



**CLIENT:** 44° North Vodka

**STUDIO:** Wallace Church

**CONCEPT:** *44° North Vodka.* Following the success of the launch of Zygo Energy Vodka, Icon Brands approached Wallace Church with a unique and exciting challenge: create a super premium vodka brand with a distinctly independent American spirit.

44° North is a premium vodka distilled from Idaho potatoes and flavored with huckleberries, a fruit indigenous to the region. To clearly differentiate the brand from the sea of “me-too” vodkas crowding the market, Wallace Church sought to communicate the heart of the region in which it’s distilled. The brand’s clean package design succinctly captures the purity of the Idaho landscape and a larger-than-life spirit—distinctly modern and iconic, yet true to its roots.



**CLIENT:** Diageo

**STUDIO:** The Creative Method

**DESIGNER / ILLUSTRATOR:** Andi Yanto

**CREATIVE / ART DIRECTOR:** Tony Ibbotson

**TYPOGRAPHER:** Andi Yanto

**FINISHED ARTIST:** Paul Rumens

**PHOTOGRAPHY:** Getty Images

**CONCEPT:** *Baileys Gift Box.* The approach was to create a pack that was more refreshing and contemporary than existing Baileys gift packs. White was used for freshness and to stand out whilst also providing the ideal background for the ice images. The stacked ice blocks also show subtle serving suggestions. The fine lines on the pack sides shows the concept of the Baileys flowing over the ice whilst it also links up around the pack to provide great brand blocking through correct stacking on shelf.

