

Ben Long

2023-2024

Juice roadmap



2023-2024

Juice Roadmap

88-Page Magazine & Presentation

A yearly overview of all things Juice,
in print & digital format.

PRINT | EDITORIAL | COPYWRITING
PITCH DECK | BRANDING | CGI



More than a catalogue

The 2023/24 Roadmap was the first to be printed in this format since 2018, and it provided a unique challenge.

I lead the project with the idea of making it more than a product catalogue, with the feel of a traditional magazine. Using single & half page “ads” and spotlights on particular products.

This expanded the project into a full blown exercise in marketing copy and branding, giving each Juice product category (and product lines *within* categories) its own look and feel.

My talented team helped by contributing hi spec CGI & 3D imagery, used throughout the magazine, and branding for the Pick N Mix Airphones & Juice Super Max Powerstation.



All formats

The work never stops when it comes to product development, and this was no different at Juice.

The 2025 edition of the Roadmap was digital only, with new products and updated visuals throughout — all optimised for screen.



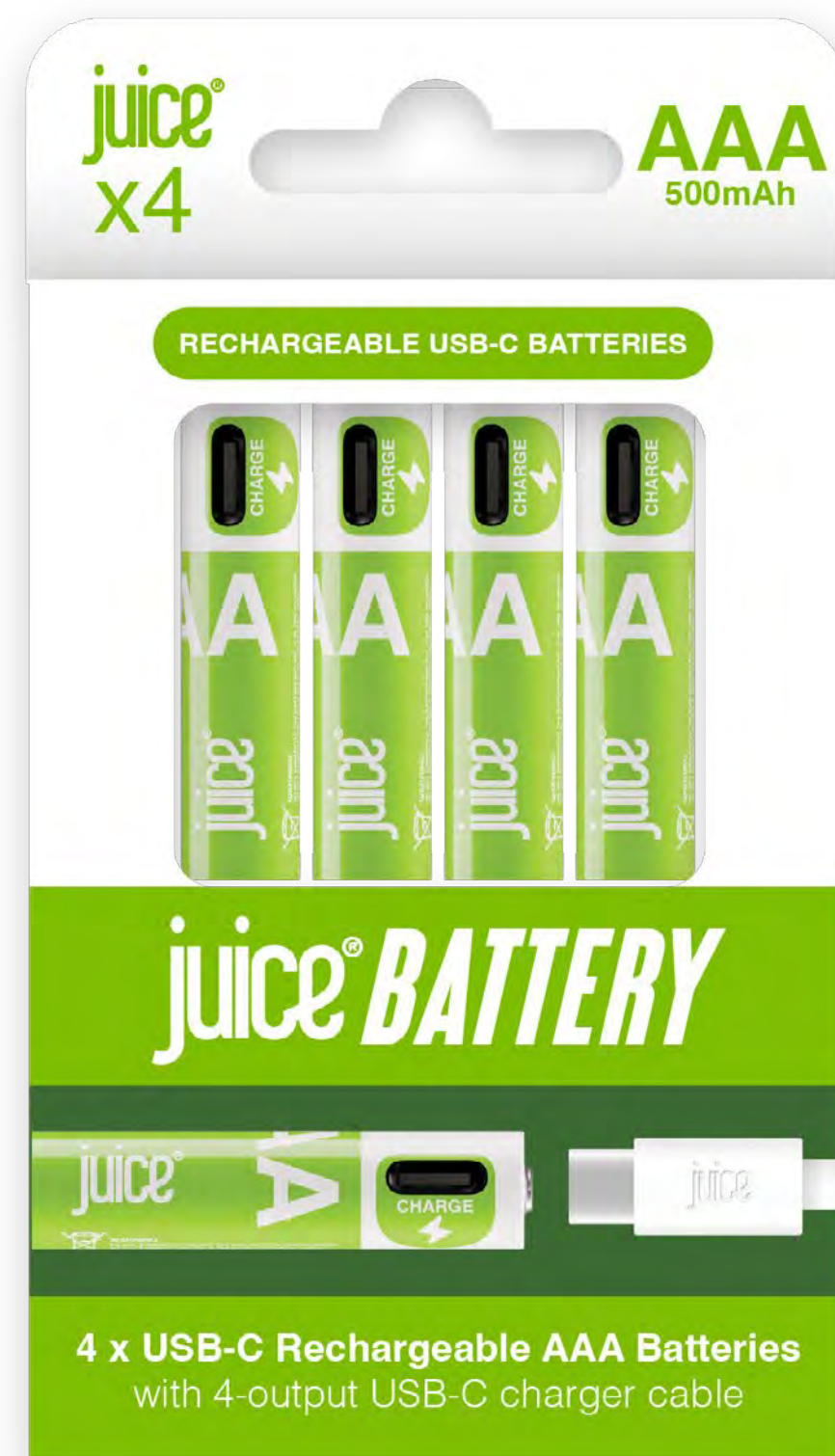


charge
into the future.

Ben Long

2024-2025

Juice battery



2024-2025

Juice Battery

Branding, Packaging & Product Range

An upcoming product, the Juice Battery, is a new rechargeable alternative to the common alkaline AA & AAA battery.

A product inkeeping with Juice's sustainability messaging and a first foray into alkaline batteries.

**PACKAGING | BRANDING | COPYWRITING
PITCH DECK | POS | FSDU**

Charge into the future

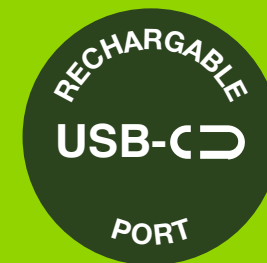
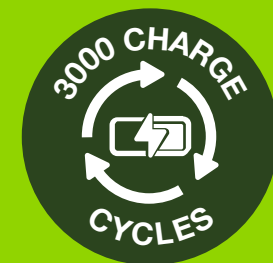
Coming into a market that has remained relatively unchanged since the introduction of Universally compatible AA & AAA batteries, it was important to emphasise the USP of the USB-C rechargeable battery; the fact it can be used again & again.

This led to the tagline “Charge into the future.” The double meaning lending itself suitably to both charging your products continuously into the future, and the customer themselves “charging” or leaping into the future by investing in this new solution for alkaline batteries.





juice® BATTERY



Full package

As well as digital pitch decks, the Juice Battery required packaging for both the UK & Australian markets. With Recycled & Recyclable plastic for UK and cardboard packaging for AUS.

FSDU units, POS, digital marketing and social media will accompany the official launch.





2020-2025

Juice Branding

Mini brands within Juice,
with their own look & feel

A regular challenge that came with new Juice products and lines was to create a story and branding that feels fresh and new, with hero shots, packaging and digital marketing.

LOGO DESIGN | TYPOGRAPHY | PACKAGING
PITCH DECK | BRANDING | CGI



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THE BOAT & HORSES
**OWEN WATER
FOUNDATION**
CHARITY NIGHT

2019

ADULTS £6
CHILDREN £2

OPEN 11AM - 2AM
24TH DECEMBER

NEW YEARS EVE AT
THE GALLEON
WILD WEST THEME

DRESS UP
IF YOU'RE
BRAVE
ENOUGH

£15

PRIZES TO BE WON
FOR BEST DRESSED

LIVE MUSIC FROM 3RD & LINDSLEY
AND GAMES ON THE NIGHT

NOW
TAKING

Ask at
The Bar

FOR MORE INFORMATION

BOOKINGS
FOR
CHRISTMAS

The Old Inn
Live Entertainment
NOVEMBER 2019

every tuesday
PUB QUIZ NIGHT
win free drinks for your team
free entry
8.30pm

thursday 7th november
OPEN MIC NIGHT
hosted by cliff bywater
8pm

friday 8th november
**KING OF THE ROAD
KARAOKE**
8.30pm

saturday 9th november
VEGAS ELVIS
yes, he is back in the building!
8pm

saturday 16th november
REHAB
live band
9pm

saturday 23rd november
ANDY ROSEBY
acoustic guitar/keyboard vocalist
9pm

saturday 30th november
SONIC BOOM
live band
9pm

BINGO MONDAY
8PM

HOBS MEADOW

OPEN UNTIL
2AM
2AM
EVERY FRIDAY & SATURDAY

BIG DRINKS PROMOTION
BIG DRINKS PROMOTION
BIG DRINKS PROMOTION

LAST ENTRY 11:30 PM
NO CAPS / NO MAN BAGS

2019-2020

**SUNDAY
LUNCH
EVERY
SUNDAY**

tomato, green pepper, bread, potatoes, meat, broccoli

LIVE ENTERTAINMENT

This Saturday
9pm

Gene
Know
Quiz

Tues

BINGO QUIZ

SUNDAY 8:30PM

33 19 64 12 24 8 49 2 14

THE OLD INN
ENTERTAINMENT
NOVEMBER 2019

EVERY TUESDAY
PUB QUIZ NIGHT
WIN DRINKS FOR YOUR TEAM
FREE ENTRY 8.30PM

THURSDAY 7TH
OPEN MIC NIGHT
HOSTED BY CLIFF BYWATER
8PM

FRIDAY 8TH
**KING OF THE ROAD
KARAOKE**
8.30PM

SATURDAY 9TH
VEGAS ELVIS
YES, HE IS BACK IN THE BUILDING!
9PM

SATURDAY 16TH
**SAWPOINT
LIVE BAND**
9PM

SATURDAY 23RD
ANDY ROSEBY
ACOUSTIC GUITAR/KEYBOARD VOCALIST
9PM

SATURDAY 30TH
SONIC BOOM
LIVE BAND
9PM

MOOD & FOOD
muss
BAR & KITCHEN

**OPENING
SOON**

For exciting Front of House
and Kitchen opportunities
please go to www.mussbar.com

Posters & brand packs



2019-2020

Posters & Brand Packs

Working on posters & POS with Heineken brands & pubs

My time with Superior was brand-heavy, supporting Heineken brands with marketing materials across print, digital & activation spaces.

It also provided a unique opportunity to work directly with “Star Pubs” around the country on their promotional materials, menus & posters — a challenge that allowed me creative freedom and opportunities to project character and influences into designs.

POSTERS | BRANDING | TYPOGRAPHY
PRINT | POS | LARGE FORMAT