



Lonely Ghost - Dr. Pepper

We successfully transformed the vision for the collaboration between Dr. Pepper Blackberry and Lonely Ghost, taking it from initial prototypes and printed materials to a fully realized, winery-inspired experience.

Our team quickly developed a cost-effective solution for a wooden 'wine' box by using specialty print techniques to create a woodgrain pattern on Sintra material.

To support the printing of 500 cans to be placed inside, we utilized a blackout material that fully concealed the original can designs. This approach helped us achieve the premium 'Chateau Lonely' winery-inspired can design, completing the overall aesthetic.

