



## Britvic Soft Drinks Ltd Sponsored Award Winner

Louise Talbot

University Of Central Lancashire

I felt it captured every element of the brief, especially the fun graphics and messaging. The bottle was sleek and the supporting materials capture the imagination of the target audience.

Sponsor's Comments – Mark Green, Marketing Services Executive, Britvic Soft Drinks

Also takes Gold

Excellent project throughout. Fabulous! Well done.

Judges' comments

## Gold and Dragon's Den finalist

Christopher Young

Swindon College

Excellent concept and brand development. Well done.

Judges' Comments



## Silver

Jason Bird

University of Glamorgan

Great expectation and journey of ideas.

Judges' comments

## Bronze

Jasrit Bains

Nottingham Trent University

Nice concept and great POS concepts too.

Judges' comments

## Commended

Sean Warburton

Glyndwr University (North Wales School of Art and Design)

Beautiful concept, such a shame there was no model as this would have got a much higher grade.

Judges' comments