

How we helped get on-the-go spirits on the road

CASE STUDY: THE CUTWATER ASSET ADVENTURE

Custom Fabrication



THE CHALLENGE

Cutwater Spirits is an award-winning craft spirits brand that pioneered the on-the-go canned cocktail category. So it was only natural they wanted a series of mobile assets to help take them on the road. What they needed was a full experiential strategy that would continue to tell their brand story: Real spirits make real cocktails that can be enjoyed anytime, anywhere.



As the Cutwater strategy evolved, the assets would need to keep up—and keep serving the brand.

ASSET 1: The Cutwater Adventure Cabin & Distillery

We hit the drawing board and presented concept after concept, until the Cutwater Adventure Cabin & Distillery emerged. One-part adventure cabin, one-part distillery, this was a unit that showed both the high-quality craft and on-the-go nature of the brand. Built for the road, self-contained and efficient enough to use week after week, this versatile asset was born ready to serve any event, from the MLB All-Star Game to Lollapalooza.

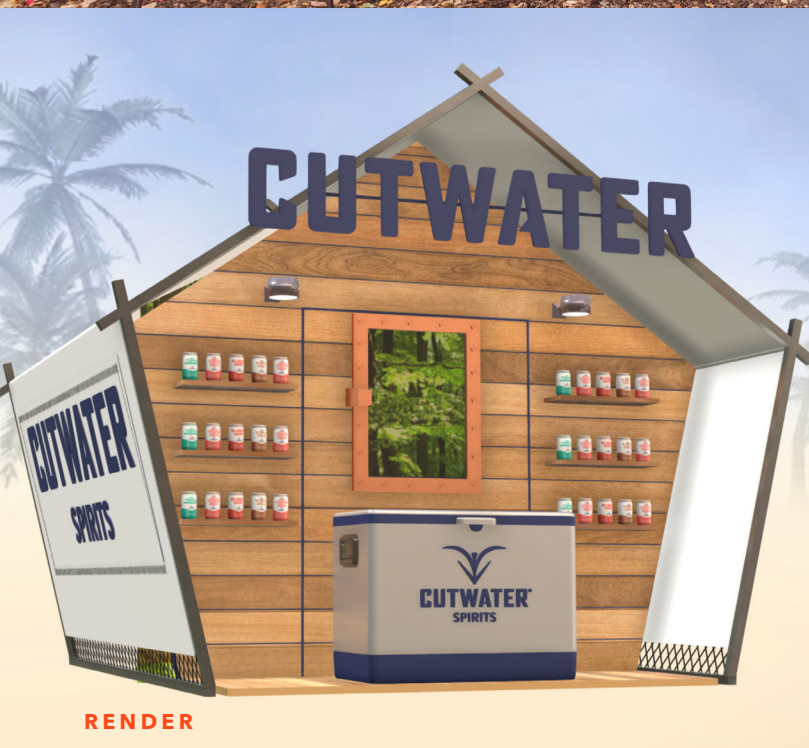


RENDER



ASSET 2: The Cutwater Adventure Tent

With an evolving brand strategy came the need for something new—a slightly smaller mobile unit that complemented the first. We drafted rendering after rendering and landed on the Cutwater Adventure Tent. Designed to fuel a love for adventure and create a memorable experience for an award-winning brand, we built three units total to help Cutwater engage consumers at multiple events across the country at the same time.



RENDER



ASSET 3:

The Cutwater Bar Cart



RENDER



To continue telling our brand story from coast to coast, we wanted to give Cutwater something special that could be easily shipped around the country. So we designed the Cutwater Bar Cart, and made eight of them to share with the world. Each one fits in a crate and can be set up and broken down by one person. Conceptually, the bar cart ties back to our signature cabin-distillery asset, with its giant still and array of prominently displayed awards. These are ultra-portable pieces that are efficient at serving a high volume of canned cocktails. Now real spirits are making real cocktails, nationwide.

AND MORE...

As Cutwater continues to introduce more products, we introduce more assets to help support the brand. Our one-off unit for We Love NYC: The Homecoming Concert was designed, rendered, approved, built, transported and installed in just 14 days, in the face of strict limitations, 60,000 attendees and one showstopping hurricane. To date, we've also fabricated a collection of pop-up serving stations, frozen pops carts and giant branded yard games, plus a fire pit made with water vapor and LED lights that looks as real as they come.



3

YEARS

6

CONCEPTS

17

ASSETS





THE RESULT

The journey to all these assets became as memorable as the assets themselves. We've since seen our units take off everywhere—from the beaches of Miami to the New York City streets to the mountains of Denver and more. We've not only taken the lead role in fabrication, but have partnered with Cutwater to help activate some of these assets. As our deliverables and our partnership continue to grow, we're thrilled to do even more adventurous things for the brand.

OUR IDEAS
EVOLVED
ALONGSIDE
OUR BRAND'S
EVOLVING
NEEDS.

Tell us your vision. We'll bring it to life.

843 460 2688 | hello@iceboxlive.com