

CZECHVAR

POPAI

CZECHVAR

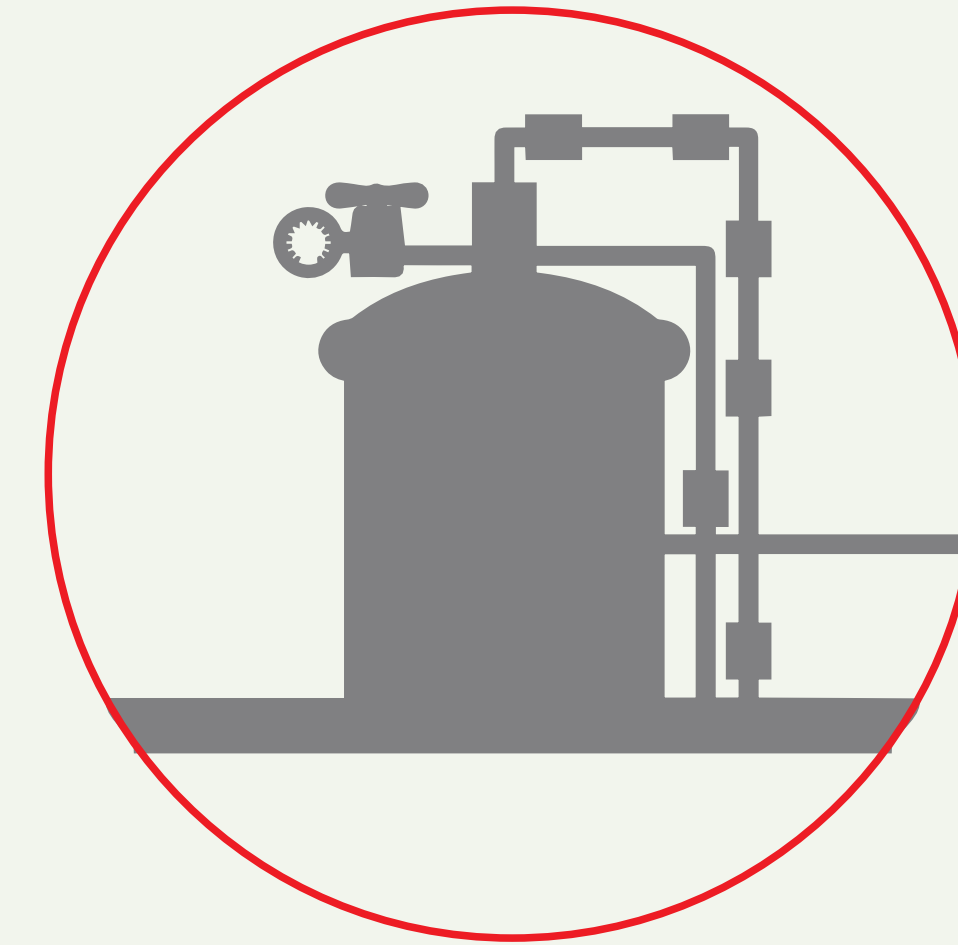
- podlahový stojan
- krátkodobé vystavenie
- zdôrazniť prémiovosť predajne
- imitácia dreva, **remeselné spracovanie**
- toppe (branding)

REKLAMA

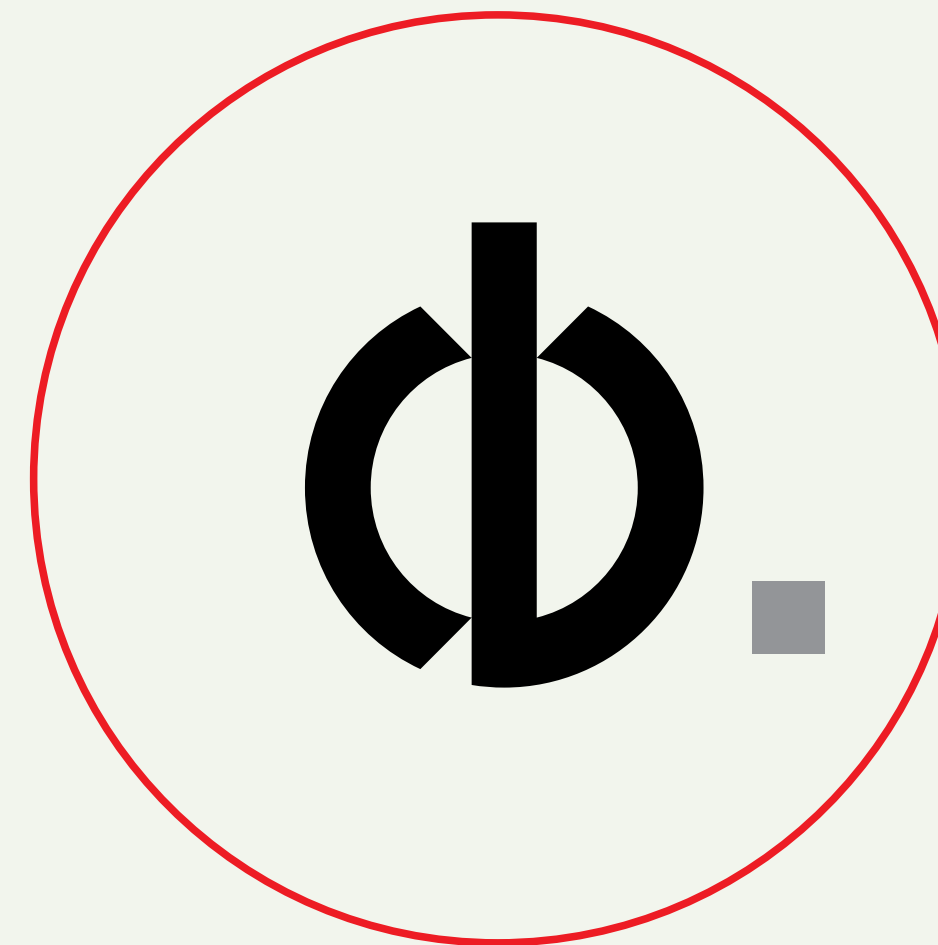
- poctivé suroviny (žatecký červený chmel)
- **poctivý výrobný proces**
- výroba v ČB



CHMEL



VÝROBNÝ PROCES



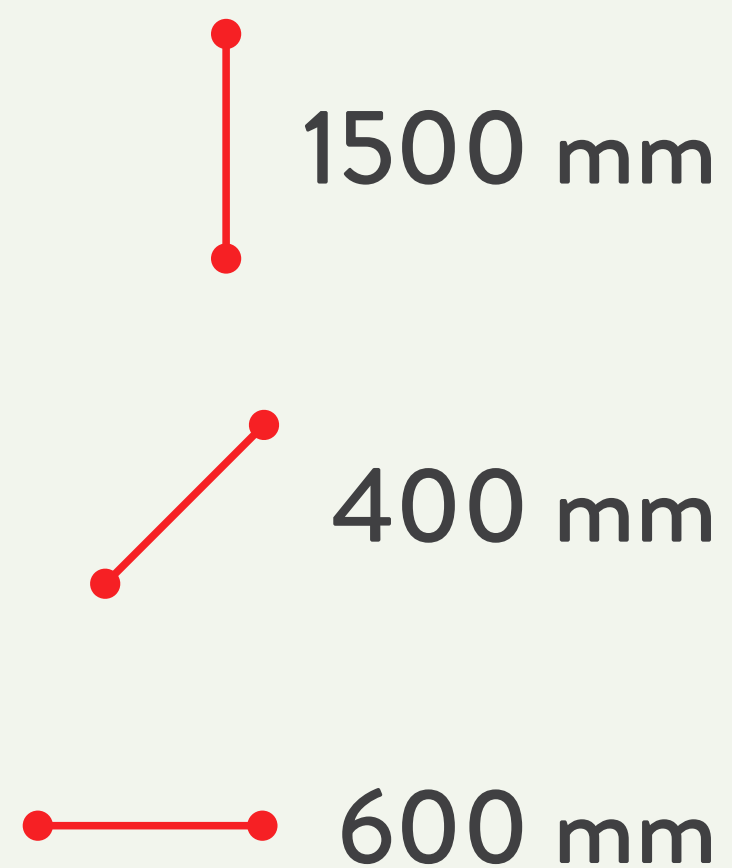
VÝROBA V ČB

KRITÉRIÁ

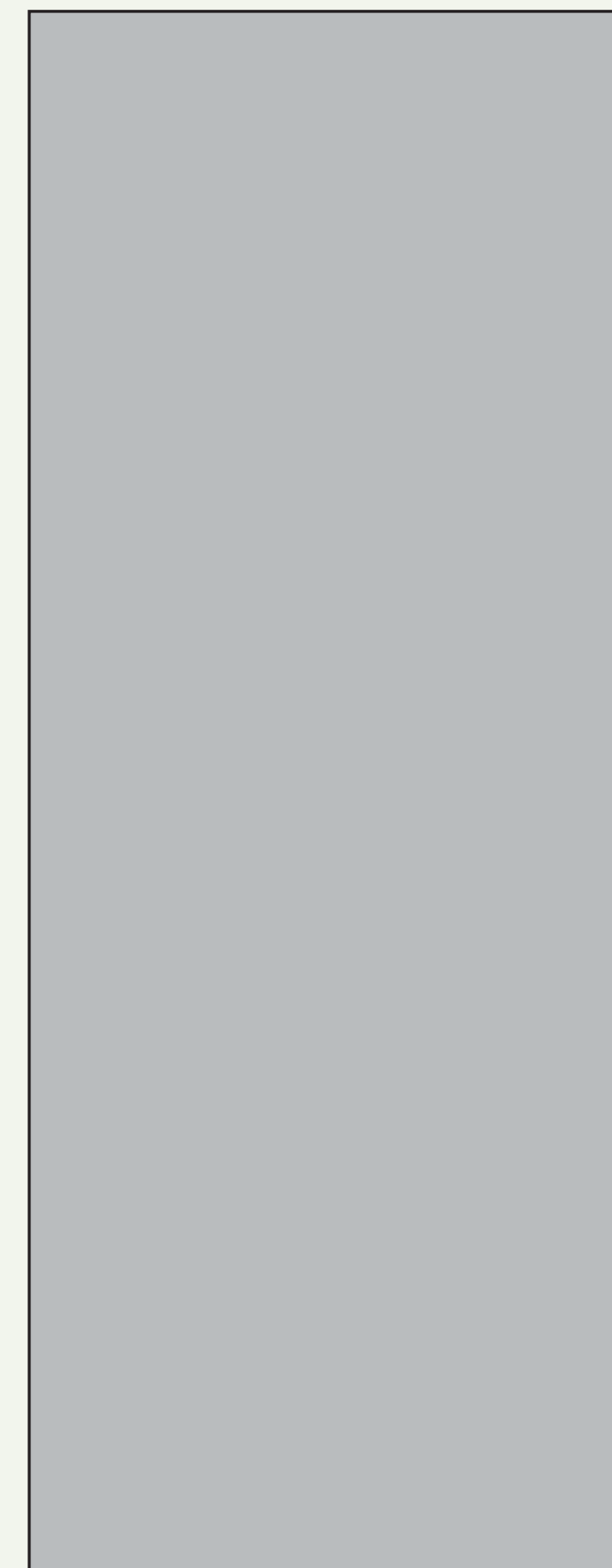
- 7 000 CZK / 1 kus
- 600 x 400 x 1 500 (mm)
- kartón—lepenka
- 1 mesiac

- 6 x 5 l súdok
- 24 x 0,5 l plechovka
- 24 x 0,5 l fláša

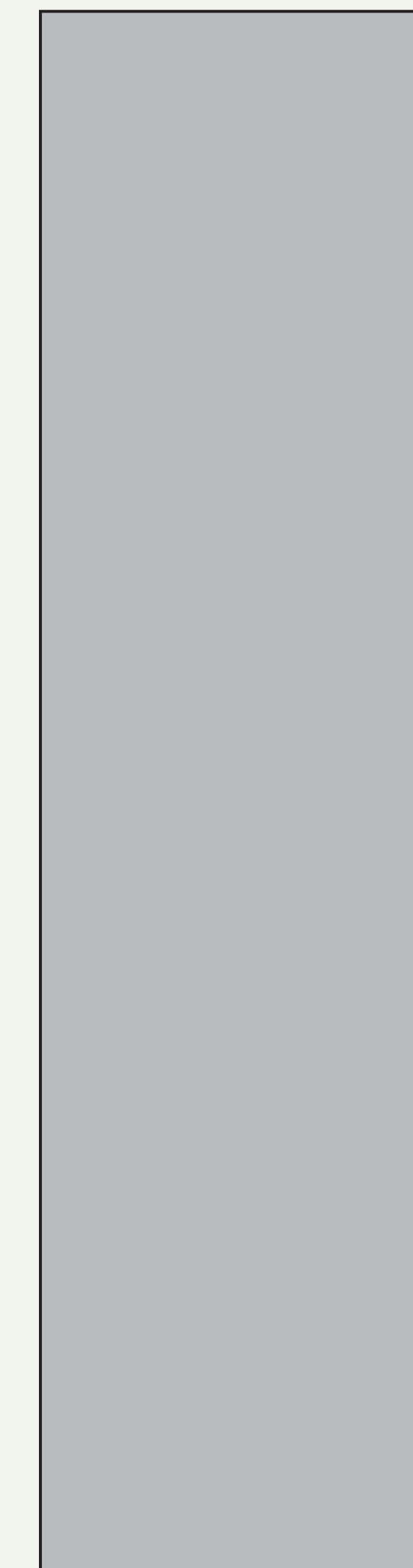
TOPPER:



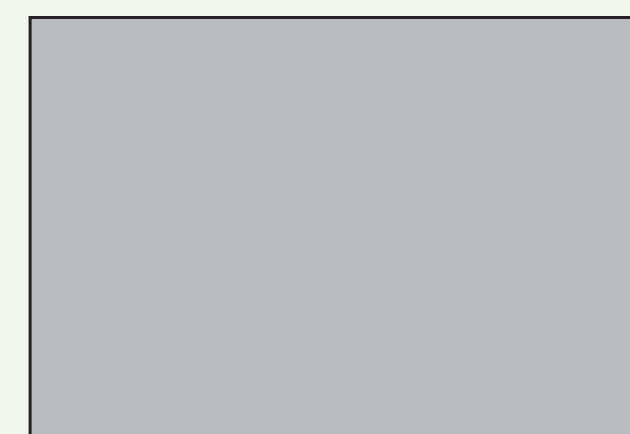
FRONT



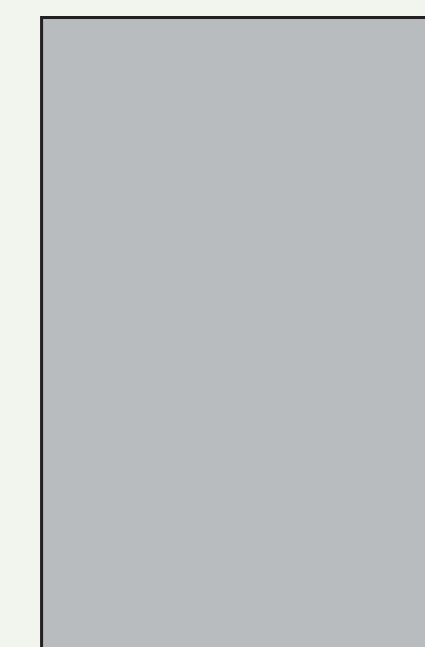
SIDE



TOP



TOP.SIDE



TRH – REŠERŠ

- beer store
- liquor store



a)



b)



c)

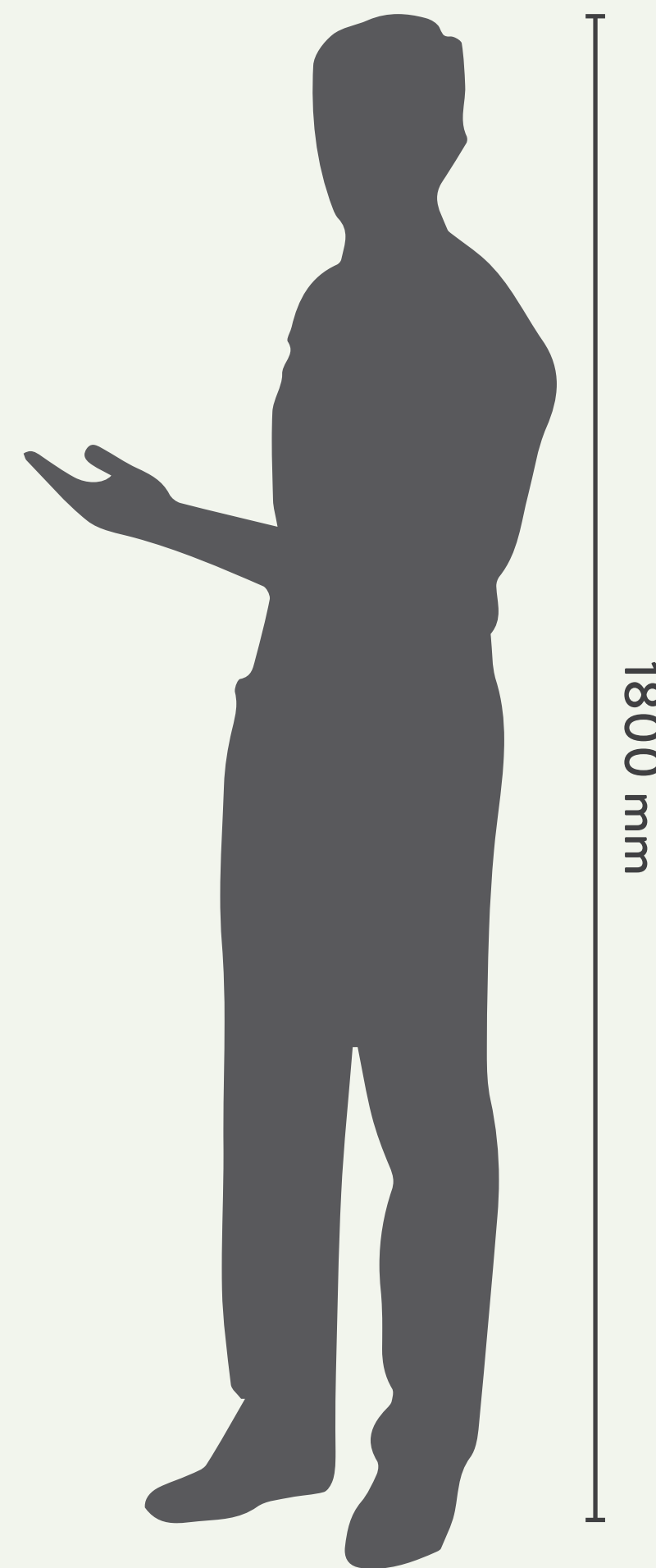
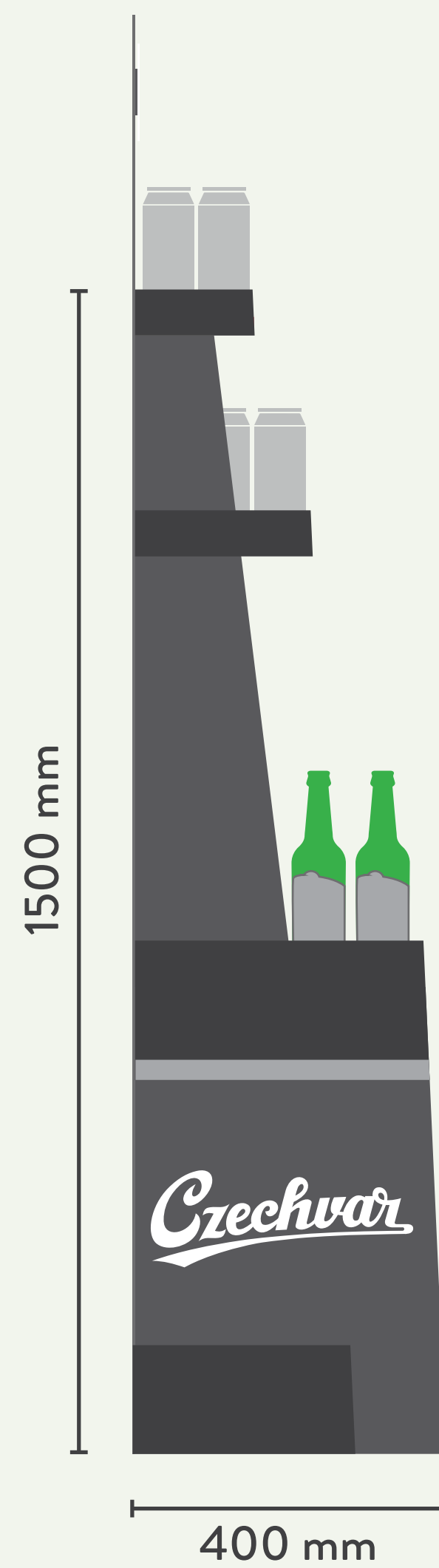
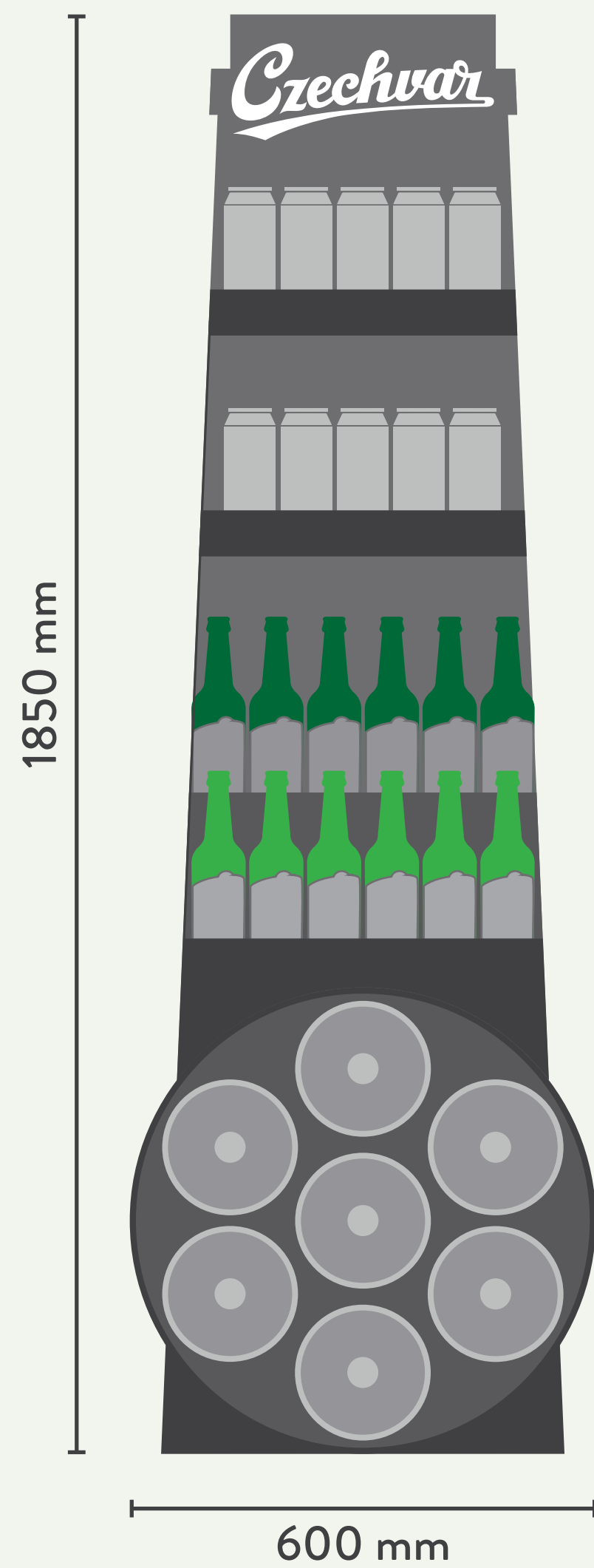


d)

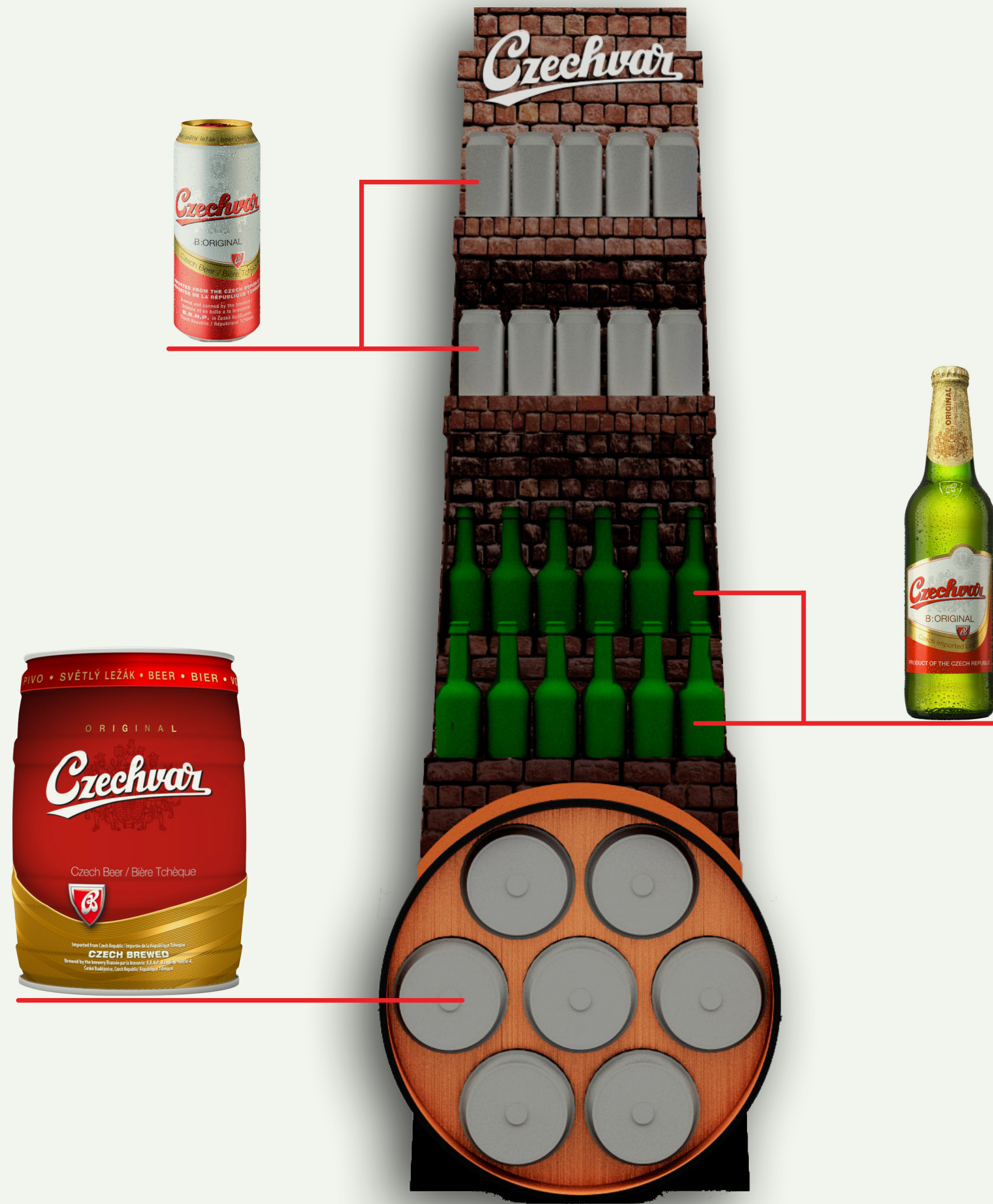
RIEŠENIE



ROZMERY



ROZLOŽENIE PIVA



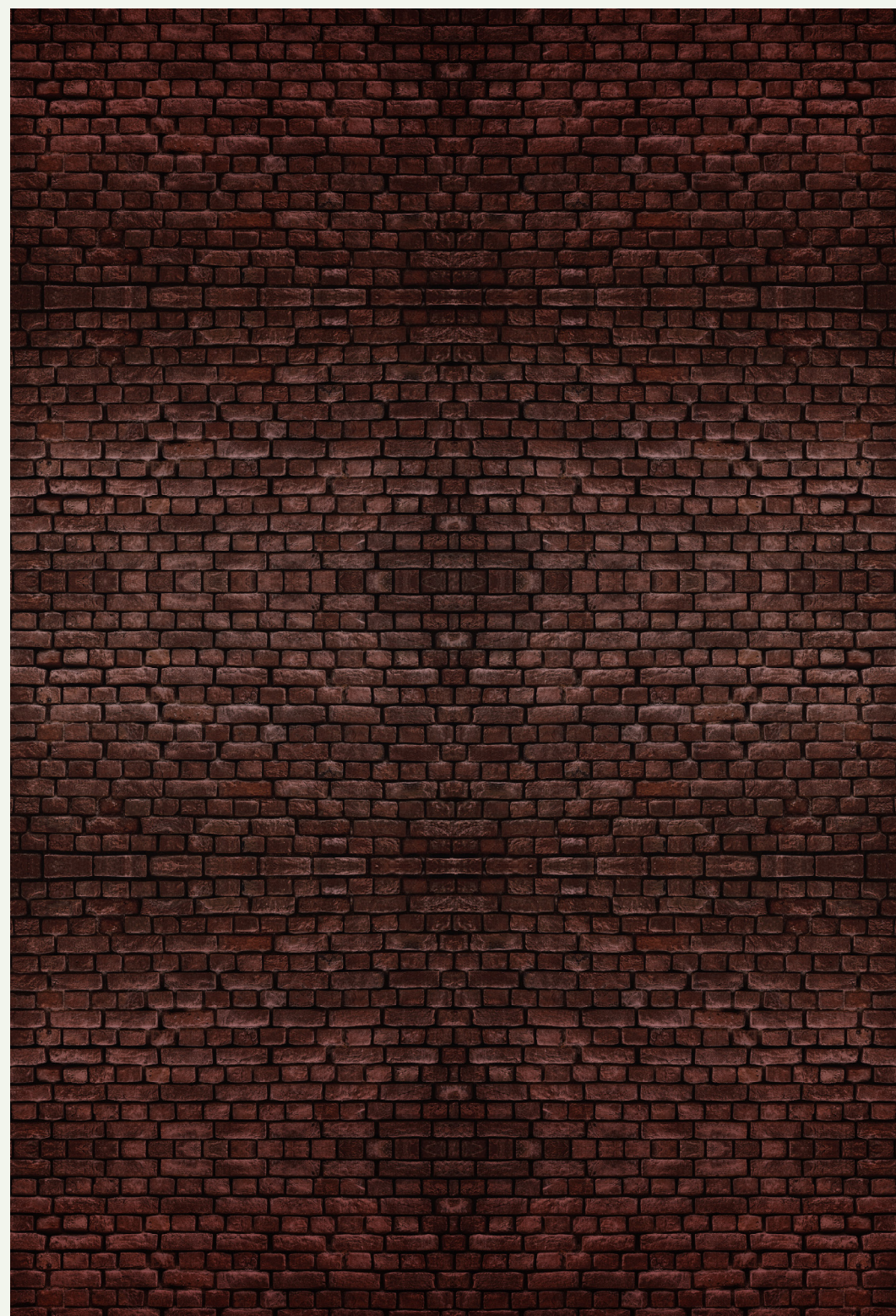
 30 ks  15,6 kg

 24 ks  19,2 kg

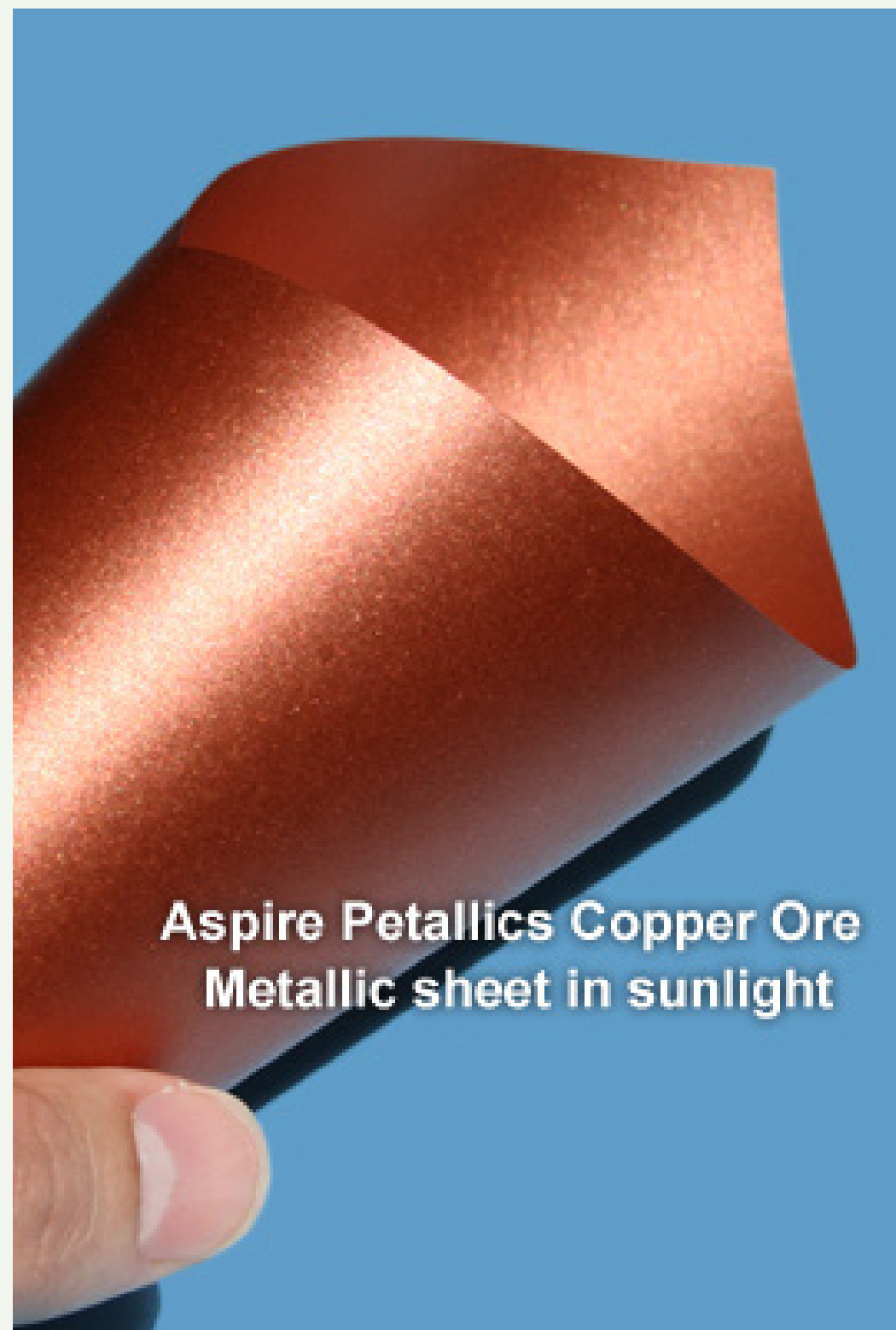
 7 ks  31,2 kg

   61 ks  66 kg

GRAFICKÉ SPRACOVANIE



TEXTÚRA



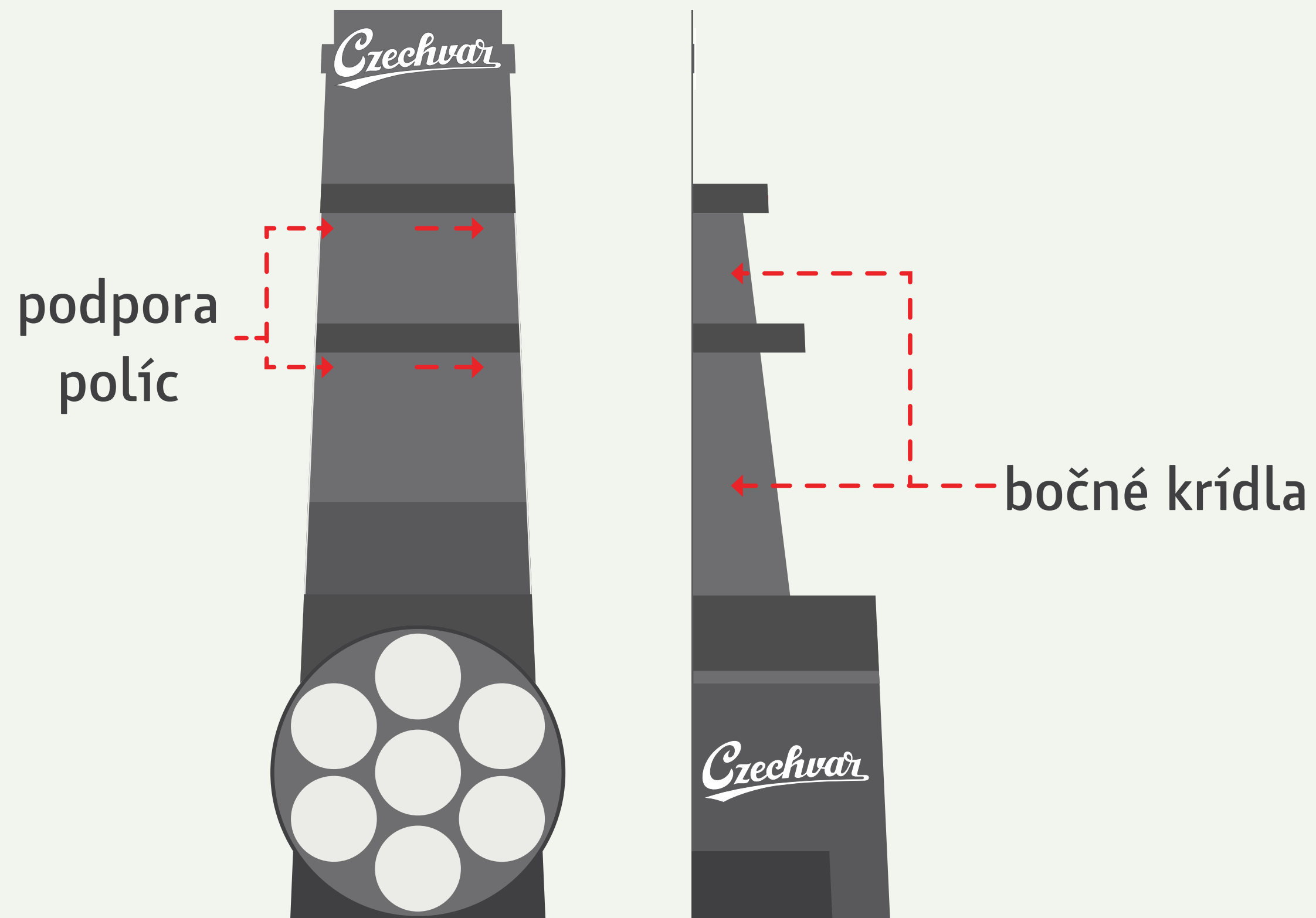
MEĎ – FÓLIA

Czechvar

BRAND

PRODUKCIA

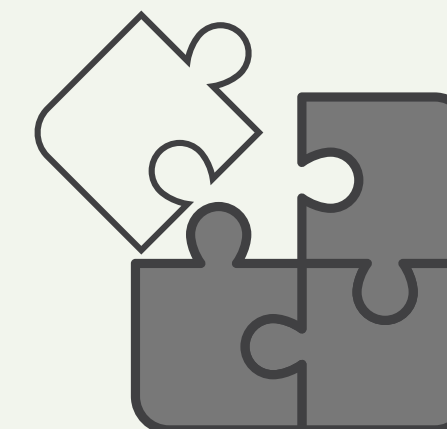
Konštrukcia
dynamika



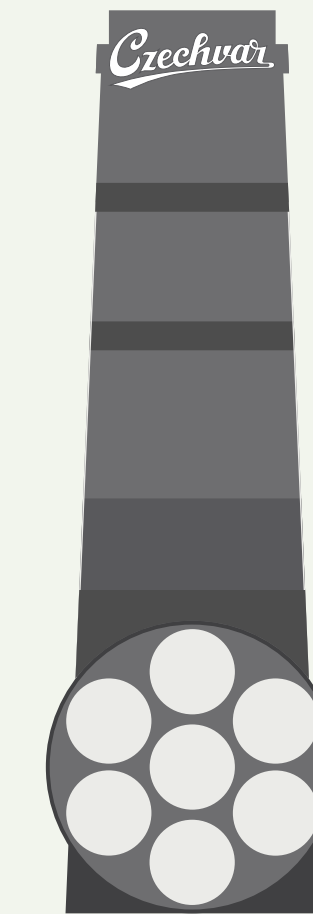
5 m²
500 Kč



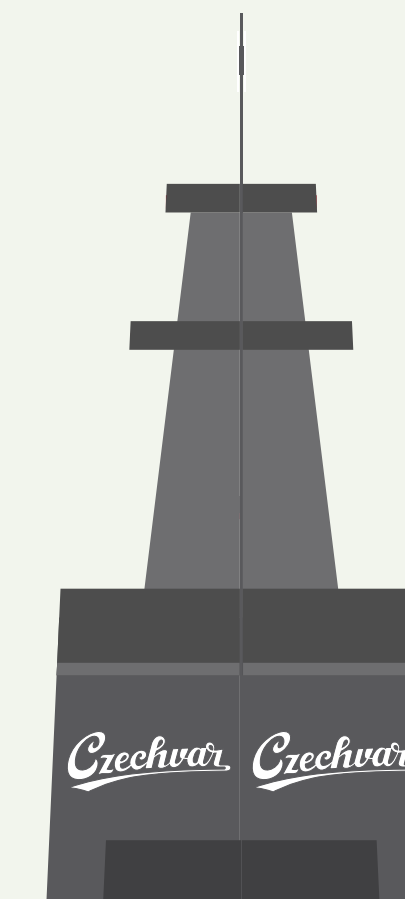
2 m²
2000 Kč



14 častí



1 ks
5500 Kč



Variabilita

ĎAKUJEM ZA POZORNOST