



Wild August Hard Cider

Today's artisanal food revolution has led to a boom in boutique cider-making from California to Maine.

Roughly half of cider's consumer base is made up of women, compared with about 28% for beer, according to Nielsen. It's also gaining momentum with younger drinkers. The folks who brew Wild August Hard Cider in Ohio tasked Kevin Akers design + imagery with creating a brand and label that appealed to the consumer and would compete on the supermarket shelves with more well-known hard ciders.

Take a look at how Kevin imagined the possibilities....





The Wild August marketing team completed a thorough study of the existing hard cider marketplace.



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<p>Wild August Hard Cider Co. 1700 Primland Road New Albany, Ohio 43054-8955</p>	

Early American folk art inspired a harvest party theme.



WILD AUGUST
American Hard Cider

THOMAS SNEED WILD AUGUST HARD CIDER CO.
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A classic “wine label aesthetic” using a line engraving of apple pickers.



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Elegant traditional label features American colonial woman “running wild”.



	<p><i>"Light and a-Peeling"</i></p>
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A tankard of cider is offered by a friendly barmaid to hipsters.



Abstract “modern art” treatment of apples, leaves and effervescence.



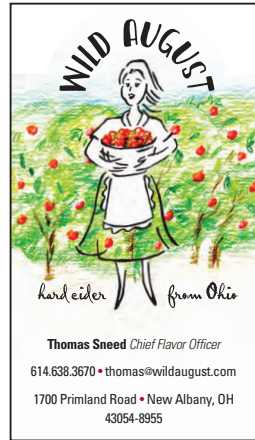
WILD August
hard cider
from Ohio

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Doodles and naive illustration represent the anti-design, design solution.



Soft vignette celebrates the natural ingredients of Wild August.



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Flirty apple with a youthful swagger and attitude.



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Heartland “needlepoint” design has a big brand feel with bold shelf presence.



**Wild
AUGUST
HARD CIDER**

12 FL OZ • 355 ML • 6.9% ALCOHOL BY VOLUME



If you have a branding or design project on the horizon
please contact:

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To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>