

SOMA

## Creative Brief

Execution, Concept, and Design by Nelia Braga 2006



I wanted to create a malt beverage line that was more than just something to drink, but entertaining to look at and using creative thought. I began with researching ancient deities and the belief system surrounding them.

Using several mythologies I created a line that surrounded their origin. As a result, SOMA was created. A beverage for the divine, SOMA is reborn with a new method in providing immortality to the divine beings in the stars.

### The SOMA Background

SOMA is known as the nectar derived from the moon providing the divine with their immortality. This nectar is available regularly with the exception of the new moon in which rest is needed to replenish the SOMA. Today SOMA is available in specialized bottles containing the nectar. Smuggled from the moon, SOMA has been packaged with the image of the divine being intended to receive the nectar.

Currently in circulation is the nectar for Aquila, Zeus' pet eagle, and cup bearer to the gods. The Aquila flavor is that of a mild grape malt beverage, Aquila's favorite fruit. Cygnus is a swan known for its travels throughout the ocean in search for Phaethon. Cygnus' nectar is infused with berries to sweeten the premium malt. And finally there is Hydra, the sea serpent mild in flavor, but not in nature. Hydra was known for trials upon. Hydra's nectar is the rare water found within the core of the moon infused with a hint of lime.

### The SOMA Audience

The SOMA beverage line is intended for young adults, ages 21-30. This product is primarily targeted towards women, due to the increased consumption of malt beverages by this demographic group. Potential growth to expand toward the male audience is available after initial product launch.

### The SOMA Brand

Branding in SOMA is two fold. The SOMA logo is a simple circle with the SOMA typeface (Sassy) placed in the center. At the bottom of the circle is the waning moon, resembling the nectar emptying from its vessel. Within the SOMA logo is the flavors of the nectar with an icon depicting the intended recipient. Aquila the eagle; Cygnus, the swan; and Hydra the sea serpent. The colors chosen are a deep saturation of purple, red, and green. Each depicting the color to the flavor of contents.

The **SOMA** brand logo and flavor logos



The **SOMA** bottle labels and caps



The **SOMA** packaging and bottle photos.

