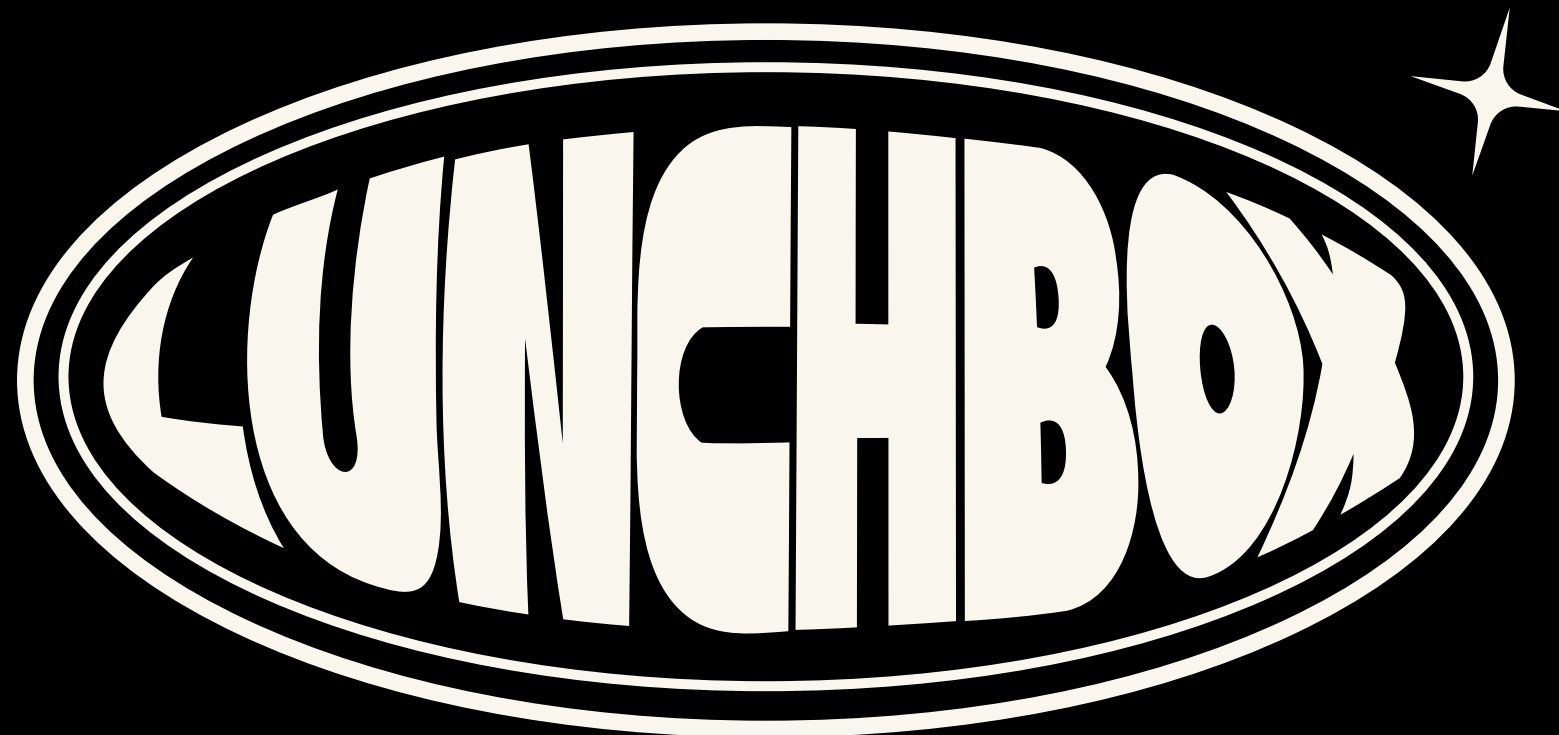




BRAND STRATEGY & DESIGN STUDIO

ESTABLISHED LDN - 2023



TURN YOUR WHAT IF'S INTO WHAT'S NEXT



BEST PRACTICE CARDS

HOW TO USE

The best brand thinking rarely comes from inside your own category. It's waiting to be uncovered by noticing what others take for granted, borrowing logic from unexpected places, and asking better questions of your own conventions.

These cards are not meant for replication, but inspiration. Use them to push your thinking further than the brief, further than the category, and further than whatever everyone else in your space is already doing.

Distinctiveness is never found by looking sideways at your competitors. It's found by asking the hard questions.



BRAND EXPERIENCE

AN INTRO

Brand experience is the sum of every moment a person has with your brand. Not just the product. Not just the campaign. Every interaction that shapes how someone feels about who you are.

The best brand experiences are never accidental. Every sensory detail, every human interaction, every object and environment is a deliberate expression of what the brand believes.

As you move through these cards, don't ask what you could copy. Ask what each example makes possible. What convention does it break? What's the gap between what your brand currently does and what it could do?



DISHOOM

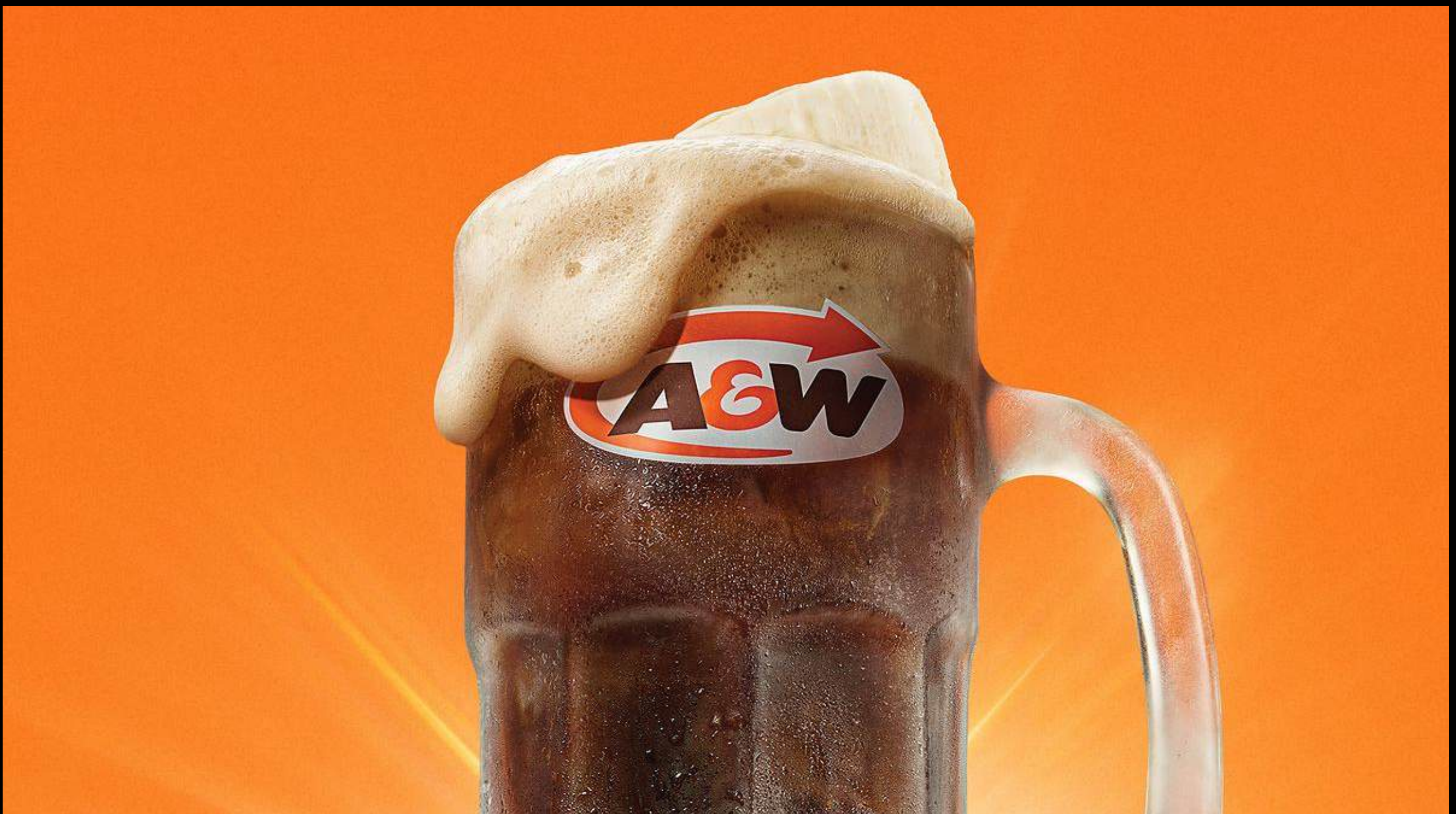
UNITED KINGDOM

RESTAURANTS

BRAND EXPERIENCE

Dishoom is a British-Indian restaurant group built around the culture of the old Irani cafes of Bombay. The Matka is their signature loyalty mechanic: a physical keyring token, given discreetly to select guests, that earns the holder a roll of the dice at the end of their meal. Roll a six and the entire table eats free.

Named after the illegal underground lottery of 1960s Bombay, the Matka works because the reward is never guaranteed. A one-in-six chance, weekdays before 6pm only. Behavioural science is clear: uncertain rewards beat fixed discounts on repeat visit intent.



A&W

GLOBAL

QSR

BRAND EXPERIENCE

A&W has served its root beer in heavy, sub-zero frosted glass mugs since 1921. The mug is kept at temperatures cold enough to form a visible icy crust on the outside, chilling the drink without ice and preserving the flavour. More than a vessel, it has become one of the most recognisable objects in fast food history.

The frosty mug works because it makes the ordinary feel considered. A root beer is a root beer. But served in a glass that's been chilled to sub-zero, it becomes a ritual. That single material decision signals care, and care is what turns a transaction into a memory.



FLAT IRON

UNITED KINGDOM

RESTAURANTS

BRAND EXPERIENCE

Flat Iron, the UK steakhouse group, gives every diner a small metal cleaver token at the end of their meal. It can be redeemed for a complimentary soft-serve, either on the way out or on a return visit. A neat closer to a meal that already punches above its price point.

The cleaver is doing three jobs at once. It rewards loyalty without a points card. It moves tables efficiently at peak times by shifting dessert out of the dining room entirely. And every guest who walks out onto the street with an ice cream is a moving advert for the brand.



JOEY SHIPYARDS

BRITISH COLUMBIA, CANADA

RESTAURANTS

BRAND EXPERIENCE

JOEY Shipyards greets waiting guests with a glass of prosecco at the door. Before you've been seated, before you've seen the menu, the experience has already begun. The open kitchen does the rest, putting the theatre of preparation on full display as you're guided to your table.

The prosecco reframes the wait. What could feel like dead time becomes the start of the occasion. The open kitchen compounds it, building appetite and anticipation in the same moment. Two simple decisions that cost almost nothing to execute, but land as genuine hospitality.



PACKAGING DESIGN

AN INTRO

Packaging is the most democratic brand touchpoint there is. It doesn't require a media budget. It doesn't need an audience. It just needs to be good enough to stand out against the market, stop someone in their tracks and make them reach for it.

The best packaging doesn't just contain the product. It communicates the brand's entire point of view in a single object.

As you move through these cards, ask what your packaging is currently saying before anyone reads a word. Then ask whether that's the right thing to say.



MAN CEREAL

LOS ANGELES, USA

FMCG

PACKAGING DESIGN

Man Cereal is a high-protein, keto, creatine-fortified cereal packaged in stark white boxes with bold black typography and a single cereal piece as the only visual. No mascots, no colour, no cartoon energy. Just the name, the claims, and a lot of white space in a category that has historically screamed for attention.

In a category built on noise, silence is the disruption. One cereal piece on a white box says more about confidence than any splattering of colours or cartoon tiger ever could. Restraint, it turns out, is the most masculine thing on the shelf.



HUMAN ESSENTIALS

VANCOUVER, CANADA

FMCG

PACKAGING DESIGN

Human Essentials is a Canadian personal care brand whose Supernatural Deodorant comes housed in a patented paper canister made from FSC-certified timber. There is no plastic twist mechanism. Instead, you peel back the outer layer one strip at a time as the product is used down. When it's finished, the whole thing goes in the compost.

Most sustainable packaging asks you to compromise. Human Essentials built a format where the ritual of using the product is the proof of its values. Every peel is a reminder of what the brand stands for.



DE MELLO

TORONTO, CANADA

COFFEE

PACKAGING DESIGN

De Mello is a Canadian coffee brand whose packaging is built around two recurring characters: Horangi, a friendly protective tiger drawn from Korean folklore, and a series of modernised traditional Korean cultural masks. Both appear consistently across the bag range, creating a visual system that is immediately recognisable and, by design, collectible.

The tiger doesn't decorate the packaging. It anchors it. Returning characters create the kind of iconicity that most brands spend decades trying to manufacture.



VARUS 775

BIELEFELD, GERMANY

ALCOHOL

PACKAGING DESIGN

Varus 775 is a German spirits brand from a family-owned distillery near the Teutoburg Forest. Its three part packaging system encompasses an everyday glass bottle, an aluminium refill and a ceremonial, hand-crafted porcelain vessel. The forms reference Roman amphorae and medieval clay alambics, translating the region's ancient distillation heritage into a contemporary object.

The vessel doesn't just contain the spirit. It contextualises it. By choosing porcelain alongside glass, Varus 775 turns the act of serving a drink into a tactile ritual with 2,000 years of material history behind it.



BRAND ACTIVATION

AN INTRO

Brand activation is how a brand shows up in the world beyond its own channels. The moments it creates, the spaces it inhabits, the experiences it builds that give people something to talk about, share, and remember.

The best activations aren't campaigns with a budget. They are ideas so right for the brand that they feel inevitable.

As you move through these cards, ask what it would take for your brand to create a moment that people who weren't there wish they had been.



INDIAN RAILWAYS

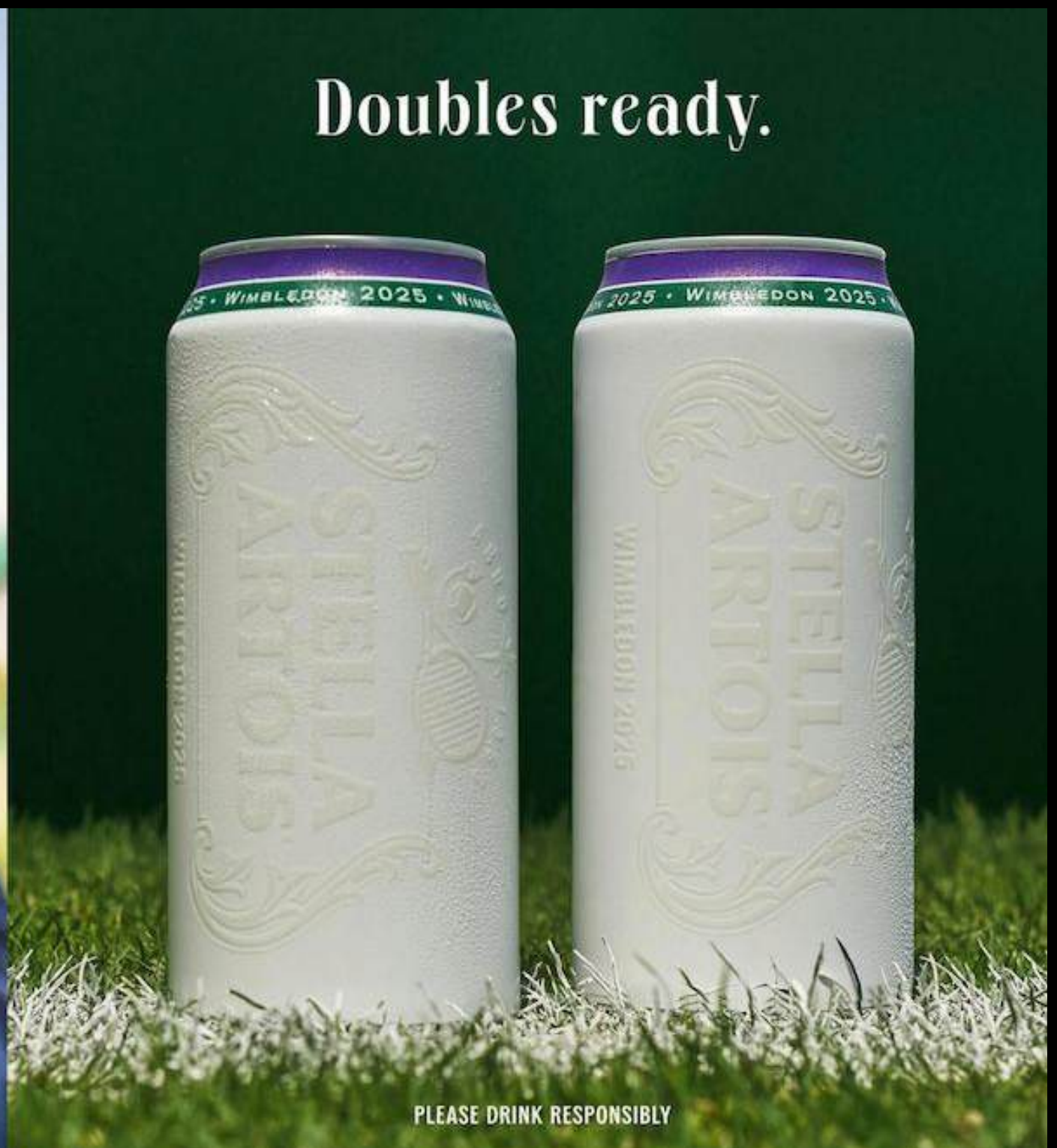
INDIA

TRAVEL

BRAND ACTIVATION

Indian Railways' Lucky Yatra programme turned every legitimate train ticket into a lottery entry. Each ticket carries a unique number, automatically entered into daily draws of ₹10,000 and a weekly prize of ₹50,000. No registration, no extra cost. The ticket you were already supposed to buy became the prize mechanic.

The genius is in the reframe. Compliance was the problem. Desire became the solution. By tapping into India's deep cultural affinity for lotteries, the Mumbai Division of Central Railways transformed a functional transaction into an anticipated event.



STELLA ARTOIS

WIMBLEDON, UNITED KINGDOM

ALCOHOL

BRAND ACTIVATION

Stella Artois is the official beer of Wimbledon. For the 2025 Championships, they stripped the red and gold from their iconic can entirely, replacing it with crisp white, a subtle purple and green trim, and an embossed wordmark. No logos plastered across it, no campaign slogans. Just a can that could, in theory, walk onto Centre Court without breaking the dress code.

By dressing the product to match Wimbledon's all-white tradition, Stella didn't just nod to the event. They demonstrated they understood it and they flexed their distinctive assets to compliment it.



LA VIE

LONDON, UNITED KINGDOM

F&B

BRAND ACTIVATION

French plant-based brand La Vie launched in London by wrapping black cabs in their signature bubblegum pink and programming every single one to only drop passengers at destinations ending in Ham. Petersham. Streatham. Tottenham.

The cabs became moving billboards that only made sense if you knew the product. If you didn't know the product, it didn't matter. You were given trials in every cab of their newest line. They paired the whole thing with bold pink Underground takeovers, the city became the media.



ARGOS

LONDON, UNITED KINGDOM

RETAIL

BRAND ACTIVATION

Argos placed giant household items in oversized toy boxes across high-traffic London locations. A Smeg fridge in Camberwell. A Habitat sofa in Exmouth Market. Each box was designed with fake age ratings ("Ages: 25+") and deadpan warning labels: "Snoring Hazard" on the sofa, "Milk not included" on the fridge. The format was unmistakably toy aisle. The products were unmistakably not.

The insight is sharp: Argos has a perception problem, and the category codes of the toy industry are the perfect vehicle to solve it.



WEB EXPERIENCE

AN INTRO

Web experience is how your brand thinks, feels, and behaves in a digital environment. Not just what it looks like. How it moves, how it speaks, how it makes someone feel from the first scroll to the last click.

The best digital experiences don't feel like websites. They feel like places worth spending time in.

As you move through these cards, ask whether your current digital experience is doing justice to the brand behind it. And whether someone could tell it was you without seeing the logo.

[SHOP NOW](#)[MERCH](#)[DISCOVER](#)

10% OFF FIRST ORDER WITH LIFTOFF10

[GIVE 15%, GET 15%](#)[ACCOUNT](#)[CART \(0\)](#)

COLLIDER

Mood-Boosting Beer Without the Alcohol

Get your evening buzz without the hangover. A proper-tasting beer that helps you unwind and feel genuinely relaxed.



NO HANGOVER



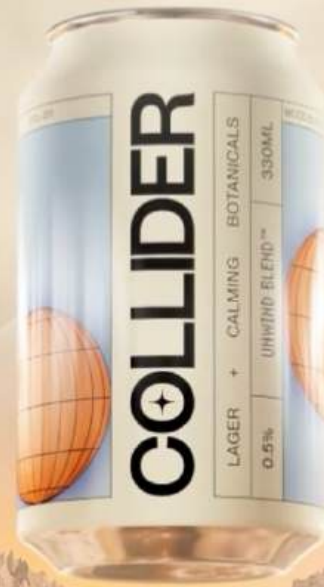
BETTER SLEEP & MOOD



REAL BEER TASTE

[SHOP NOW →](#)

★★★★★
4.8/5 FROM 586 REVIEWS



"Was a little sceptical when we ordered, but very pleasantly surprised. We ordered the lager and it tastes great and gives you a lovely little buzz without the hangover. Just ordered again!"

Kim D.

Verified Buyer

★★★★★

COLLIDER UNITED KINGDOM

[F&B](#)[WEB EXPERIENCE](#)

Collider is a non-alcoholic beer infused with nootropics, functional mushrooms, and mood-boosting adaptogens. Its website doesn't sell the product so much as transport you into it. The experience is cinematic and interactive, using motion, depth, and abstract visual language to suggest what the drink does to your brain before you've read a single ingredient claim.

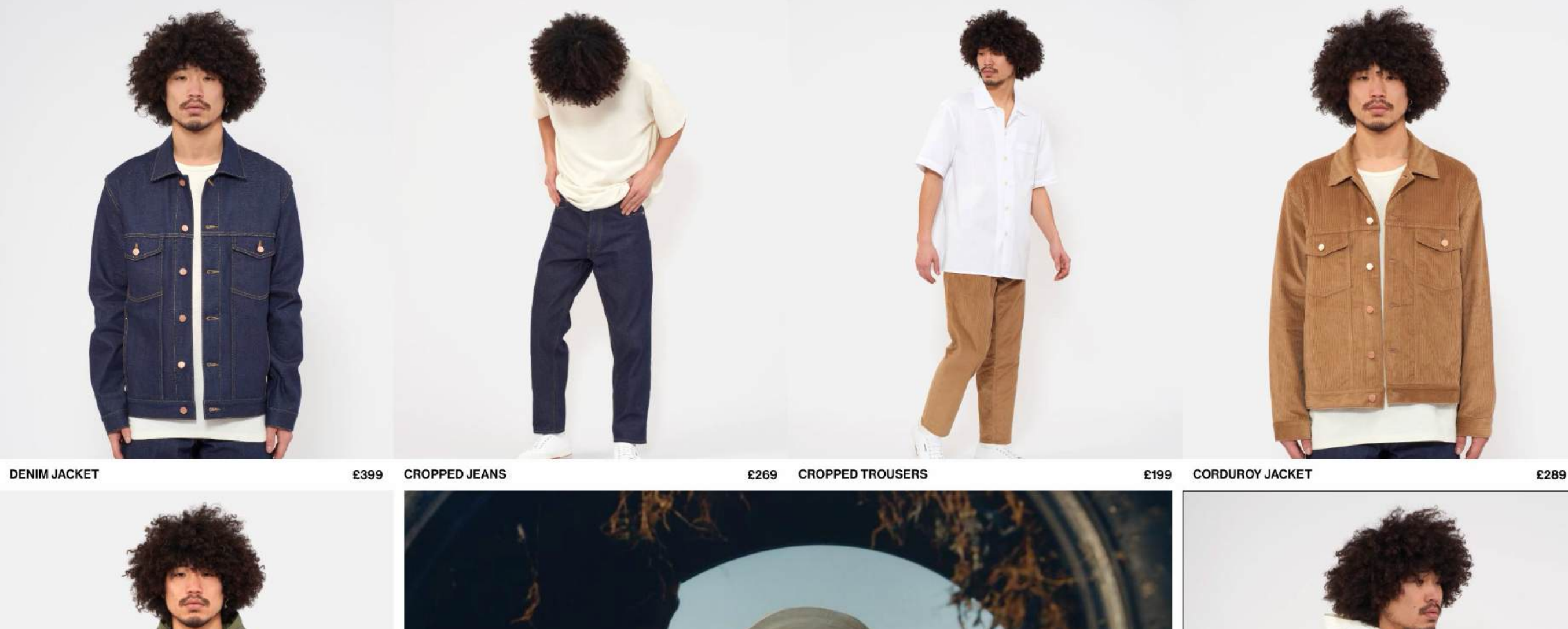
Most functional drinks explain their benefits. Collider makes you feel them before you've bought anything. The web experience is the first dose - and it keeps you wanting to come back for more.

PERSONAL EFFECTS™

MENU

BAG 0

FILTERS +



PERSONAL EFFECTS

LONDON, UNITED KINGDOM

FASHION

WEB EXPERIENCE

Personal Effects is a London menswear brand built around a single idea: that essentials should be worth keeping forever. Named after the military term for the single bag a recruit uses to carry all civilian belongings, the brand produces small, limited runs from a North London atelier using ethically sourced materials.

The website matches the product philosophy exactly: clean, editorial, and unhurried, with no visual noise competing for attention. When your brand proposition is about stripping everything back to what matters, a cluttered or trend-chasing digital presence would kill the credibility.



ENGINE GIN

TUSCANY, ITALY

ALCOHOL

WEB EXPERIENCE

Engine is an organic Italian gin sold in a motor-oil can, built around an 80s racing aesthetic. Its website, Engine Land, is a fully navigable 3D world split across two environments: The Station, a retro diner and gas station with interactive hotspots including a jukebox, vending machine, and bar counter, and The Garage, an editorial space built around the engine of a 1980s Lancia Delta Integrale. You don't browse the product. You explore their philosophy, concept and mindset.

Engine Land works because it doesn't treat digital as a distribution channel but an invitation to their brand world.

MONTFORT • TRADING

MONTFORT GROUP

GENEVA, SWITZERLAND

FINANCE

WEB EXPERIENCE

Montfort is a global commodity and asset investment company whose website has no business looking the way it does. The site operates as a fully immersive brand world: cinematic visuals, fluid scrolling, and micro-interactions that make navigating a corporate showcase feel closer to exploring a piece of interactive art. Complex business verticals, including physical commodity trading and downstream oil, are broken into modular sections that never once feel heavy.

Finance is one of the last categories where brands still hide behind convention as a proxy for credibility. Montfort ignored that entirely.



BRAND IDENTITY

AN INTRO

Brand identity is the visual and verbal language a brand uses to show up in the world. The logo, the colour, the typography, the tone of voice. The system that makes everything feel like it came from the same mind.

The best identities don't just look good. They are so distinctive that removing the name changes nothing. The brand still remains unmistakably itself.

As you move through these cards, don't ask what you could borrow. Ask what true distinctiveness looks like in your category, and what it would take to own it.



GHIA

LOS ANGELES, USA

ALCOHOL

BRAND IDENTITY

Ghia is a non-alcoholic apéritif built around 1970s Mediterranean nostalgia. The identity leads with a script wordmark drawn from Caslon's fat-stress experiments, slashing across a rounded triangular label in a way that reads as both vintage and wilfully extravagant. Muted colour blocking, soft white space, and coastal European imagery complete a visual system that feels less like a beverage brand and more like a holiday you can't quite place.

In a category that defaults to clinical minimalism to signal health, Ghia chose warmth, leisure, and a little typographic mischief.



RC OUTDOOR SUPPLY

LOS ANGELES, USA

FITNESS

BRAND IDENTITY

RC Outdoor Supply is Reese Cooper's technical activewear line built around one proposition: clothes to get dirty. The identity sits at the precise intersection of gorpcore and high fashion, grounded in earth tones and utilitarian restraint, but carried with the considered eye of a designer label.

The visual language doesn't borrow from outdoor culture. It belongs to it. RCOS earns its place on the trail and on the street without dressing up for either.



PAZ ENERGY

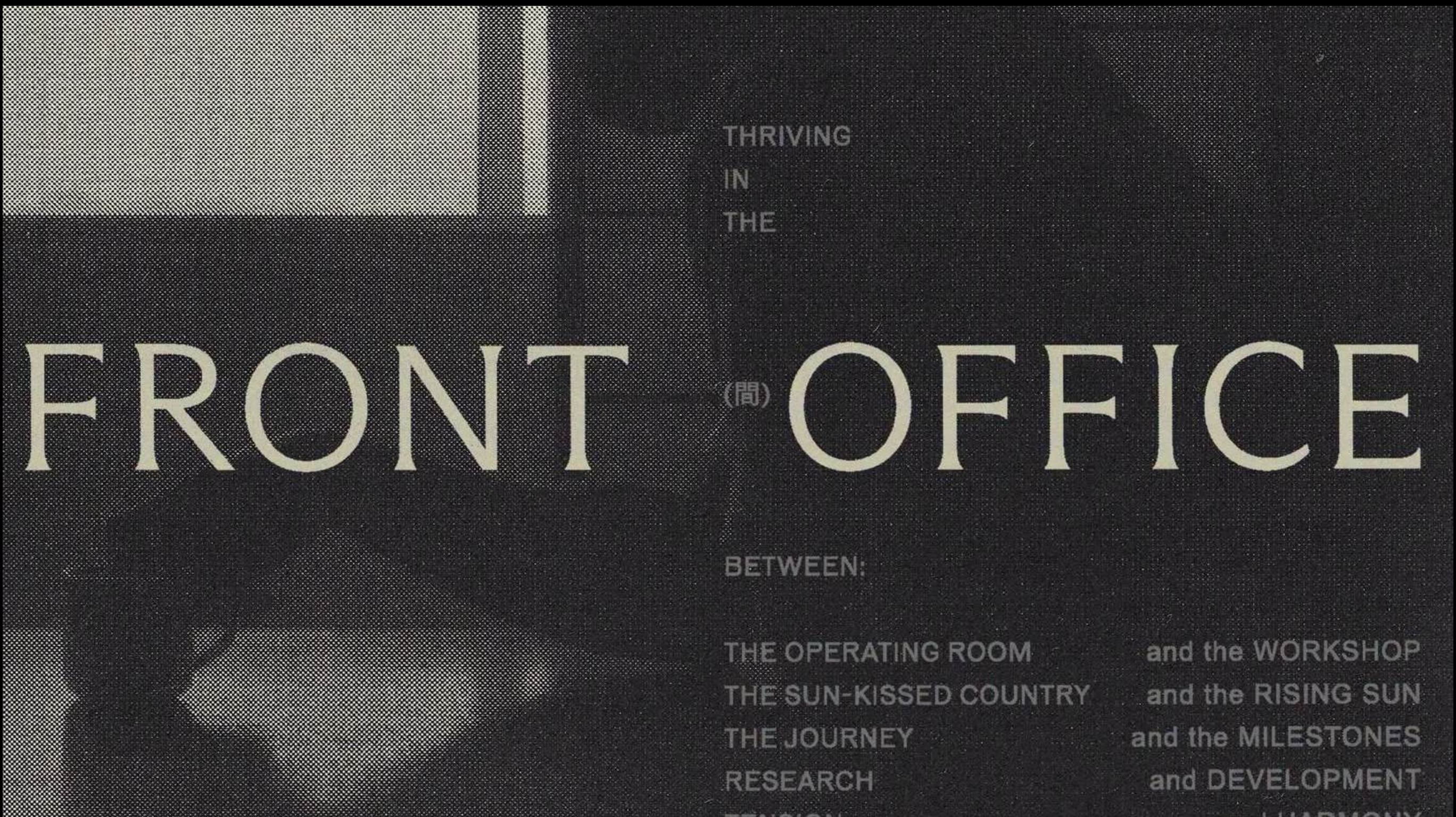
RIO DE JANEIRO, BRAZIL

F&B

BRAND IDENTITY

PAZ is a Brazilian energy drink whose name means peace. The identity leans into that contradiction deliberately: white packaging drawn from the wellness category, Futura Black Condensed Italic warped with speed lines to create the illusion of motion, and a serif lifted from the visual language of the 1984 and 1996 Olympic Games. Vintage sports car energy filtered through a wellness lens.

The category default is aggression. PAZ chose stillness with velocity underneath it. When every competitor is shouting, a brand that whispers with confidence is the one that stops you in the aisle.



FRONT OFFICE

TOKYO, JAPAN

FASHION

BRAND IDENTITY

Front Office is a menswear label founded by a doctor-turned-designer, with an identity built around the Japanese concept of *ma*: meaning that emerges through absence. The wordmark reflects it. The typography pairs ABC Arizona Flare, a serif sitting between Japanese mincho and gothic, with Reform Grotesk for utility. The colour palette draws from manila folders, aged paper stock, and workwear fabric. Nothing is decorative. Everything is considered.

The identity works because the restraint is the message. A brand rooted in the quiet precision of Japanese design philosophy does not do noise.



THAT'S YOUR FIRST TWENTY CARDS.

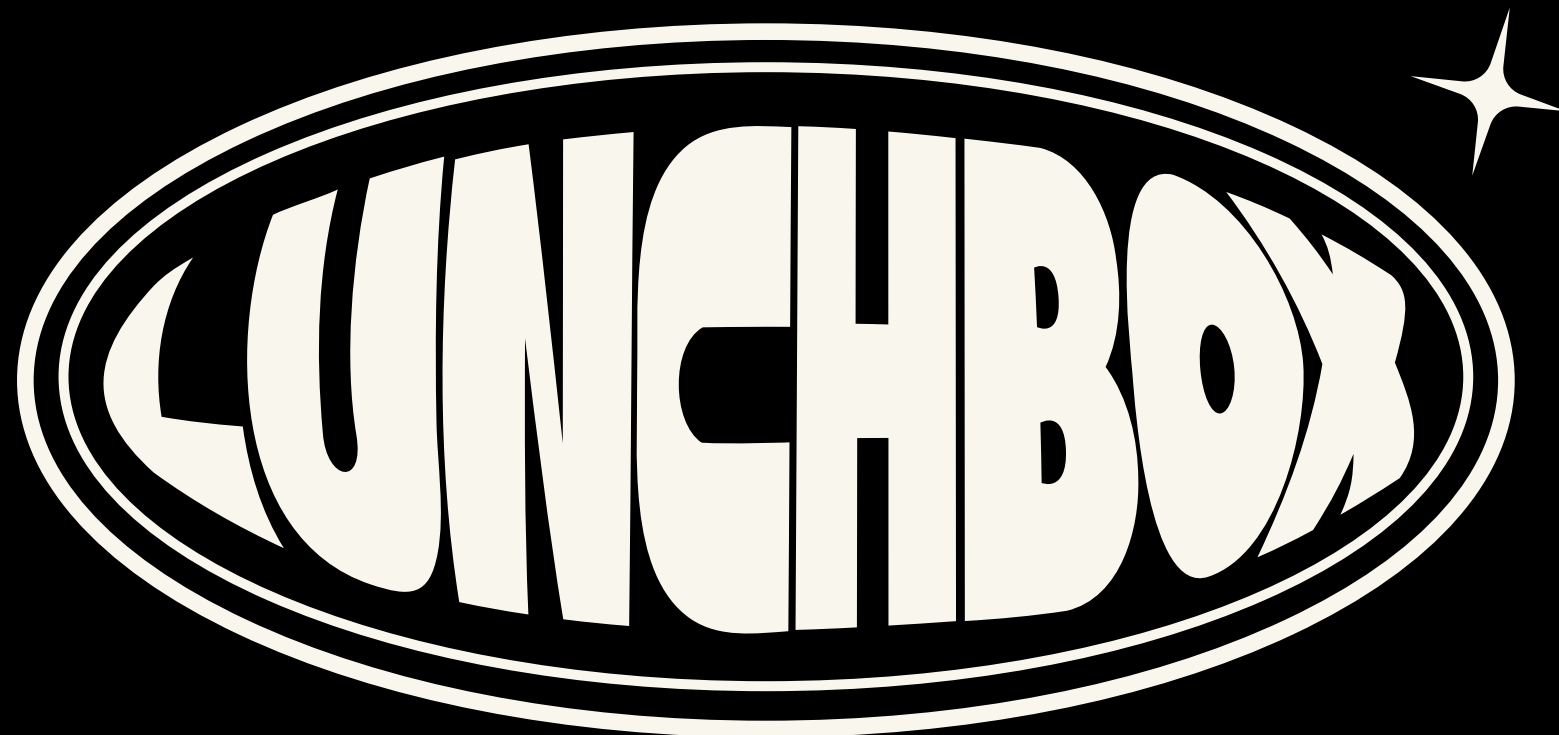
We've got 25 more where those came from. So if you want to get your hands on it, come follow our world on Instagram and LinkedIn.

Fire over a message and we'll get you on the waiting list for the next drop.

Let's turn your what if into what's next.

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