

Consultancy for alcoholic and non-alcoholic beverages companies



Liquid Design°

We provide a full range of services required to beverage companies. Here are the things we can do to help you realise marketing strategy, launch and event.

Branding and naming

- POSM development
- Development of slogans, event names, hashtags and proxy brands
- Creating presentations
- Working with any kind of visual content

Development of a drink strategy

- Creating flagship drinks for the brand
- Development of a strategy for introducing beverages to the on-trade market
- Development of a staff training system in preparation of flagship drinks for the brand

Organisation of marketing activities

- Brand launch in local and global markets
- Creating and producing activities
- Development of motivational programmes for on-trade
- Communication with opinion makers and journalists
- Engagement of new partners

Creative concepts

- Analysis of the market, product, competitors, target audience, brief
- Defining customer insights, barriers or desires
- Development of a communication message
- A creative project idea that works to achieve the project's main goals
- Key message and key visual
- Implementation tools
- Selection of communication channels

Special projects and collaborations

- Development and opening of festivals
- Original merchandise design
- Collaborations with other brands and partners
- Collaborations with bloggers, influencers, celebrities and opinion leaders

SMM

- Creating SMM strategies
- Strategy implementation in the most effective social networks
- Content creation: photos, videos, copywriting
- Community management
- Reports

Educational activities and training

- Conducting any educational activities related to the brand, regardless of volume or content
- Development and implementation of training programmes for chains
- Training of internal employees of the company

Development of sales promotion mechanics for on-trade

- Mechanics of promotion in bars and restaurants
- Mechanics of promotion in the bar community
- Mechanics of brand promotion within the chosen strategy

PR

- Development of PR strategies
- Working with commercial and non-commercial communication channels
- Writing and mailing of press releases and participation in generating occasions for them
- Research, forecast, analysis and interpretation of public opinion
- Reputation and crisis management
- Speechwriting

Catering services

We realise all your dreams and even more.

THE RESULTS YOU GET FROM WORKING WITH LIQUID DESIGN

1. Project philosophy, concept, and strategy
2. A highly motivated professional team that adheres to the highest international service standards
3. A self-sufficient and efficient business system
4. A modern, conceptual, high-quality product adapted to the preferences of the most demanding customers
5. Individualised communication channels within the local and international communities



DO YOU WANT TO START RIGHT NOW?

01 mail
info@liquiddesign.agency

02 website
liquiddesign.agency

03 address
BBG Production FZ-LLC
REGISTRATION NO.
0000004036197
United Arab Emirates

