

GO 5AKE

Ad Campaign

About the company

Go Sake is an alcoholic beverage company that supplies the Japanese drink, sake. It is an American company based in Seattle which sell their goods in stores across the state of Washington.

What they need

Go Sake was in need of an Ad campaign that promote a new series of Sake drinks, the “Element Collection”. Advertisements were needed in the Seattle Metropolitan Magazine and the Northwest Weekend in the Seattle Times. Coupons are also needed to help promote the item and sell more items.



Inspiration & other types of Sake Companies



Concept for the “Element Collection”

According to Japanese Philosophy, there are 5 elements based off of the Buddhist religion. This relates to the company, Go Sake because the word “Go” in Japanese is the number 5. The “Element Collection” will consist of 5 different types of drinks. Each drink will relate to the 5 different elements.

The 5 Elements

水

“Sui”
Water

風

“Fū”
Wind

火

“Ka”
Fire

空地

“Kū”
Heaven

“Chi”
Earth



GO SAKE

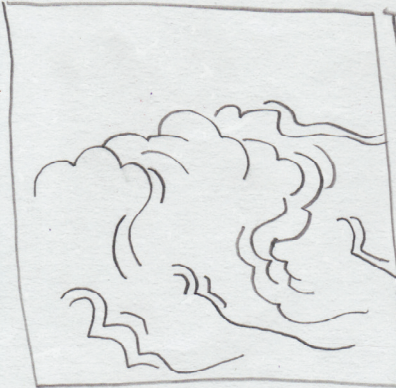
Concepts & Sketches for the "Element Collection"



Concepts & Sketches for the "Element Collection"

Wind - silver, white/blue

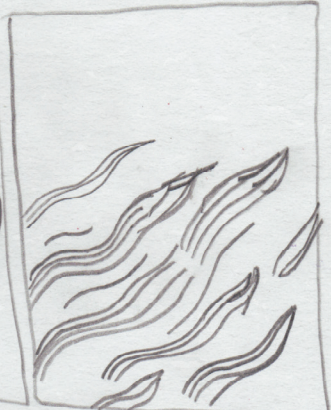
WIND



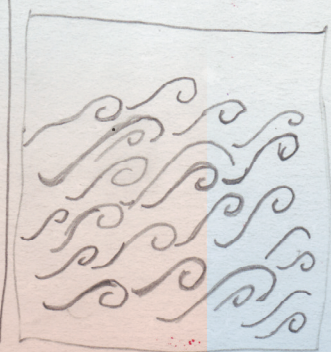
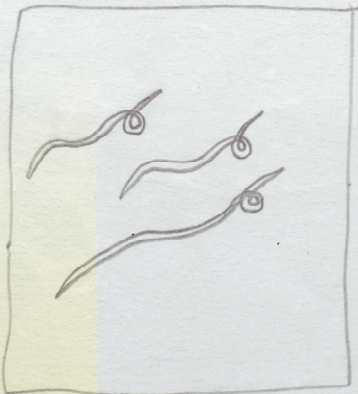
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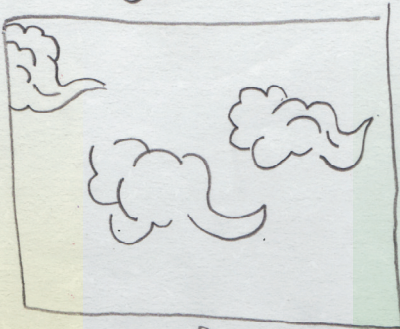
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Concepts & Sketches for the "Element Collection"

Void - White
Clouds



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Concepts & Sketches for the "Element Collection"

Earth - Green



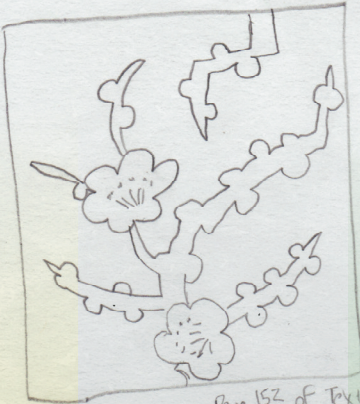
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GO 5AKE

Concepts & Sketches for the "Element Collection"



White background

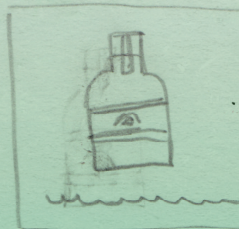
Sake bottle drawn

quote explaining the type of drink

Pattern for certain element type




②



GO SAKE

The Heaven (Ku) Bottle



純米酒

GO 5AKE

空

“Kū”
Kū (heaven) is 1 of the 5 elements collection.

The Kū Sake cocktail is 純米酒 “Junmai-Shu”, or pure rice sake with Lemon Vodka to make this fruity element drink.

GO 5AKE
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The Water (Sui) Bottle



水

“Sui”

Sui (water) is 1 of the 5 elements collection.

The Sui Sake cocktail is 純米酒 “Junmai-Shu”, or pure rice sake with Blue Curaça to make this pure element drink.



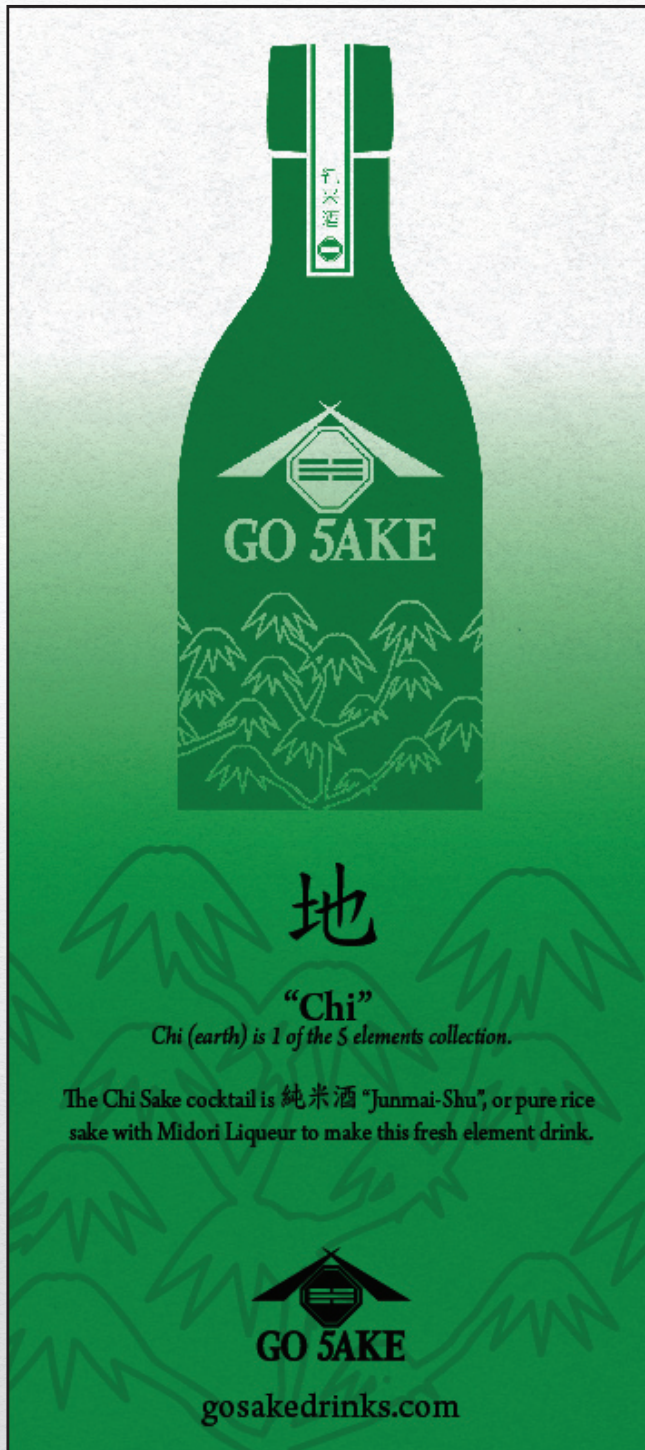
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The Earth (Chi) Bottle



千代酒

GO 5AKE

地

“Chi”

Chi (earth) is 1 of the 5 elements collection.

The Chi Sake cocktail is 純米酒 “Junmai-Shu”, or pure rice sake with Midori Liqueur to make this fresh element drink.

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The Wind (Fu) Bottle



風

“Fū”

Fū (wind) is 1 of the 5 elements collection.

The Fū Sake cocktail is 純米酒 “Junmai-Shu”, or pure rice sake with Black Tea to make this exquisite element drink.



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The Fire (Ka) Bottle



火

“Ka”

Ka (fire) is 1 of the 5 elements collection.

The Ka Sake cocktail is 純米酒 “Junmai-Shu”, or pure rice sake with Habanero Pepper to make this hot element drink.



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GO 5AKE

Advertisement on the Northwest Weekend

On your next party,
try a bottle of
go sake.

...or 5.



5 new, exciting element sake flavors
are available for you and your friends.
For store locations and more unique
mixes, visit gosakedrinks.com



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GO SAKE

Coupon on the Northwest Weekend



5 new, exciting element sake flavors
are available for you and your friends.
For store locations and more unique
mixes, visit gosakedrinks.com



GO SAKE

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Save \$2
on any one
Go Sake
Element Drink



Consumer: Limit one per
purchase. Good only in the USA
on purchase of brand indicated.
Void if altered, reproduced,
transferred, sold, or purchased
any other use constituting fraud.
You pay sales tax.
Offer expires 12/31/09



GO SAKE

Advertisement on the Seattle Metropolitan Magazine

Go out and
get a bottle
of sake.

...or 5.



5 new, exciting element sake flavors
are available for you and your friends.
For store locations and more unique
mixes, visit gosakedrinks.com



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gosakedrinks.com



GO SAKE

Advertisement on the Seattle Metropolitan Magazine



空
"heaven"



風
"wind"



地
"earth"



火
"fire"



水
"water"

5 new, exciting element sake flavors are available for you and your friends.
For store locations and more unique mixes, visit gosakedrinks.com



Coupon to apply on the bottles at the stores

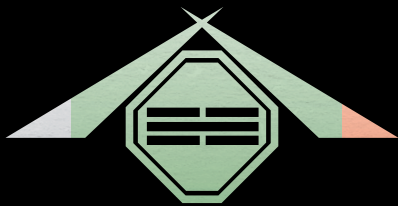
Save \$5.00
When You Buy 2 Element Bottles



GO SAKE
gosakedrinks.com



純米酒



GO 5AKE