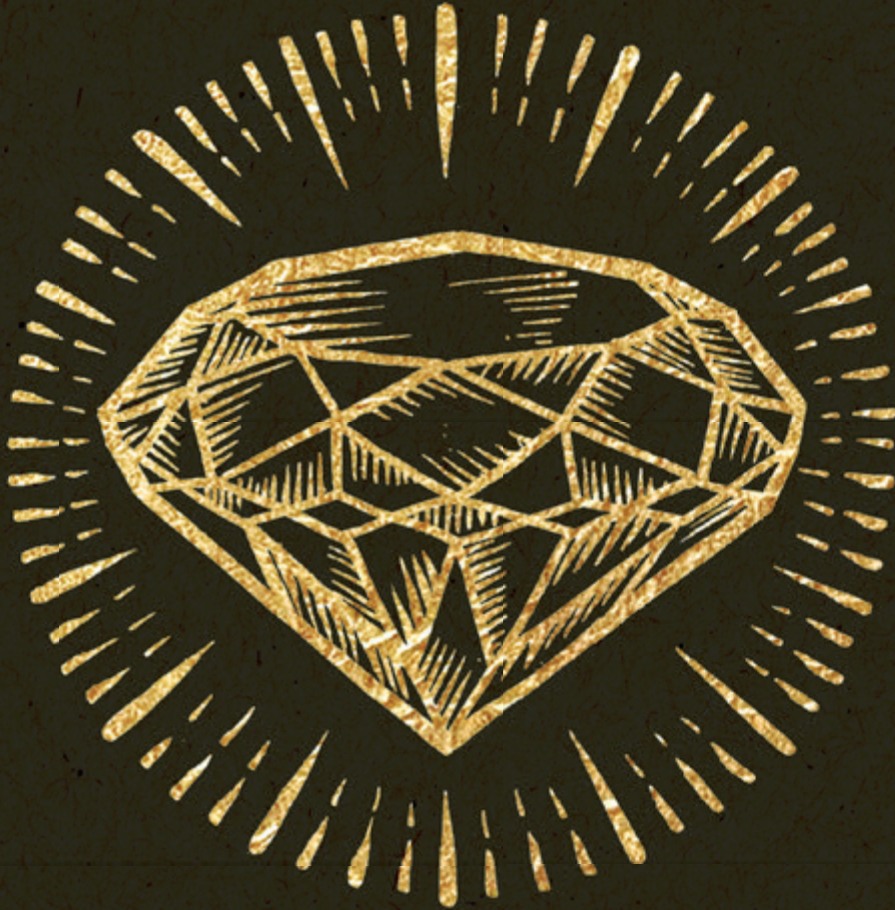




ROYAL CARDS CAMPAIGN

for
BIG BERRY



CONCEPT

The project consist of 30 cards specially designed to promote BIG BERRY and it's partners.

During the conceptual stage, we were inspired by the style of the cards game (pack). The most valuable cards like Ace, the King and the Queen have specially designed images, so we got the idea to substitute them with our graphics and special quotes.

Illustration: **Weronika Fleszar**

Quotes: **Miriliza Bonesso**



FRUITS & COMPOTES

*with the highest
biological value*



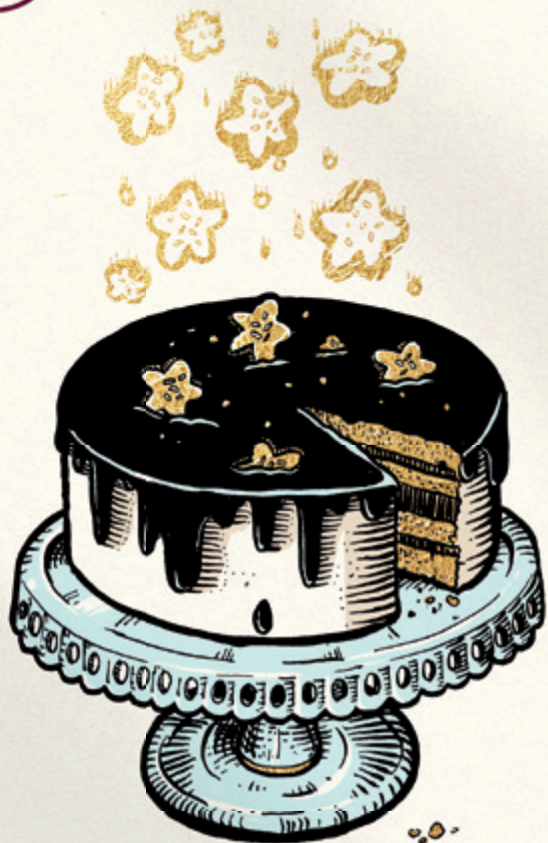
MODERNITY & TRADITION

combined with royalty!





Delicacies desserts,
PASTRIES, CAKES...



PREPARED WITH LOVE
in a homely atmosphere



ALL THE PRECIOUSITIES
you can find in our Kingdom



**SPECIAL OIL
AND CHOCOLATES**
are provided by Oljarna Pečarič

Oljarna Pečarič
since 1937



Looking for a touch of
TRADITION IN YOUR LIFE?



HOMEMADE FOOD
and history will allow you
to travel back in time



ONCE UPON A TIME,
the Malnarič family opened a winery...



**EVER SINCE,
SLOVENIAN PEOPLE**
started taking life one sip at a time!



**AREN'T YOU FROM
THE MONARCHY?**
Oh dear... Never mind!

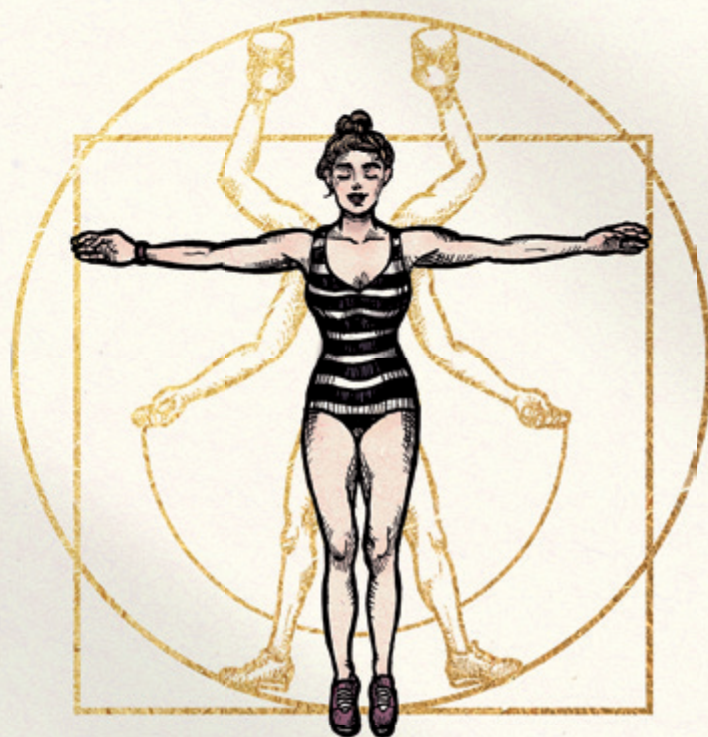


**AT SUKLJE YOU WILL ENJOY
THE ROYAL PRIVILEGE**
of tasting exquisite wines and meals.





If you think kings' and queens'
BODY SHAPE IS THE IDEAL



*You need to stop
reading magazines*

AND JOIN OUR GYM

GYM DIRECT

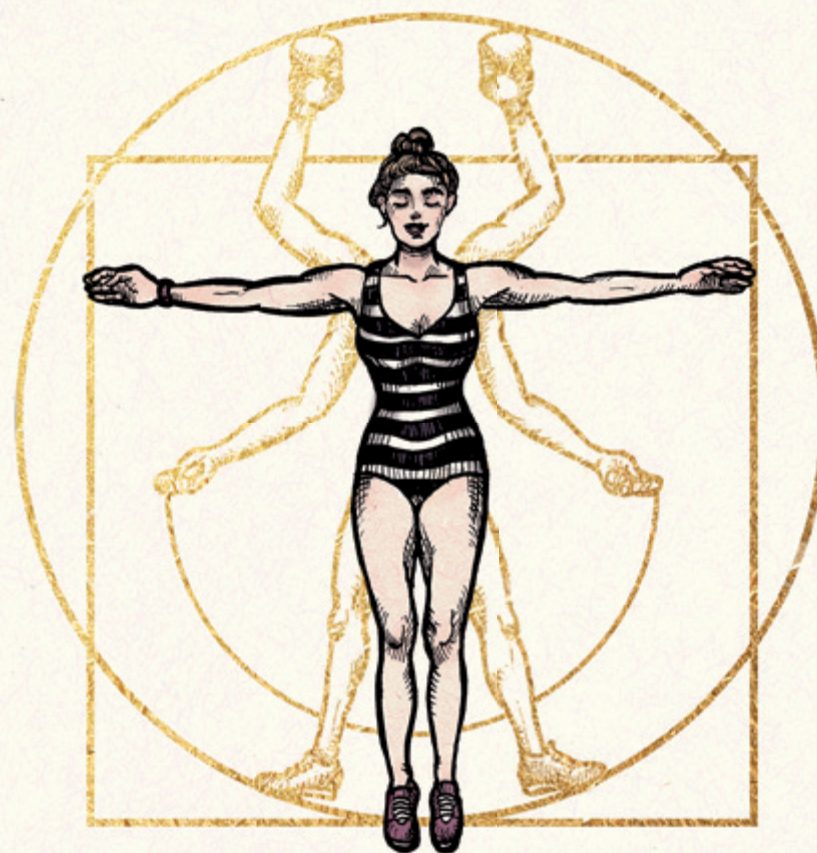


Outdoor gym, eco-park, and
HEALTHY LIFESTYLE?



Only in the
BIG BERRY COURTYARDS

kreal
CREATIVE ALUMINIUM



EMADE FOOD
history will allow you
travel back in time



T-2 TECHNOLOGY
has arrived in the BB Kingdom!



Have you had the chance
TO TRY LAMUT JUICE?



THE NECTAR OF THE GODS
is available for all ours Royal Guests



ADD SOME MAGIC MOMENTS
to your life



by visiting the Domacija Kuzma
VINEYARD AND OLD MILL



If kitchens are made to
BRING PEOPLE TOGETHER



Status utensils are magic tools
THAT MAKE IT REAL!



ONCE UPON A TIME,
the Malnarič family opened a winery...



WHY WE LA
Kmetija Farm Štrucelj's milk: proo





ONE DAY, YOUR MAJESTY
they will say we make gourmet beers



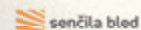
But all we have been doing is
THE GENUINE BEER!



To guarantee our Royal guests
THE PERFECT BEAUTY SLEEP,



WE KEEP 'GUARDS'
in all doors and windows.



**BE PREPARED,
MY HIGHNESS!**
In BIG BERRY Kingdom...



YOUR MORNING RIDES
will be replaced by a canoe ride!



You can already give
your mail delivery bird a rest...



T-2 TECHNOLOGY
has arrived in the BB Kingdom!




WHY WE LOVE
Kmetija Farm Štručelj's milk products?




Because their coats are
THE MOOOST HAPPY COWS
in the world!



GOSTIŠČE VESELIČ
has the finest food
that no kings nor queens
have ever tasted...



WHILE YOU, MILORD AND MILADY
are their honour guests!




GETTING BORED
in your courtyards?



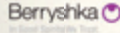
Then it is time to say yes to
NEW ADVENTURES!



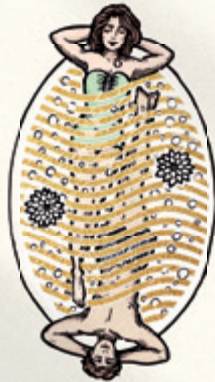
*They always made us believe
that to be happy
ALL WE NEEDED WAS LOVE...*




Then, I tried Berryshka
**CHOCOLATE
AND LIQUEUR!**



*Be treated with majesty,
LUXURY AND BUBBLES*



KOLPA-SAN HOT TUBS
in all BB houses!



THE OLD TRADITIONAL WAY
of linen producing we kept,




Because we believe that if
IT PLEASED THE ROYALTY
why it wouldn't please you?!

*Domača obrt
Crivkovič*


PRECIOUS LIKE GOLD,
Zlati Ghee golden butter




IMPRESSES
even the royalty palate



LIFE IS TOO SHORT
to drink bad wine!



Don't waste your life,
DRINK KZ METLIKA!



BELA KRAJINA
dishes, green areas,
pleasant atmosphere...



BE THE KING
don't be the jester and come!

Gozdina Müller
www.gozdina-muller.si





HAPPINESS IN LIFE,
Mon Amour? It's all about....



some bread, cheese, a glass of
SEMISKA PENINA WINE
AND THOU!



DON'T BOTHER
hiring a Jester to have fun
at BIG BERRY!



IN OUR ROYAL HOUSES
you will always find entertainment!

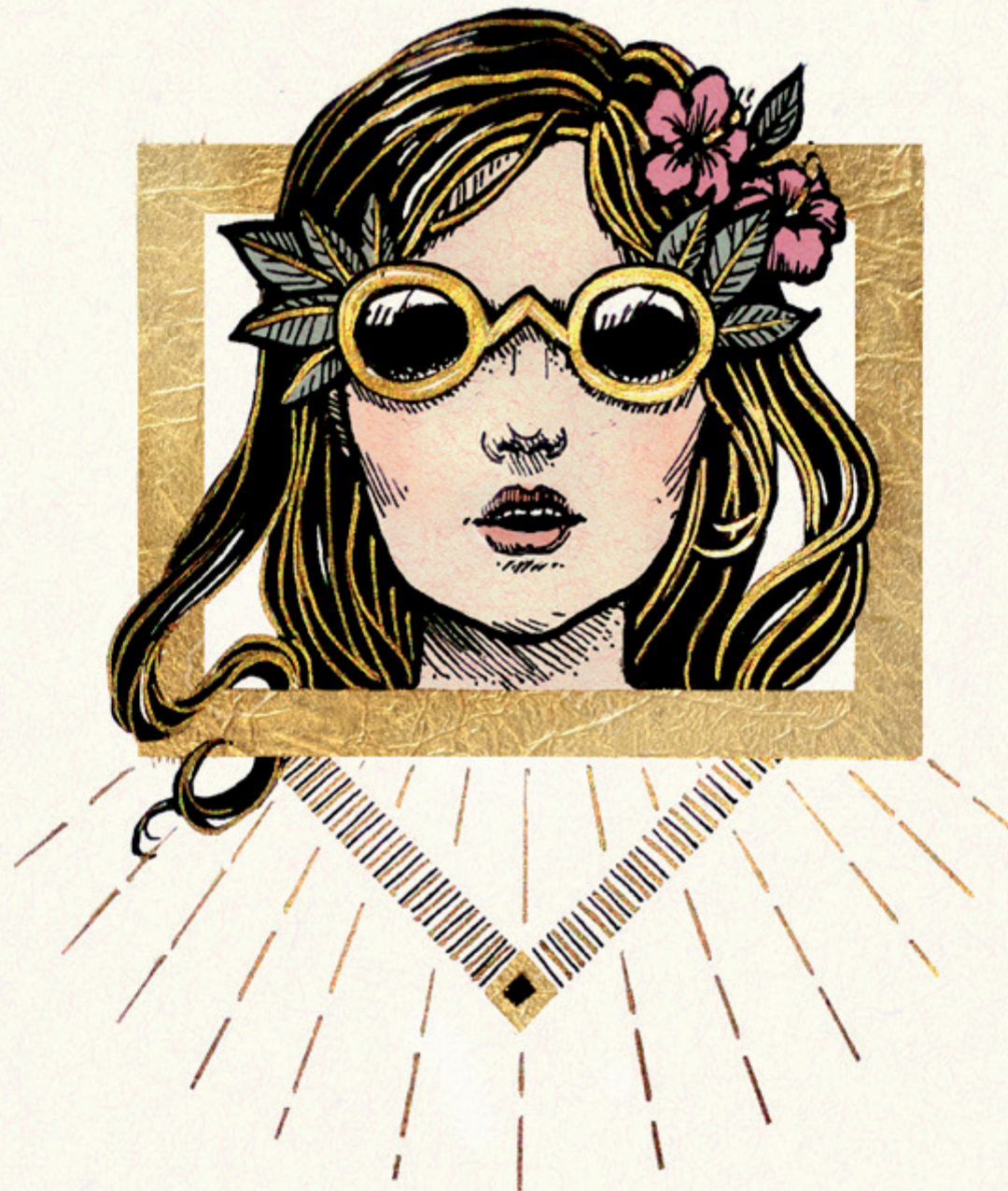


Kitchen is a place where
MEMORIES ARE HOMEMADE...



AND DUKE GROUP PROVIDES
the tools to perpetuate them.











IN THE SLOVENIAN KINGDOM

Tik-Tak is more than a clock



It is a countdown timer to
YOUR NEXT ICE CREAM!

Tik-Tak





PROCESS

The process of creating card starts with handrawn sketches. Later the images are created in an old drawing and engraving technique known as cross-hatching. The main theme is always inspired by the partner's speciality and should represent its unique value. Combined all together it refers to the royalty, wealth and elegance.







more drawings

