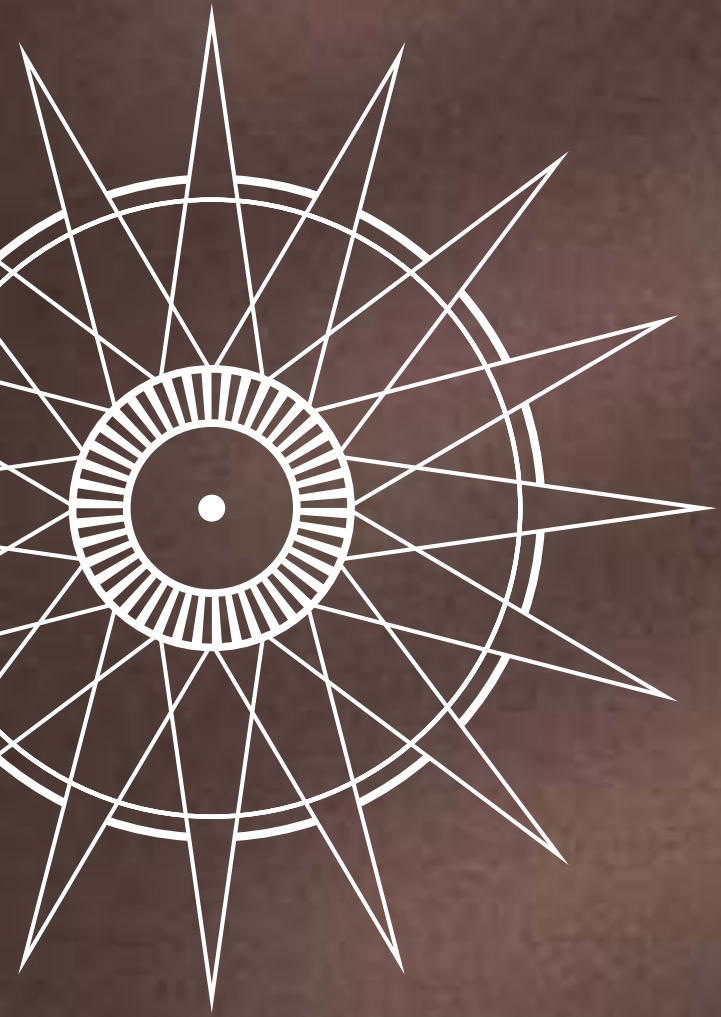


**ODN**

**C R E A T I V E**

*IV. Technical Proposal*

# The Story



Inside the package is a card that will lead them to the microsite that will tell the story of the Quincentennial.

*IV. Technical Proposal*

# The Story



## Quincentennial COMMEMORATIONS

### WHAT WE'RE CELEBRATING

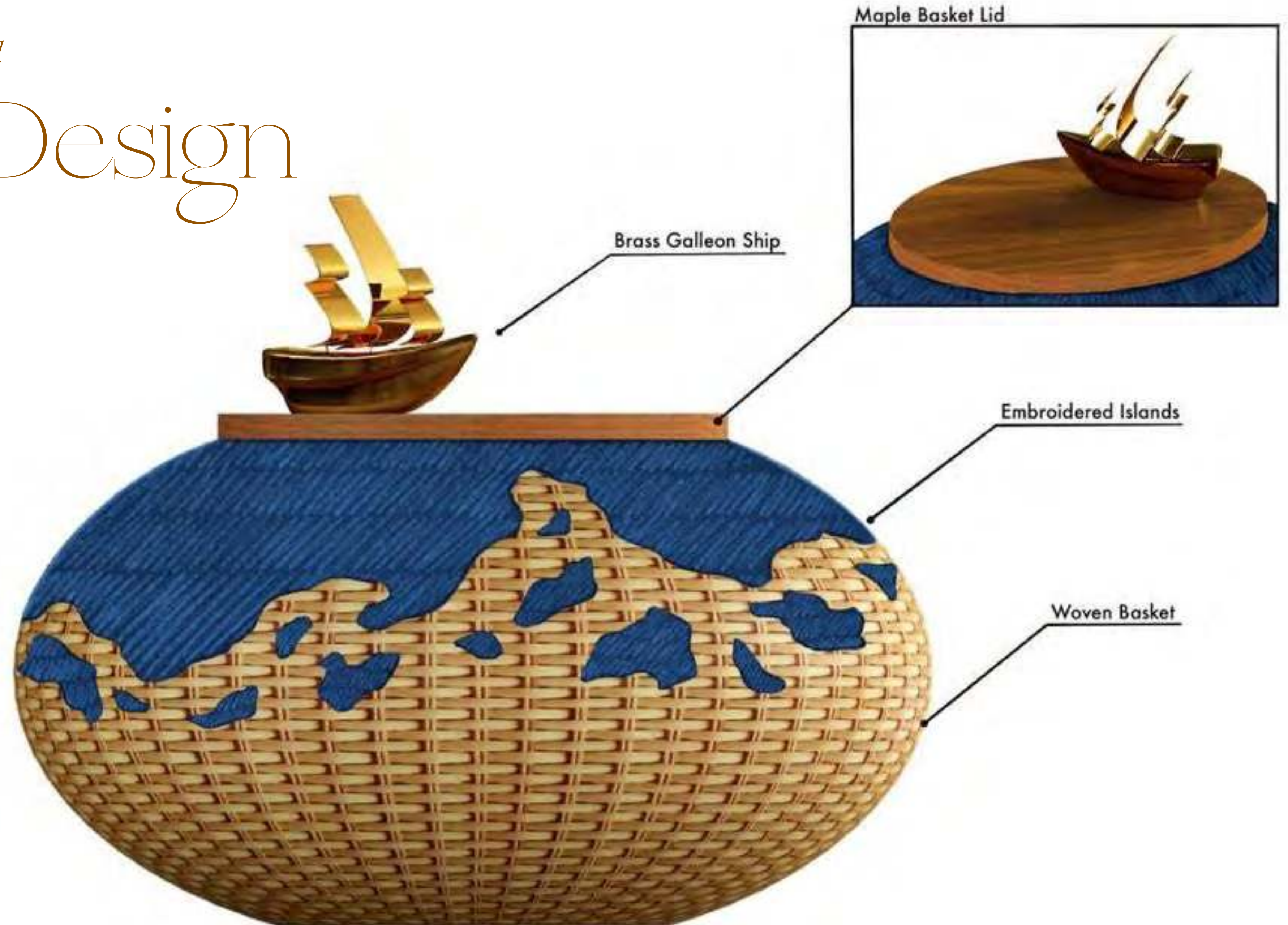
March 1921

After four months of navigating across the treacherous waters of the Pacific Ocean, the Spaniards, led by Portuguese explorer Ferdinand Magellan, took a detour to a place called Ysagun, hoping to find shelter and resupply. Since its rocky, geography hindered anchorage, they transferred to nearby Suluan, an island under the jurisdiction of Cebu, Eastern Samar.

The microsite will feature what we're celebrating and how we're celebrating.

*IV. Technical Proposal*

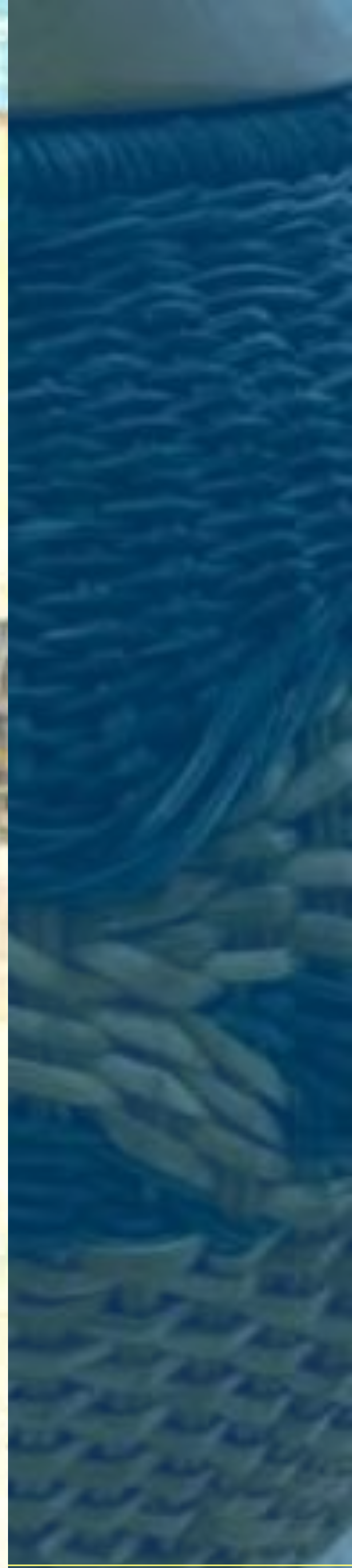
# The Design



*IV. Technical Proposal*

Actual

Mock-up



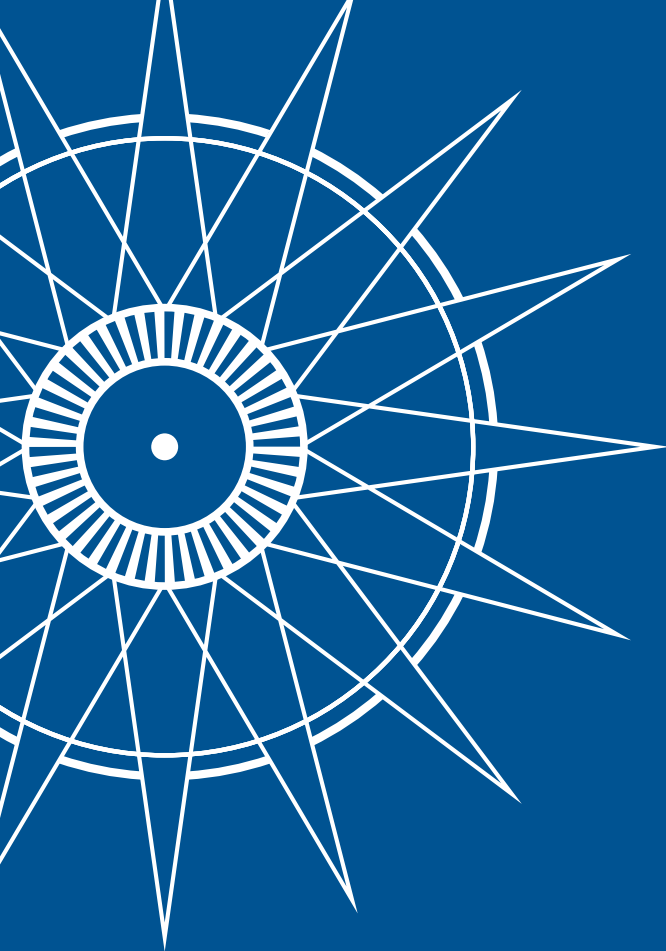
Quincentennial  
CMMEMORATIONS

*The Curation*



# Rum & Chocolate Pairing





# Rum & Chocolate Pairing

Chocolate and rum share common roots as cacao trees and sugar canes both grow in warm, humid regions. The two take on notes from where they are grown and so the origin plays a pivotal role in their end flavor. In terms of compatibility, rum can have robust notes that marry nicely with chocolate.

Don Papa Rum is a premium single-island rum from the Philippines owned by the Bleeding Heart Rum Company. Created on the foothills of Mt. Kanlaon in Negros, the sugar capital of the country, the distilled sugarcane juice is aged in American oak barrels for a span of seven years before blended and bottled. The result is a smooth liquor that's golden in color, potent in aroma, and compelling in flavor, hinting on tangerine and cacao.

Its sweet vanilla and citrus orange tones match harmoniously with Theo & Philo's tropical-tasting dark chocolate pods strewn with chewy dried mango and coconut, while its 100% natural cacao tablea made by the farmers in Malabog, Davao lends a bold and fruity taste that accentuates the rum's toffee flavor.

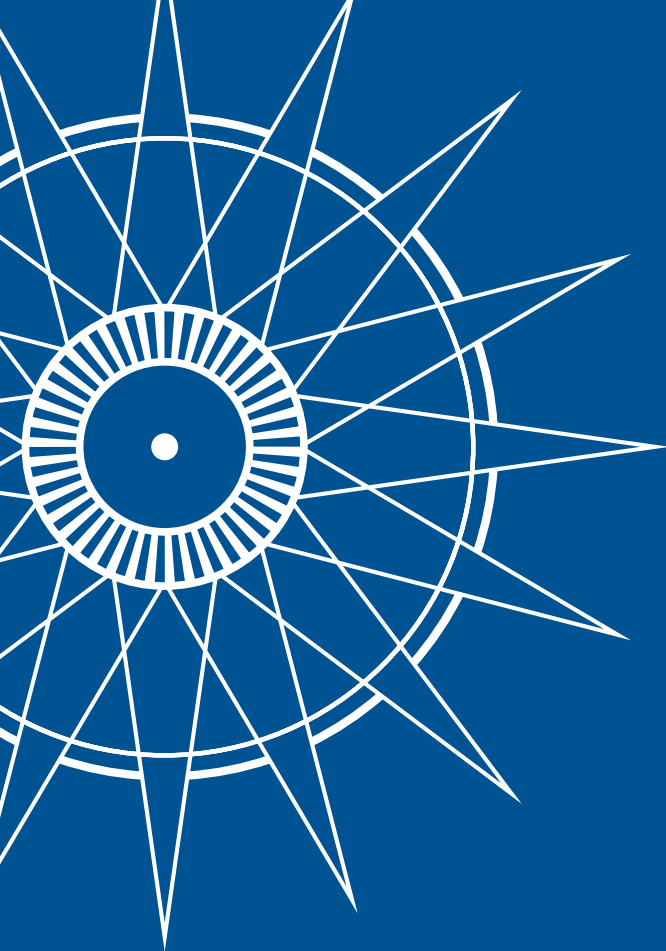
Completing the pairing is Auro's range of 50-gram chocolate bars: 42% milk chocolate, and dark chocolate in varying degrees—55% and 64%. The butterscotch flavours found in the aged rum mimic the caramel richness found in this confectionary line.





# Gin + Botanicals





# Gin + Botanicals

Though characterised by the flavour of juniper berries, gin is a spirit that lends itself to a wide range of possibilities, depending on the botanical ingredients infused during the distillation process. The gin of Full Circle Craft Distillers is handcrafted from 28 botanicals, 22 of which are locally sourced and foraged throughout the island nation. Among them, pomelo, dayap (lime), dalandan (orange), lemongrass, calamansi, fresh mango, Benguet pine, and tropical flowers such as sampaguita, ylag-ylang and kamia. These are introduced to an ensemble of classic ingredients like chamomile, cinnamon, and black pepper to come up with a traditional dry gin called Archipelago.

For a heightened gin experience, a line of garnishes are available for your mix-and-match pleasure. There's the zesty green cardamom, sweet and woody cinnamon sticks, fragrant and mild spicy pink peppercorns, hibiscus that has a cranberry-like flavour, earthy coriander, and juniper berries, which offer a tart and piney taste. These not only make for good presentation but they also serve the purpose of enhancing or complementing the botanicals in your G&T.

# Set 1: Rum and Chocolate



## Don Papa Rum

*A premium aged, single-island rum from the Philippines, Don Papa Rum is created on the foothills of the active volcano Mt. Kanlaon, where the finest sugar cane is milled to produce sweet, rich molasses.*



## AURO

*An internationally awarded premium bean-to-bar chocolate brand rooted in sustainability through direct-trade and crafted using only the best ingredients to create quality Filipino products.*



## THEO & PHILO

*Theo & Philo translates to "chocolate and love"—the very same elements that go into every bar of chocolates. It proudly honors high-quality local ingredients—from the cacao beans of Davao in Mindanao, and the world-famous sugar of Bacolod.*

## Set 2: Gin & Botanicals

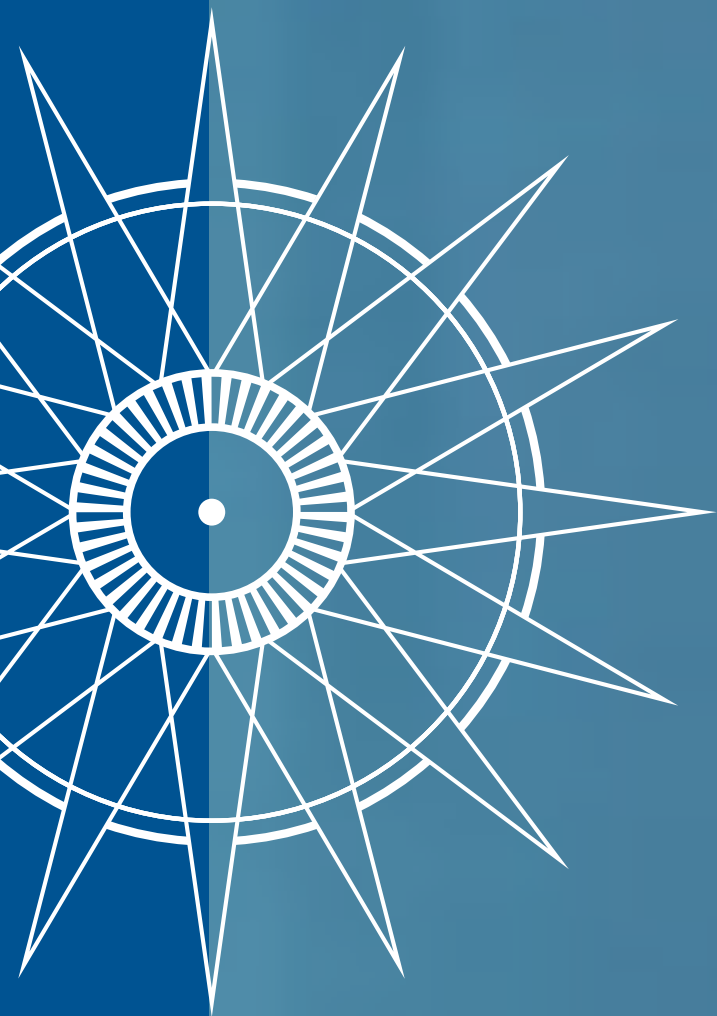


Archipelago Gin

*Crafted from 28 botanicals, 22 of which are foraged across the Philippines, including fresh pomelo, dalandan, calamansi, dayap, mango, Benguet pine, sampaguita, ylang-ylang and kamia flowers. Customizable labels.*



Gin & Tonic  
Spice Kit

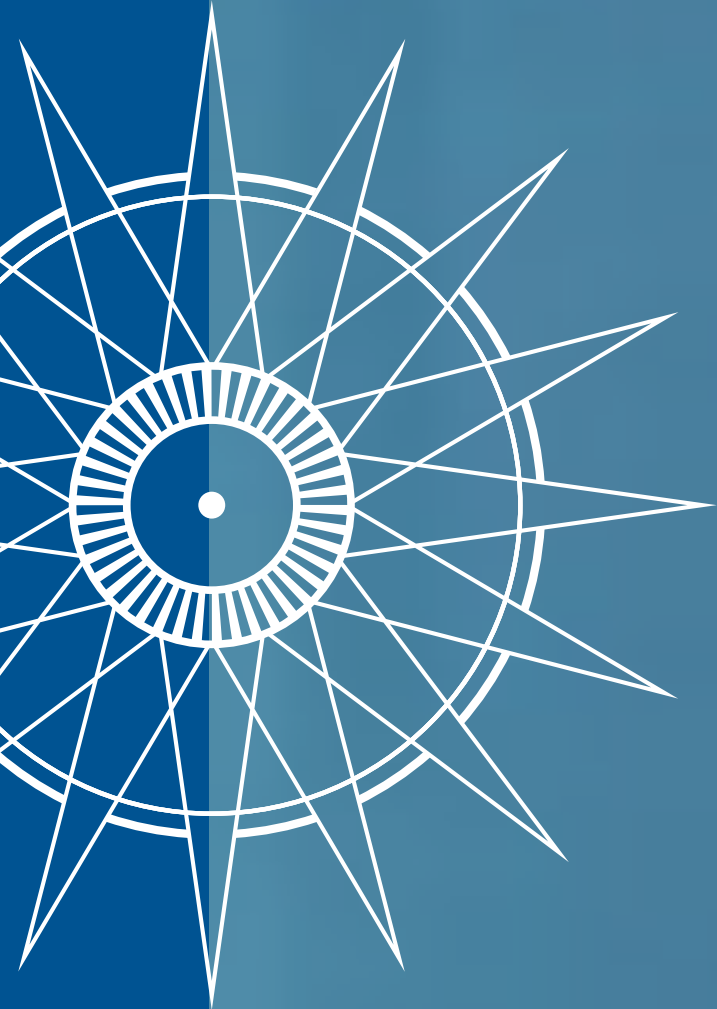


*IV. Technical Proposal*

Actual

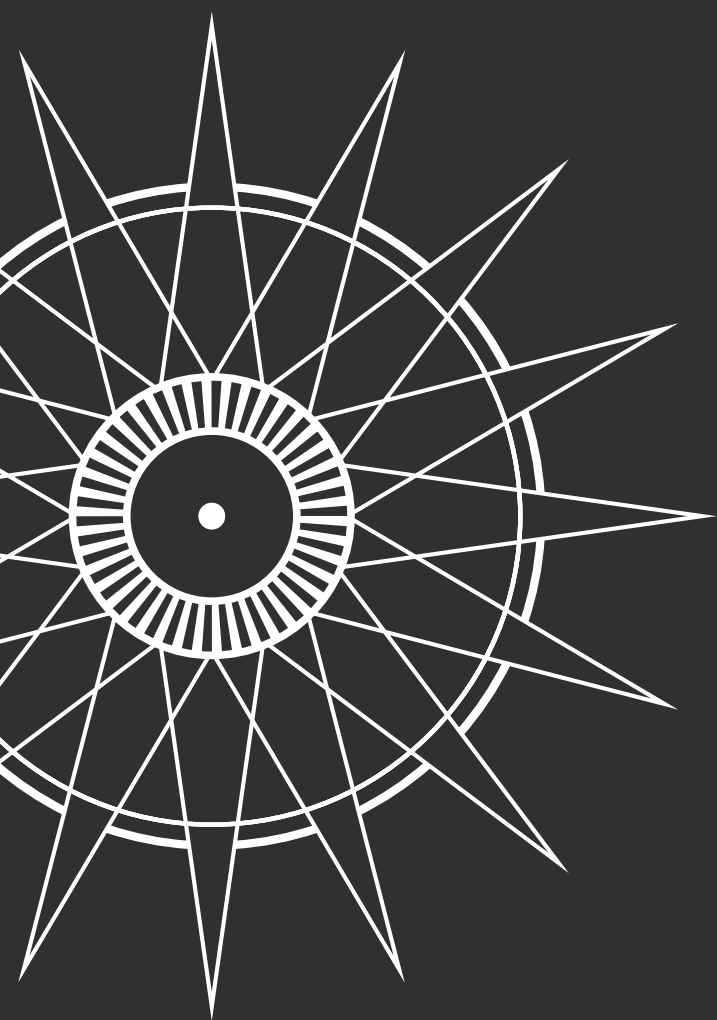
Mock-up





*IV. Technical Proposal*  
Actual  
Mock-up





## Paraphernalia



This loose fill is made from gm free starch and is 100% biodegradable. It is compostable (EN42) and independently proven to offer better all round protection. When packed, the odourless, white chips form an impenetrable barrier around the product, which prevents it from migrating to the bottom of the carton. The chips surrounding the product provide high level shock and impact protection for your goods, which eliminates breakages.

**ODN**

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