

**A brief created by McCann
Manchester for Ideas
Foundation**

Packaging Design for an advertising agency in house beer

MCCANN

MANCHESTER



McCann Manchester is one of the UK's leading creative advertising and marketing communications agencies. The agency is part of wider global organisation, McCann Worldgroup.

Truth Well Told

Their philosophy has always been **Truth Well Told** (est. 1912) and is a way of thinking in how to creatively, bright & bold and curiously creative.



Truth Well Brewed

McCann Manchester have a pub, a pool and a cat named Tom at Bonis Hall in Prestbury, one of their three sites. They're also going to craft their own beer called Truth Well Brewed to give out at career fairs, assessment centres or use as merchandise in client meetings.



The agency would like to see your designs for the labels, beer bottles and cartons to carry the bottles away in. They could potentially roll out in a number of agencies across Worldgroup so it needs to be fun & engaging, eye-catching, bright & bold and curiously creative.

Consider how your designs best reflect any or all of the following: the agency, their philosophy and/or their work. To

start with, visit

www.mccannmanchester.com and research their social media channels.

There's lots of other stuff out there about the agency, their pub and their cat so get searching.



They want to see a range of designs including:

Labels: front and back any number of colours and or finishes.

Any shape or size

Bottle and cap designs: consider colour, shape, texture,
environmental impact

Things to avoid:

Giving us basic designs in black and white with a generic logo

Other important advice

Don't get started on any artwork until you have done your full research and finalised your content imagery and key message you are going to creatively visualise

Avoid rushing into the actual packaging design until you have your overall theme and style finalised



Motel beer by Oh Beautiful Beer



The 8 Bottle Pack by Hook Norton Brewery



Delirium Tremens Beer Label by Ján Bača

Over to you –

Show us what you've got

When you're happy send your designs to
us at