



ddh






BRANDING CONSULTANCY








FOUNDED IN 2003

Strategy Identity Packaging Communication

COMPETENCE

-  (Alcoholic) Beverage companies
-  FMCG
-  Insurance and banking
-  Corporations
-  HoReCa

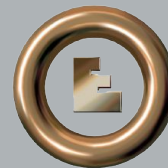
APPROACH

-  Cost efficient
-  Dedication
-  Multicultural
-  Expertise on demand
-  Flexible teams



DDH Branding Consultancy — is a multinational team of high professionals, continuously seeking for better ways for brands to engage with consumers and for companies to manage their brands, focusing on delivering meaning.

Dutch Design House blends expertise in brand strategy, identity, copywriting, communications and design, delivering creative and professional solutions that have shaped the global brand landscape for the past 20 years.



CLIENTS



MIRATORG

ANADOLU
EFES



NOVABEV
GROUP



Oasis



STROH



stryker

MEGAPACK

Mareven



ENME



FAHRENHEIT WATER



FAHRENHEIT WATER PROJECT



vitamin water

+

Fahrenheit



FAHRENHEIT
 | DRINK HEALTH 

**HEALTHY
 WATER
 FOR
 EVERYDAY**



FAHRENHEIT

DRINK HEALTH

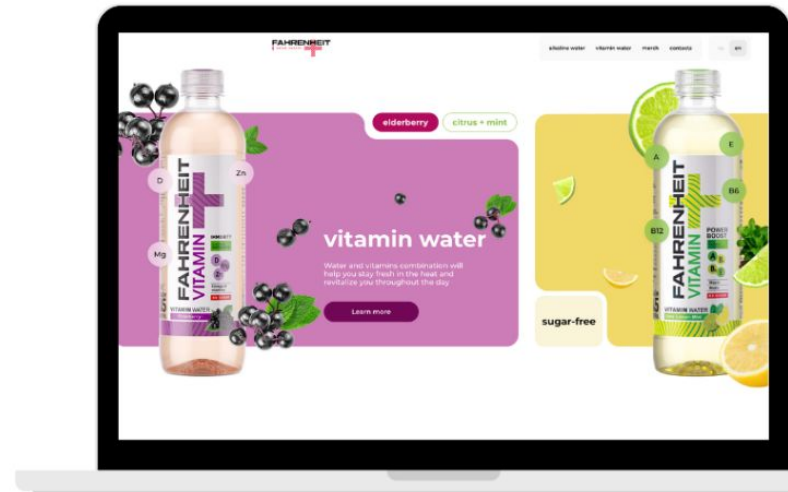
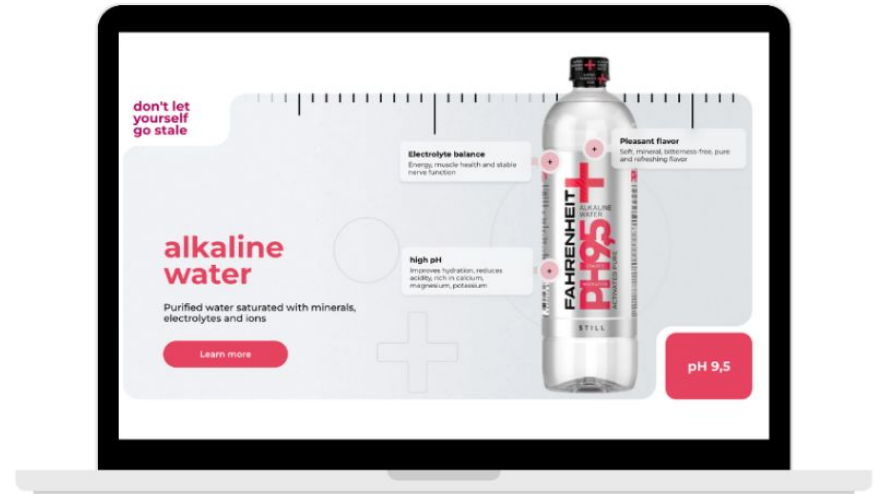
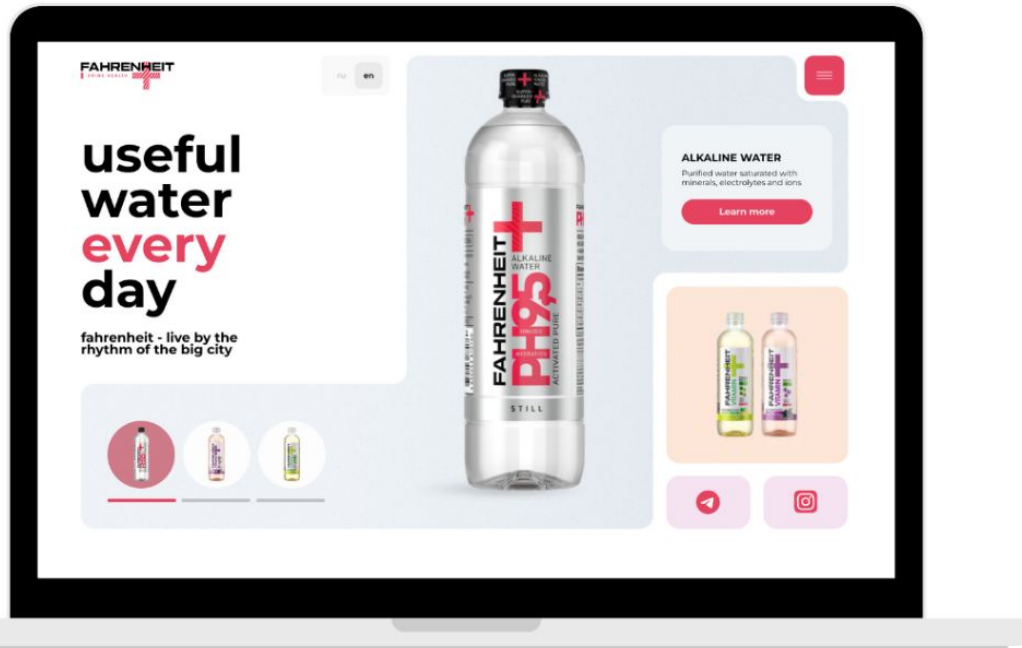


ADD A PLUS



FAHRENHEIT WATER BRANDBOOK













ЦАРАЎ

ВАДА

ПІТНАЯ
СЯРЭДНЕГАЗАВАНАЯ

1,0Л

БЕЛАРУСКАЯ
ВАДА
З НАЦЫЯНАЛЬНАГА
ПАРКУ

АРТЭЗІЯНСКАЯ КРЫЊІЦА
ГЛЫБІНЯ 190 МЕТРАЎ

GORILLA ENERGY



GORILLA ENERGY REBRANDING



GORILLA ENERGY: Rebranding

We revamped the GORILLA Energy Drink brand identity to emphasize its edgy, risky, and brave ethos.

▶ Logo and Mascot Makeover

The iconic GORILLA mascot and logo were carefully updated to modernize the brand while preserving its bold character and recognition.

▶ Packaging Design

The new packaging design reflects the brand's refreshed identity, ensuring it stands out and connects with consumers through striking visuals and functional elements.

▶ Brand Guidelines

Comprehensive brand guidelines were developed to ensure all communications and future SKUs are consistent and true to the new identity.

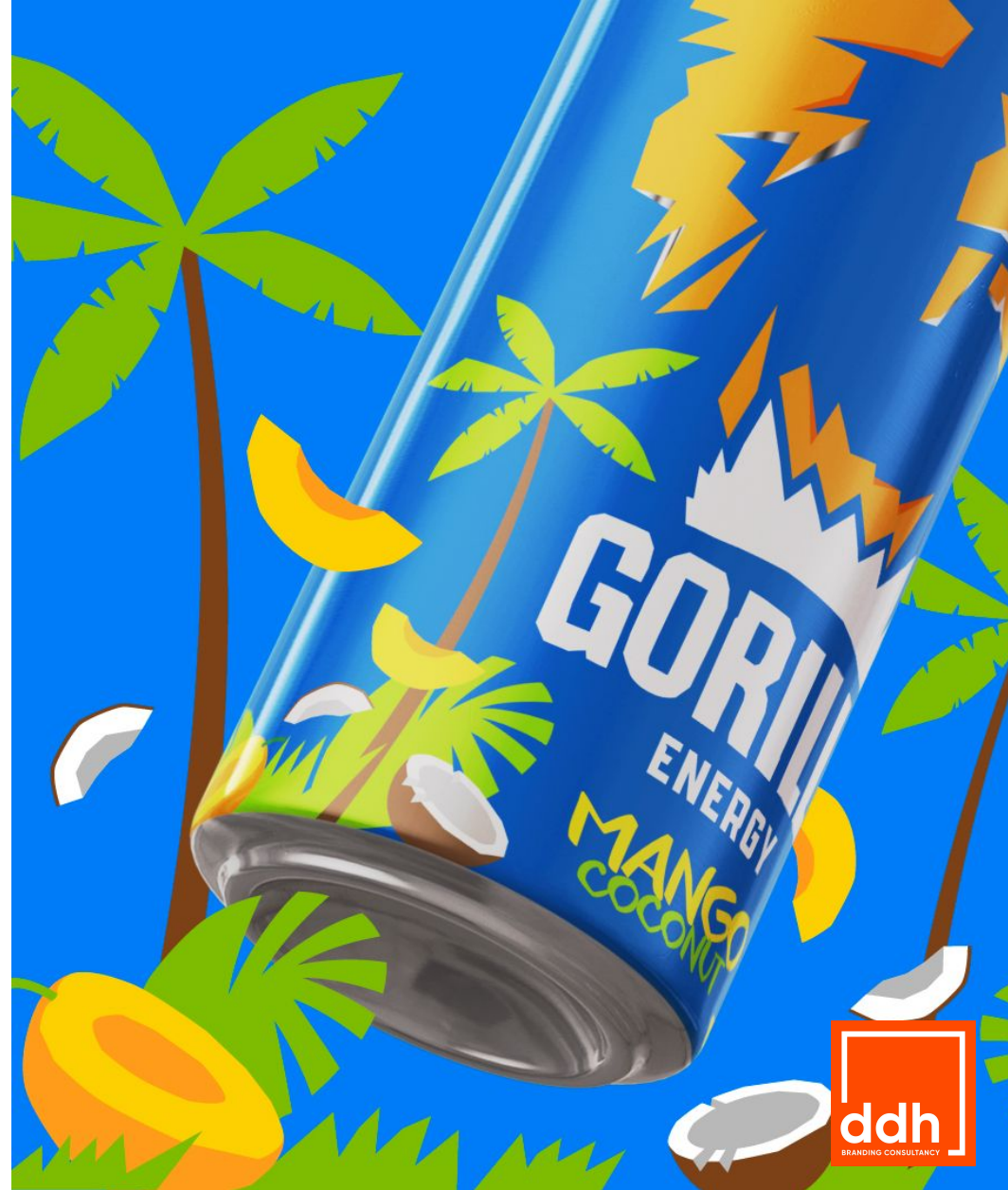




GORILLA ENERGY









UKie BE YOURSELF



ЗАКАРПАТСЬКЕ

ЗВАРЕНО З ГОРДІСТЮ



BONCHA ICE TEA

BONCHA ICE TEA: New Brand Development

▶ **Market Analysis and Strategy Development**

Comprehensive market research to find the target audience needs and niche on the market, also development of the brand activation strategy

▶ **Logo and Color Scheme Development**

Work on forms, shapes and colors to highlight the main benefits of the product, also development of the naming

▶ **Packaging Design**

Based on the gathered information and logo development, creation of the packaging design

▶ **Key Visuals For POS Materials**

BONCHA





THANH MÁT
CUỘN TRÀO



Trà Mật Ong
BONCHA







Trà Mật Ong
BONCHA
VỊ VIỆT QUẤT
100% nguyên chất
MẬT ONG

Trà Mật Ong
BONCHA
VỊ CHANH
100% nguyên chất
MẬT ONG

Trà Mật Ong
BONCHA
VỊ CHANH
100% nguyên chất
MẬT ONG

Trà Mật Ong
BONCHA

Click to play
the video



Trà Mật Ong BONCHA



CITY BREWERY



CITY BREWERY: REBRANDING



HOME LOCATIONS OUR VALUES CAREERS CONTACT US



WELCOME TO CITY BREWING & BEVERAGE

Approachable expertise and a partner to help facilitate the growth of your plan.



CITY IS YOUR FULL-SERVICE BEVERAGE PRODUCER!

Approachable expertise and a partner to help facilitate the growth of your plan.



City Brewing is the largest full-service co-manufacturer in the United States, providing co-packing services to blue chip customers across their Hard Seltzers, Traditional F&B, Beer, Spirit-based RTD, and premium non-alcoholic beverage brands. City operates out of four facilities located in La Crosse, WI, Memphis, TN, Latrobe, PA and Irwindale, CA.



CITY BREWERY: WEBSITE DESIGN

NATIONAL FOOTPRINT

Four Regions of CITY



LA CROSSE

A brewery located in the heart of America's favorite neighborhood

100 2nd Street South
La Crosse, WI 54601
(608) 785-4200

LATROBE

A brewery located in the heart of America's favorite neighborhood

100 2nd Street
Latrobe, PA 15660
(724) 532-0400

MEMPHIS

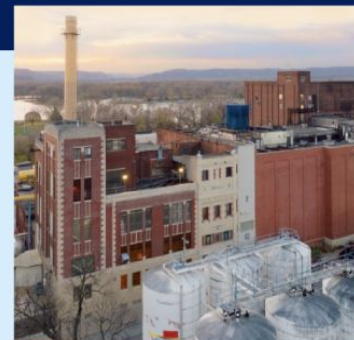
A historic location operated with the heart

4000 Tompkins Road
Memphis, TN 38198
(901) 505-5200

IRWINDALE

An iconic location, marking the industry's symbolic entrance into Los Angeles County

10000 W 13 Street
Irwindale, CA 91705
(909) 955-7600



LA CROSSE

CITY's first original facility built with the DIY spirit of only 60 people

Our historic La Crosse, WI plant is located in the heart of the mid-west. The brewery has been upgraded for a modern beverage production and packaging facility with the ability to produce and package a wide range of beverages, including beer, flavored malt beverages, hard seltzers, premium non-alcoholic beverages, and spirit-based ready-to-drink products. With the ability to package cans, bottles, and kegs, the plant has an annual capacity of 80 million cases, making it one of the largest beverage producers in the country.



Solignac



Initiale

Subtle hints of toasted rye.
Pairs ideally with caviar, raw fish.

**VODKA
D'AUTEUR**

Solignac



Citron & Lait

Best enjoyed pure to reveal the delicate hints of lemon. Light and sweet, ideal as an aperitif or to accompany a sorbet.

**VODKA
D'AUTEUR**

Solignac



Cumin des Prés

Brings out the subtle qualities of aniseed & wild mint. Perfect aperitif. Achieves resounding harmony with pure dark chocolate.

**VODKA
D'AUTEUR**















6+
MONTHS

Andy

Pre-biotics

100% ORGANIC

PEACH

PURE ORGANIC BABY FOOD

PABST BLUE RIBBON



PABST BLUE RIBBON PROJECT



PABST BLUE RIBBON: Brand Activation

 **Brand Structure**

 **Brand Guidelines**

 **Communication materials**

 **Packaging Design**



98% Brand Awareness in the US



PABST BLUE RIBBON: Brand Structure



Brand Structure

- Developed the brand structure for Pabst and its subbrands to secure the strong brand positioning



Brand Guidelines

- Developed brand guidelines on how to use brand assets, such as logo, corporate colour, and brand elements in the communication



PABST BLUE RIBBON: Communication Materials



Communication materials

- Developed communication materials (POS), merchandize, video animation, Key Visuals for vast platforms

Pabst
Blue Ribbon



Pabst on FIRE

COLD BEER, HOT SHOT





A NEW GENERATION

HAS ARRIVED, FUELED BY MULTI-CULTURAL, FREE-THINKING millennials who want to be true to themselves. GLOBAL, CORPORATE BRANDS are out of touch with this GENERATION DEMANDING

AUTHENTICITY & TRUST.



Born in Milwaukee IN 1844 PABST

has always been a beer for the people, and we're here to support the next generation forge their own path. But PABST NEVER TOLD its people how to live. Or what to do. How to dress. How to feel. Honestly, who needs life advice from a beer?





To watch the video open the
presentation to the full screen
or use the [link](#)



PABST BLUE RIBBON: Packaging Design

➤ Packaging Design

- Redesign the Pabst Blue Ribbon Best Select packaging to ensure a clean and modern look while preserving the brand's heritage and recognition.



Pabst Blue Ribbon BEER

®
BEST SELECT



PABST BLUE RIBBON CASE







It's time to...

MAX

LEMONADE COMPANY

JACK'S



KVARTALS
URBAN CRAFT

VIENNA LAGER
e 0,33 L | ALC. 4,9% | IBU 23

KVARTALS
URBAN CRAFT

NEW ENGLAND IPA
e 0,33 L | ALC. 5,6% | IBU 60

KVARTALS
URBAN CRAFT

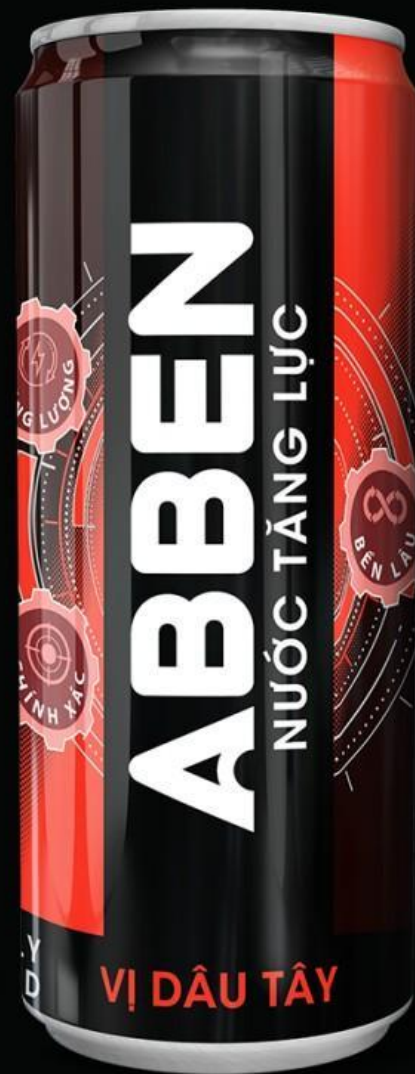
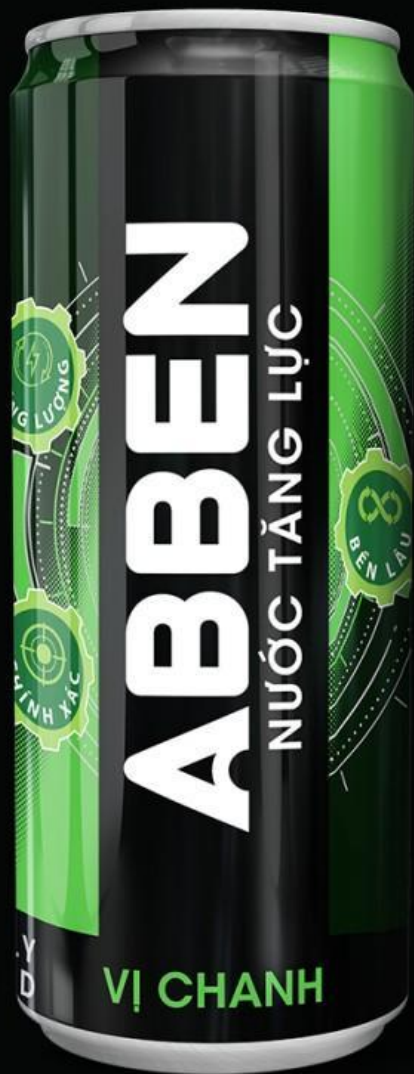
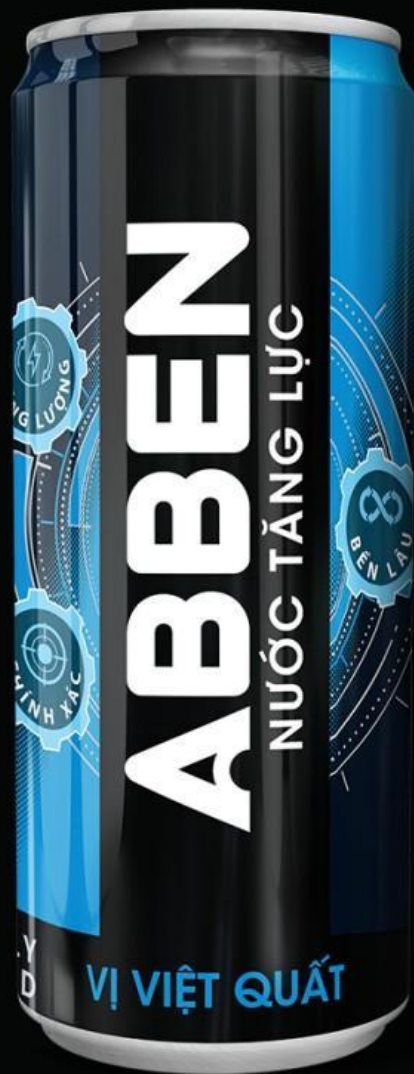
BOHEMIAN PILS
e 0,33 L | ALC. 5,4% | IBU 23



ABBEN

ENERGY DRINK











CHERRY
FLAVOUR

FANKER

ПИВНОЙ НАПИТОК · ВКУС ЧЕРЕШИ
REFRESHING BLEND - BEER DRINK WITH CHERRY FLAVOUR

ALC.
6,7%
VOL

ORANGE
FLAVOUR

FANKER

ПИВНОЙ НАПИТОК · ВКУС АПЕЛЬСИН
REFRESHING BLEND - BEER DRINK WITH ORANGE FLAVOUR

ALC.
6,7%
VOL

PANZER Brewery











OUDE GOUDA 48%, OVERIGE INGREDIENTEN: CONSERVIERMIDDEL, E251, KLEURSTOF: E1609, ALTE GOUDA SCHNITTKÄSE 48% FETT IN TROCKENMASSE AUNSTOFF UNTERZUGNACHT ZUM VERZAHN WEIßNE ZUTATEN: CONSERVIERMIDDEL, E251, E252, FARBSTOFF: E1609, MATURED GOUDA 48% FAT IN DRY MATTER.



WESTLAND
HOLLAND

Old Amsterdam®

Premier Grand Cru Classé

WESTLAND
E1609
E1609

ADDED INGREDIENTS: PRESERVATIVE: E251, COLORANT: E1609, MATURED GOUDA 48% FAT IN DRY MATTER.

ADDED INGREDIENTS: PRESERVATIVE: E251, COLORANT: E1609, MATURED GOUDA 48% FAT IN DRY MATTER. WESTLAND KAASPECIALITEITEN: WIPPEN, HOLLAND











Piimasašokolaad
ROSINATE JA PÄHKLITEGA

MILK CHOCOLATE
WITH RAISINS





УМЕРНОЕ УПОТРЕБЛЕНИЕ ПИВА ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ







С
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ЗМЕРНАЄ УЖЬВАННЁ ПІВА ШКОДЗІЦЬ ВАШАМУ ЗДАР







ПРАЗМЕРНАЕ УЖЫВАНН
ШКОДЗІЦЬ ВАШАМУ ЗДА
СТО







REEVA

REEVA: Redesign Vietnam and Europe

▶ Logo and Color Scheme Redesign

Redesign of the old logo, creation of more minimalistic and contemporary logo to highlight the mission of the brand

▶ Packaging Design

Development of the updated packaging design with the use of the new logo and brand identity

▶ Key Visuals For POS Materials





REEVA®

FRESH
MÌ LẨU NẤM
CHUA CAY

NHAM THẬT
100%

REEVA®

FRESH
MÌ LẨU NẤM
CHUA CAY

30 packs / 85g

REEVA®

FRESH
MÌ LẨU NẤM
HẢI SẢN

NHAM THẬT
100%

REEVA®

FRESH
MÌ LẨU NẤM
HẢI SẢN

30 packs / 85g

REEVA®

FRESH
MÌ LẨU NẤM
HẢI SẢN

NHAM THẬT
100%

REEVA®

FRESH
MÌ LẨU NẤM
HẢI SẢN

30 packs / 85g

REEVA®

FRESH
MÌ LẨU NẤM
CHUA CAY



REEVA®

THỊT
BIỂN

THỊT THẬT
0%

REEVA®

NẤM THẬT

REEVA®

RONG BIỂN THẬT
100%









3 MIEN FISH SAUCE

SUPREME QUALITY FISH SAUCE





Idelia

**СОУС
САЦЕБЕЛІ**
з овочами та прянощами

Idelia

**СОУС
ТАРТАР**
з овочами та прянощами

Idelia

**СОУС
БУРГЕР**
з овочами та прянощами

Idelia

**СОУС
BBQ**
з прянощами
* соус "Барбекю"



MIRATORG



MIRATORG



NO LIMIT ENERGY+



OUR FOCUS

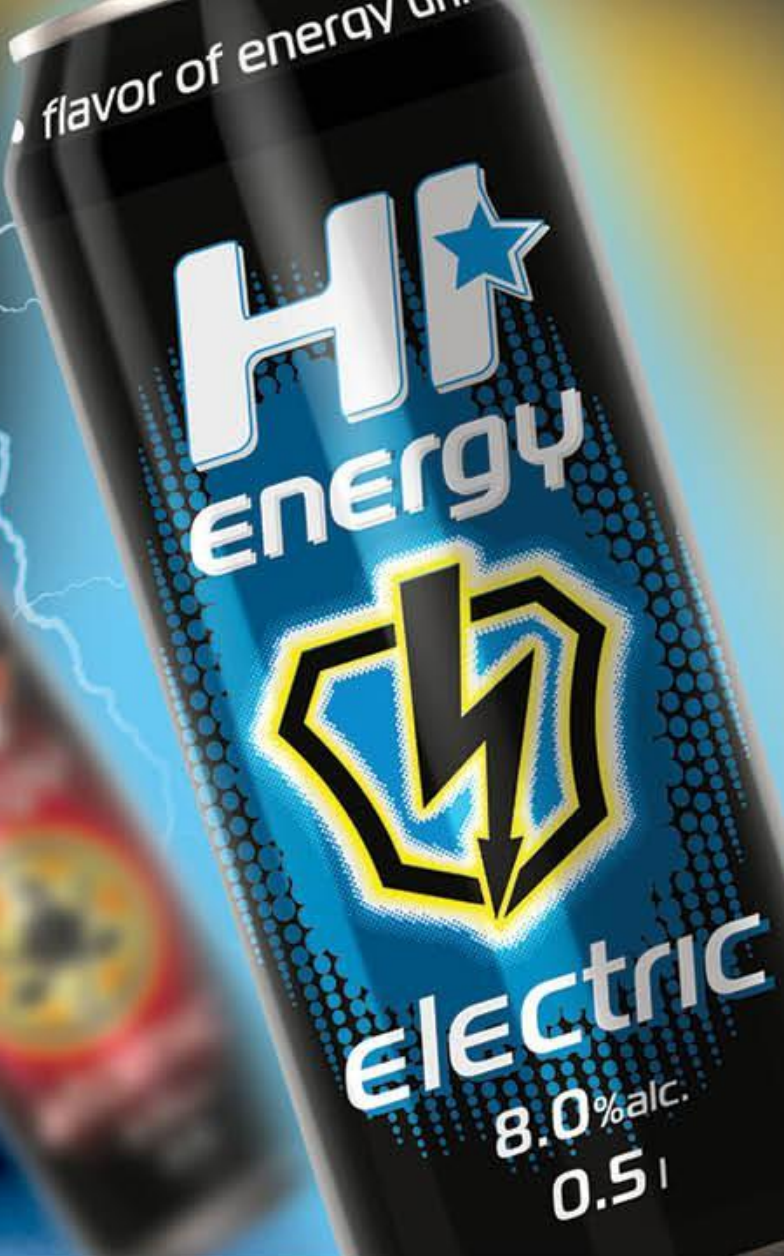
NO LIMIT
NO LIMIT
NO LIMIT
NO LIMIT
NO LIMIT

IMAGE
TASTE
ENERGY
DIFFERENTIATION OF FORMATS & FLAVORS
NEW PERSPECTIVE ON ENERGY DRINKS



OXYIDE

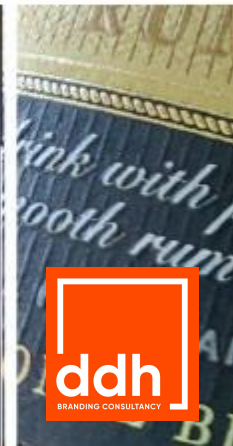






Captain WOLF

WITH
RUM







Y

E

S

V O O K A TM



A BEER
FULL OF LIFE

BEER
5TH OCEAN
5





ЧАСТНАЯ ПИВОВАРНЯ
5 ОКЕАН | БЕЛЬГИЙСКИЙ
ПИВО | **БЛОНД**
ДОБРАЖИВАНИЕ В БУТЫЛКЕ
BOTTLE CONDITIONED
НЕФИЛЬТРОВАННОЕ | НЕПАСТЕРИЗОВАННОЕ
UNFILTERED | UNPASTEURIZED



ЧАСТНАЯ ПИВОВАРНЯ
5 ОКЕАН | **ГРАНД**
ПИВО | **ЭЛЬ**
ДОБРАЖИВАНИЕ В БУТЫЛКЕ
BOTTLE CONDITIONED
НЕФИЛЬТРОВАННОЕ | НЕПАСТЕРИЗОВАННОЕ
UNFILTERED | UNPASTEURIZED



100% NATURAL
APPLE
JUICE | PREMIUM
CIDER
HIGH QUALITY | SEMI-DRY



















DAS BIER

TRADITIONAL
GERMAN QUALITY

since 1849



FAXE



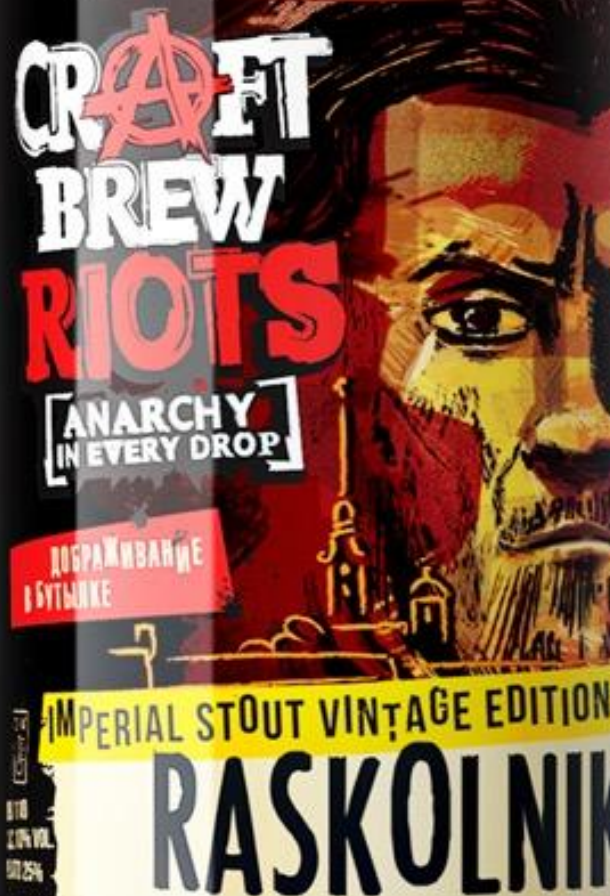






CRAFT BREW RIOTS

[ANARCHY
IN EVERY DROP]



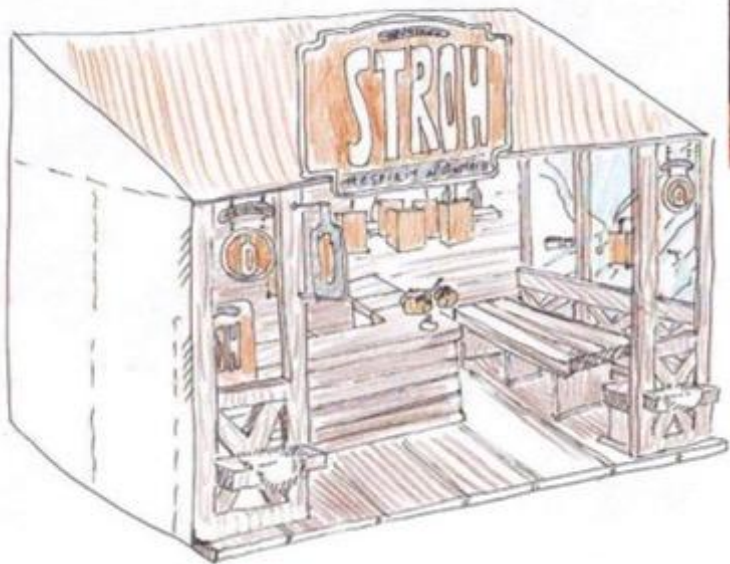








STROH



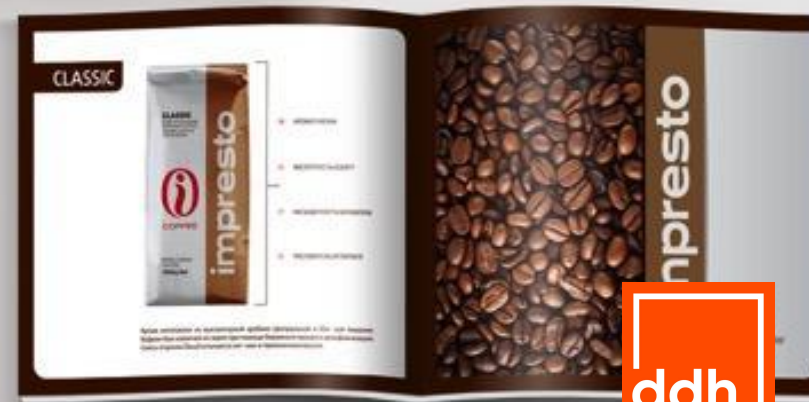


impresto
COFFEE





impresto[®]
COFFEE



stryker

Plating that fits.

We share your focus
Just like you, Stryker is focused on
foot and ankle care



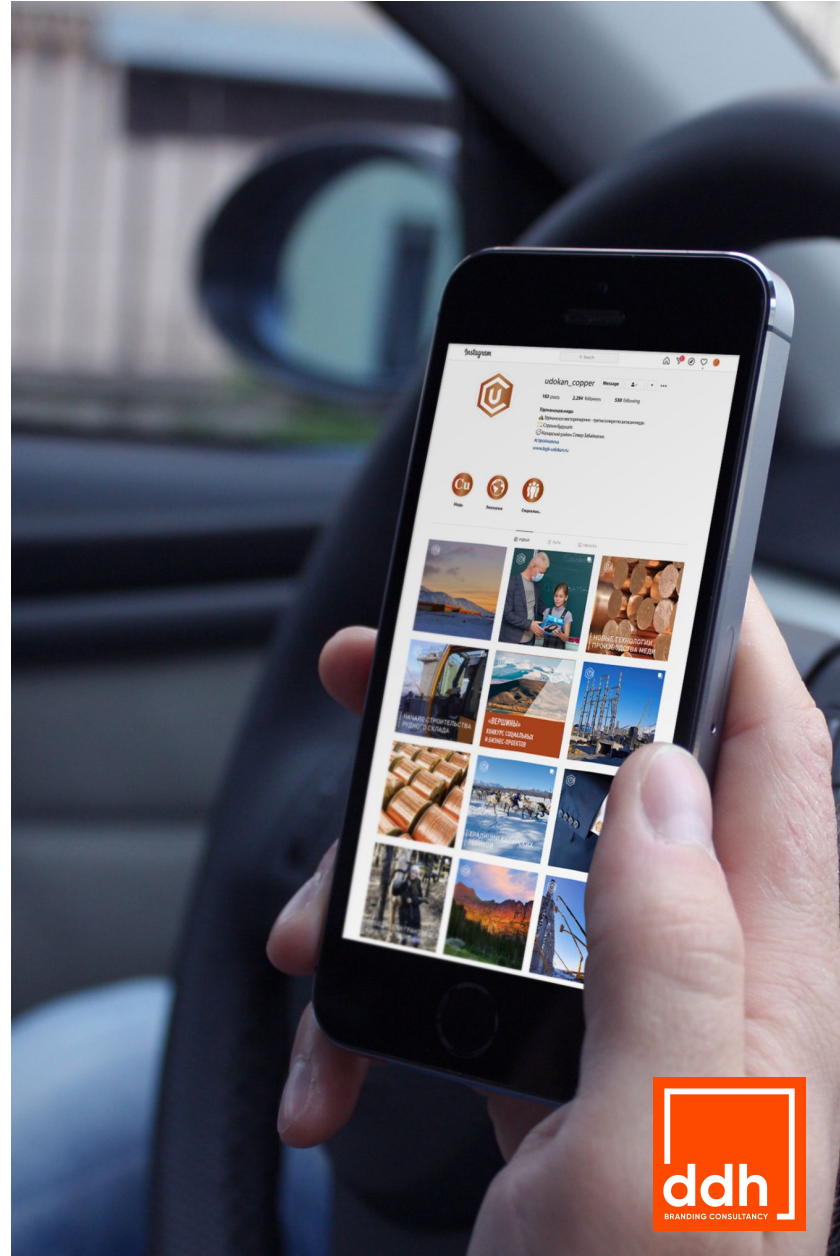
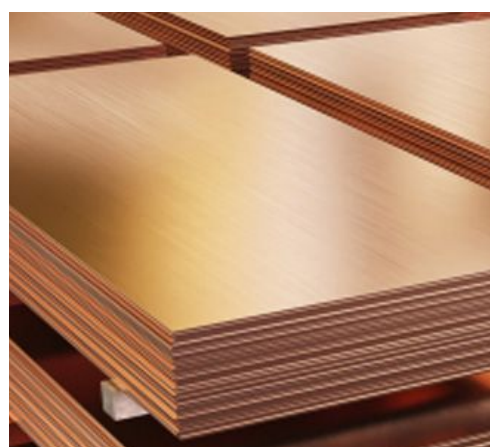
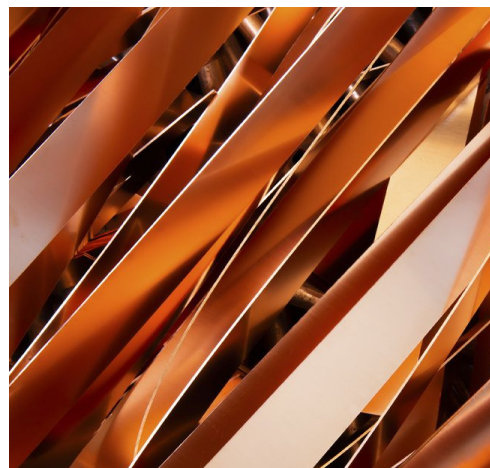
stryker

Plating that fits.

We share your focus
Just like you, Stryker is focused on
foot and ankle care









**WEST
QURNA₂**

حقل غرب القرنة / ٢



WEST QURNA 2





2021



12 HONED TRUTHS

BE ALACRACIOUS
IN ATTACK
AND YOUNG
AT HEART.

THE MOST DECISIONS
THAT YOU ARE FORCED
TO MAKE ARE YOURS.

JANUARY
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31






USM


BRANDING CONSULTANCY





NORTEK
SERVICES

DOC RESEARCH INSTITUTE







DIALOGUE OF
CIVILIZATIONS







Andreas Hendriks
Deputy Director

 **REVISION**
RETAIL WITH A VISION

a.hendriks@re-vision.nl
NL: +31 (0) 20 776 9001
UK: +44 (0) 20 776 6789
DE: +49 (0) 497 8900
US: +1 254 547 8901



T: +31 (0) 20 776 9001 • F: +31 (0) 20 776 6789 • www.re-vision.nl
P.O. Box 87022 • 1080 JA Amsterdam • The Netherlands

CORPORATE
PRESENTATION

17.10.2017
Amsterdam

 **REVISION**
RETAIL WITH A VISION



P.O. Box 87022
1080 JA Amsterdam
The Netherlands
IBAN: NL92040300440001

4 January 2017

To Whom It May Concern:

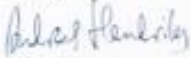
Reference for Mr. James Bond

James Bond joined the Re-Vision Company in July 1998. Since then he has proved to be a most reliable and effective member of the sales team. James is professional and efficient in his approach to work and very well-liked by his colleagues and executive clients. He is well-presented and able to work both independently and as part of a team.

His contribution to all areas of company activity in which he has been involved have been much appreciated. I believe that James will make a valuable addition to any organization that he may join. We deeply regret his decision to move on and I recommend him without hesitation.

I would gladly answer any request for further information.

Sincerely,



Andreas Hendriks
Deputy Director







Since 1956

 Spirito dell' Italia!

Pizza

Pasta

Insalate

Buffet Caldi

Vini e Birre

Dessert

Gelati

Torte

Espresso

Pizza





ddh



Branding
Consultancy