

Advertising, design, building meaningful brands.

Coopers Brewery

Coopers has a 150 year history of brewing excellence, is the largest Australian-owned brewery and still proudly owned and run by the Cooper family. On Creative's long-standing relationship with Coopers has produced some of its most recognisable branding and striking new product, packaging and POS design. Corporate communications are lifted out of the ordinary with signature Coopers style.



Coopers Clear product and packaging design.



Logo and packaging.



Packaging update with strong colour coding.

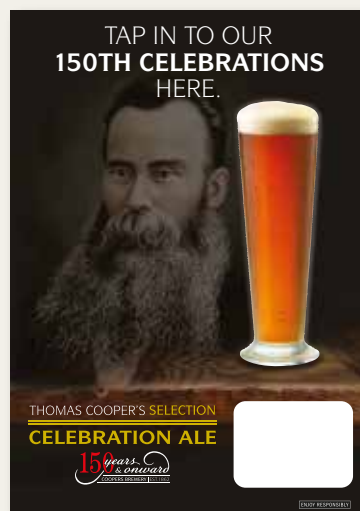


Homebrew packaging design.

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Annual Report 2016



Commemorative 150 years & onward line, emblem and collateral.

Celebration Ale product and POS design.