

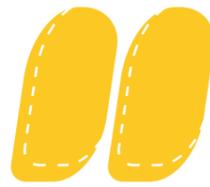
CHOSEN  
VICES

The image features a solid blue background with a subtle bokeh effect of light circles. The text 'CHOSEN' and 'VICES' is rendered in a white, hand-painted brush-stroke font. A bright yellow 'X' is drawn over the intersection of the 'O' in 'CHOSEN' and the 'V' in 'VICES', creating a visual pun on the words 'Chosen' and 'Vices'.

# CHOSEN VICES



## FROM THE DESK



*Chosen Vices is a branding and content studio based in Atlanta, GA focused on clients in the food and beverage industries.*

Founded by Thomas A. Wilson, a Virginia native and HBCU grad, Chosen Vices is lead by the first black Art Director in the craft beer industry. His work with Buffalo Bayou Brewing in Houston, Texas led to insider experience transitioning the company from scrappy startup to one of the top 10 producing breweries in Texas before his departure in late 2022.

Keeping a duffle packed and ready for a new design adventure at a moment's notice, he is a firm believer in fully immersing yourself into the energy of the brand you're trying to capture (or create). He takes a methodological approach to design, looking to solve problems and communicating those solutions succinctly.

CVDC has helped a hall of fame rapper and a world renowned sneakerhead launch their food media company, a Texas chef land a relationship with a national BBQ sauce brand, and worked with the Fritz-Pollard Alliance & the NFL to award current league members for exercising the Rooney Rule.

While the client list and size of the projects continues to grow, Thomas is less often the overly busy guy chained to a desk with 5 titles, 20 deadlines, and no time to do it now a days. He is laser focused on the food and beverage industries, as being a jack of all trades makes you a master of none. Ultron would be proud... Or trying to assimilate Thomas' Avengers-level brain.



[CONTACT@THOMASAWILSON.CO](mailto:CONTACT@THOMASAWILSON.CO)

(757) 927-4986

[CHOSENVICES.COM](https://CHOSENVICES.COM)

**BREWERY & DISTILLERY OWNERS,  
PRIVATE CHEFS,  
RESTAURANT & BAR OWNERS,  
PRODUCT CREATORS AND  
ORGANIZATIONS CAN ALL  
GET THE PRECISE VISUALS,  
PACKAGING, BRANDING,  
AND EVEN SOCIAL &  
MARKETING STRATEGY  
NEEDED TO ADDRESS NICHE  
AUDIENCES BY MAKING  
ONE SIMPLE DECISION...  
REACHING OUT.**



**SERVICE:  
PACKAGE DESIGN**

**I DON'T JUST MAKE LABELS.  
I DESIGN BRANDS.**



**DISCOVERING AND DEVELOPING A BRAND CALLS FOR MORE THAN A BIG IMAGINATION AND DESIGN SKILLS.**

When it comes to the execution of the art, the use of vectorized hand-drawn elements, iconography, and vibrant color are my calling card. I work with clients to identify their goals & needs, then deep dive into research and ideation to create the best fit for their direction. Packaging can have a direct correlation to increased sales as well as public perception & repeat business, so I use color theory, consumer psychology & trend research to create designs with deep, lasting impact.

**HOW TO GIVE A BRAND LIFE**

So we've got our design done. Now what? Well, partnering art with sales support in the form of POS, promo items, and promo events allows your sales team to create fans. Those fans are more likely to spend with you and try your other offerings while giving up that oh so hard to come by word of mouth advertising. There's nothing better than that, by the way.

**A BRAND IS A FEELING, NOT JUST A LOGO & NAME.**

Energy behind a brand that is in sync across the multiple touch points of a market will pay dividends in gaining and retaining new customers. When people see themselves in the materials used to engage, that moment of fandom can make or break the relationship. What's your favorite sports team? Can you remember the first time you attended their game? What about your favorite music artist? What was your first concert like? Customers have that same experience when they come into contact with your product for the first time... so its vital to meet your target market where they are and craft these impactful experiences with your own goals in mind.

**YOUR PRODUCT SHOULD CREATE A MEMORABLE IMPACT ON A CUSTOMER'S EXPERIENCE.**

Every person that comes across a new product makes snap judgements as their senses are engaged. It's our job to consider each of these senses in order to tell a layered story that resonates with that audience within that split second. What is your product is trying to say? What do you want the customer to think? Without focusing on this line of thinking, it doesn't matter how bad-ass the artist is, how local or complex the ingredients are, or how captive you can make the audience... your product won't move the needle with the people that matter most. Another opportunity lost. With that in mind, design isn't a luxury item that should be thrown together by the cheapest rate you come across. What's on your products is just as important as what you put into them, so don't skimp.



**EXAMPLE:**

**CRUSH CITY IPA BRAND EXTENSION**

**SERVICE:**

# SOCIAL MEDIA MANAGEMENT

## SOCIAL MEDIA IS MORE THAN LIKES AND DOOM SCROLLING. MEET YOUR NEW DECISION MAKER.

### 4. HAVE A STRATEGY

If you aren't setting goals, you're sailing with no map and going wherever the wind takes you. What are the top 3 things you're trying to accomplish this year? This quarter? This month? This week? That's how you figure out what (and where) you should be posting.

Whatever the overall vibe of your business is, needs to carry over into your external marketing materials. People should know what to expect from you when seeing your content. Are you a vibey, rooftop bar that caters to young professionals? That's what your marketing should look like and feature!



### 3. CREATE LOYALTY

Once you convert a stranger to a friend, maintaining that relationship is too important to bypass. Repeat customers not only strengthen your brand, but build the foundation of your business which you can expand on.

Today's consumer loves to belong and indoctrinate others into their world. Putting people on provides a little endorphine boost, helping train customers to expect positivity when they see your logo.



### 1. PUT YOUR CUSTOMER HAT ON

Over 70% of consumers have decided on what to eat, drink, or buy because of social media. Does that sound like a fad that will go away to you? If so, you might want to start looking into retirement packages while you're flipping the pages of your newspaper or writing your next anti-technology manifesto.

Face it, in the 21st century, the cell phone is the main platform for disseminating information. Location-based SMS, e-blasts, and social media posting are and will continue to be the battery in the back of the disposable income audience segments.

## SURF & TURF Y'ALL.



TRY A CRISP Y'ALLOHA WITH ANY NEW BURGER

LIMITED TIME ONLY \$18

### 2. SPREAD AWARENESS

People must know what's going on with your brand! From changes in operating hours, to new product offerings and placements, you should use social to your advantage to remain top of mind to your faithful following and in the peripheral of potential new brand champions.

You will never have the complete undivided attention of gen X and younger, but frequently showing up in the places they live and breathe ensures opportunities for familiarity, which fosters the environment that today's consumer makes decisions.



### 5. PROVIDE VALUE

Offering your audience something beyond the usual look at me content and begging them to spend their money can do SO MUCH to separate you from the ocean of accounts out there vying for their attention.

Remember, you're doing more than competing against other brands, you're up against every other account on the internet. So educate and entertain your audience with content that makes them smarter, better prepared, happier, or all of the above. You'll see that follower count and engagement grow.

# READY TO GO?

## START THE PROCESS.



A-LIST PERSONALITIES DESIGNED FOR THE STUFF THAT BUSINESS OWNERS HUSTLE TO WIN.

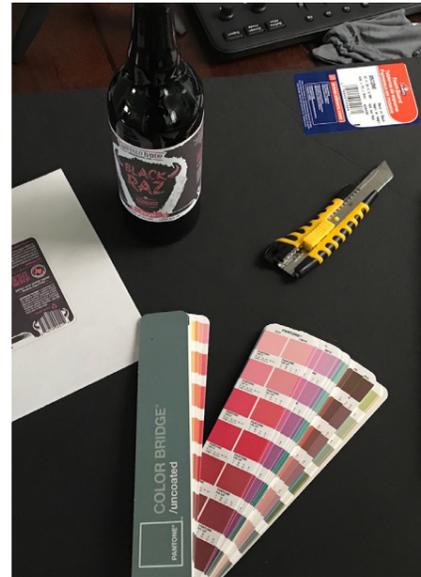
While you're spending hours cranking out the dankest of recipes and checking your routing and distro, you've typically got to find the time to learn a whole new creative process and know how to find a designer or firm that you can trust to hear your vision and execute, or come up with eye catching cans and bottles to snag consumer attention on your own... unless you shoot me a line. Then you can get back to the thing you're good at, crushing your city's tap lists!

Do the terms SEO, AdWords, and web analytics confuse you? Not even sure what they mean? Set up a consultation and get smart on the backbone of digital marketing and measuring ROI before it's too late.



# LET'S TALK MONEY:

## WHAT'S THIS GOLDEN TICKET GONNA COST ME?



### PACKAGE DESIGN

- Package Design
- Volume Packages
- Logos & Branding
- Naming
- Marketing Strategy
- Release Assets
- Brand Launch Strategy

PROJECT SPECIFIC STARTING AT **\$1800\***



### GRAPHIC DESIGN

- Simple Sticker Label Layout
- Sales Support
- POS
- Brand Flow
- Signage
- Merchandise & Apparel
- Menus
- Flyers
- Wayfinding

PROJECT SPECIFIC STARTING AT **\$300\***



### SOCIAL MEDIA MANAGEMENT

- Platform Inventory and Analysis
- Industry-Specific Best Practices
- Goal Setting & Strategy
- Content Calendar (20 posts)
- Content Library\*
- Does Not Include Engagement
- Media Available A La Carte

PROJECT SPECIFIC STARTING AT **\$1000 PER MONTH**

(3 MONTH MINIMUM REQ)



### ADDITIONAL SERVICES

- PRODUCT PHOTOGRAPHY
- PRODUCT VIDEO ADS
- EVENT PHOTOGRAPHY
- CHAIN SUBMISSIONS
- DISTRIBUTOR SUPPORT
- BRAND EDUCATION MATERIALS
- INFLUENCER PROGRAMMING
- EVENT PROMO
- COPYWRITING
- FLAVOR DESCRIPTIONS
- RECIPE DEVELOPMENT

**WHAT'S NEXT?**

**HOLD ON TO YOUR BUTTS.**

**THE**

**ADJUNGT  
BLOGTV**

**THE INCLUSION FOCUSED WEB3 PROJECT**



# THE DEFINITION:

AD·JUNCT - /'A, JƏNG(K)T/

In brewing, an adjunct is an ingredient not essential to the recipe that imparts unique and distinctive sensory experience to a recipe. You can have a recipe without them, sure... But you can also create something truly mind-blowing with them.

The same can be said for a community. One can exist without another, but by valuing each other and working together, we are able to foster a spirit of cooperation and collaboration, which can lead to positive social and economic outcomes for everyone.

We want to use the Adjunct Collective to add minority voices and perspectives to conversations that shape the future of our industries on a local scale. By listening, acknowledging, and considering these focused perspectives, we hope to help framework a repeatable regional, national, and global impact.

## HOW'S THIS GONNA WORK?

Vices is constantly addressing our path forward and monitoring trends to ensure we're setting the tone, not catching up. In 2023, industries across the globe will see more companies dig into Web3 while welcoming this new frontier of marketing and communication. We're doing this by bringing collaborative brewing to the metaverse in a unique and problem-solving format that isn't lumped in with the scams and pointless digital waste of recent NFT history.

This project was created to promote diversity and inclusion in the food and beverage industry by involving our community in the planning, decision making, and roll out of events and products, while providing limited ownership through web3 and irl opportunities.

We will also provide support and resources for minority individuals and businesses looking to enter and grow in the food and beverage industries, with an initial focus on craft beer. We strive to increase representation and access to opportunities within the industry, and to foster a sense of community and belonging for all members. By advocating for equity and inclusion, we aim to create a more vibrant and diverse industry that benefits everyone.



VISIT WHILE WE BUILD

**CHOSEN  
VICES**