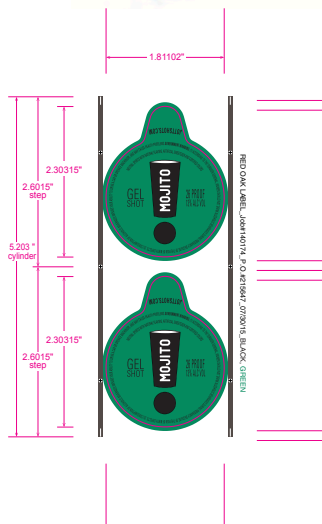


JottShots!™

Consumer 4Pack Packaging and Creative Design



Digital Launch worked with The Stupid Good Beverage Company on their flagship product JottShots!™, a pre-made Jello-Shot RTD Alcoholic Beverage. Digital Launch lead all creative; from ID and Logo Development to Package Engineering, Cup Architecture, Package Layout and Construction and Consumer Point of Sales.



JOTTSHOT! 12F
 FILENAME: "JOTTSHOT! 12F_21OCT14.SLDPRJT"
 DZ 10/21/14

- CHANGES IN RED:
- INCREASED TEXT SIZE & SPACING
 - ADDED DRAFT TO TEXT
 - WALL THICKNESS .042 (WAS .050)
 - ADDED TEXT .010 HIGH

ALL UNITS INCHES.

