Food & Drink

Talenthouse, where brands and creators connect.

Art works.
Talenthouse, the world’s biggest and most active community of creators and artistic influencers. Wide spectrum of multi-media talent engaged to create work and ideas for leading brands and well-known celebrities. Helping brands drive business growth through engaging creative content and artistic collaboration. Global approach: 750K creators from 175 countries. 2.5 million social followers. Talenthouse offices in Los Angeles, London, Berlin, Mumbai and Dubai.

342 Submissions
Design music inspired artwork for Spotify
July 2, 2014

Talenthouse. The global platform where brands and creators connect.

Bottle Design _____________ Pernod Ricard Campo Viejo
Social Artwork ______________ PepsiCo Naked Juice
Multi-media Artwork __________ Heineken ‘Open Your World’
Social Artwork ______________ Red Stripe
Photography ___________________Sol Beer
Multi-media Artwork __________ Campari’s ‘Bitter beats Boring’
Multi-media Artwork ____________ Pernod Ricard Campo Viejo
Event Amplification _______________ Pernod Ricard Campo Viejo
Bottle Design _________________ Pernod Ricard Absolut
Social Artwork _________________ Nestle Coffee-mate
Package Design _________________ PepsiCo Brisk
Fashion Design _________________ Coca-Cola vitaminwater
Ambassador Amplification _________ Coca-Cola Burn Energy Drink
Wall Painting _________________________ Spreegold

Food & Drink
Design a Limited Edition bottle for Campo Viejo

Objectives
To create a bottle label for Campo Viejo that would form part of the Limited Edition ‘Art Series’

Generate a range of creative, colourful, 2D graphic art (including artwork, illustrations, street art and murals) that brings to life the idea of living ‘life uncorked’: a life that is as rich, authentic and as expressive as their wines

Results
693 bold Limited Edition bottle designs were created

1 artist was selected to have their design and signature printed as the Limited Edition Campo Viejo Reserva bottle

Additionally, 4 finalists had their work displayed as part of a gallery at the Campo Viejo Winery in La Rioja, Spain
Thumb-stopping Social Artwork
PepsiCo and Naked Juice

Objectives
Create a bank of shareable social assets that drive love for the brand
To “remix” the Naked bottles in the style of fresh pop art visuals, and edgy, bold expressions
Creative formats to include graphic design, illustrations, photographs, animated GIFs, short videos or any kind of animated artwork

Results
Over 800 pieces of art were submitted, with 50,000 Creative Invite Views
7 pieces were initially selected, with another 20 images purchased at the end of the campaign

Work by #TalenthouseArtist
(from left to right, from top to bottom):
Ronan Lynam United States
Riskiyan Widihantoko Indonesia
Abby Smedley United Kingdom
Multi-media Artwork for Heineken 'Open your World'

Objectives
To source striking on-brand visuals that express different interpretations of Heineken’s campaign line “Open Your World”, and capture how Heineken plays/can play a role to “Open Your World”

Generate engagement across Heineken’s social channels

Results
Over 800 pieces of art were submitted with over 40,000 Creative Invite views

6 Selected Artists were chosen and will have their artwork featured across Heineken’s social media channels
Capture Jamaican Spirit and Music for Red Stripe

Objectives
Red Stripe sought a bank of hero brand visuals for use across social media and online channels which could be used on a global scale, whilst also being relevant to local markets.

Source artwork that captures the key brand themes for Red Stripe: music and Jamaica.

Results
The Creative Invite delivered 520 submissions ranging from illustration, graphic design, GIFs and illustration on top of photography.

Selected Artwork will be featured across Red Stripe's local and global social media channels throughout 2018.

Work by #TalenthouseArtist
(from left to right, from top to bottom):

Richard Villarante Philippines  
Eugene Duetes Philippines  
Moush Ilii United States  
Bart Hartman Netherlands  
Maximiliano Lopez France
Objectives
Curate a bank of inspiring photographs that capture the essence of Sol and their brand values of vitality and freedom
Source breathtaking, lifestyle photography from photographers around the world

Results
Over 600 original photographs from 40 countries around the world
Selected Photographs will be featured across Sol’s owned online and social media channels
Multi-media Artwork for Tullamore D.E.W.

Objectives
Produce creative assets that amplify the “Triple Blend” messaging, to form part of the wider “Beauty of Blend” marketing campaign.
Source creative works that bring to life the “Triple Blend” distinctive process, recipe, Irish character and brand heritage.

Results
The Creative Invite generated over 390 Submissions from 30+ countries around the world.
The campaign generated over 20,000 engagements.

Selected Artwork will be featured across Tullamore D.E.W. social media and digital channels.
All works by #TalenthouseArtists. Selection still in progress.

Multi-media Artwork for Campari’s ‘Bitter beats Boring’

Objectives
Support the launch of CAMPARI’s ‘Bitter beats Boring’ campaign and promote the iconic drink Negroni.

Tap into unique perspectives and fresh thinking around creative impulses for ‘Bitter beats Boring’.

Creative formats to include graphic design, illustrations, photographs, animated GIFs, short videos or any kind of animated artwork.

Results
673 bold and striking creative works submitted from 60 countries across the world.

5 Selected Artists will have their work showcased as part of an official social media campaign.
Experiential Artwork for Pernod Ricard

Objectives
Deliver engaging artworks, videos and GIFs to bring to life the Campo Viejo Lake of Color event in London
Generate colourful and highly shareable social media assets and stories
Associate the brand with a creative and cultural marketing program

Results
From 1,000+ creative works, Campo identified 10 Artists to have their work showcased at the Lake of Colour in June 2016
Selected Work to be produced into OOH billboards, POS material and Limited Edition bottle designs
10 Selected Works became the basis of a global toolkit for use across all Campo Viejo markets
Limited Edition Package Design for Absolut India

Objectives
Engage artists to create limited edition bottle designs for Absolut India
Tap into fresh thinking, unique perspectives and new talent
Trial an alternative approach to the traditional agency

Results
991 submissions across 4 weeks
1 Selected Artists work produced and sold
100 Finalists received financial payment and exposure
Objectives

Raise awareness of Nestle Coffee-mate’s new line of #ChocolateBoutique #DailyDoseOfDecadence flavors through inspiring content

Generate a wide array of creative work (artwork, GIFs, videos) for Coffee-mate’s Instagram channel and influencers

Results

From 300+ creative works, 5 artists received $1,000 each and had their art featured across Coffee-mate’s Instagram channels and distributed via key influencers

Coffee-mate had rights to use all creative across their channels for 3 months

Social Storytelling

Creative for Nestle

Work by #TalenthouseArtist (from left to right, from top to bottom):
- Erik P Hdez Mexico
- Sonya Filimonova Russian Federation
- Kylie Mangles Canada
- Anna Markevich Russian Federation
- Omosehalewa Agiri United States
Objectives
Engage U.S. artists and Brisk’s social community to source high quality label designs for the Watermelon Lemonade Brisk flavor releasing in summer 2017
Amplify the launch of Brisk’s newest flavour
Generate engagement and sharing across Brisk’s Snapchat channels

Results
257 submissions across 2 weeks
Finalist work was shared across Brisk’s Snapchat channel to further awareness and engagement with the brand campaign
Selected Artist will have their label produced and featured on limited edition Brisk bottles in 2017
Coca-Cola: vitaminwater Fashion Design

Objectives
Amplify Coca-Cola’s artist partnership with Jessie J as an ambassador for vitaminwater.
Create a millennial marketing campaign that engages and excites the core female target audience.
PR, social storytelling and earned media.

Results
826 submissions across 4 weeks.
1 outfit was selected by Jessie J and worn on stage at Rock ‘n’ Rio in Brazil.
50+ pieces of earned media and PR.

Work by vitaminwater Artist (from left to right, from top to bottom):
- Aline Lima, Brazil
- Annette Scott, United Kingdom
- Francisco Aguilar, Mexico
- Zuri Herrera, Mexico

FINALIST
Coca-Cola: Burn Energy Drink Music Video

Objectives
Amplify Avicii as a brand ambassador for Burn and the F1
Tap the Talenthouse community to create an original music video for Avicii’s new track “Speed”
Engage an urban, music and sport oriented fan base

Results
93 full length music videos
4.6 Million organic views on the selected video
10 million engagements
1 life changed for Pavel Kim, the Selected Filmmaker

SELECTED ARTIST

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SELECTED ARTIST

Pavel Kim
Russian Federation

Work by #TalenthouseArtist

Pavel Kim
Russian Federation

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Design a wall painting for Spreegold

Objectives
Celebrate the opening of the fourth Spreegold restaurant in Berlin, Germany
Source an “urban street art styled” wall painting for installation above the restaurant’s staircase

Results
437 street art designs were created
1 Selected Artist had their design brought to life on the Spreegold staircase wall by professional street art painters, received numerous pieces of PR coverage, and the collaboration was promoted across key social channels
Work by #TalenthouseArtist
Dina Belenko, Russian Federation