

A black and white photograph of two camera lenses, one on the left and one on the right, both with their lens caps removed. The lenses are positioned symmetrically around a central text overlay. The background is a dark, slightly blurred surface.

PHOTOGRAPHY

(assignment 2)

-yoga oktavian-

Chabot 30-Year-Old Armagnac

87
POINTS

Wonderful things are promised in the early nosings as baked aromas of cherry pastry, dark bread (pumpernickel?), and toffee thrill the olfactory sense; aeration doesn't advance the bouquet to the next level. Palate entry displays soft but plump flavors of toast with honey and oaky vanilla, then at midpalate there's a rush of dark caramel/toffee/honey that nearly overwhelms the taste buds. Ends sap-like.



PRICE \$399, [Buy Now](#)

APPELLATION [France](#)

[Print a Shelf Talker Label](#)

RATING 85-89: Very
Good/Recommended

ALCOHOL 40%

CATEGORY Armagnac

DATE PUBLISHED 6/1/2006

USER AVG RATING Not rated yet [\[Add Your Review\]](#)



MARTINI BEER

Beer is defined as a fermented, alcoholic beverage made from barley, Wheat, rice etc. and flavoured with hops.

Keyword : elegant, high-class, high alcohol.

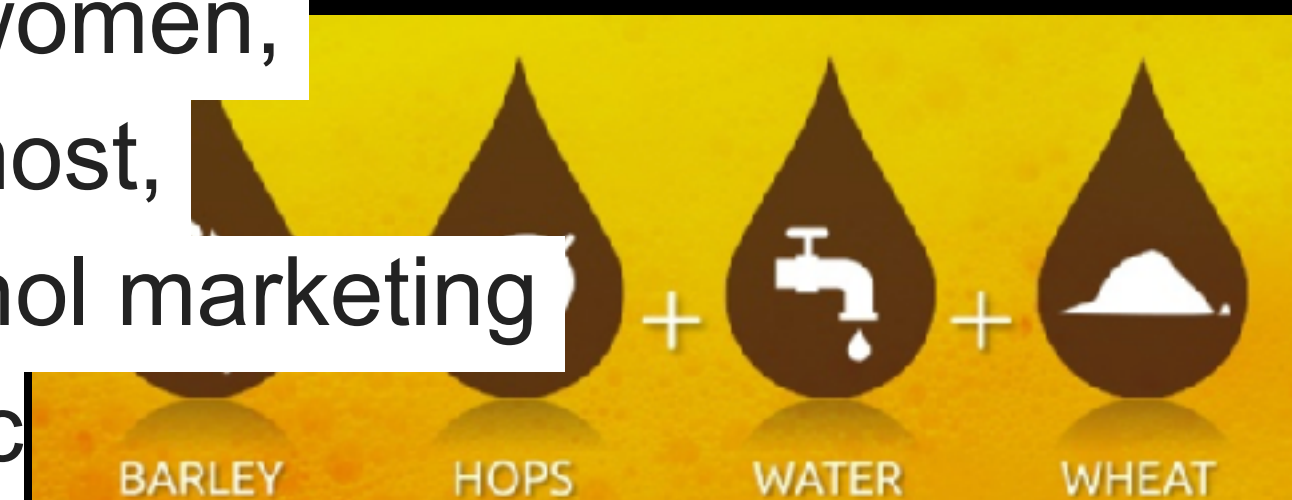
Target Market : luxurious, age above 21, Collector.

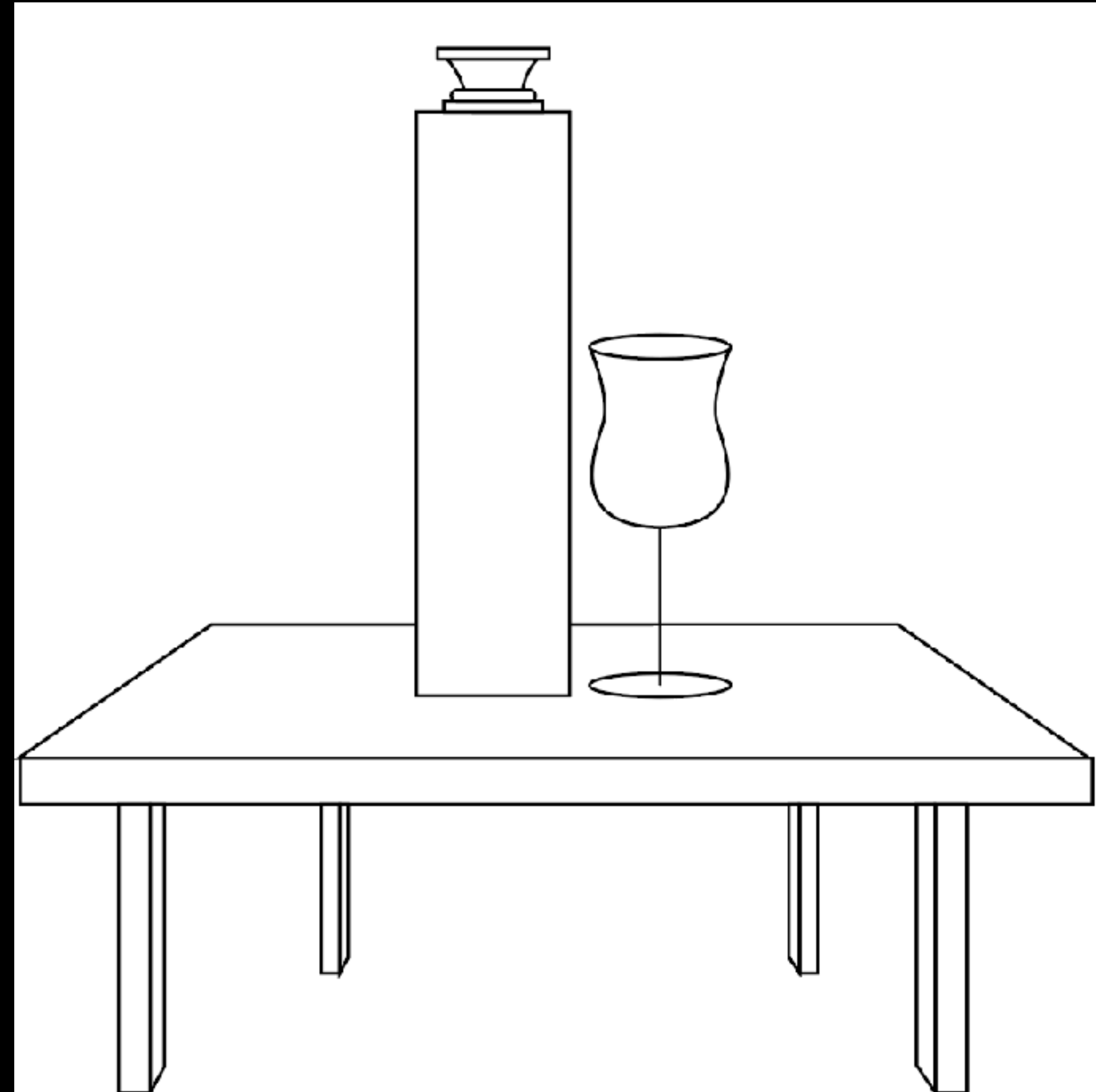
Price: Rp 3,500.000 ~ 4,500.000

Young Men Drink the Most

Looking at the numbers, men tend to drink more alcohol than women, and whites more than nonwhites. Men age 18 to 49 drink the most, according to the Gallup poll, which explains why so much alcohol marketing seems to target them. Women are also a targeted demographic

for alcohol use. Sixty-seven percent of women between 18 and 49 report that they drink alcohol.





Sketch



... IT'S A MATTER OF CRAFTSMANSHIP



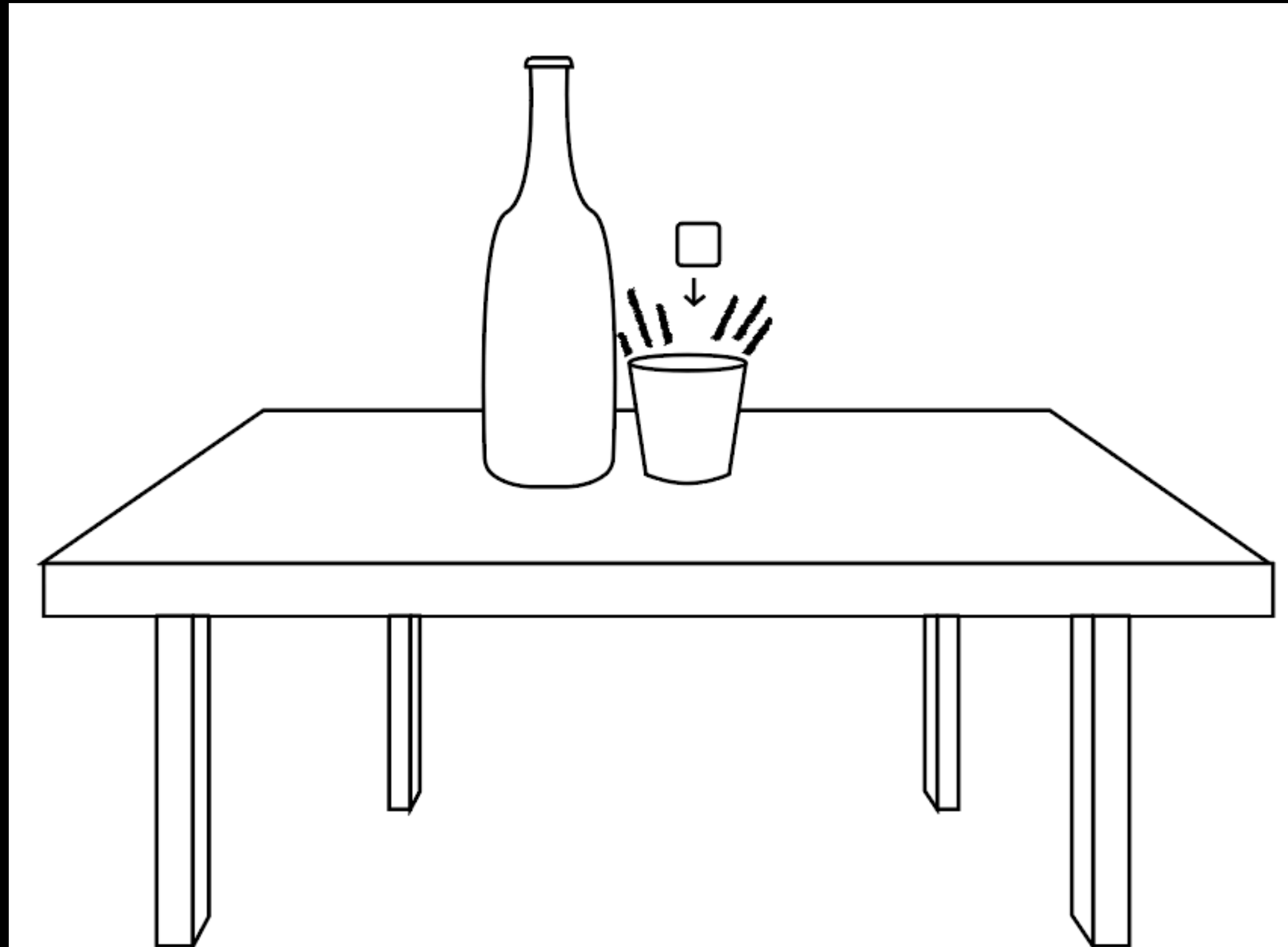
<18



Props

- Wood table / black glossy paper
- Glass
- Spotlight





Sketch

Bintang Radler Lemon



Kalau kamu menyukai bir ringan, manis dengan rasa buah- buahan yang agak asam, bintang radler lemon pas buat kamu. Radler ini dibuat dari perpaduan bir bintang, jus lemon dan alcohol sebesar 2% Bir radler original ini memang wajib ada saat musim panas!



Buah grapefruit adalah spesies buah baru yang dihasilkan dari persilangan Jeruk Bali dan Jamaican Sweet Orange. Perpaduan antara bir bintang dan buah grapefruit ini pas untuk lidah negara tropis; segar dan eksotis. Bintang radler grapefruit juga cocok untuk menemanimu makan apa saja, dari asin, asam, pedas, gurih hingga manis.

LOCAL BEER (Bintang)

Keyword : fresh, less alcohol, cheap, cool.

Target Market : all people age above 18.

Price : Rp 10,000 ~ 50,000

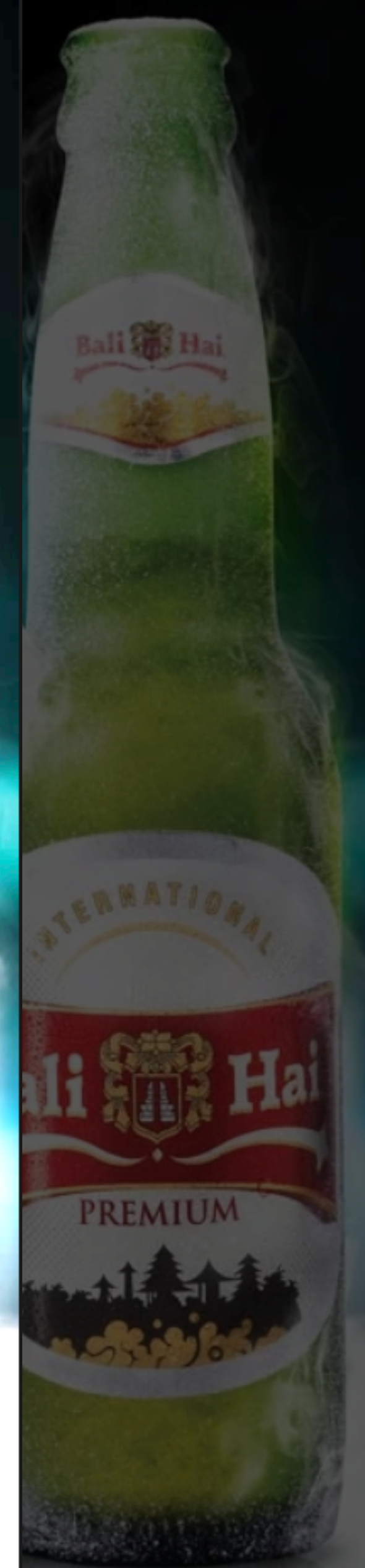




FRESHNESS HAS A NAME



Bali Hai
SNOWY BEER
スノービービール



Props

- Water spray
- Beer glass
- Table

