

RONANCO

For Your Consideration

Strategy
Creative Concept
Art Direction
Copy
Creative Production

In a parody of old ads from the alcohol industry, the Kin, Kin! campaign gives a conscientious update to antiquated ideas of connectedness. Creative directed by RoAndCo, and directed by Alice Rosati the campaign reclaims the visual language of alcohol advertising from the past through a playfully satirical approach. The narrative, inspired by old British Pathé newsreels, speaks to KIN's benefits of consciously connecting, taking back your morning afters and doubles as a

humorous piece to educate on the world of Euphorics—a first of its kind. To drive home the idea that ‘the future of revelry is in our hands’ the characters from the film were illustrated by Robert Beatty in sublime, close-eyed bliss, toasting the viewer. An ode to the Italian cheers Cin Cin, which means ‘to your health’, we have created a toast for the modern age—inviting everyone to the party. Kin, Kin!

Kin, Kin! Campaign



Euphorics!

BY *Kin*

[WATCH KIN CAMPAIGN HERE](#)

Rejoice. The future of revelry is in our hands.



THE WORLD'S FIRST EUPHORICS



KIN, KIN!

Rejoice. The future of revelry is in our hands.



KINEUPHORICS.COM



KIN, KIN!

Rejoice. The future of revelry is in our hands.



THE WORLD'S FIRST EUPHORICS



KIN, KIN!

Relax. The future of revelry is in our hands.



KINEUPHORICS.COM



KIN, KIN!

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KINEUPHORICS.COM

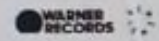


KIN, KIN!



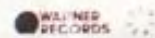
CIRCLES
BY
MAC
MILLER

1 17 2020



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THE WORLD'S FIRST EUPHORICS

MONTANA

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Art
for
All

General admission to MOCA is free courtesy of Carolyn Clark Powers.

The Museum of Contemporary Art
moca.org



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The future of revelry is in our hands.



KIN, KIN!

KINEUPHORICS.COM



Brand Campaign Billboard

The future of revelry is in our hands.



KIN, KINI!

KINEUPHORICS.COM





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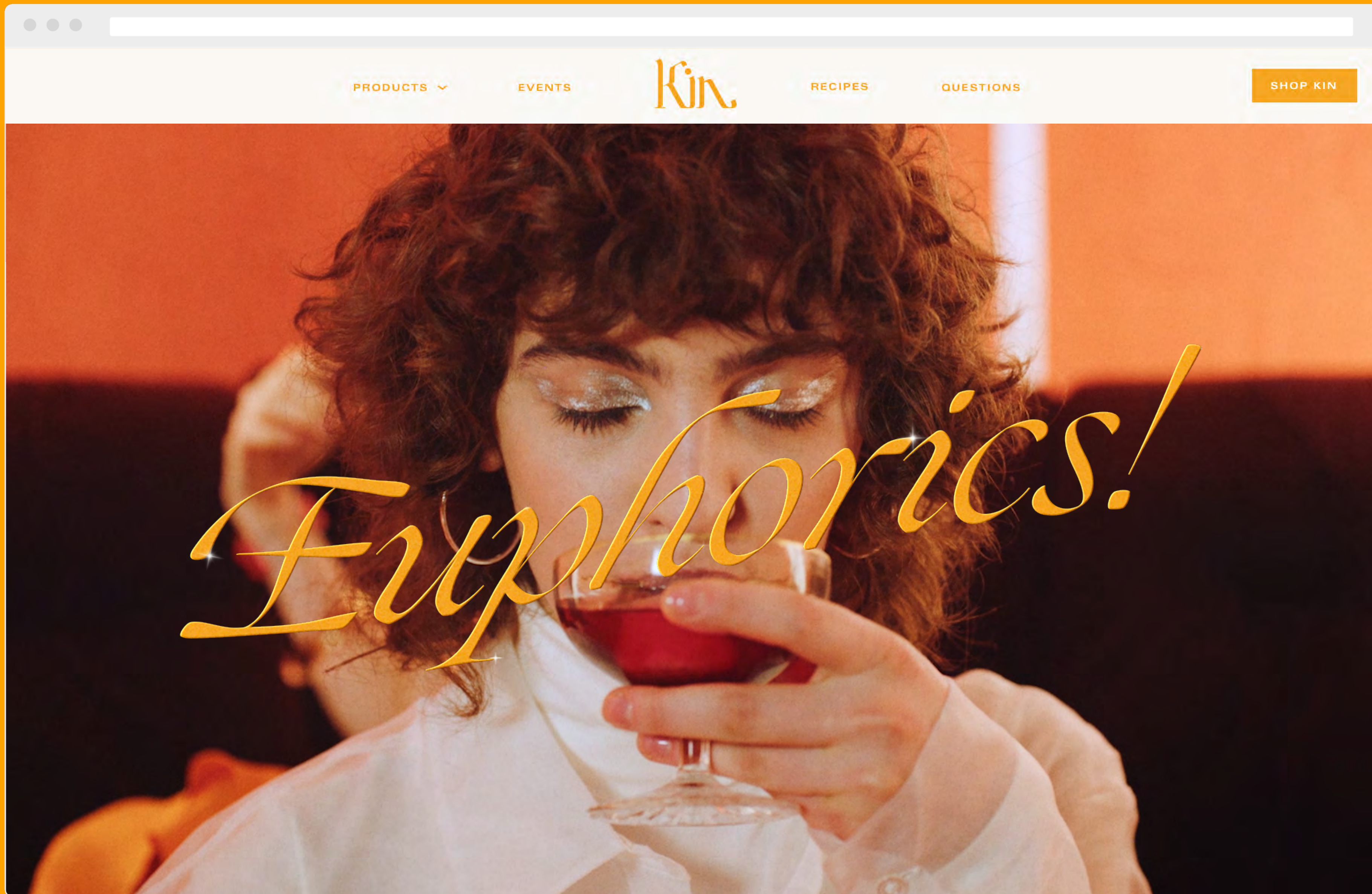
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KIN, KIN!



KIN, KIN!





Thank You!

See more work: RoAndCo.com

Get in touch: info@roandco.com