

REIMAGINING JIM BEAM: DESIGNING A ZERO-PROOF BRAND IDENTITY & ACTIVATION STRATEGY FOR GEN Z

A PROJECT REPORT

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE**

OF

MASTER OF DESIGN

IN

VISUAL COMMUNICATION

Submitted by

UJJWAL SINGH

(2K23/MDVC/10)

Under the supervision of

PROF. NEERAJ RATHEE



DEPARTMENT OF DESIGN

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Bawana Road, Delhi-110042

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CANDIDATE'S DECLARATION

I, **Ujjwal Singh**, Roll No. **2K23/MDVC/10**, student of **M.Des (Visual Communication)**, hereby declare that the project dissertation titled **“Reimagining Jim Beam: Designing a Zero-Proof Brand Identity & Activation Strategy for Gen Z”**, which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, or other similar title or recognition.

Place: Dwarka, Haryana

(UJJWAL SINGH)

Date: January 2025(For a Period of 6 Months)

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CERTIFICATE

I hereby certify that the Project Dissertation titled “**Reimagining Jim Beam: Designing a Zero-Proof Brand Identity & Activation Strategy for Gen Z**”, which is submitted by **Ujjwal Singh**, Roll No. **2K23/MDVC/10**, Department of Design, Delhi Technological University, Delhi, in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the student under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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I am also thankful for his role in motivating me to aim higher and giving me the opportunity to explore my full potential while preparing this report.

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Abstract

In this thesis, the transformation of Jim Beam, a heritage bourbon brand with over two centuries of legacy, is explored through its entry into the emerging non-alcoholic beverage market via a new sub-brand, *Jim Beam Vibe*. The objective is to align the brand with the evolving preferences of Generation Z, a demographic that values authenticity, health-consciousness, inclusivity, and social connection. The project seeks to establish a non-alcoholic, bourbon-inspired drink line that maintains the craftsmanship of Jim Beam while introducing a fresh, youthful identity to meet the expectations of contemporary consumers.

Research was conducted through a blend of primary surveys, focus groups, and secondary competitive analysis, providing deep insights into the behavior and aspirations of Gen Z. A strategic brand identity was developed, accompanied by the creation of four mood-based flavors—Smoked Vanilla, Midnight Cherry, Citrus & Ginger, and Maple Espresso—each crafted to embody specific emotional and social experiences. This was further supported by an extensive 7Ps competitive analysis, comparing Jim Beam Vibe's positioning to prominent non-alcoholic brands such as Heineken 0.0, Tanqueray 0.0%, and Corona Sunbrew 0.0%, identifying opportunities for differentiation based on lifestyle appeal and authenticity.

Beyond product development, the thesis proposes an integrated activation strategy through the *Sip The Vibe* campaign, a gamified, social media-driven initiative designed to foster community engagement and brand storytelling. Central to this initiative is the *Zero-Proof Mixologist* game and the *Vibe Creators Community* platform, both intended to encourage user-generated content and participatory brand experience.

Thus, Jim Beam Vibe stands as a synthesis of tradition and innovation, offering a new perspective on social drinking by emphasizing mood, creativity, and connection rather than alcohol content. Lastly, the thesis discusses the potential for further growth of non-alcoholic heritage brands and the role they can play in redefining celebratory culture for future generations.

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1. Introduction

The global beverage industry is witnessing a significant shift, especially among younger generations. Gen Z, in particular, is moving away from alcohol-centric socializing and embracing mindful drinking. This cultural change has sparked a demand for zero-proof beverages that maintain the sophistication and social value of traditional alcoholic drinks—without the alcohol.

This project aims to explore the potential of rebranding Jim Beam, a legacy alcohol brand, into the non-alcoholic category through a new brand called "Jim Beam Vibe." The thesis develops a new identity, product concept, and activation strategy tailored specifically for Gen Z, keeping in mind their values of self-expression, health-consciousness, and authenticity.

2. Problem Statement

Legacy alcohol brands are facing a challenge: how to stay relevant among a generation that increasingly prefers moderation over intoxication. The dilemma lies in creating products that attract a new audience without alienating the existing loyal customer base. Jim Beam, known for its bourbon heritage, is well-positioned to explore this transition.

Research Problem: How can Jim Beam successfully design and launch a zero-proof product line that aligns with its core identity while appealing to Gen Z consumers?

3. Objectives

- To develop a compelling brand identity for a non-alcoholic Jim Beam product.
- To design four distinct flavor profiles that appeal to Gen Z's lifestyle and taste preferences.
- To build a campaign strategy that promotes social interaction, creativity, and inclusivity.
- To create gamified and digital engagement tools that foster community building.

4. Methodology

4.1 Research

The research process involved both primary and secondary methods to gather meaningful insights into Gen Z's preferences around non-alcoholic drinks. Primary research included surveys, interviews, and focus groups conducted with Gen Z individuals. These helped uncover their drinking habits, motivations, and what they look for in a beverage experience. On the other

hand, secondary research involved a competitive analysis of existing non-alcoholic brands such as Heineken 0.0, Martini Non-Alcoholic, and Guinness 0.0. This helped understand the market landscape, trends, product positioning, and how these brands connect with their target audience.

4.2 Design Thinking Approach

A design thinking framework was used to guide the brand development process. In the *Empathize* stage, the focus was on understanding Gen Z's core motivations, behaviors, and how they engage socially with beverages. During the *Define* phase, key insights were synthesized to pinpoint what Gen Z values most in a drink—factors like bold flavor, eye-catching branding, health-conscious ingredients, and shareability on social platforms. The *Ideate* stage involved brainstorming creative ideas around flavor profiles, brand storytelling, and interactive touchpoints that could emotionally and socially connect with Gen Z. This was followed by the *Prototype* stage, where visual assets such as logo designs, mock packaging, and campaign elements were created. Finally, in the *Test* stage, these prototypes were shared with Gen Z participants to gather feedback, which was then used to refine and enhance the overall brand experience.

5. Target Audience

The primary target audience for Jim Beam Vibe includes young individuals from Gen Z, typically between the ages of 18 to 27, who are socially active and health-conscious. These users often prefer non-alcoholic or low-alcohol alternatives as part of a lifestyle that values balance, mental wellness, and self-expression. They enjoy flavorful and visually appealing drinks that enhance social experiences without the pressure of consuming alcohol. This group includes college students, young professionals, and social media-savvy individuals who like to share their moments online. Many are also part of the "sober curious" movement, seeking alternatives that align with their fitness and wellness goals.

The secondary audience consists of people who influence or support Gen Z's choices around beverages. This includes event organizers and bartenders who curate inclusive drink menus, influencers who promote sober living and wellness trends, and family members such as parents or older siblings who encourage responsible consumption. Additionally, campus communities and clubs that focus on creativity, wellness, or social impact also play a role in shaping and endorsing the appeal of a non-alcoholic brand like Jim Beam Vibe.



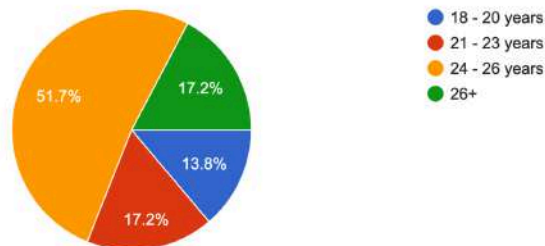
Figure 1 - Target Audience

5.1 Google Survey

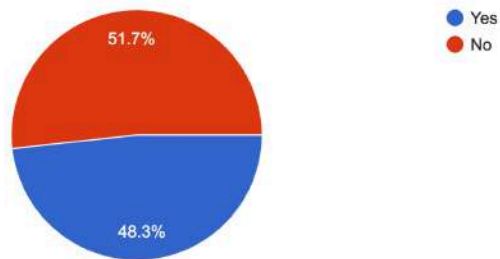
A Google survey was conducted to understand the preferences, behaviors, and social perspectives of Gen Z toward non-alcoholic drinks. The goal was to gain insight into what motivates Gen Z to choose alcohol-free options, how they engage with such products in social settings, and what features they value most—such as flavor, branding, health benefits, or shareability. The survey responses helped identify trends in lifestyle choices, attitudes toward sober living, and the emotional or social needs that a non-alcoholic brand like Jim Beam Vibe can fulfill. This research played a key role in shaping the product's design, messaging, and overall brand strategy to connect meaningfully with Gen Z.

A. Demographic

What is your age?
29 responses



Do you drink alcohol?
29 responses

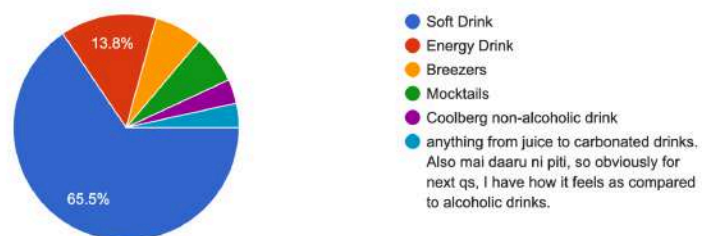


Demographic Insights from the Gen Z Survey on Non-Alcoholic Drinks

- **Age Group:** The majority of respondents (51.7%) fall within the 24–28 age range, representing the upper segment of Gen Z.
- **Gender Identity:** 55.2% identify as male, while 44.8% identify as female, showing a fairly balanced gender representation.
- **Alcohol Consumption:** The audience is nearly evenly split—51.7% do not consume alcohol, while 48.3% do—highlighting a mix of sober and social drinkers within Gen Z.

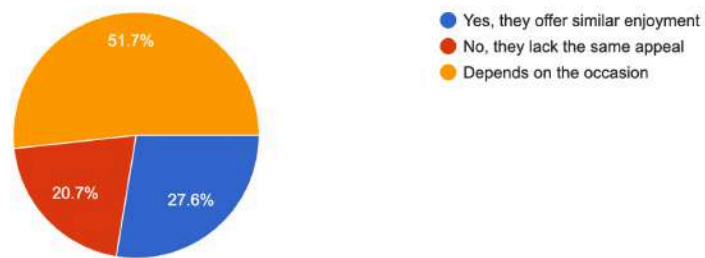
B. Perception of Non-Alcoholic Drinks

What comes to mind when you think of non-alcoholic drinks?
29 responses



Do you think non-alcoholic drinks are a viable alternative to alcoholic beverages?

29 responses



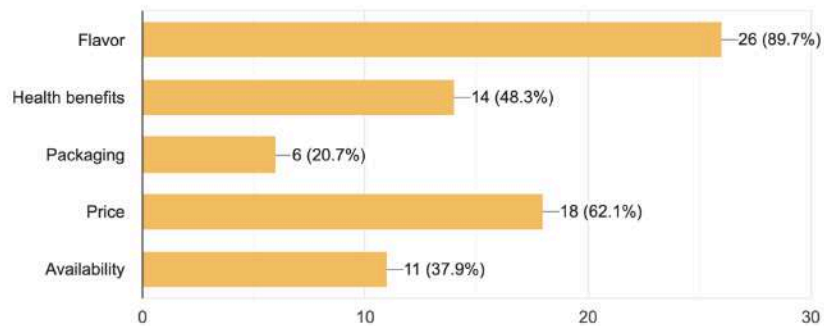
Perception Insights from the Gen Z Survey on Non-Alcoholic Drinks

- *Soft drinks* are still the first thing that comes to mind for 65.5% of respondents when thinking of non-alcoholic beverages.
- 51.7% view non-alcoholic drinks as a *situational alternative*, not a default choice.
- 65.5% believe this trend is *temporary*, not a long-term shift.
- Only 24.1% are fully ready to switch from soft drinks, though 44.8% are open to doing so occasionally.
- 31% say they *never feel excluded* for choosing a non-alcoholic drink.

C. Preferences for Non-Alcoholic Drinks

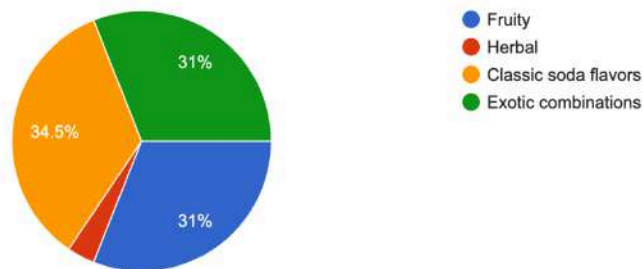
Which qualities are most important in a non-alcoholic drink?

29 responses



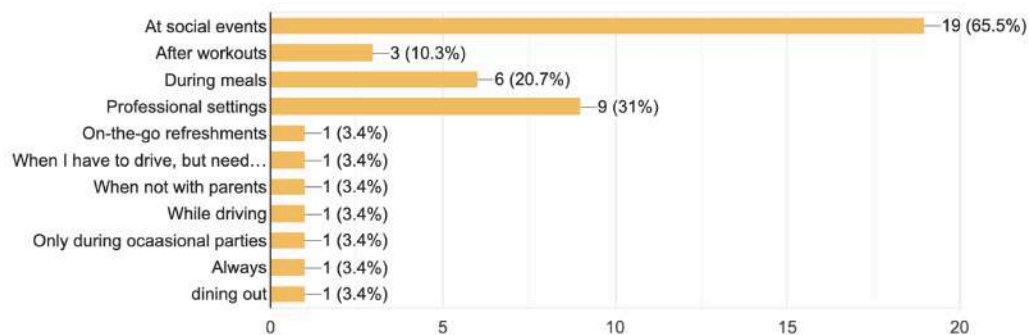
Which flavors or ingredients do you find most appealing?

29 responses



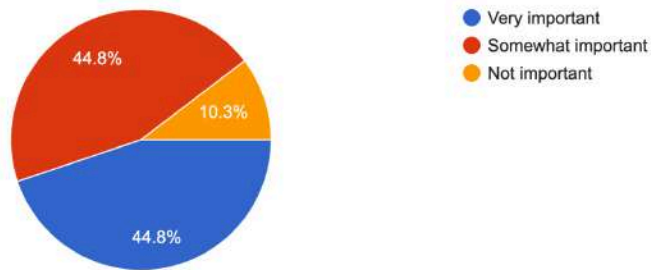
When do you typically choose non-alcoholic drinks

29 responses



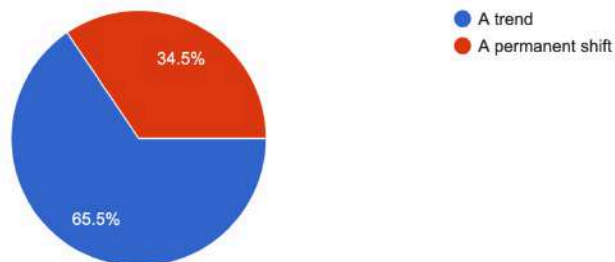
How important is health when choosing non-alcoholic drinks?

29 responses



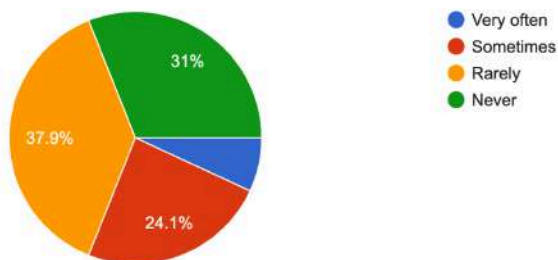
Do you see non-alcoholic drinks as a trend or a permanent choice?

29 responses



How often do you feel excluded when others are drinking alcohol, and you choose a non-alcoholic drink?

29 responses



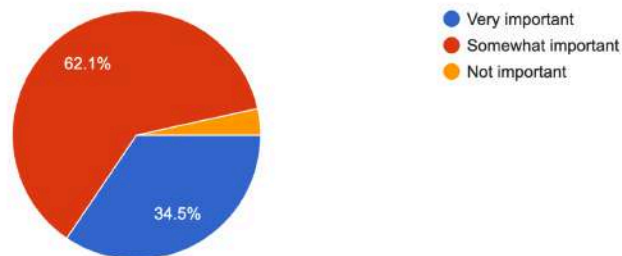
Preferences Insights from the Gen Z Survey on Non-Alcoholic Drinks

- *Flavor* dominates as the top priority at 89.7%.
- *Price* matters for 62.1%, while 48.3% also look for *health benefits*.

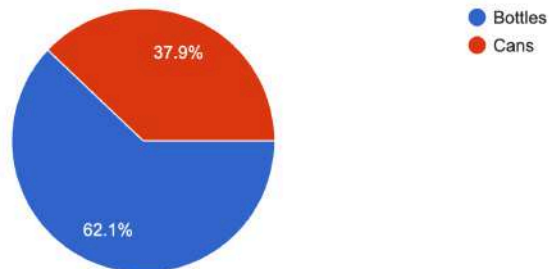
- 37.9% care about how easily the product is *available*.
- 20.7% place value on *packaging design*.
- 65.5% consume these drinks mostly in *social settings*, and 31% use them in *professional environments*.

D. Aesthetic Appeal of Non-Alcoholic Drinks

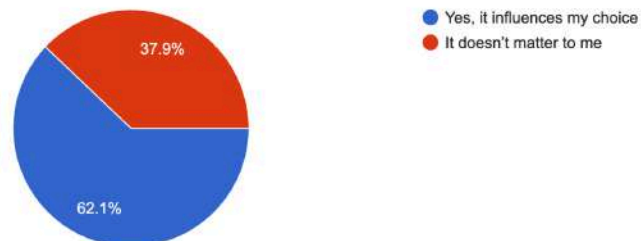
How important is visual appeal in your decision to buy a non-alcoholic drink?
29 responses



What packaging style do you prefer for non-alcoholic drinks?
29 responses

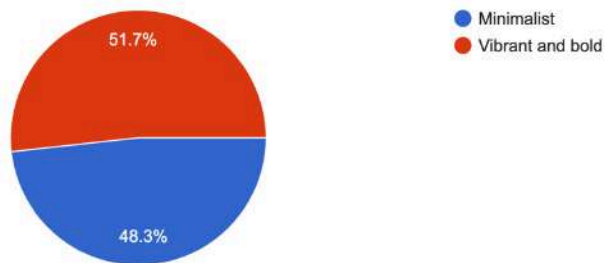


Would you buy a drink with eco-friendly packaging?
29 responses



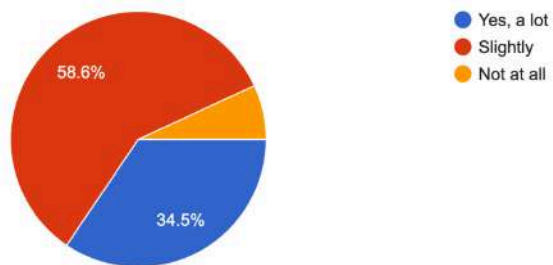
Do you prefer minimalist packaging or vibrant and bold designs?

29 responses



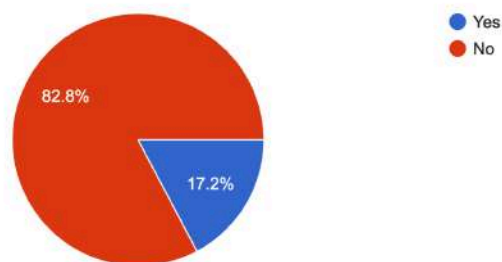
Does visual appeal influence your perception of a drink's quality or taste?

29 responses



Should the packaging of non-alcoholic drinks look similar to alcoholic drinks?

29 responses



Packaging & Visual Appeal Insights from the Gen Z Survey on Non-Alcoholic Drinks

- 62.1% say visual design is *somewhat important*, with 34.5% calling it *very important*.
- 62.1% prefer *bottles* over cans.
- *Eco-friendly packaging* influences 62.1% of users.

- Design-wise, 51.7% favor *vibrant, bold visuals*, while 48.3% lean toward *minimalist styles*.
- 58.6% believe packaging *affects how they perceive taste*.
- 82.8% think non-alcoholic drinks *should not resemble alcoholic ones* in appearance.

6. About Jim Beam

6.1 History

- Origins in the 18th Century: In 1740, the Boehm family immigrated to American colonies, eventually settling in Kentucky and changing their name to Beam. The region's favorable climate and limestone springs make it ideal for corn farming.
- First Bourbon Production: By the late 1700s, Jacob Beam used his father's whiskey recipe to distill corn into a new, sweeter whiskey, marking the birth of their bourbon.
- Generational Legacy: Over seven generations and more than two centuries, the beam family has maintained a singular goal: to make the best bourbon in the world.



Figure 2 - Jim Beam HQ, Jacob Beam, James Beauregard Beam—a.k.a. Jim Beam

6.2 Vision and Mission

Jim Beam's enduring commitment is evident.

- Craftsmanship: Producing high-quality bourbons using traditional methods.
- Heritage: Preserving and honoring a rich family legacy in bourbon-making.

- Innovation: Continuously evolving to meet consumer tastes while respecting time-flavored honored practices.

6.3 Brand Values

- Tradition: Upholding over 225 years of bourbon-making heritage.
- Quality: Ensuring that each bottle reflects the family's dedication to excellence.
- Family Legacy: Emphasizing the importance of family in a brand's history and operations.
- Innovation: Introducing new products, such as flavored bourbons, to cater to evolving consumer preferences.

These values highlight Jim Beam's dedication to producing an exceptional bourbon, while honoring its storied past.

7. Competitive Analysis

7.1 7Ps Competitive Comparison of Non-Alcoholic Drinks

Factor	Martini Non-Alcoholic	Jack Daniel's & Coca-Cola Zero Sugar	Tanqueray 0.0%	Heineken 0.0	Budweiser Zero	Corona Sunbrew 0.0%	Guinness 0.0
Product	Non alcoholic vermouth, mocktails	RTD whiskey + Coke	Non-alcoholic gin, botanical	Lager, OG taste	Crisp, light lager	Beer + Vitamin D	Stout, same creamy feel
Price	Premium	Affordable	Premium	Competitive	Budget	Beer + Vitamin D	Mid-to-premium
Place (Distribution)	Bars, D2C, high-end	Retail + bars	Liquor stores, bars	Widely available	Retail chains	Premium stores	Bars + premium retail
Promotion	Cocktail culture	Co-brand power	Gin lovers, digital	Sports + influencers	Events + social	Wellness focused	Taste-first campaigns
People	Mixologists, health conscious	Casual, loyal fans	Gin fans, premium buyers	Broad, fitness lovers	Casual & drivers	Health first, summer fans	Guinness loyalists

Process	Traditional, de alcoholized	Blended RTD	Distilled then NA	Brewed then NA	Filtered NA	Vitamin D infusion	Cold filtration
Physical Evidence (Branding & Packaging)	Premium glass	Branded can	Classic bottle	Green bottle	Standard + "Zero"	Wellness focused	Signature bottle



Figure 3 - Non Alcoholic Drinks

7.1.1 Key Observations

- **Luxury Positioning:** Martini Non-Alcoholic and Tanqueray 0.0% caters to cocktail enthusiasts and premium customers.
- **Mass Appeal:** Heineken 0.0 and Budweiser Zero have the widest distribution and mainstream marketing.
- **Health and Wellness Angle:** Corona Sunbrew 0.0% leverages Vitamin D to attract health-conscious consumers.
- **Brand Trust & Convenience:** Jack Daniel's and Coca-Cola Zero Sugar uses strong branding and an RTD format for easy consumption.
- **Authenticity:** Guinness 0.0 stands out because it ensures the same texture and taste as the original stout.

7.2. SWOT Comparison of Non-Alcoholic Drinks

Brand	Strengths	Weaknesses	Opportunities	Threats
Martini Non-Alcoholic	Strong brand heritage in premium vermouth, high-quality ingredients, sophisticated taste for mocktails	Higher price limits accessibility, niche market appeal, requires mixology knowledge	Growing demand for alcohol-free cocktails, premium bars & lounges expanding non-alcoholic menus	Competition from other premium non-alcoholic spirits, limited casual consumer appeal
Jack Daniel's & Coca-Cola Zero Sugar	Strong brand recognition, convenient RTD format, appeals to both Jack Daniel's and Coke fans	Lacks the depth of a traditional whiskey alternative, may not appeal to serious whiskey drinkers	Capitalizing on RTD market growth, introducing more non-alcoholic whiskey variations	Competition from other RTD and non-alcoholic spirit brands, potential confusion with regular Jack Daniel's
Tanqueray 0.0%	Retains the classic Tanqueray botanical profile, premium positioning, appeals to gin enthusiasts	Expensive compared to mass-market non-alcoholic drinks, may struggle to justify price	Expanding into craft cocktail culture, partnerships with high-end bars & mixologists	Competition from Seedlip and other non-alcoholic gin alternatives
Heineken 0.0	Widely available, strong brand trust, effective marketing campaigns, closely replicates regular Heineken	Some consumers still skeptical about non-alcoholic beer taste, limited differentiation	Growing market for alcohol-free beer, expansion into sports events and fitness-friendly marketing	Intense competition from Budweiser Zero and Guinness 0.0, pricing pressure from budget brands
Budweiser Zero	Mass-market pricing, strong distribution, well-recognized brand	Less flavorful compared to some competitors, lacks premium positioning	Growth in health-conscious and designated driver markets, expansion into emerging markets	Competition from Heineken 0.0 and craft non-alcoholic beers, brand perception as a "lighter" beer
Corona Sunbrew 0.0%	Unique value proposition with	May struggle to attract traditional	Leveraging wellness trends,	Competing with traditional

	Vitamin D infusion, appeals to health-conscious consumers, summer-friendly branding	beer drinkers, premium pricing	partnerships with fitness and outdoor lifestyle brands	non-alcoholic beers that offer a more authentic taste
Guinness 0.0	Closely mimics original Guinness, strong loyalty from Guinness drinkers, high-quality brewing process	Premium price, niche appeal (stout drinkers only)	Expanding into high-end bars, targeting non-alcoholic stout lovers	Limited appeal beyond stout enthusiasts, competition from other craft-style non-alcoholic beers

7.2.1 Key Insights:

- Mass market leaders (Heineken 0.0, Budweiser Zero) focus on affordable, widely available options, competing through aggressive marketing.
- Premium brands (Martini Non-Alcoholic, Tanqueray 0.0%) target cocktail lovers, emphasizing quality and exclusivity.
- Innovation (Corona Sunbrew 0.0%) is differentiated by adding health benefits that appeal to wellness-conscious consumers.
- Brand loyalty matters (Guinness 0.0, Jack Daniel's, and Coca-Cola Zero Sugar); these brands rely on existing customer trust to drive sales.

7.3 Non-Alcoholic Drink Brand is Engaging Gen Z

Gen Z prefers bold branding, health-conscious options, social media engagement, and interactive experience. Here, how does each brand target them?

Brand	Gen Z Strategy	Strengths for Gen Z	Challenges with Gen Z
Martini Non-Alcoholic	<ul style="list-style-type: none"> - Promotes sophisticated non-alcoholic cocktails on social media. - Uses mixologists & influencers for trendy, aesthetic drink ideas - Focuses on premium, stylish branding that appeals to Gen Z's love for luxury. 	<ul style="list-style-type: none"> - Instagrammable bottle & branding - Appeals to Gen Z's love for creative mixology. - Fits into sober-curious & mindful drinking trends. 	<ul style="list-style-type: none"> - Price may be too high for Gen Z. - Less convenient than RTD (ready-to-drink) alternatives - Requires knowledge of mixology, limiting casual drinkers.
Jack Daniel's &	<ul style="list-style-type: none"> - Leverages brand nostalgia + 	<ul style="list-style-type: none"> - Easy-to-drink RTD 	<ul style="list-style-type: none"> - Not as health-focused

Coca-Cola Zero Sugar	<p>Gen Z's love for RTD drinks.</p> <ul style="list-style-type: none"> - Heavy focus on TikTok & social media ads featuring party & casual drinking settings. - Positions itself as "the fun alternative" for social occasions. 	<p>format.</p> <ul style="list-style-type: none"> - Familiar taste (Jack Daniel's + Coke combo). - Appeals to casual social drinkers who want a quick alternative. 	<p>as other Gen Z-preferred drinks.</p> <ul style="list-style-type: none"> - Lacks a strong wellness or sustainability angle. - May not attract hardcore whiskey drinkers looking for a genuine alternative.
Tanqueray 0.0%	<ul style="list-style-type: none"> - Uses premium branding and social media influencers to make gin-based mocktails trendy. - Appeals to cocktail culture, DIY mixology trends, and "drinking less but better" movement. - Collaborates with bars to offer exclusive non-alcoholic cocktail menus 	<ul style="list-style-type: none"> - Feels premium, ideal for Gen Z's "aesthetic drinking culture". - Encourages DIY cocktail making, which is a TikTok trend. - Fits the luxury sober lifestyle trend. 	<ul style="list-style-type: none"> - Expensive for everyday drinking. - Less approachable for Gen Z who prefer simple, grab-and-go drinks. - Doesn't differentiate much from competitors like Seedlip.
Heineken 0.0	<ul style="list-style-type: none"> - "Now You Can" campaign directly appeals to Gen Z's active lifestyle - Heavy sponsorship in sports, gaming, and festivals - Partners with influencers to promote "social drinking without alcohol". 	<ul style="list-style-type: none"> - Widely available & affordable.- No stigma—looks just like regular Heineken - Appeals to health-conscious Gen Z who still want beer taste. 	<ul style="list-style-type: none"> - Taste vs. traditional beer—not all Gen Z consumers are convinced - Needs stronger digital engagement beyond sponsorships.
Budweiser Zero	<ul style="list-style-type: none"> - Uses sports sponsorships (NBA, NFL, FIFA) to connect with Gen Z.- Focuses on low-calorie & alcohol-free benefits.- Heavily promoted via YouTube & Instagram ads. 	<ul style="list-style-type: none"> - Budget-friendly & easy to find.- Appeals to Gen Z who want to drink socially without alcohol pressure.- Familiar branding creates comfort & trust. 	<ul style="list-style-type: none"> - Struggles to differentiate from Heineken 0.0.- Lacks a unique social media strategy compared to competitors.- Doesn't push wellness or sustainability as much.
Corona Sunbrew 0.0%	<ul style="list-style-type: none"> - Wellness-focused marketing with Vitamin D as a selling point. - Connects with Gen Z's outdoor, travel, and wellness lifestyle. - Uses sunny, beach-themed branding to associate with relaxation. 	<ul style="list-style-type: none"> - Unique health benefit (Vitamin D). - Appeals to Gen Z's interest in wellness + social drinking. - Looks like a "cool, lifestyle drink" rather than just a beer. 	<ul style="list-style-type: none"> - Price is slightly premium. - Limited global availability compared to Heineken & Budweiser. - May feel more like a functional drink than a fun one.
Guinness 0.0	<ul style="list-style-type: none"> - "Same Guinness, Zero 	<ul style="list-style-type: none"> - Keeps authenticity 	<ul style="list-style-type: none"> - Limited appeal outside

	Alcohol" campaign reassures Gen Z about taste. - Nostalgia & heritage used in storytelling to make stout drinking cool. - Collaborates with gaming & esports events to stay relevant.	(Gen Z loves "realness" in branding). - Great for stout lovers who want a non-alcoholic option. - Appeals to older Gen Z who are shifting from casual to premium drinks.	stout drinkers. - Not positioned as a lifestyle brand like Corona Sunbrew or Heineken. - Needs more interactive social media presence.
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7.3.2 Key Takeaways for Gen Z Engagement

- Strongest Appeal: Jack Daniel's & Coca-Cola Zero Sugar, Heineken 0.0, and Corona Sunbrew 0.0%— fun, easy drinking, and lifestyle marketing.
- Best for Aesthetic & Premium Appeal: Martini Non-Alcoholic and Tanqueray 0.0%—great for cocktail culture and sober luxury.
- Best Health & Wellness Angle: Corona Sunbrew 0.0%—leverages Vitamin D to attract health-conscious Gen Z.
- Most Authentic for Traditional Drinkers: Guinness 0.0—ideal for stout lovers who want the real Guinness experience.

8. Process of Making Non-Alcoholic Whiskey

Non-alcoholic whiskeys aim to replicate the flavour and experience of traditional whiskeys without alcohol content. To achieve this goal, the production process combines traditional whiskey-making techniques with innovative methods.

a. Selection of Ingredients

- Grains Used: A blend of barley, corn, rye, and wheat was chosen to establish the foundational flavours.

b. Malting and Mashing

- Malting: Grains are germinated and then dried to activate enzymes that convert starches into fermentable sugars.
- Mashing: Malted grains are mixed with water, allowing the enzymes to extract sugars, resulting in a sweet liquid known as wort.

c. Fermentation

- Process: In traditional whiskey making, yeast fermentation converts sugars into alcohols. For non-alcoholic whiskey, the process was adjusted to preserve the flavours without producing alcohol.

d. Distillation

- Objective: Distillation techniques are modified to retain the essence of flavours while eliminating or significantly reducing the alcohol content

e. Ageing

- Barrel Ageing: The liquid is aged in wooden barrels for a shorter period than traditional whiskey, allowing it to absorb characteristics from the wood, such as colour and subtle flavour notes.

f. Flavour Enhancement

- Adjustments: Additional natural flavours and essences may be blended to mimic the complexity and warmth of traditional whiskey.

g. Filtration and Bottling

- Filtration: The liquid undergoes filtration to remove impurities and achieve clarity.
- Bottling: Once the desired flavour profile is achieved, the nonalcoholic whiskey is bottled and prepared for distribution.

9. In-Depth Comparison: Alcoholic, Non-Alcoholic, and Regular Beverages

9.1 . Alcoholic Drinks

Alcoholic drinks contain ethanol, a chemical compound that causes toxicity. Beverages are typically fermented or distilled from grains, fruits, or other natural sources.

9.1.1 Types of alcoholic drinks

- Beer – made from fermented barley, hops, water, and yeast (4-7% ABV).
- Wine – made from fermented grapes or other fruits (10-15% ABV).
- Spirits/liquor: distilled alcohol with higher ABV
 - Whiskey (35-50% ABV)
 - Vodka (35-50% ABV)
 - Rum (35-50% ABV)
 - Tequila (35-50% ABV)
- Cocktails: Mixed drinks that combine alcohol with juices, syrups, or other ingredients.

9.1.2 Effects of Alcohol

- Causes intoxication
- Slows down brain function
- Can lead to dehydration
- Long-term use can affect the liver and overall health



Figure 4 - Alcoholic Drinks

9.2 . Non-Alcoholic Drinks

These beverages mimic alcoholic drinks in flavour but contain less than 0.5% ABV, which is not sufficient to cause intoxication.

9.2.1 Types of non alcoholic drinks

- Mocktail: Alcohol-free versions of cocktails. Examples: Virgin Mojito, Virgin Pina Colada.
- Zero-Proof Beer & Wine – Brewed like regular beer or wine, but with alcohol removed.
- Non-Alcoholic Spirits are made from botanical ingredients to resemble whiskey, gin, or rum without alcohol.
- Kombucha – A fermented tea that naturally has a trace amount of alcohol but is classified as non-alcoholic.

9.2.2 Why do people choose non alcoholic drinks?

- Health-conscious choices

- Religious or personal beliefs
- Avoiding intoxication while enjoying similar flavours
- Safer for social events and designated drivers



Figure 5 - Non Alcoholic Drinks

9.3 Regular Drinks (Everyday Beverages)

Regular drinks do not contain alcohol and are consumed for hydration, energy, or taste.

9.3.1 Types of regular drinks

- Water is essential for life and is the best source of hydration.
- Juices: Made from fruits or vegetables; fresh or packaged.
- Soft Drinks (Carbonated Beverages), such as Coca-Cola, Pepsi, and Sprite.
- Tea and coffee- caffeinated drinks for energy.
- Milk and Milk-Based Drinks – includes shakes, smoothies, and flavoured milk.
- Energy Drinks, such as Red Bull or Monster, contain caffeine and sugar for an energy boost.

9.3.2 Why Choose Regular Drinks

- Healthy hydration (water, juice, milk)
- Refreshment and enjoyment (soft drinks, tea, coffee)
- Energy boost (energy drinks, coffee)



Figure 6 - Regular Drinks

9.4 Key Differences: Side-by-Side Comparison

Feature	Alcoholic Drinks	Non-Alcoholic Drinks	Regular Drinks
Contains Alcohol?	Yes (0.5% ABV or more)	Less than 0.5% ABV	No alcohol at all
Purpose	For relaxation, socializing	For taste, health-conscious choices	For hydration, energy, or refreshment
Examples	Beer, Wine, Whiskey, Cocktails	Mocktails, Non-Alcoholic Beer, Kombucha	Water, Juice, Tea, Coffee, Soft Drinks
Effects	Can cause intoxication	No intoxication	No intoxication
Consumption Restrictions	Age-restricted (18+/21+ in some countries)	No restrictions	No restrictions

10. Legal & Cultural Context in India

10.1 Legal Blood Alcohol Concentration (BAC) Limits in India

10.1.1 Understanding BAC Limits

- BAC (Blood Alcohol Concentration): Measures the amount of alcohol in a person's bloodstream.
- Legal Limit in India:
 - Private Vehicle Drivers: 0.03% BAC, equivalent to 30 mg of alcohol per 100 ml of blood.
 - Commercial Vehicle Drivers: Zero tolerance; any detectable alcohol is illegal.

10.1.2 Penalties for Exceeding BAC Limits

- **First Offense:**
 - Fine up to ₹10,000.
 - Imprisonment up to six months.
 - Possible suspension of driving license.
- **Subsequent Offenses:**
 - Increased fines and longer imprisonment terms.

10.2 Government Policies on Alcohol Consumption Among Generation Z in India

10.2.1 Trends in Alcohol Consumption.

- Shift Towards Non-alcoholic Beverages
- Growing popularity of low-alcohol and non-alcoholic beers among Gen Z and millennials.
- Driven by health consciousness and desire for moderation.
- The emergence of nonalcoholic spirits in the Indian market.

10.2.2 Regulatory Measures:

- Legal Drinking Age:
 - Varies by state and is generally between 18 and 25 years.
- Advertising Restrictions
 - Regulations on promoting alcoholic beverages, especially for youth.
- Taxation and Pricing:
 - High taxes on alcoholic products deter consumption.

10.2.3 Challenges in Policy Implementation

- Fragmented enforcement of alcohol control policies.
- Influence of political and economic factors on policy decisions.

11. Categorization of bottles on the basis of physical appearance

When categorising bottles for nonalcoholic whiskies, we can consider three main aspects: shape, material, and size. Examining examples from various nonalcoholic brands provides insights into common practices.

11.1. Shape

- Traditional Designs: Some brands opt for classic bottle shapes reminiscent of their alcoholic counterparts to maintain a familiar aesthetic.

For example, Sea Arch, a non-alcoholic gin brand, uses the Moonea bottle, which has a traditional silhouette, reinforcing its connection to classic gin bottles.



Figure 7 - Sea Arch bottle

- Innovative Shapes: Other brands choose unique designs to stand out on shelves and emphasise their distinct identities.

Example: Old St. Andrews offers whisky in golf ball-shaped bottles, appealing to golf enthusiasts and providing a novelty factor.



Figure 8 - Old St. Andrews offers whisky

11.2. Material

- Glass: The predominant choice for premium non-alcoholic spirits owing to its inert nature and premium feel.

Example: Croxsons supplied sea arches with spray-coated glass bottles aligned with the brand's premium positioning.



Figure 9 - Croxsons bottles

- Paper-Based: Emerging as an eco-friendly alternative, some brands are exploring paper-based bottles to reduce environmental

For example, Diageo introduced a 90% paper-based bottle for Johnnie Walker, aiming for sustainability without compromising quality.



Figure 10 - Paper-based bottle for Johnnie Walker

11.3. Size

- Standard (700–750 ml): Common for full-sized bottles, catering to regular consumers.

Example: Sea Arch offers a 700 ml bottle, which is typical for spirits.



Figure 11 - Standard size

- Miniatures (50–250 ml): Ideal for sampling, gifting, or on-the-go consumption.

Example: Sea Arch also provides a 250 ml version, allowing consumers to try smaller quantities before committing to a full-sized bottle.



Figure 12 - Miniatures size

- Larger Formats (1 L and above): Less common but available to enthusiasts or bulk purchasers.

Example: Old St Andrews offers a one-litre clear-glass version of their golf ball-shaped bottle, catering to those seeking larger quantities.



Figure 13 - Large format size

11.4 Key feature of Jim Beam bottles

Jim Beam, a renowned bourbon brand, has distinct bottle designs that highlight its heritage and qualities. Here's an overview based on shape, size, structure, and material:

11.4.1. Shape

- Standard Bottles: In 2016, Jim Beam introduced a square bottle design with broader shoulders, moving away from the previous rounded shape. This change was aimed at providing a bolder and more contemporary appearance.

- Premium Variants: The Jim Beam Black® features a more rectangular bottle structure, differentiating it from the standard version and emphasizing its premium status.

11.4.2. Size

Jim Beam offers a range of bottle sizes to cater to various consumer needs, including

- Miniatures: 50ml
- Standard: 750ml
- Large Formats: 1L and 1.75L

This variety ensures accessibility to both casual consumers and enthusiasts.

11.4.3. Structure and Material

- Material: Jim Beam bottles are crafted from glass to provide durability and a premium feel.
- Design Elements: The 2016 redesign incorporated higher-quality paper labels with real gold foil and matte finishes, refined embossing, and a refined "rosette" logo. These enhancements are aimed at better representing the premium liquid inside.



Figure 14 - Jim Beam Bottles

11.5 Distinctive Features

What sets Jim Beam bottles apart from the others include the following:

- Heritage Emphasis: The inclusion of distiller portraits and the "rosette" logo underscores the brand's rich history.
- Consistent Branding: The packaging redesign aimed for a unified premium look across all markets, ensuring brand consistency globally.
- Premium Touches: Use of real gold foil, matte finishes, and refined embossing on labels enhances tactile and visual appeal, distinguishing Jim Beam on the shelf.

These design choices reflect Jim Beam's commitment to quality and its desire to offer consumers a product that is both visually appealing and representative of its storied legacy.



Figure 15 - Jim Beam Bottles Distinctive Features

11.6 New Bottle Shape Ideation



Figure 16 - Bottles Shapes Sketches

12. Why Do We Need Non-Alcoholic Drinks?

Non-alcoholic drinks are not just the middle ground between soft drinks (like cola) and hard drinks (such as whiskey). They serve different purposes and meet specific needs, and neither soft nor hard drinks are fully satisfied.

12.1 Psychological & Social Experience Without Alcohol

- Feel of drinking without the effects - People want the ritual of a drink (a glass of whiskey or a cocktail) without getting drunk or hangover.
- Inclusive at social events - Non-drinkers (due to religion, health, or choice) can still feel part of the group at the bars or parties.

Real-life example: A person at a wedding toast might prefer a non-alcoholic bubbly instead of soda to match the vibe, but not the alcohol.

12.2 Sophisticated Taste Without Sugar

- Soft drinks = sweet - Most soft drinks are sugary or carbonated. They do not offer the complex, mature flavors of alcohol-based drinks.
- Non-alcoholic spirits = depth - These drinks mimic the bitterness, smokiness, and complexity of real spirits, such as whiskey or gin.

Real-life example: A 30-year-old who likes the taste of bourbon but avoids alcohol would never experience the same feeling from cola.

12.3 Health-Conscious Lifestyle

- No hangover, no liver damage - People want to cut down on alcohol but not the experience.
- Low-calorie, no-sugar options - Many non-alcoholic drinks are crafted for fitness-focused, clean-eating consumers.

Real-life example: Athletes or wellness influencers might sip on zero-proof gin and tonic instead of wine at a dinner party.

12.4 For Special Groups

- Pregnant women - Want to enjoy social moments without risking their baby's health.
- Recovering alcoholics - Can enjoy the ritual without triggering a relapse.
- Designated drivers - Can “drink” without compromising safety.

12.5 Innovation & Flavour Experimentation

- Non-alcoholic brands experiment with spices, herbs, botanicals, and fermentation.
- It's about creative mixology, not just copying alcohol.

Real-life example: You can get a smoky, barrel-aged, tea-based drink with no alcohol or sugar—something no soda or beer offers.

12.6 Summary: Why Not Just Stick to Soft or Hard Drinks?

Need / Experience	Soft Drinks	Hard Drinks	Non-Alcoholic Drinks
Adult, complex flavors	✗	✓	✓
No alcohol	✓	✗	✓
Health-conscious	✗	✗	✓
Social inclusion (ritual vibe)	✗	✓	✓
Can drive afterwards	✓	✗	✓

13. New Brand Development

13.1 Brand Name: Jim Beam Vibe

A modern, youthful, and adaptable extension of the Jim Beam legacy, designed for those who want to enjoy the moment—boldly, freely, and without compromise.



Figure 17 - New Brand Logo

13.2 Tagline

"Raise the Vibe. Not the Proof."

This highlights the social and uplifting nature of the drink while reinforcing its non-alcoholic identity.

13.3 Jim Beam Vibe: The Brand Story

For over 225 years, Jim Beam has been at the heart of great nights, real connections, and unforgettable moments. Built on craftsmanship, character, and camaraderie, our bourbon has always been more than just a drink—it's a feeling, an energy, a vibe.

But times are evolving. More people are choosing to live boldly, celebrate freely, and enjoy fully, without alcohol. That's why we created Jim Beam Vibe—a modern, non-alcoholic bourbon-inspired drink that delivers the same rich depth, the same masterful craft, and the same good times—just without the proof.

Jim Beam Vibe isn't about what's missing—it's about what's amplified. The laughter, the stories, the music, the late-night conversations—all without the pressure of drinking. Whether you're at a party, catching up with friends, or just unwinding, Jim Beam Vibe is made for every mood, every moment.

Because a great time isn't about what's in your glass—it's about the energy you bring to it.

13.4 Brand Vision

To redefine the way people drink and celebrate by offering a bold, bourbon-inspired, non-alcoholic experience that fuels energy, connection, and unforgettable moments—proving that great vibes don't need alcohol.

13.5 Brand Mission

- Keep the Beam Legacy Alive – Honor 225 years of craftsmanship, delivering bourbon-inspired depth and richness, minus the alcohol.
- Empower Choice & Celebration – Create a world where everyone can enjoy the moment—whether they drink or not—without missing out.
- Craft Unforgettable Flavor – Offer a full-bodied, non-alcoholic bourbon experience that captures authentic taste without compromise.
- Fuel the Vibe – Elevate social experiences with a drink that enhances energy, conversation, and connection—proof-free.

13.6 Brand Values

1. Energy & Connection
 - More than a drink—it's a vibe. Crafted to fuel social energy, deepen conversations, and keep the night alive.
2. Authenticity & Craftsmanship
 - Inspired by centuries of bourbon-making, infused with modern innovation to deliver true, rich flavor—without alcohol.
3. Inclusivity & Freedom
 - Designed for everyone—sober-curious, mindful drinkers, bourbon lovers, and anyone who wants a good time without the pressure of alcohol.
4. Bold Flavor, Zero Proof
 - Real oak, caramel, vanilla, and spice notes—with none of the alcohol, but all the character.
5. Vibes Over Proof
 - The best nights aren't about what's in your glass—they're about the people, the energy, and the unforgettable moments.

13.7 Reasoning Behind the Name: Jim Beam Vibe

"Vibe" was chosen as the name for Jim Beam's non-alcoholic line because it perfectly captures the essence of Gen Z and the new era of social drinking:

1. Reflects Changing Moods & Self-Expression

- Gen Z is all about mood-based experiences—what they wear, listen to, or drink is driven by how they feel in the moment.
- "Vibe" taps into this idea of fluid identity, where your choices change with your mood, and that's not only accepted—it's celebrated.

Example: One night you want something chill and citrusy, another night something deep and smoky—Jim Beam Vibe lets you match your drink to your mood.

2. No Fixed Color = No Fixed Identity

- Just like the visual in the image says: "no fixed brand color" means flexibility.
- "Vibe" embraces a world where people aren't boxed into one identity or taste—you define your own experience every time.

Think of Vibe like a playlist: it changes depending on the day, the crowd, or the moment.

3. Keeps the Jim Beam Legacy, Adds a Modern Twist

- “Jim Beam” stands for tradition, craftsmanship, and quality.
- Adding “Vibe” brings in freshness, youth, and cultural relevance—bridging generations without losing authenticity.

A blend of old-school soul with a new-school flow.

4. It's More Than a Drink, It's a Movement

- “Vibe” isn't just a flavor—it's a feeling.
- Whether you're gaming, creating, socializing, or chilling solo, Vibe adapts to your rhythm.



Figure 18 - Reasoning Behind the Name

13.8 Moodboard

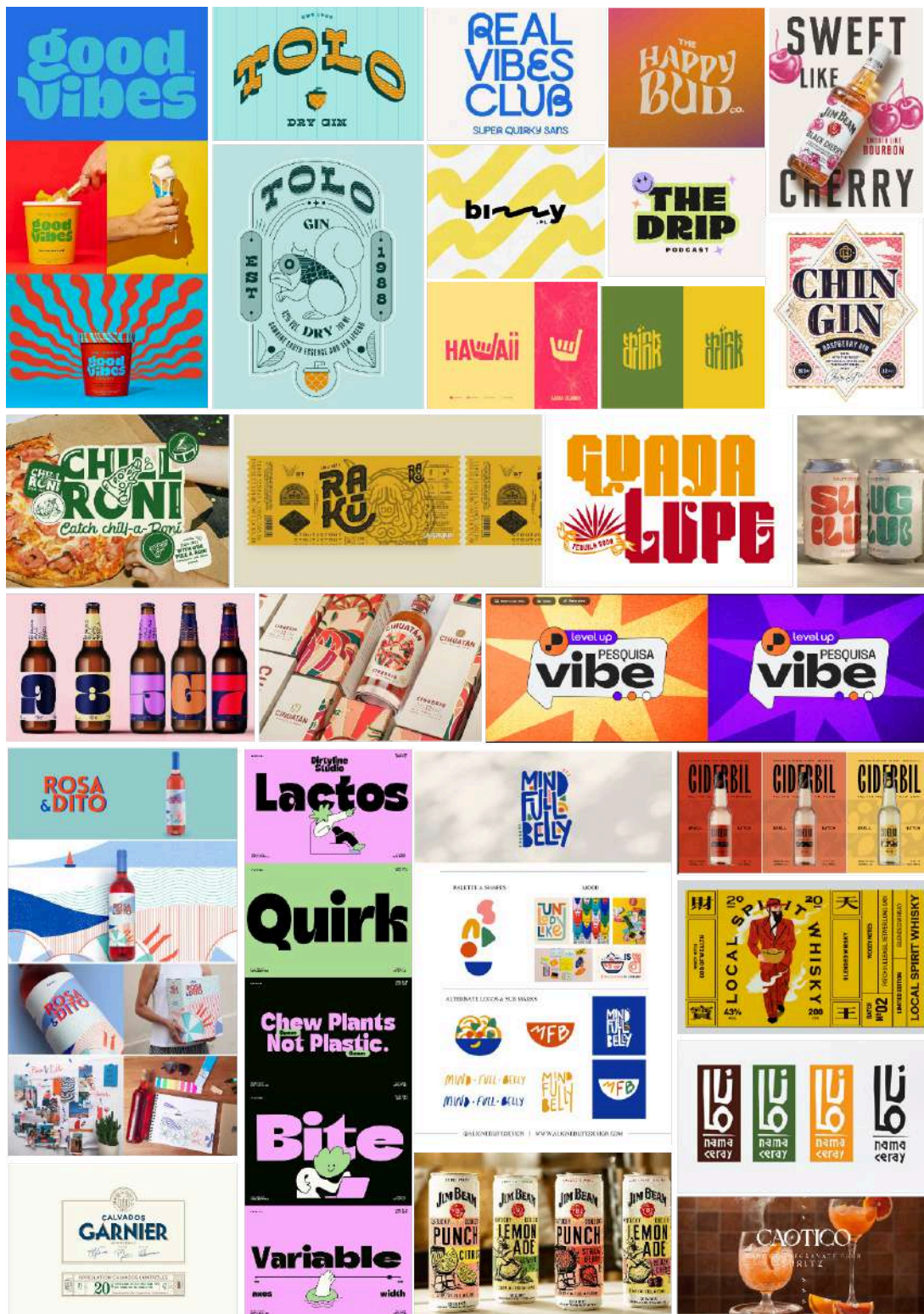


Figure 19 - Moodboard

13.9 Logo Exploration



Figure 20 - Logo Exploration

13.10 Logo Color

13.10.1 No fixed colour

- **Flexibility in Identity:**
There's no single color because Vibe isn't one fixed thing. It represents multiple moods, personalities, and experiences-just like the people who enjoy it.
- **Self-Expression:**
Gen Z values freedom to express themselves differently every day. The brand color adapts just like their emotions, music playlists, or fashion choices.
- **Dynamic Storytelling:**
Every color shift in Vibe tells a new story. Whether it's chill, bold, playful, or calm-the drink changes with your vibe.
- **No Labels, No Limits:**
Just like you wouldn't define someone by a single mood or color, Vibe doesn't want to be boxed in either.



Figure 21 - Logo Colours

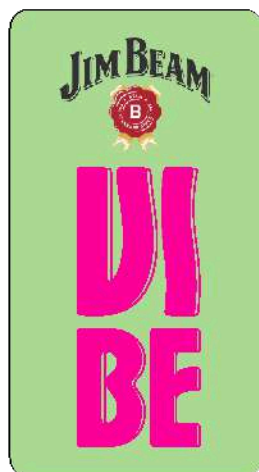
13.10.2 Rule behind choosing color combinations

- **Always Use Complementary Colors:**
One for the logo, one for the background-the goal is to make the logo pop and grab attention.
- **Visual Impact:**
Complementary colors (like blue & orange, red & green, yellow & purple) sit opposite on the color wheel and create strong contrast, helping the brand stay bold and vibrant.
- **Mood-Based Color Choice:**
Pick colors that reflect the emotion of the moment-calm pastels for chill vibes, bold neons for party energy, warm tones for cozy moods.



Example -1

If the vibe is energetic, you might see a neon pink logo on a lime green background.



Example -2

If the mood is relaxed, maybe a soft lavender logo on a pale yellow background.

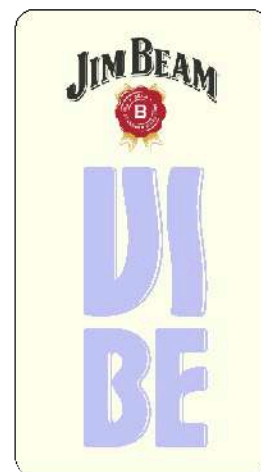


Figure 22 - Colours Choosing Rule

13.11 Typography

The brand uses different typefaces to define a visual hierarchy across the packaging.

KATLER REGULAR

Logo Type

BEBAS NEUE

Primary Type

Bebas Neue Pro

Secondary Type

Figure 23 - Logo Type

14. Flavor & Mood Mapping

14.1 Jim Beam Vibe – Non-Alcoholic Flavors

Jim Beam Vibe is crafted to offer the same depth, complexity, and sophistication found in classic bourbon, but without the alcohol. Each flavor is designed to evoke a specific "vibe," turning every sip into a mood-driven experience that connects with how Gen Z feels, lives, and socializes.

14.1.1. Smoked Vanilla – *The Bold & Timeless Vibe*

This flavor feels mature and smooth, like sipping bourbon by the fireplace. The mixture features a base of toasted oak and vanilla essence, blended with cold brew tea—either black or oolong—for depth. It's finished with smoked honey and a hint of cinnamon, creating a warm, nostalgic flavor that feels both retro and refined.

14.1.2. Midnight Cherry – *The Sophisticated Night Vibe*

Midnight Cherry delivers a sophisticated night vibe. It's rich and layered, ideal for winding down in the evening. The base combines dark cherry and warm clove infusion, mixed with sparkling tonic and a splash of cola for fizz. Orange peel and black pepper are added for complexity, resulting in a flavor that feels moody, mysterious, and perfect for late-night conversations.

14.1.3. Citrus & Ginger – *The Energized Social Vibe*

Citrus & Ginger captures an energized social vibe. It's bright, punchy, and made for celebration. The base blends caramelized citrus with subtle bourbon spice, balanced with ginger beer or spiced soda as the mixer. Lemon zest and star anise add warmth and sparkle, creating a drink that's as dynamic and playful as a Gen Z festival or café hangout.

14.1.4. Maple Espresso – *The Chill & Focused Vibe*

Maple Espresso offers a chill and focused vibe, perfect for quiet moments of reflection or creative flow. Its base is a rich maple-smoked espresso infusion, paired with oat milk or cold brew for a smooth, creamy texture. Nutmeg and dark chocolate shavings round out the flavor, making it feel cozy yet intense—ideal for mindful productivity or intimate moments.



Figure 24 - Flavors

14.2 Combined Reasoning Behind Jim Beam Vibe Flavors & Their Connection to Gen Z and the Vibe Concept

Jim Beam Vibe is more than a drink—it's a reflection of how Gen Z feels, socializes, and expresses themselves. Each flavor is built around a mood, turning a simple sip into a moment of self-expression. Here's how the names, flavors, and vibes all come together to connect with Gen Z:

14.2.1. Smoked Vanilla – The Bold & Timeless Vibe

Smoked Vanilla captures a bold and timeless vibe. The word “Smoked” adds depth and character, evoking vintage leather jackets or retro film cameras, while “Vanilla” brings a sense of comfort—like a favorite hoodie or familiar playlist. Together, it's a remix of classic and contemporary. It speaks to Gen Z's love for retro styles and effortless confidence. This flavor is ideal when they want to stand out without overdoing it—a confident throwback with modern swagger.

13.2.2. Midnight Cherry – The Sophisticated Night Vibe

Midnight Cherry delivers a sophisticated night vibe. “Midnight” suggests moody lighting, reflective conversations, and intentional energy, while “Cherry” adds boldness and sweetness. The name paints a picture of dreamy, curated moments—just like Gen Z's aesthetic night routines and online personas. It's the drink for deep talks, late-night messages, and cozy hangs in low light.

13.2.3. Citrus & Ginger – The Energized Social Vibe

Citrus & Ginger brings an energized social vibe. “Citrus” feels fun and youthful, while “Ginger” adds a punchy twist. The combination is lively and electric, like a hype playlist that sets the mood. This flavor matches Gen Z's vibrant social life—ideal for festivals, café meetups, or creative brainstorming. It's a spark of energy made for their most dynamic, expressive days.

13.2.4. Maple Espresso – The Chill & Focused Vibe

Maple Espresso offers a chill and focused vibe. “Maple” brings warmth and coziness, while “Espresso” adds alertness and depth. The pairing feels like a quiet Sunday in a coffee shop. It aligns with Gen Z's love for mental wellness, aesthetic calm, and productive solitude. Whether it's studying, journaling, or enjoying lo-fi beats alone, this flavor is cozy fuel for a mindful grind.

Each Jim Beam Vibe flavor turns an emotion into an experience, letting Gen Z sip their mood and share their vibe.

14.3 Label Design Sketch

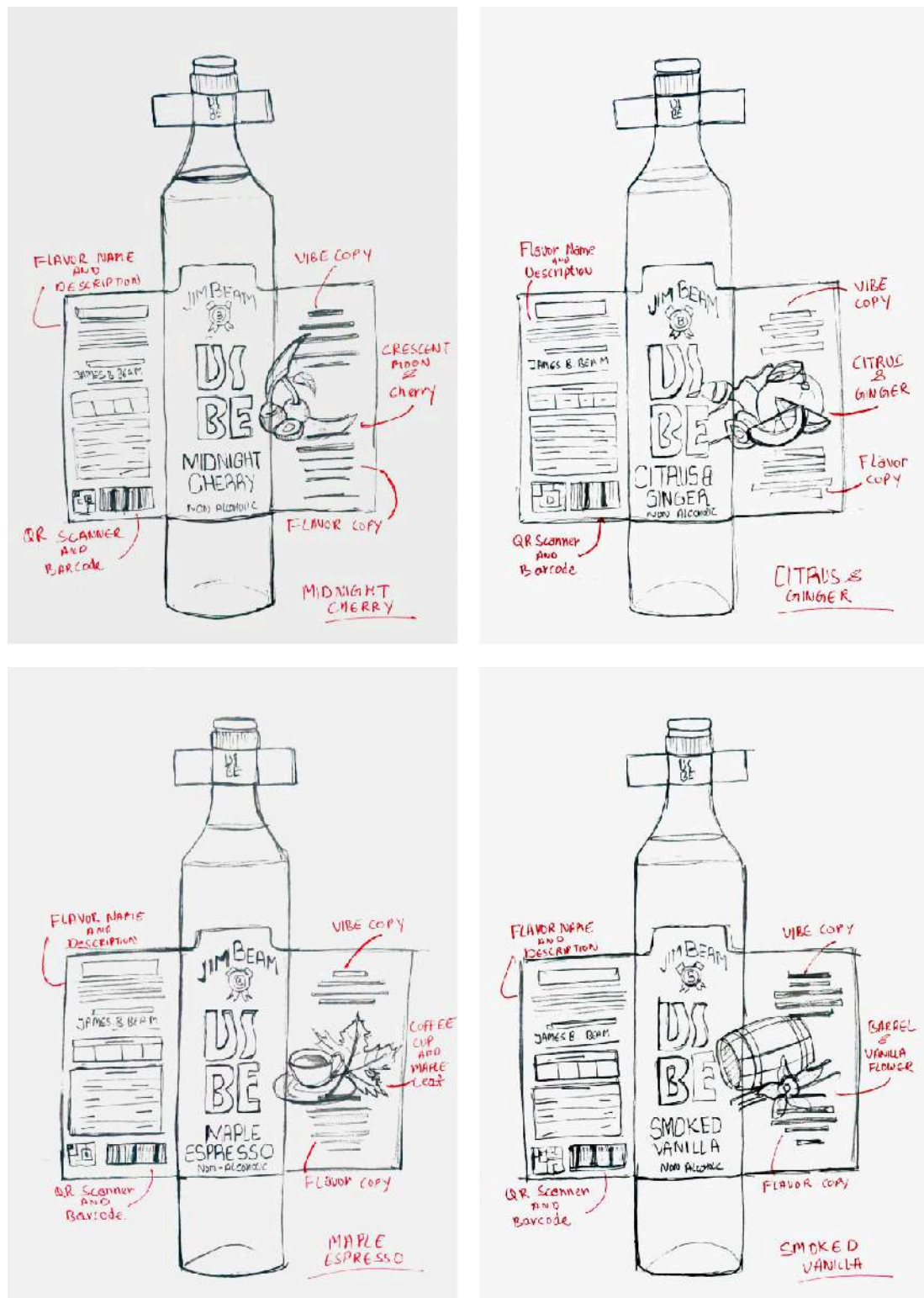


Figure 25 - Label Sketch

14.4 Label Design Layout



Figure 26 - Label Layout 1



Figure 27 - Label Layout 2



Figure 28 - Label Layout 3



Figure 29 - Label Layout 4

14.4 Final Label Design



Figure 30 - Final Label 1,2



Figure 31 - Final Label 3,4

14.5 Jim Beam Vibe Bottles



Figure 32 - Vibe Bottles 1



Figure 33 - Vibe Bottles 2



Figure 34 - Vibe Bottles closeup 1



Figure 35 - Vibe Bottles closeup 2

15. Campaign Strategy- Sip The Vibe

The Sip the Vibe game is a social-first experience designed to ignite a wave of engagement among Gen Z by tapping into their love for trends, creativity, and interaction. This isn't just a game—it's a movement, seamlessly connecting Jim Beam Vibe's flavors with social media buzz.

Players craft their own zero-proof mocktails, compete for the most creative combinations, and share their unique drinks using #SipTheVibe, turning every sip into content worth sharing. As players post their drinks, they naturally spread awareness of Jim Beam Vibe in a fun and organic way, making it more than just a beverage—it becomes a conversation starter.

At the heart of this strategy is Vibe Creators, a community where Gen Z mixologists redefine social drinking with bold, alcohol-free mocktails. The platform transforms consumers into trendsetters, inspiring them to experiment with flavors and share their creations, making every drink a personal statement.

Every Jim Beam Vibe bottle features a QR code, leading users to an interactive platform where they can explore top-rated mocktails, vote on their favorites, and take on drink challenges. The best creations land in the Vibe Hall of Fame, inspiring competition and fostering a sense of exclusivity.

This gamified, user-generated ecosystem, powered by influencer collaborations and digital storytelling, ensures that Jim Beam Vibe isn't just a drink—it's a lifestyle, a trend, and a social movement.

15.1 Sip The Vibe (Card Game)

Zero-Proof Mixologist is an interactive card game that turns players into creative mixologists, crafting unique non-alcoholic drinks using Jim Beam Vibe's signature flavors. Designed for 2-6 players, the game is built around four decks—Base Flavor, Quantity & Style, Mixer, and Add-Ons—which players draw from to create their own mocktail combinations. The fun doesn't stop at mixing; players must also name their drinks, describe the taste, and share their creations on social media using #SipTheVibe. A QR code on Jim Beam Vibe bottles links to a digital hub where users can explore drink combinations, vote on their favorites, and challenge others to join the experience. Whether played at a party, a bar, or a casual hangout, Zero-Proof Mixologist transforms Jim Beam Vibe into more than just a beverage—it's a creative movement that brings people together through flavor, storytelling, and shared experiences. What's your Vibe?



Figure 36 - Sip The Vibe Logo

15.2 Game Concept

A fun, interactive card game where players become master mixologists, creating delicious non-alcoholic drinks using Jim Beam Vibe's four signature flavors. Players draw cards from four decks, craft unique mocktails, and share their creations on social media to spread the Vibe experience.

15.3 Game Setup

- Players: 2-6
- Decks: 4 different categories of cards
 1. Base Flavor (Jim Beam Vibe Flavors)
 2. Quantity & Style (How the base is served)
 3. Mixer (Juices, sodas, or infusions)
 4. Add-Ons (Herbs, garnishes, spices)

Each round, players draw one card from each deck, mix the ingredients, name their drink, and share their creation. The most creative combination wins the round!

15.4 Deck Breakdown

1 Base Flavor Deck – The Foundation (Jim Beam Vibe Flavors)

Players pick one base flavor that defines their drink:

- Smoked Oak & Vanilla – Deep, bold, and smooth
- Midnight Cherry & Spice – Dark, rich, and warming
- Golden Citrus & Ginger – Bright, zesty, and refreshing
- Maple Smoke & Espresso – Cozy, bittersweet, and energizing

2 Quantity & Style Deck – The Serving Method

This card defines how the drink is prepared and served:

- Short & Strong (Served in a rocks glass with ice)
- Tall & Refreshing (Served in a highball glass with soda)
- Shaken & Chilled (Shaken with ice and strained into a coupe glass)
- Hot & Comforting (Served warm in a mug)

3 Mixer Deck – Enhancing the Base

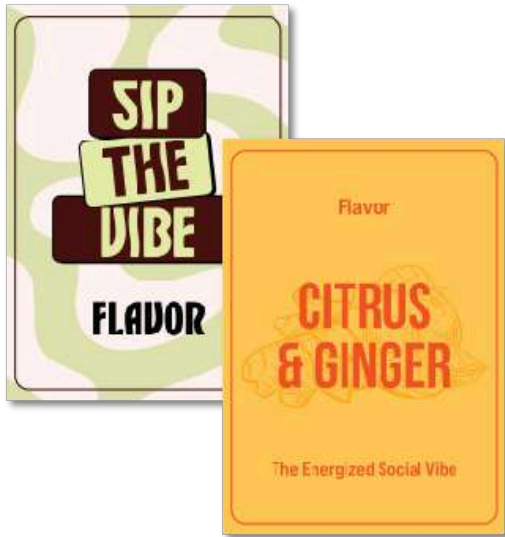
Players add a mixer to complement their base flavor:

- Tonic Water – Adds bitterness and fizz
- Coconut Water – Light and subtly sweet
- Pomegranate Juice – Tart and rich
- Espresso Shot – Bold and intense
- Lemonade – Tangy and citrusy
- Maple Syrup & Warm Milk – Cozy and smooth
- Chili-Infused Honey Water – Spicy-sweet twist
- Club Soda – Classic neutral fizz

4 Add-Ons Deck – The Finishing Touch

Final garnishes and accents to elevate the drink:

- Orange Peel – Adds a fragrant citrus aroma
- Fresh Mint – Light, refreshing, and herbal
- Cinnamon Stick – Warm spice for depth
- Chocolate Shavings – Luxurious and slightly bitter
- Ginger Slice – Sharp and spicy kick
- Whipped Foam – Soft texture and creamy finish
- Maraschino Cherry – A classic sweet garnish
- Smoked Sea Salt Rim – Enhances depth and complexity



BASE FLAVOR DECK
(JIM BEAM VIBE FLAVORS)



QUANTITY DECK
(THE SERVING METHOD)

Figure 37 - Base Flavor Deck and Quantity Deck



MIXER DECK
(ENHANCING THE BASE)



ADD-ONS DECK
(THE FINISHING TOUCH)

Figure 38 - Mixer Deck and Add-Ons Deck

15.5 How to Play

1. Each player draws one card from each of the four decks.
2. Players mix their ingredients and describe how their drink would taste.
3. Everyone names their drink and presents it to the group.
4. Players post their drink on social media with a fun story behind the name, tagging Jim Beam Vibe.
5. The group votes on the best, most creative, or funniest drink.

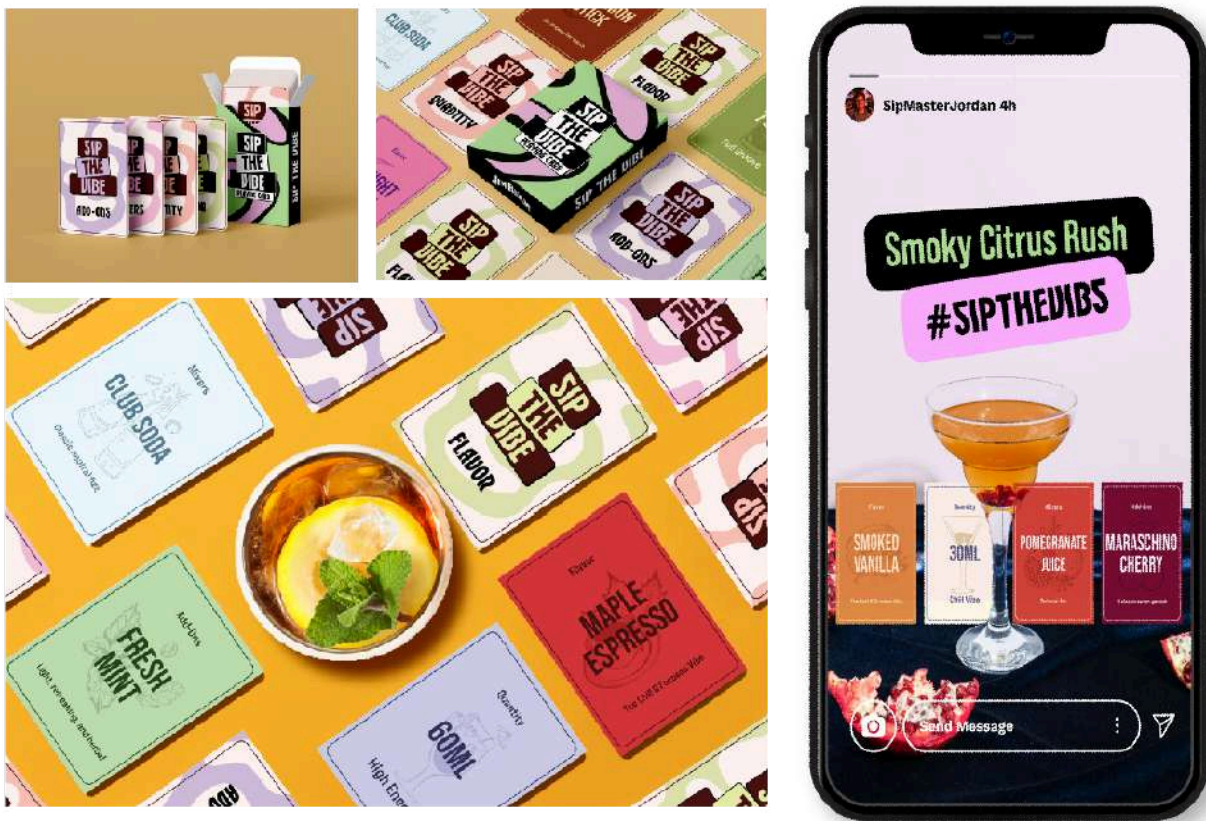


Figure 39 - Game Play

15.6 Why This Game Works for Marketing

The game succeeds as a marketing tool because it taps into Gen Z's love for creativity and self-expression. It encourages users to invent new mocktails, which not only boosts engagement but also generates authentic, user-created content for the brand. This interaction strengthens the bond between the user and Jim Beam Vibe, driving digital traffic through the QR code and encouraging playful exploration. Most importantly, it expands the brand's presence

beyond the product itself, inviting consumers to experiment, share, and engage in a social experience that blends both the digital and real world.

15.7 How It Helps the Brand

The game aligns perfectly with Jim Beam Vibe's branding, showing that great times don't need alcohol. It encourages creativity and social interaction, making it fun for friends to connect. Players sharing their creations on social media generates buzz around the brand, increasing visibility and engagement. Sip the Vibe helps Jim Beam Vibe connect with Gen Z, reinforcing its image as a fun, social, and alcohol-free choice for any occasion.

15.8 How the Social Media Linkage Works

1. **Sharing Creations:** Players mix their drinks and post them on social media with #SipTheVibe. This instantly puts their creations in front of their followers, boosting brand visibility.
2. **Vibe Creators Community:** The brand drives engagement by linking the game to the Vibe Creators Community. Each bottle has a QR code that connects users to a platform where they can share recipes, vote for their favorites, and participate in challenges. This community platform encourages users to become active contributors, creating a dynamic and interactive space for creativity.
3. **Voting and Challenges:** The community features voting for top-rated mocktails and challenges where users can get featured in the Vibe Hall of Fame. This competitive yet fun aspect fosters exclusivity, motivating players to engage more.
4. **Influencer Collaboration:** To amplify the reach, Jim Beam Vibe partners with Gen Z influencers who share their own creations, sparking further engagement and inspiring their followers to join in.
5. **Social Sharing & Brand Growth:** As players and influencers share their creations, it generates buzz around the brand. This organic content spreads across various social platforms, driving conversation and increasing brand awareness among Gen Z.

Through this seamless blend of fun, creativity, and community, Sip the Vibe strengthens the connection between Jim Beam Vibe and its audience, making it a part of their social experience. The game not only encourages participation but also helps Jim Beam Vibe stay relevant in the digital space, ensuring it resonates with a younger, trend-conscious generation.

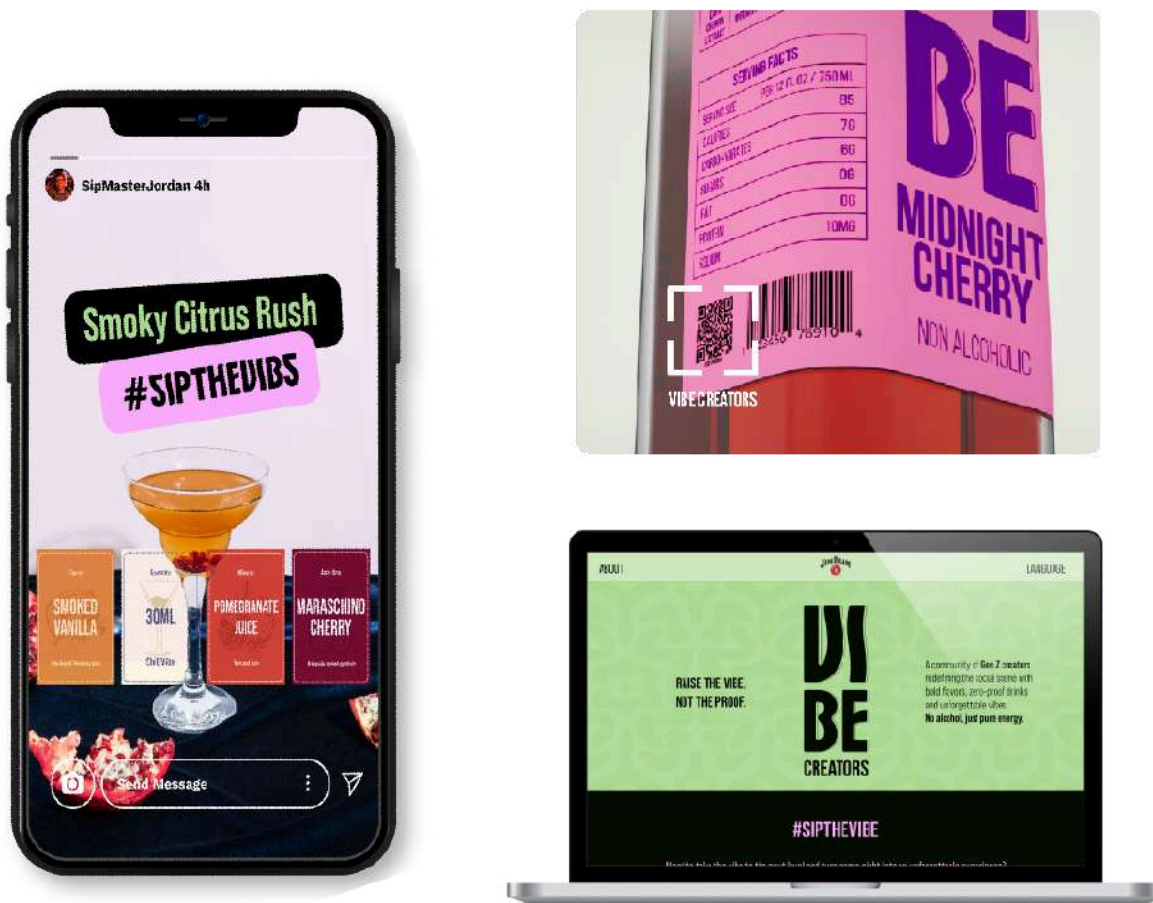


Figure 40 - Social Media Linkage

16. Digital Platform - Vibe Creators Community

16.1 The Vibe Creators - Website Section

The Vibe Creators section on the website celebrates the boldest and most creative Gen Z tastemakers who are redefining the way we experience flavor. It features a curated group of trendsetters—individuals who have mastered the art of crafting unique and inspiring Jim Beam Vibe mocktails.

These creators are known for their authenticity, creativity, and ability to spark new trends in the social scene. From innovative drink mixers to social media sensations, they embody everything the brand stands for—bold, creative, and alcohol-free fun. This section highlights their signature mocktails, sharing their recipes and stories with the community.

Each Vibe Creator has contributed to the rise of the #SipTheVibe movement, influencing their followers and setting the bar for mocktail culture. Their work in the community has brought people together, inspiring others to try new flavors, mix drinks, and get creative with Jim Beam Vibe.

The section also serves as a source of inspiration for the entire Vibe Creators community, encouraging others to experiment, create, and share their own mocktail creations. Through this, the brand cultivates a community of creators who are not just consumers but also active contributors to the evolving culture of non-alcoholic drinks.



Figure 41 - Vibe Creators Logo



Figure 42 - Vibe Creators Website

16.2 Website Sections

1. Home – The Vibe Hub

This section introduces Vibe Creators as a space for Gen Z to explore the world of mocktails and creativity. It features trending mocktail recipes, tips on becoming a master mixologist, and a glimpse of the community's latest posts. A dynamic section that sets the tone for the brand, with bold visuals and an interactive feel.

2. Vibe Hall of Fame

The Vibe Hall of Fame showcases the top creators of the community. Here, the most creative mocktail recipes and the most engaged players are spotlighted, turning their creativity into recognition. This exclusive section encourages members to compete for a place in the hall, fueling a sense of achievement and pride within the community.

3. Create Your Mocktail

A space where users can experiment with Jim Beam Vibe flavors to design their own unique mocktails. This section allows users to mix and match ingredients, creating a personalized recipe. Users can name their creation and share it with the community, inviting votes and feedback.

4. Challenges & Contests

Regular challenges and contests will be hosted here, encouraging users to showcase their skills in specific categories like Seasonal Mocktails or Best Celebration Drink. Participation is rewarded with points, exposure, and the chance to win exclusive prizes, keeping users engaged and motivated.

5. Mocktail Voting & Rankings

A voting section where members can review and rate the mocktails created by others. Top-rated drinks move up the leaderboard, allowing everyone to see which mocktail reigns supreme. This creates a competitive yet fun atmosphere that motivates members to keep innovating and improving their craft.

6. Share & Connect

This section focuses on social sharing, where users can post their creations on social media directly through the site. Posts are tagged with #SipTheVibe and can be viewed by others on the site, strengthening the sense of connection among community members. It's a space to engage with other Vibe Creators, share tips, and find inspiration.

7. Vibe Store

The Vibe Store offers exclusive Jim Beam Vibe merchandise and access to the game, allowing users to purchase the Zero-Proof Mixologist Card Game and other brand-related products. This section helps build brand loyalty by offering special items that allow users to stay connected to the Vibe Creators experience.

8. About Us – The Vibe Story

Learn about the mission behind Vibe Creators and how it ties into Jim Beam Vibe's vision of promoting social fun, creativity, and alcohol-free living. This section dives deep into the brand's ethos, its commitment to quality, and how it's evolving with the new generation of social creators.



Figure 43 - Vibe Creators Webpages

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