

Changing brands...

Heineken UK



Lucid group

packaging and promotion

Communicating product improvement...

Lucid Group has helped reposition many major brands, communicating change through effective design

The brief

Heineken recently replaced locally brewed low strength beer with a "genuine" import from Holland. We were asked to help promote improvement to the Heineken brand positively at a crowded point of sale

Process

A series of sketches and foam models, were used to develop a distinctive, imposing, sculpted form

The tall design helps position the brand tower above competition at the bar, complementing the brand.

We emphasised the positive change to a stronger, imported drink with subtle, but visible tap markings

Teamwork

Stakeholders from Heineken, their branding agency and component manufacturers all contributed in a team effort to perfect a shape that would attract new consumers

The practical stuff..

Structural analysis and physical test prototypes helped optimise the design

Simultaneously the engineering of assembly, lighting, dispense functionality continued. Visibility, quality of illumination and cooling were extensively tested

Challenging moulding design was resolved with complex CAD surface modelling. By working closely with manufacturers we ensured that every part and assembly worked right first time.

Result

The cool, flowing lines of Heineken's dispenser, quality of materials and finish has helped elevate consumer perception of the beer in the UK

Sales are improved and Lucid Group has since developed dispense fonts for several other leading brands

