FOR FUN-LOVING FOLKS

Nada

Non-alcoholic alternatives







MAIN COLOURS

024DA1
3/78/162
100/80/0/0

F1EEDB
241/239/219
5/3/14/0

BACKGROUND COLOURS

#F1EFDB
241/239/219
5/3/14/0

#FAC9C4
251/201/196
0/25/15/0

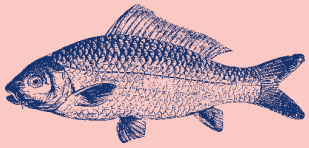
FONTS

Cooper Std Black

Urbane Rounded

IMAGERY





Vintage Sketches



About the client

Welcome to Nada, the ultimate destination for fun-loving folks who want to enjoy
delicious drinks without the buzz! Our mission is to bring the party to your taste buds with our range of nonalcoholic drinks bursting with flavor and personality.

At Nada, we believe that you don't need alcohol to have a good time. We're all about embracing your wild side, letting loose, and having a blast, whether you're out with friends or staying in for a cozy night. And what better way to do that than with a refreshing and flavorful beverage in hand?

Our drinks are not your average boring mocktails. We've sourced unique and delicious concoctions that are sure to tantalise your taste buds and put a smile on your face. From fruity and refreshing to spicy and bold, we've got something for every mood and occasion.
But we don't just stop at great taste. Our drinks are made with the finest ingredients and crafted with care, so you can enjoy a guilt-free and healthy beverage that doesn't compromise flavor.

No alchol in our drinks? Yip! Zilch, zip, nada!

So what are you waiting for?
Join the party with Nada and experience the joy of delicious drinks without the hangover.

Cheers to fun, one sip at a time!

Brand personality

Nada's brand personality is characterized as energetic, fun-loving. Nada is not afraid to be a little edgy and unconventional but always with a playful and positive attitude. The brand is all about breaking free from the norms and exploring new and exciting experiences, all while staying true to itself and its values. At Nada, the team strives to bring the party to its customers, and it does so with a contagious sense of joy and excitement that is sure to leave them wanting more.

Target audience

- Age: Nada's target market is adults aged 21 to 40. This age range is more likely to seek out social experiences and enjoy a vibrant nightlife scene. They are at a stage in their lives where they may be seeking a healthier and more balanced lifestyle, but still want to enjoy fun and exciting beverages while socializing with friends.
- Gender: Nada's target market is gender neutral.
- Income: Nada's target market is moderate to high income level. The brand's unique and high-quality drinks are priced accordingly, and therefore may not be affordable for those with lower incomes.
- Education: Nada's target market is likely to have a moderate to high education level. This group appreciates the quality and creativity of the brand's non-alcoholic drinks, and may be more health-conscious and open to trying new and innovative options.
- Lifestyle: Nada's target market is active, social, and fun-loving. They prioritize experiences over material possessions and enjoy exploring new and exciting opportunities. They may be professionals who work hard and play hard, or students who are seeking ways to enjoy their social lives while maintaining good health.
- Location: Nada's target market is located in urban or suburban areas of Norway. These areas tend to have more vibrant nightlife scenes and access to a wider range of social experiences.