



GLASS ONION

BRAND ENVIRONMENTS

# CREATING BRAND ENVIRONMENTS THAT ENGAGE & INSPIRE

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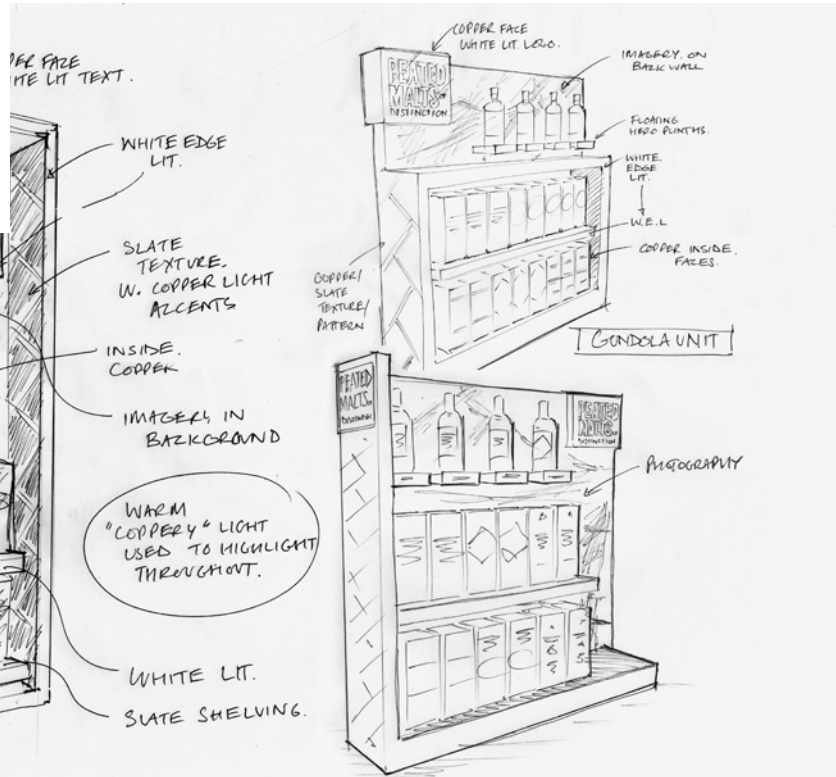
### BRITVIC/ROBINSONS - SUMMER KNOCKABOUT FESTIVAL

A concept forming part of Robinsons summer sponsorship of Wimbledon and commitment to keeping kids active. We created a family friendly world of reminiscent and never-ending summertime backyard fun. Inspired by the real and honest films produced by Shane Meadows for Robinsons.



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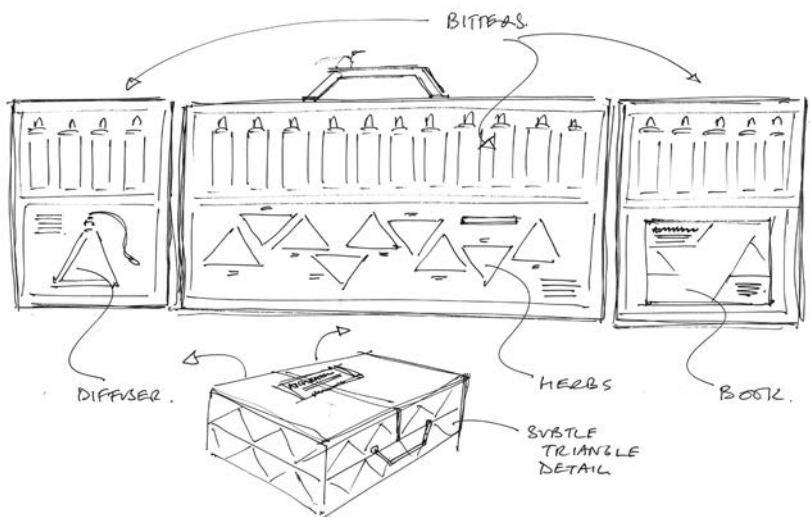
## PEATED MALTS OF DISTINCTION - ESTABLISHING A BRAND

This project began with a simple idea to bring Beam Suntory's peatier malt whiskeys together. Our role was to create a visual identity both for print and in the retail environment. To achieve a coherent look a materials and textures language needed to be established.



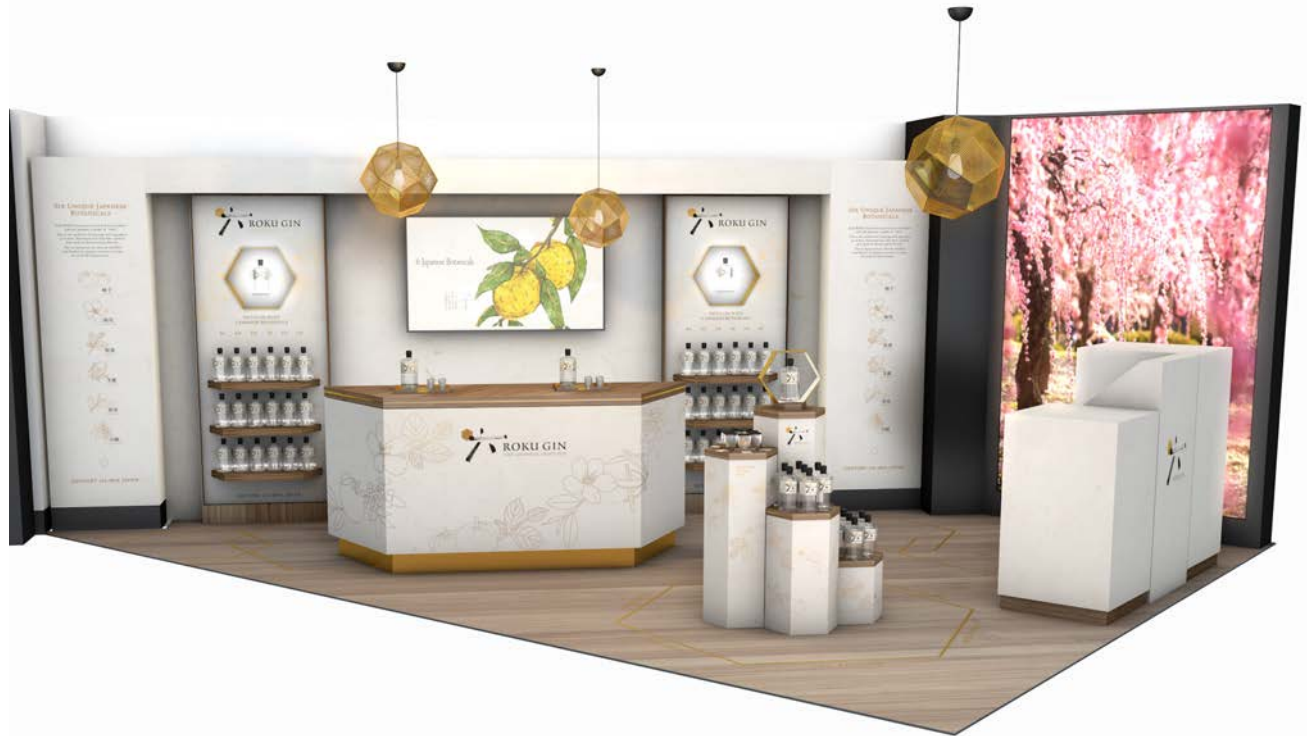
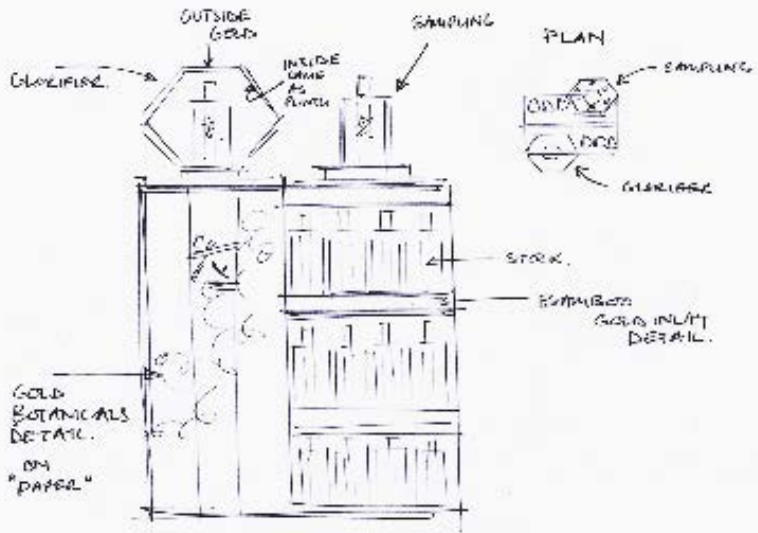
**BEAM SUNTORY - BOURBON LEGENDS EXPERIENCE**

Creation of an experience telling the story of the distiller's bourbon collection 'from still to glass'. An example of creating a rich brand world in which consumers can be immersed.



**JOHN LEWIS - FIND YOUR SUMMER**

An experiential roadshow showcasing John Lewis' Electricals and Home Entertainment range. The challenge was to allow consumers to experience the wide range of products in the context of various summer activities and environments.



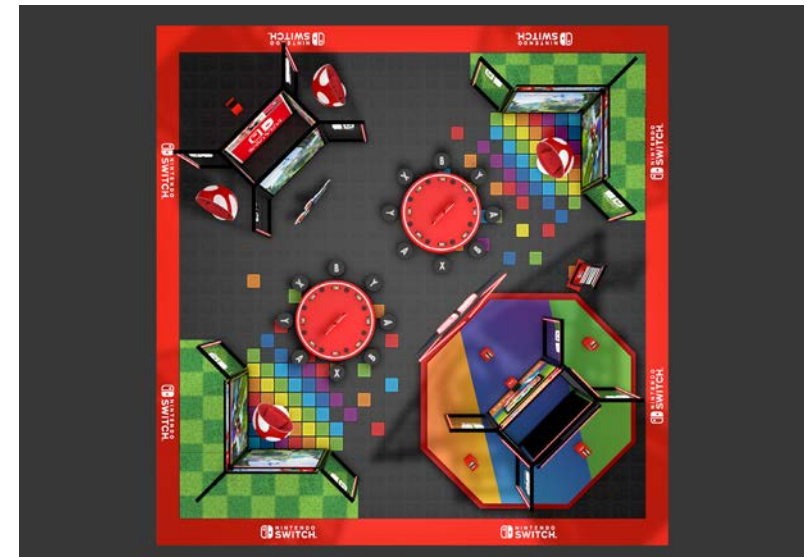
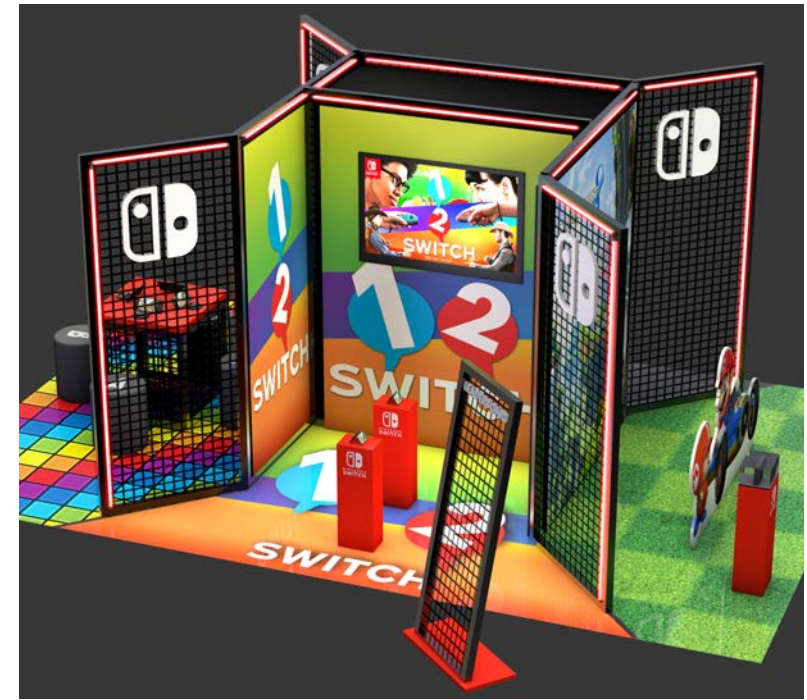
**ROKU - RETAIL TOOL KIT**

We designed and developed a global travel retail presence for Beam Suntory's latest venture - Roku, a Japanese gin! In collaboration in Wonderworks we created a toolkit for various applications across the world.



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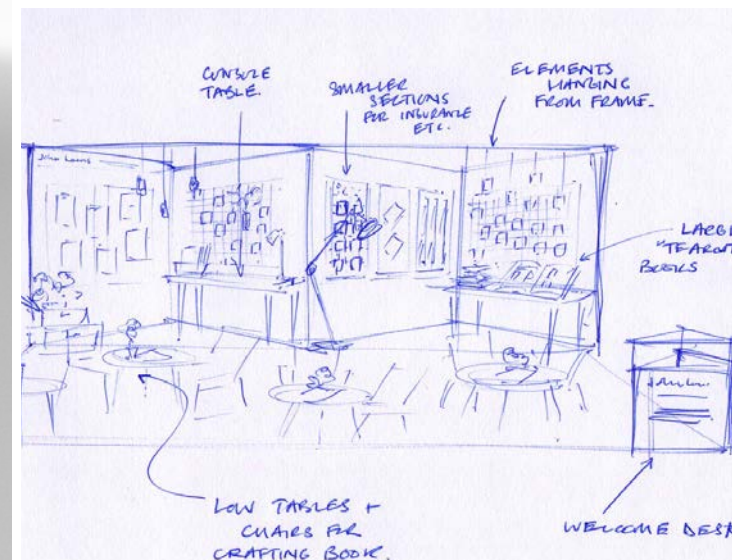
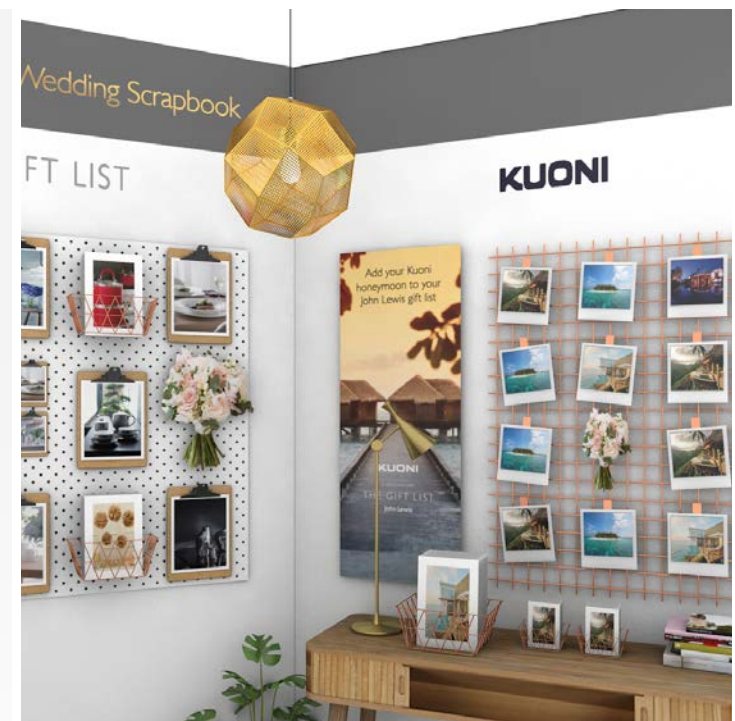
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## NINTENDO SWITCH - LAUNCH EVENT

Conceptualised, designed and visualised in a couple of days for a pitch. The key here was maximum impact with practical build constraints. Lighting, clever use of vinyls and off the shelf materials were the ingredients for this solution.

EXPERIENCE

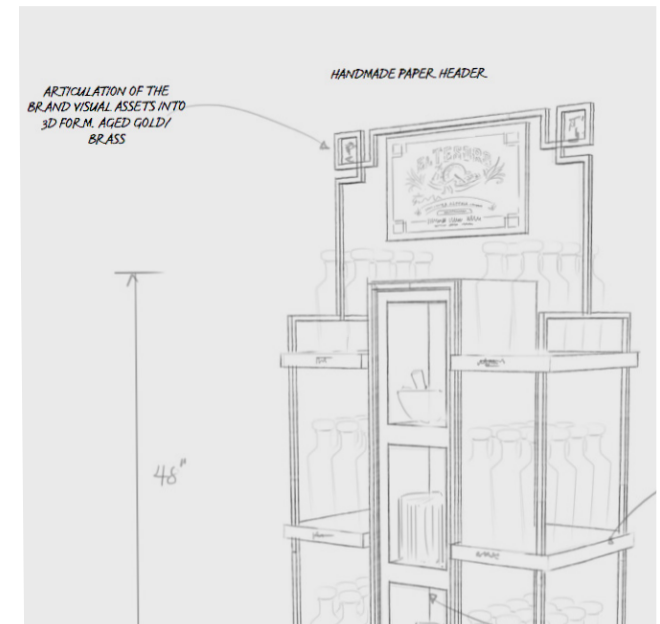


### JOHN LEWIS- THE GIFT LIST

This years John Lewis wedding gift list was all about personalising and crafting a bespoke wedding. We brought the idea of scrapbooking to life in a carefully curated, unmistakably John Lewis style.



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**EL TESORO (TEQUILA) - BRAND WORLD DEVELOPMENT** Working with a newly revamped brand, our job was to translate it into a tangible brand world. Brass, handmade paper and rich woods were the key ingredients to the look. These examples show POS for the US market.



**JIM BEAM - BRAND ENVIRONMENT ACTIVATION** - Inspirational visions of an on-trade and event execution for the global brand guidelines.



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WILDCAT GIN - BRAND ASSET CREATION. Taking inspiration to the newly developed bottle we crafted brand assets that would delight and excite. Opulent blue glass, ridged like a poison bottle and perfected with aged gold accoutrements.

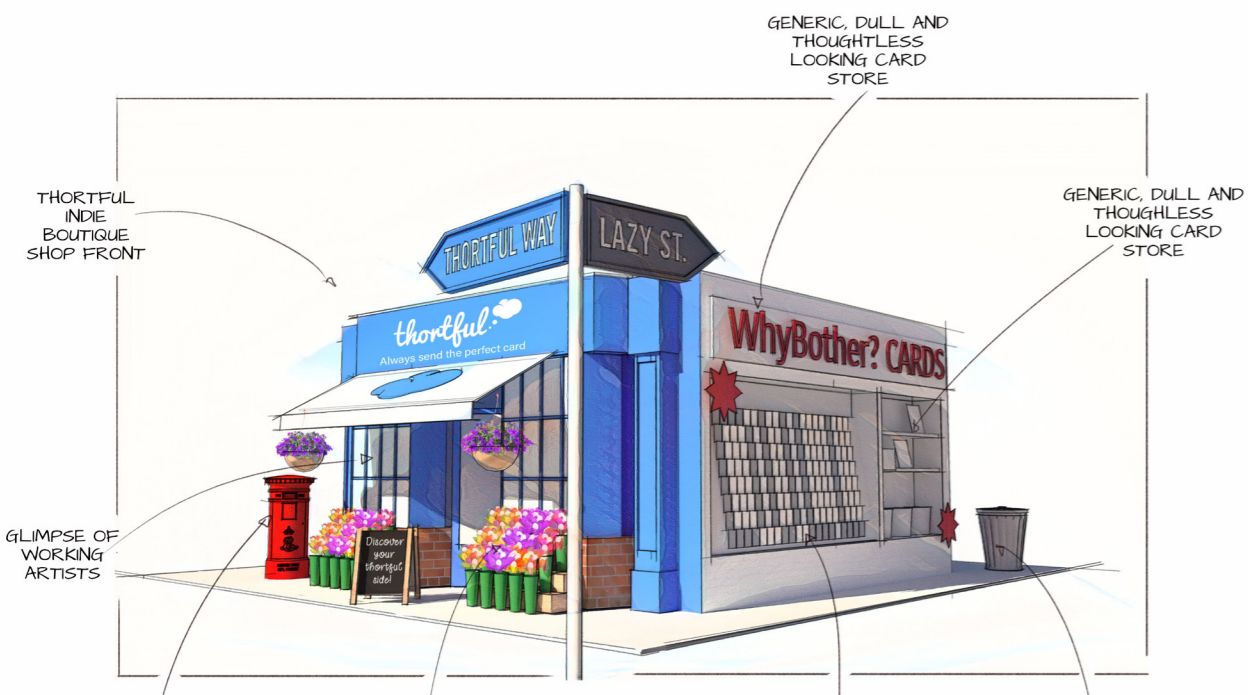


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**SIPSMITH GIN - LONDON TAXI.** A fabulous opportunity to design the interior of a London Black Cab for Sipsmith Gin. The taxi interior is currently in production and will provide gin lovers of Chicago with a truly Ginspiring experience to and from Sipsmith events in the city.

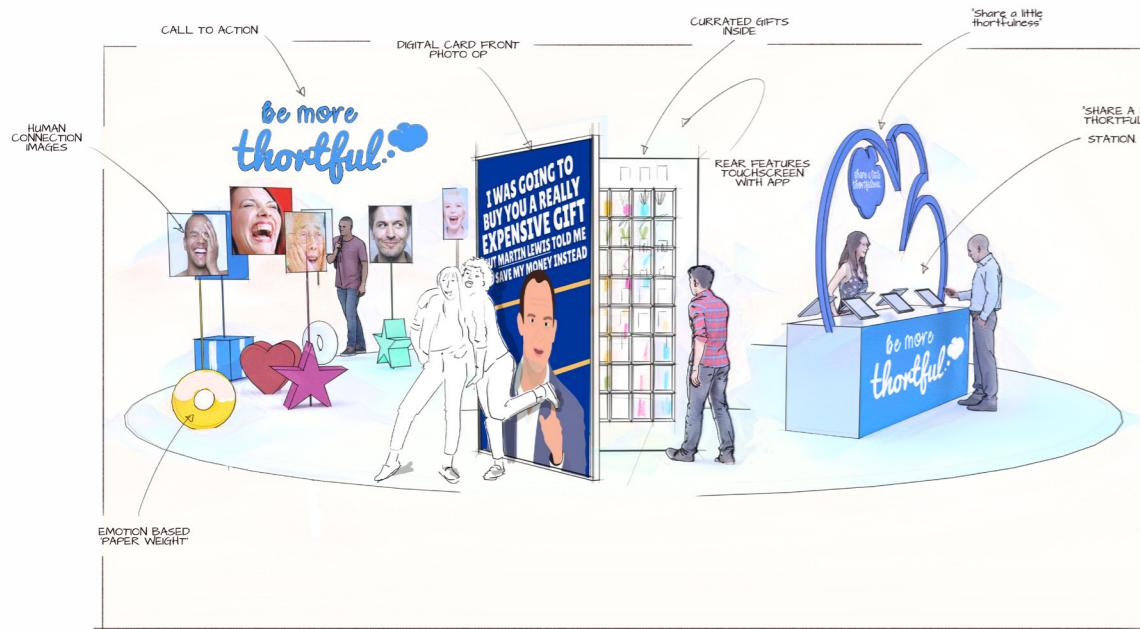


THORTFUL  
INDIE  
BOUTIQUE  
SHOP FRONT

GLIMPSE OF  
WORKING  
ARTISTS

GENERIC, DULL AND  
THOUGHTLESS  
LOOKING CARD  
STORE

GENERIC, DULL AND  
THOUGHTLESS  
LOOKING CARD  
STORE



CALL TO ACTION

DIGITAL CARD FRONT  
PHOTO CP

CURATED GIFTS  
INSIDE

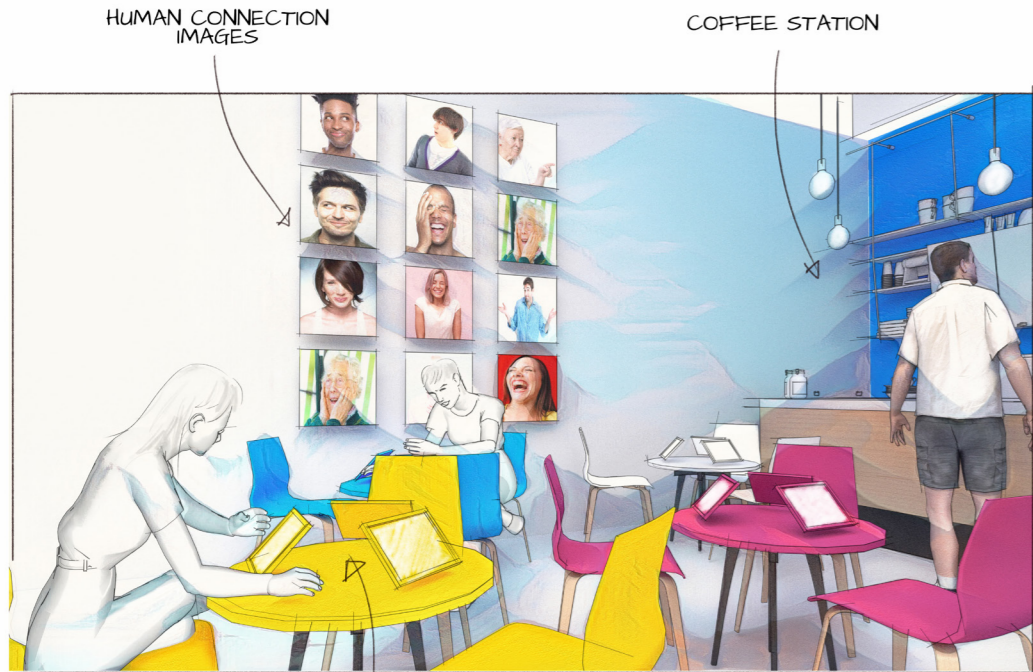
Share a little  
thortfulness

SHARE A LITTLE  
THORTFULNESS  
STATION PADS

HUMAN  
CONNECTION  
IMAGES

EMOTION BASED  
PAPER WEIGHT

COFFEE STATION



HUMAN CONNECTION  
IMAGES

TABLETS ON TABLES  
FOR PERSONALISATION



**THORTFUL EXPERIENTIAL CONCEPTS**

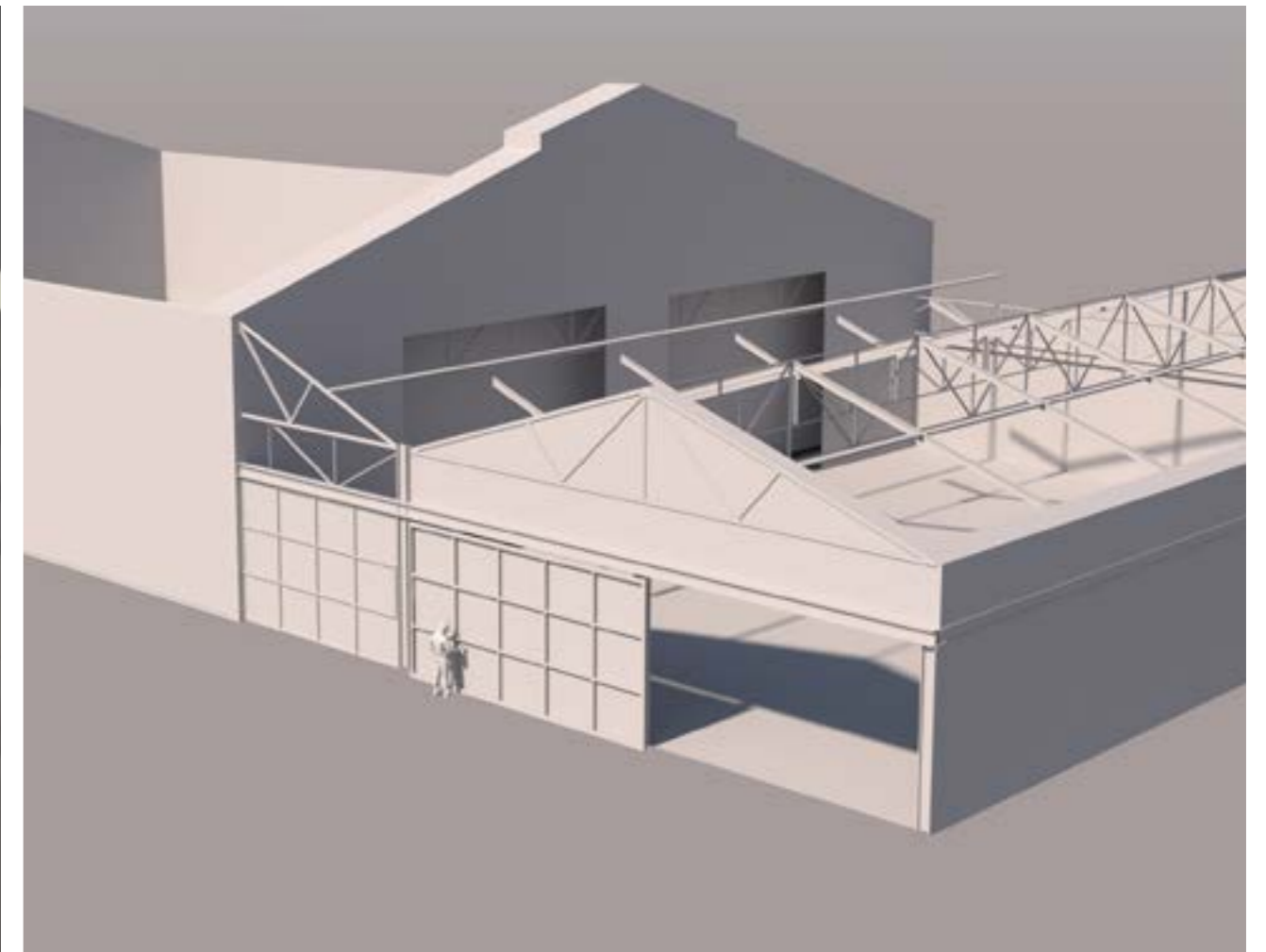
Concepts and visuals for an experiential campaign for the irreverent greetings card company Thortful.





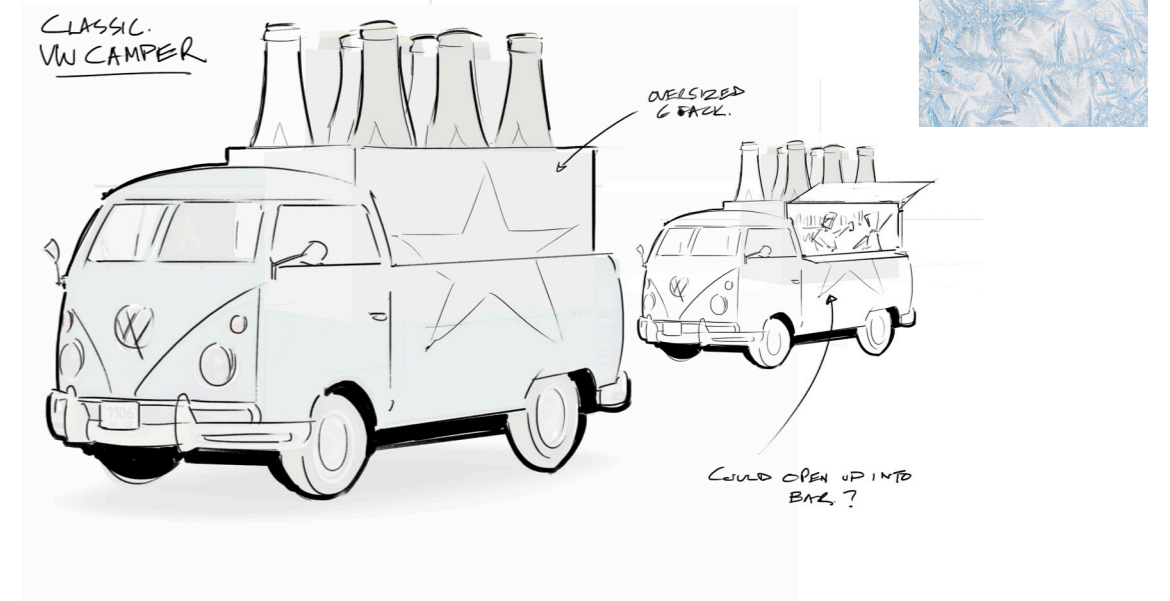
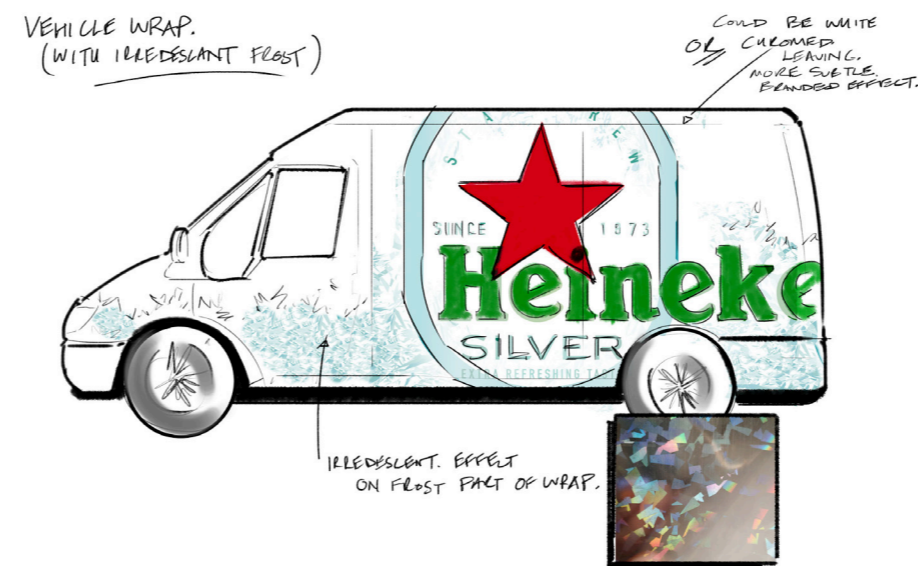






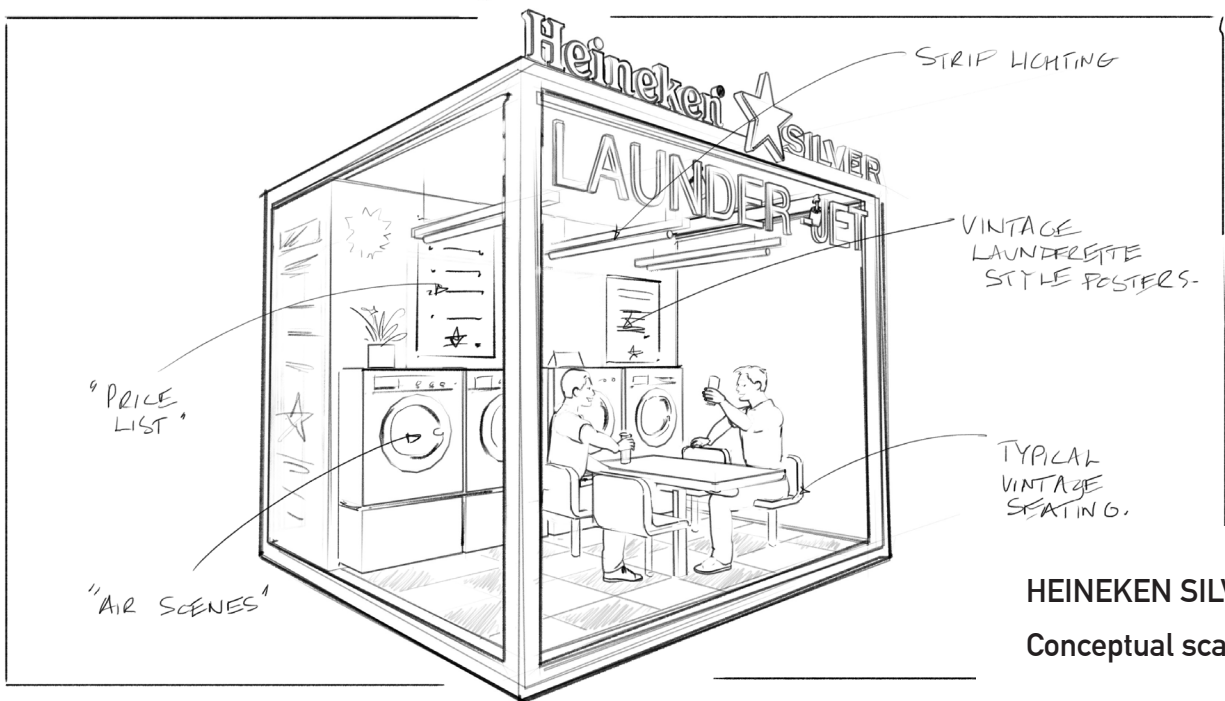
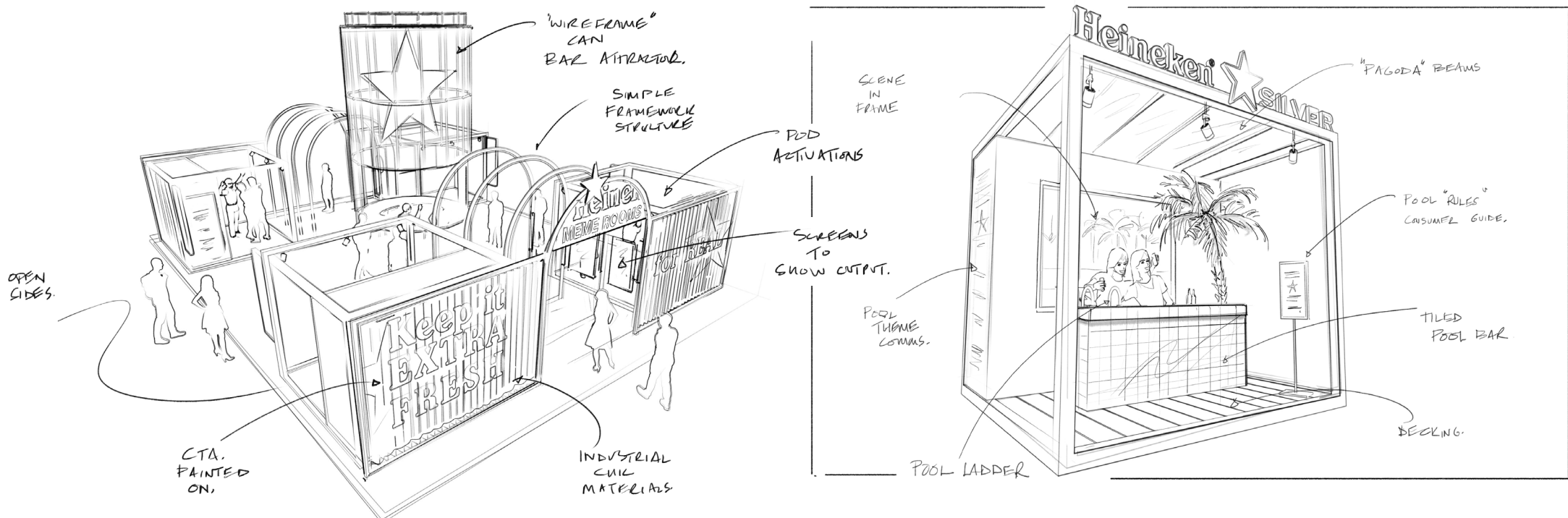


**TOYOTA PARIS OLYMPIC GAMES 2024**  
Event design & visualisation for Toyota's electric vehicle sponsorship of the Paris games.

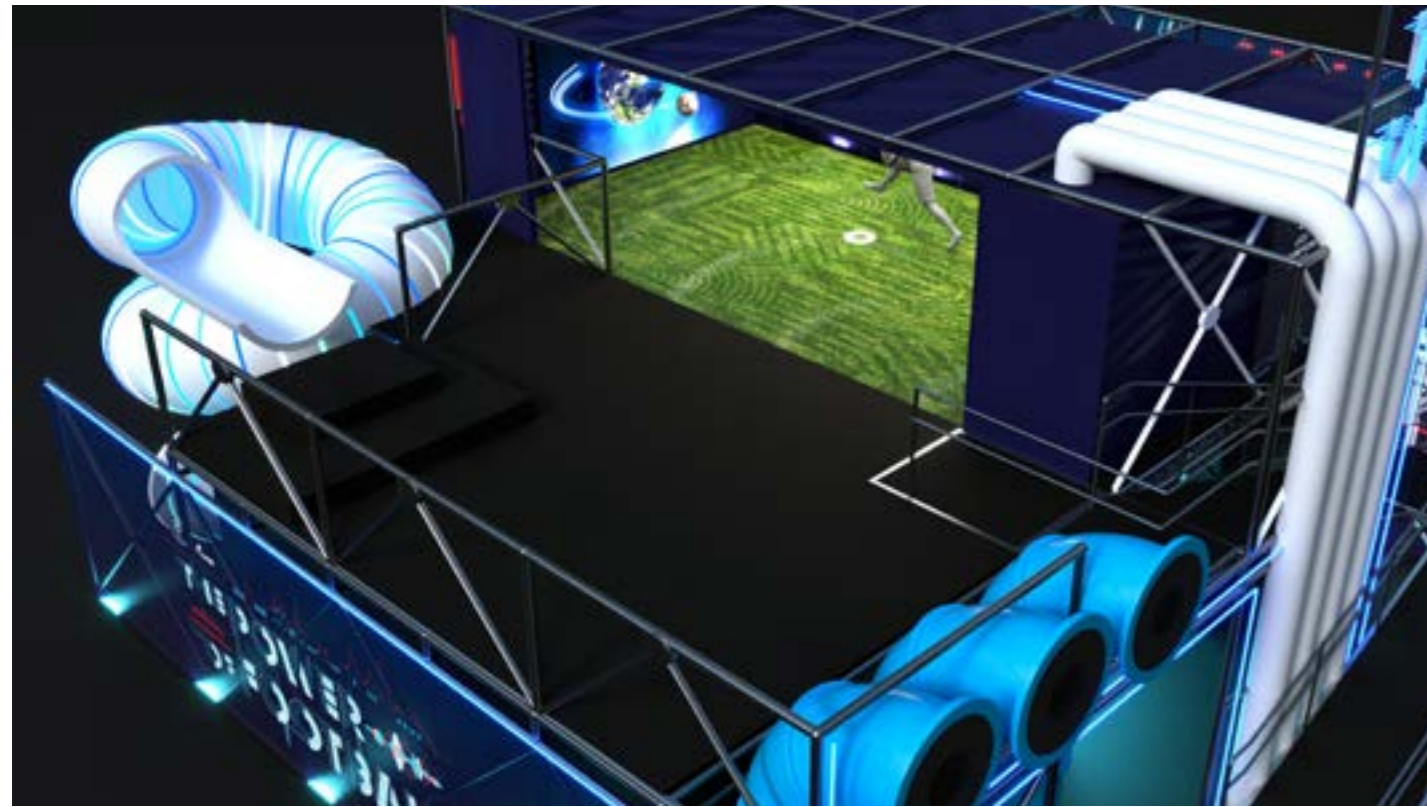
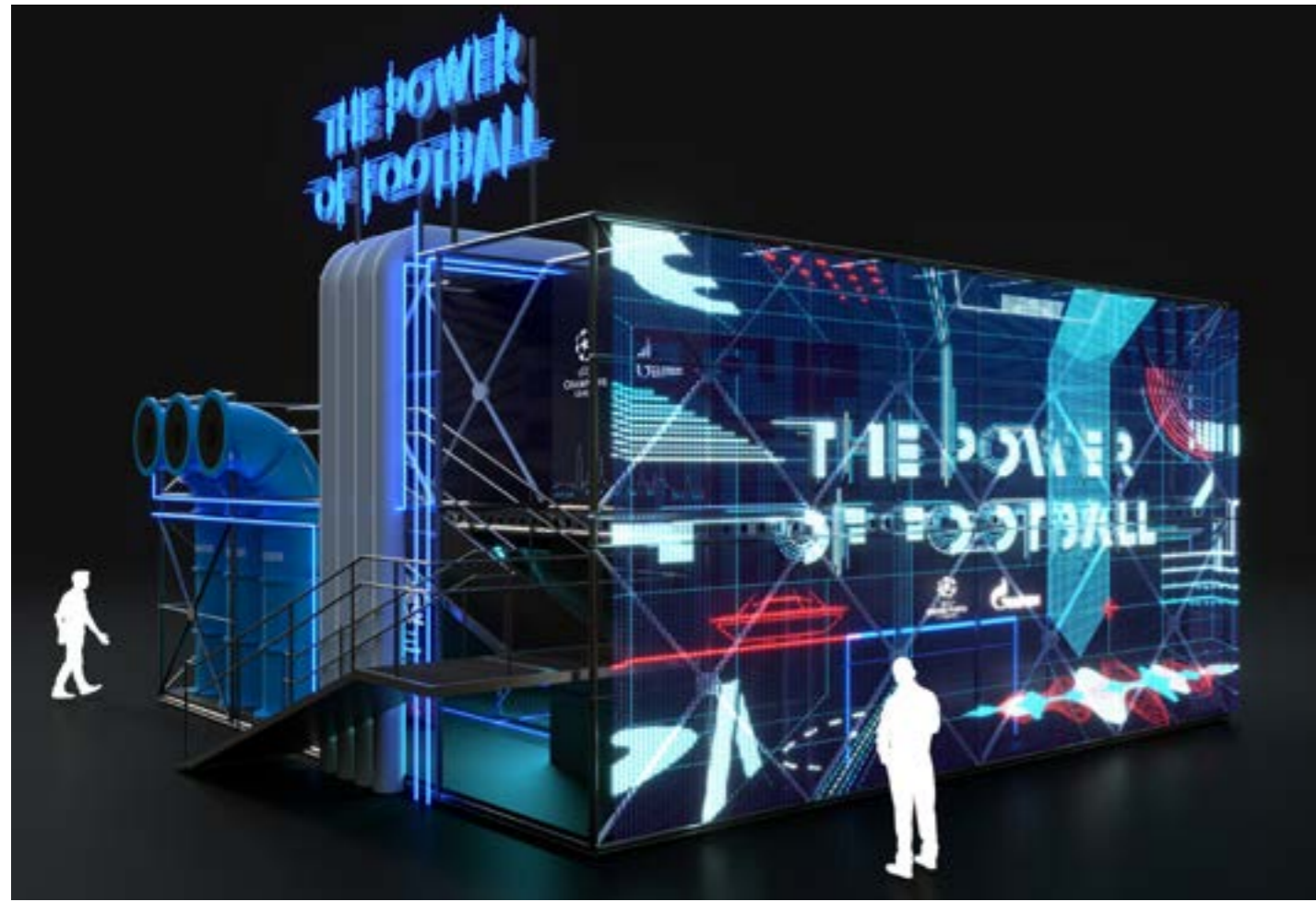


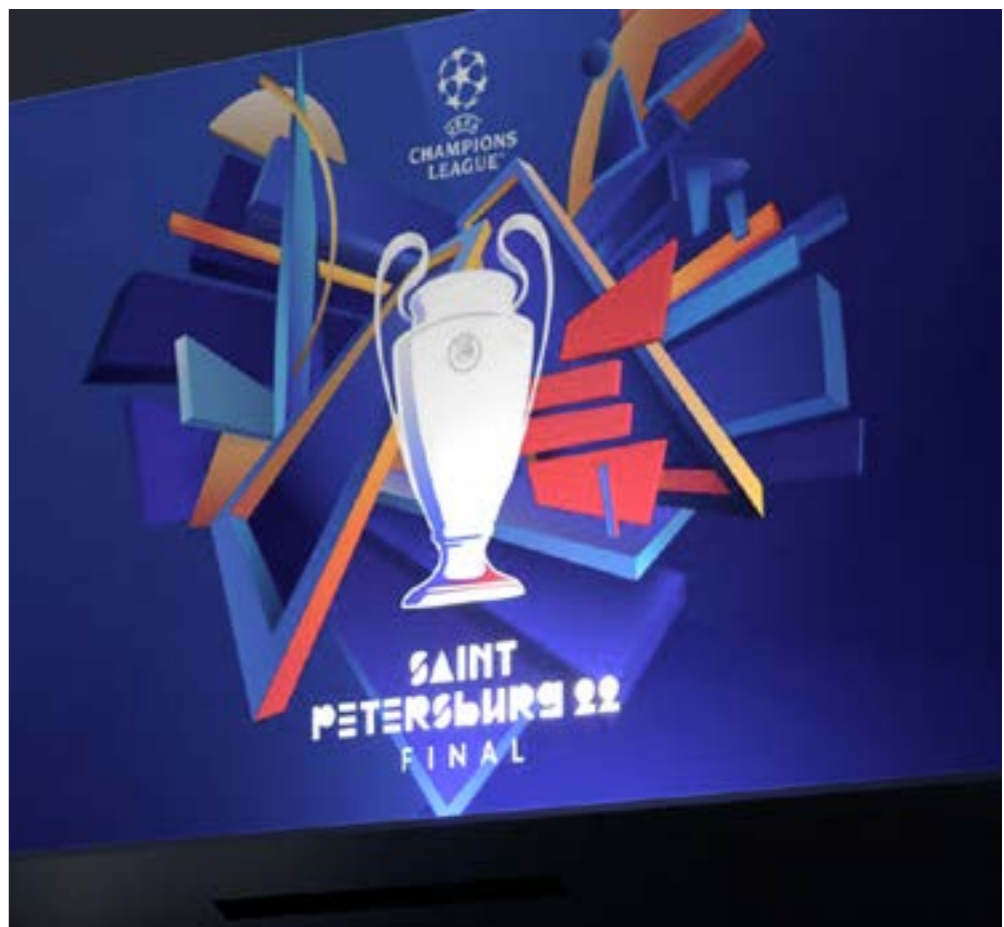
**HEINEKEN SILVER BRANDED VISUALS**

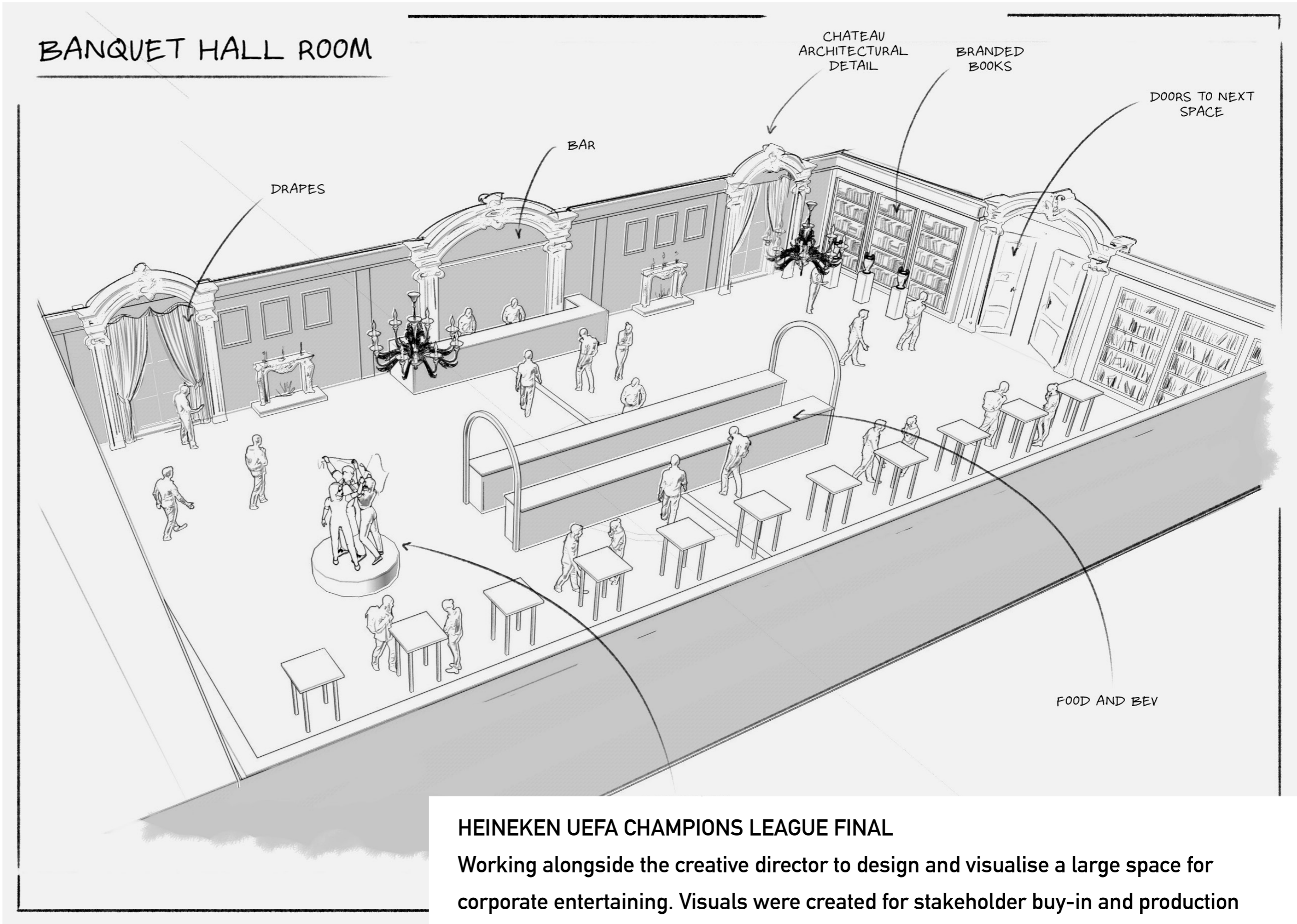
Concepts for brand launch. Part of a wider experiential campaign.



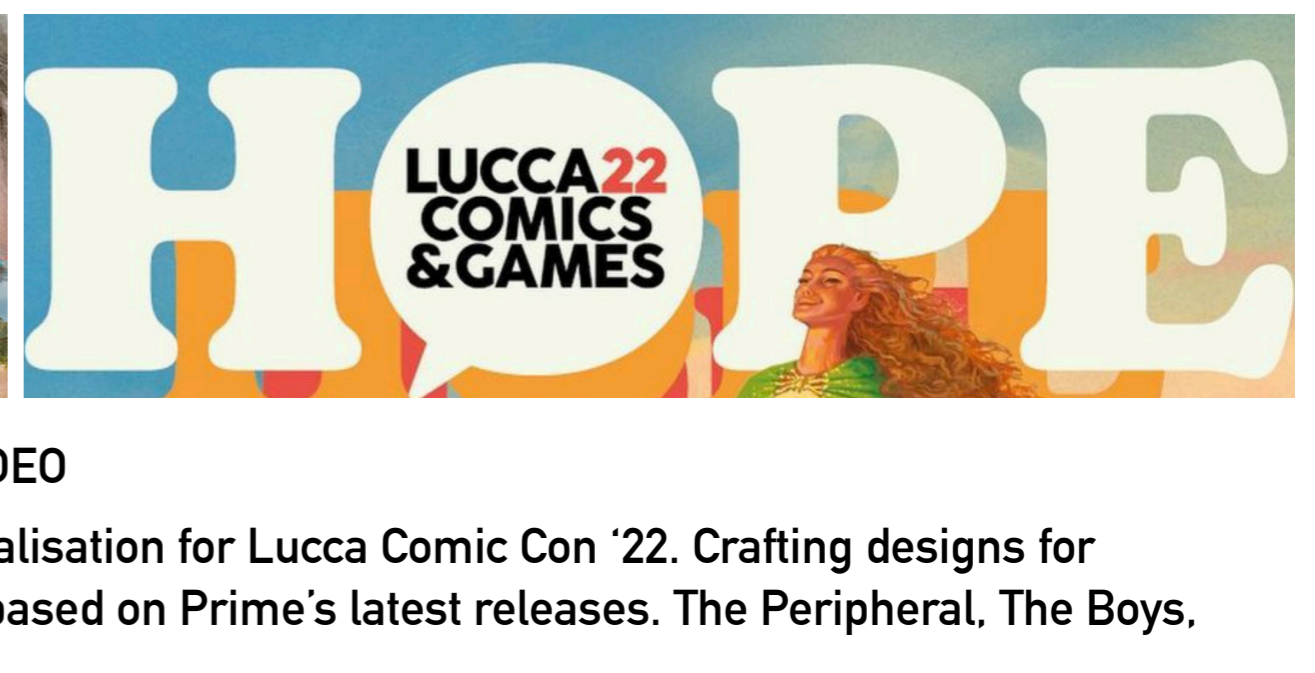
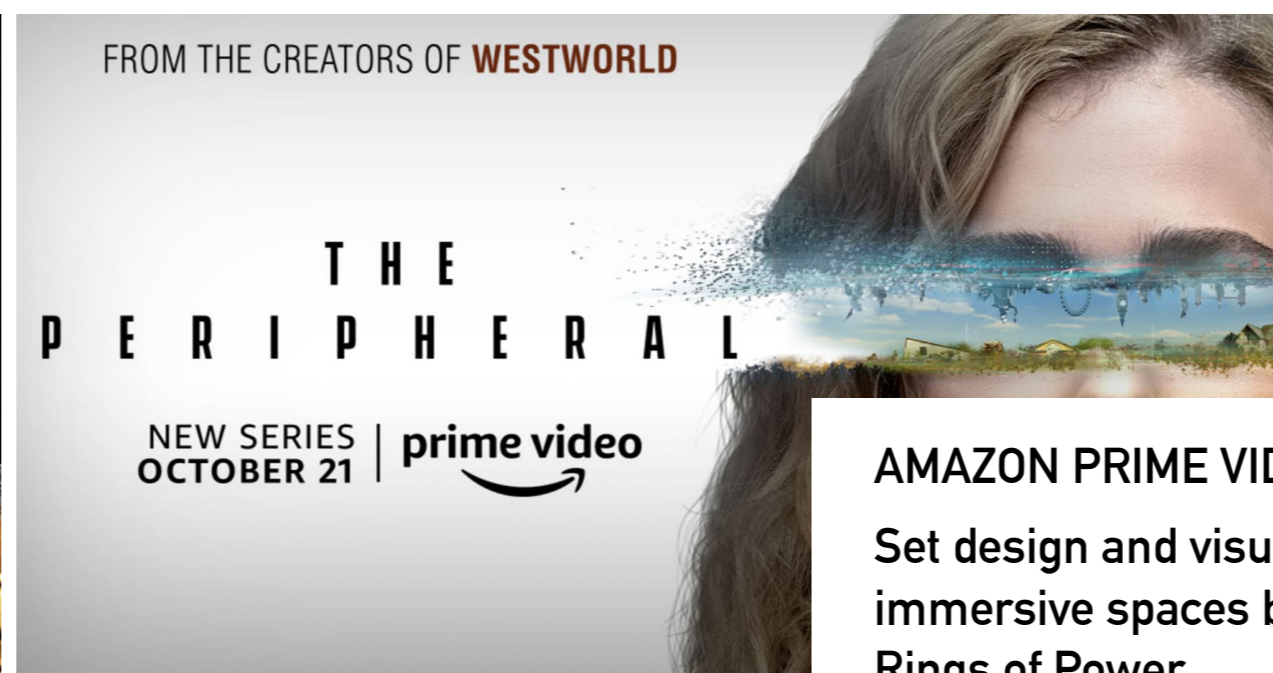
**HEINEKEN SILVER EXPERIENTIAL TOOLKIT**  
 Conceptual scamps through to 3D visuals for global brand toolkit.







**HEINEKEN UEFA CHAMPIONS LEAGUE FINAL**  
 Working alongside the creative director to design and visualise a large space for corporate entertaining. Visuals were created for stakeholder buy-in and production purposes.



FROM THE CREATORS OF WESTWORLD

THE PERIPHERAL

NEW SERIES OCTOBER 21 | prime video

AMAZON PRIME VIDEO

Set design and visualisation for Lucca Comic Con '22. Crafting designs for immersive spaces based on Prime's latest releases. The Peripheral, The Boys, Rings of Power.





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