





WHY

HOW

WHAT

DECODING SAPIENS

Reigniting our primal drive
to explore, create, and connect.

Rooted storytelling and
unapologetic creative culture.

A new-age beer that is bold,
playful, and real.



A reminder that
innovation is
HUMAN
INSTINCT
still lives in us. But
Sapiens did it
first.

AWAKENS INSTINCT

We celebrate raw instinct
turning every sip into
an echo of evolution..





From the moment
of the first spark,

**PRIMAL
MYTHICAL
MEMORY**

still lives in us.

It all began with a
caveman and a
spark.

VISUAL IDENTITY

SAPIENS

Our visual identity is a mirror of modern instinct, bold, colorful, and impossible to ignore.

It's a marriage of primal and pop culture. Funky forms, fearless typography, and vibrant tones come together to create a look that speaks to the Gen Z pulse, raw, real, and a little rebellious.



63d5d2



ffd83b



2f3f4e



ffff



VISUAL IDENTITY



We chose this packaging to feel funky, raw,
and different. It's made to be noticed,
touched, and remembered.

We are bold, instinctive, and
unapologetically modern.



SAPIENS





MERCH.

We're building a culture.
The merch is how people wear the brand.
It's about recognition, belonging, and
starting a movement that we can spot
on the streets. A familiar symbol of the
Sapiens tribe.

SCALABILITY
AWARENESS
PEOPLE CENTRIC



rch it like sapiens

merch it like sapiens

merch it like sapiens

merch it like sa

PRODUCTS

Filter: Availability ▾ Price ▾

Sort by: Best selling ▾



SAPIENS' CAP

Add to cart



SAPIENS' TEE

Add to cart



SAPIENS' TOTES

Add to cart



SAPIENS



merch it like sapiens



merch it like sapiens



merch it like sapiens



merch it like sapiens



George

FOLLOW



362 likes

Sapiens & Chill #Sapiens #Beer #Pondicherry

SOCIAL MEDIA.

This is how Sapiens' stay real, relevant, starting genuine conversations and always part of the tribe!

**COMMUNICATION
COMMUNITY BUILDING
AWARENESS**

**FOR THOSE WHO
SPARK IT UP**



SAPIENS DID IT FIRST.
And the rest? They're just catching up.





FOR THOSE WHO SPARK IT UP

SAPIENS DID IT FIRST.
And the rest? They're just catching up.

**FOR THOSE WHO
SPARK IT UP**

SAPIENS DID IT FIRST.
And the rest? They're just catching up.



THALA POLA VARUMA?

A campaign straight outta
of our hearts !

For Namma mozhi,
Namma Oor, Namma team.
Ipa paarunga, game ah!



#YELLOWVEALERT

PEEK A BOOO

At the CSK matches, the Sapiens mascot will be in the crowd, cheering just like any other fan.

If you're lucky enough to get caught on the fan cam with the mascot, you win **MSD-signed Sapiens merch!**

நா இங்க
இல்ல!

#YELLOWVEALERT

PEEK A BOOO #2

We can encourage the audience to recreate the moment and join a wave that could turn into a cultural movement , which would lead to meet Thala Dhoni himself.

We document this and amplify this social media creating word of mouth.



#YELLOWVEALERT

THE STORYTELLER

Just like the iconic Vodaphone's ZooZoo ads, we can create 10 to 20 second witty, minimal ads that are quick and funny.

Each film will follow a simple, relatable structure:

Problem to Spark to Solution
(with a funny twist)

Minimal, memorable, and made for all!



#YELLOWVEALERT

WHISTLE PODU

At the CSK matches, we're bringing back the **Yellow Whistle** which is also a bottle opener, which has Sapiens' logo.

Distributed by Leo, CSK's beloved mascot, this whistle ties perfectly with our brand, CSK's "Whistle Podu!" chant and also amplifies our brand recall.



#YELLOWVEALERT



A fun, quirky idea that made all of us smile.
We're keeping this in the pitch to show our
playful side, the OG Madras nakkal!

BEERADY!



Thala for a reason



WHISTLE PODU



**SAPIENS
DID IT FIRST.**



And the rest?
They're just catching up.



This document including all concepts, brand strategies, frameworks, creative expressions, written content, and ideas contained herein, is the exclusive intellectual property of Zstrategize. No part of this document may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Zstrategize.