

Development of Ideas

This concepts have been presented to Allied Domecq and are all based on promotional ideas that could be packed with the product (Malibu) on shelf; for example, the Flask would be large enough to fit the Malibu bottle inside, and would be clear so that the bottle is visible.



Cooler with colorful designs (evening and afternoon)



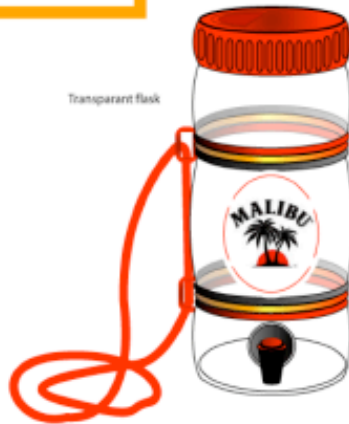
decals for front and back of cooler



spiral wave shaped cooler



barrel shaped cooler



Transparent flask



Cocktail Playing Cards



Packet slips over neck of bottle

