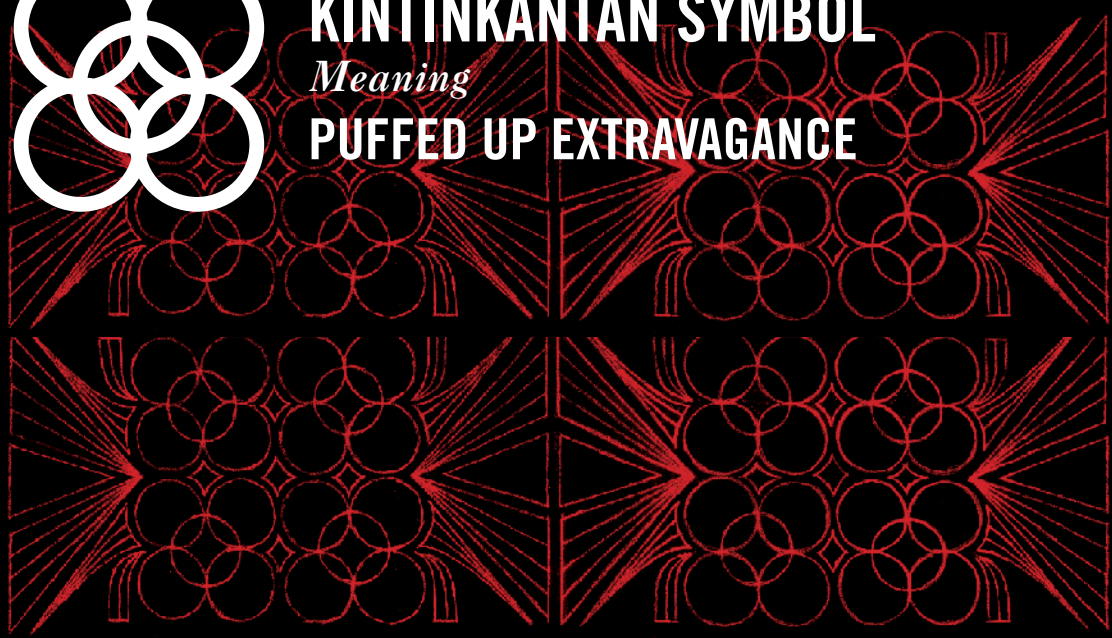
**GREATNESS / CHARISMA / LEADER**



**KINTINKANTAN SYMBOL**

*Meaning*

**PUFFED UP EXTRAVAGANCE**

















TASTE THE CHANGE

Africa is restless. And so are we. We're thirsty for realness, for creativity. We're hungry for possibility, for the future. So together we've created a new Guinness that's all we are – and a beer that's African through and through. Truly ours, and truly Guinness – it's time to drink in the power and pride of a new generation.

TASTE

URBAN STYLE

BOLD

RE-IMAGINING AN ICON

DEPTH & DETAIL

COLLABORATION

ATTITUDE

REMIKING

Please note that the contents of this document are for demonstration, comparison and review. Individual images may belong to third parties and may not be reproduced in any way.



*In it's simplest form, we can use the harp as stencil device right to a complex animated icon.*

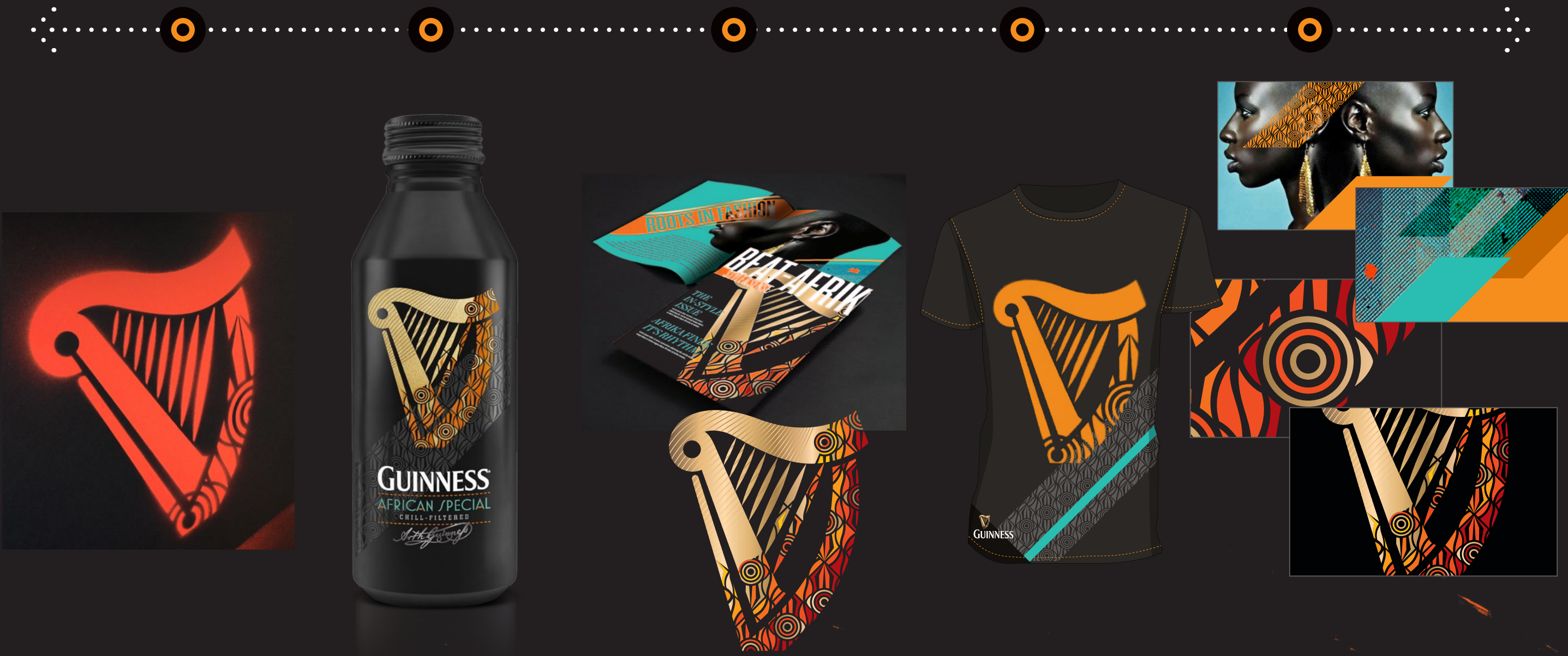
STENCIL

CAN

MAGAZINE /PRINT

APPAREL

3D/ANIMATED









*Stencils can be distributed amongst locals, resulting in the new harp appearing organically and naturally.*











# BEAT-AFRIK

STYLE&SENSE

## THE IN-STYLE ISSUE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore et dolore magna aliqua. Ut enim ad veniam.

## AFRIKA FINDS IT'S RHYTHM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempo labore et dolore magna aliqua. Ut enim ad minim veniam.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.







GUINNESS



PROJECT REX

LIVE IN CONCERT

ADMIT ONE

SPIRIT ARENA

22.1.15



*Fully branded merchandise, from bold and simple to full on pattern*





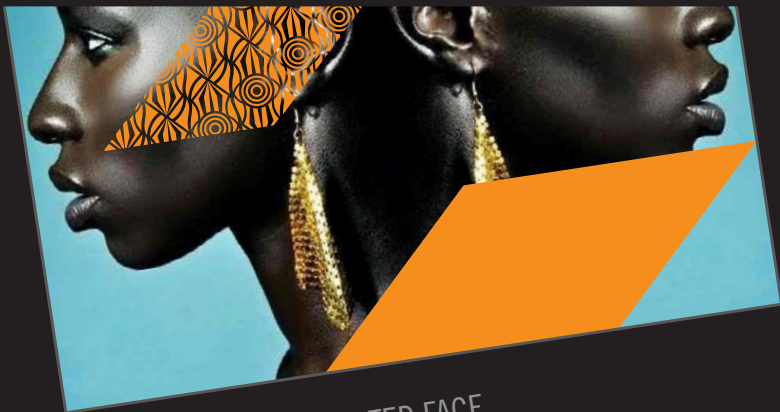
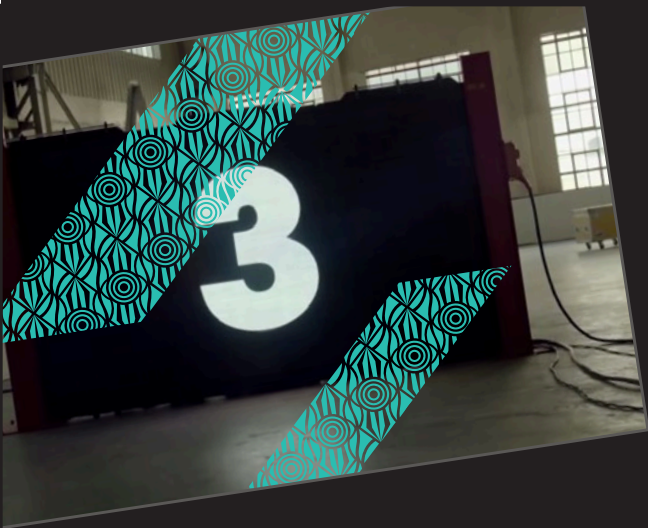
ELECTRIC AVENUE, NAIROBI



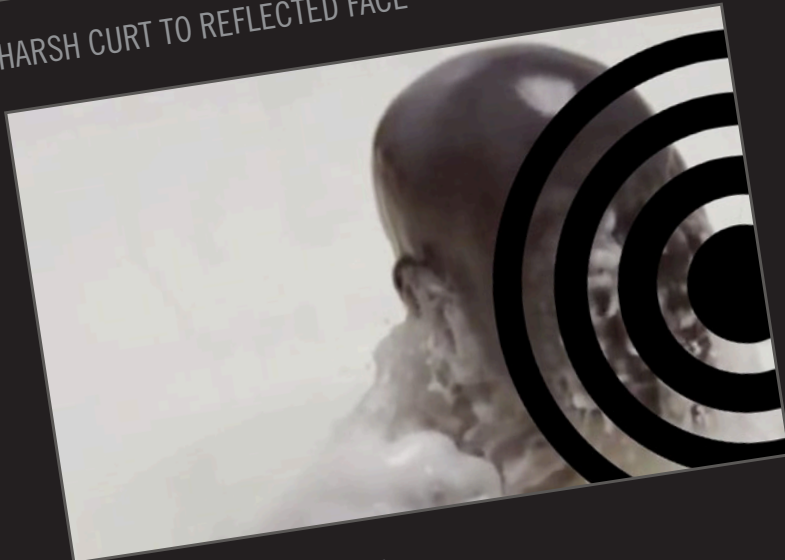
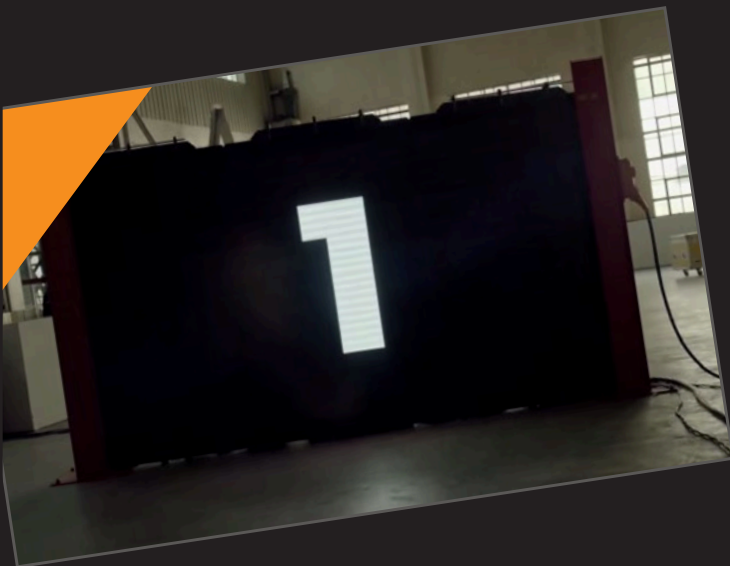
TABLE MAT



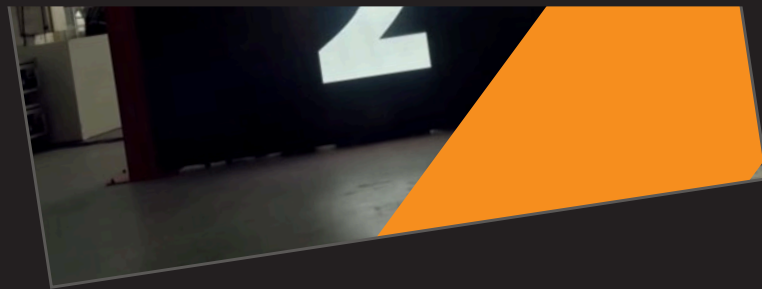




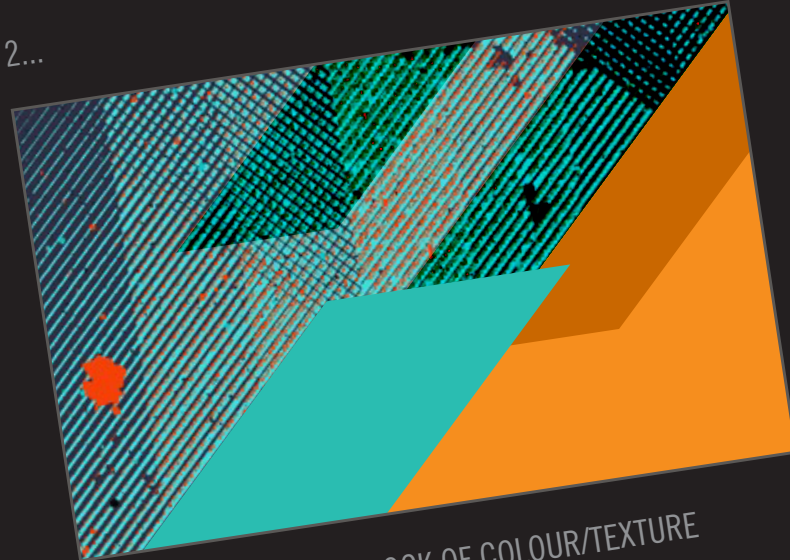
HARSH CURT TO REFLECTED FACE



MAN RISING OUT OF MILK



2...



BOLD TRANSITION TO BLOCK OF COLOUR/TEXTURE



HARSH CUT TO BURST



CUT TO PULSATING/RADIATING CIRCLES



BIG CROP SHOWING ALMOST WHOLE HARP



MOVES INTO CLOSEUP OF HARP. ELEMENTS BEATING.



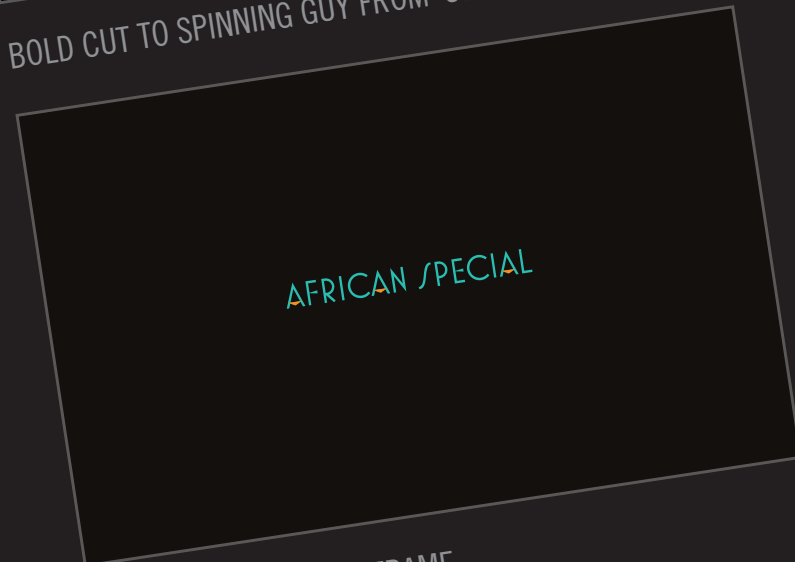
FOCUS ON LINE DETAIL. USE 'GOLD ON GOLD' AS ABOVE.



BOLD CUT TO SPINNING GUY FROM 'STATE OF BLACK'



GUINNESS



AFRICAN SPECIAL

AFRICAN SPECIAL END FRAME