

Alcohol Liquid Processing For High Applications



Alpha

Degree Project Output

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Executive Summary

ALPHA is a circular B2B sourcing infrastructure that repurposes surplus beverage alcohol into traceable, cosmetic-grade ethanol, reducing reliance on virgin resource extraction while integrating circular economy principles, regenerative sourcing systems, and sustainable supply chain innovation within the fragrance and beauty industry.

State the benefit: Removing the Pain Point.

Alpha addresses both environmental and commercial challenges in the fragrance supply chain by repurposing surplus beverage alcohol into traceable, cosmetic-grade ethanol. The platform reduces reliance on virgin ethanol production and establishes a more circular, resource-efficient sourcing system for fragrance manufacturers.

Unlike traditional fragrance brands, Alpha functions as a B2B sourcing platform rather than a direct-to-consumer perfume company. The business connects distilleries, hospitality suppliers, and distributors with certified processing facilities that purify surplus beverage alcohol into perfumer's alcohol, or cosmetic-grade ethanol, suitable for fragrance production. This positions Alpha at the intersection of circular-economy infrastructure, sustainable sourcing, and supply-chain innovation in the fragrance industry.

The model creates several strategic benefits, including:

- Reduction of alcoholic waste across the food and beverage sector.
- Decreased reliance on resource-intensive virgin ethanol production.
- Increased transparency and traceability within the fragrance supply chains.
- Support for circular economy practices and resource regeneration.
- Creation of commercial value from underutilised surplus materials.





Deliverable



Digital Storytelling and Consumer Brand Positioning Within Alpha

Alpha's B2C positioning was developed through a cinematic digital storytelling campaign focused on feminine empowerment, emotional resilience, and personal transformation. While Alpha primarily operates as a circular B2B sourcing model, the consumer-facing creative direction explores the potential evolution into a luxury fragrance line, communicated through emotionally driven visual marketing and identity-based storytelling. Inspired by luxury campaigns such as YSL Beauty's domestic violence advertisement, the project uses narrative storytelling to address themes of toxic relationships, emotional dependency, self-worth, and female empowerment in contemporary digital culture Beauty, Y.S.L. (2025). Don't call it love.

The one-minute and 47-second campaign advertisement follows the emotional journey of a woman who repeatedly is exposed to betrayal and unhealthy relationships, using alcohol as a coping mechanism throughout moments of emotional distress. However, rather than continuing the cycle of self-destruction, the narrative shifts towards empowerment and reinvention when the protagonist encounters a confident female figure who symbolises Alpha's aspirational identity. Within the campaign, alcohol functions not only as a physical object but also as a metaphor for emotional dependency, toxicity, and destructive behavioural cycles.



Digital Storytelling and Consumer Brand Positioning Within Alpha

The visual act of pouring away the alcohol rather than consuming it in the Last scene represents rejection, relief, release, and personal transformation. In contrast, perfume becomes symbolic of confidence, self-expression, femininity, and entrepreneurial ambition. This narrative approach strengthens Alpha's digital marketing strategy by positioning fragrance beyond cosmetic consumption and positioning it as an emotionally immersive storytelling device capable of building audience connection through symbolism, aspiration, and identity-based communication.

Through cinematic visuals, luxury aesthetics, makeup Direction, scripted storytelling, and emotionally charged visual sequences, the campaign reflects how modern fragrance advertising increasingly relies on emotional branding and visual culture rather than product functionality alone.

Consequently, Alpha's B2C positioning reinforces the brand as not only a sustainability-led B2B concept but also capable of a future-facing luxury identity centred on transformation, empowerment, and self-reinvention through digital storytelling.



Brand Archetype Positioning and B2C Consumer Identity within Alpha

In 1919, Swiss psychologist Carl Jung developed a series of common personality archetypes. He believed that they were hereditary and innate (Maidment, A. (2021)). Brand archetype Theory was applied within Alpha's B2C strategy to strengthen the brand's emotional positioning, visual communication, and consumer memory in the luxury fragrance market. Although Alpha focused on low-hanging fruit like small-scale independent fragrance houses when discussing the B2B approach, in the B2C approach, Alpha has a growth target to achieve by collaborating with luxury fragrance houses. Archetypes function as psychologically recognisable identity systems that allow brands to establish stronger emotional connections with audiences through symbolic storytelling, personality construction, and aspirational branding. Research suggests that archetypal branding strengthens emotional attachment, brand loyalty and audience recognition by aligning brands with universal human desires and behavioural patterns. The noticeable behavioural patterns are: Creator, innocent sage, Explorer, outlaw magician, jester, everyman caregiver, ruler, lover, and hero (Ecommerce, J. (2019)).



Brand Archetype Positioning and B2C Consumer Identity within Alpha

Within the fragrance industry, many luxury perfume brands are traditionally aligned with the lover archetype, which centres on sensuality, intimacy, seduction, and emotional desire. Brands such as Chanel, Dior Beauty, and YSL Beauty are frequently positioned as fragrances through the lens of romance, sexuality, attractiveness, and aspirational desirability in their advertising campaigns (Ecommerce, J., 2019). In contrast, niche fragrance houses such as Byredo, Le Labo, and Diptyque align more closely with the creative archetype through conceptual storytelling, artistic individuality, sensory experimentation, and emotionally immersive branding.

Meanwhile, luxury fragrance houses, including Tom Ford, Creed, and Roja Parfums, perform, reflecting characteristics of the ruler archetype through exclusivity, authority, prestige, and an elevated luxury positioning. Alpha strategically positions itself between the Creator and the ruler archetypes, allowing the brand to communicate in ways that simultaneously combine transformation, authority, and luxury; hence, it derives its title from a fragrance line called seduce and destroy. The Creator archetype reflects Alpha's emphasis on cinematic storytelling, conceptual branding, artistic experimentation, and entrepreneurial reinvention, while the ruler archetype strengthens the brand's premium visual identity, aspirational luxury positioning, and authoritative brand presence.

Visual Representation of Brand Archetype Positioning

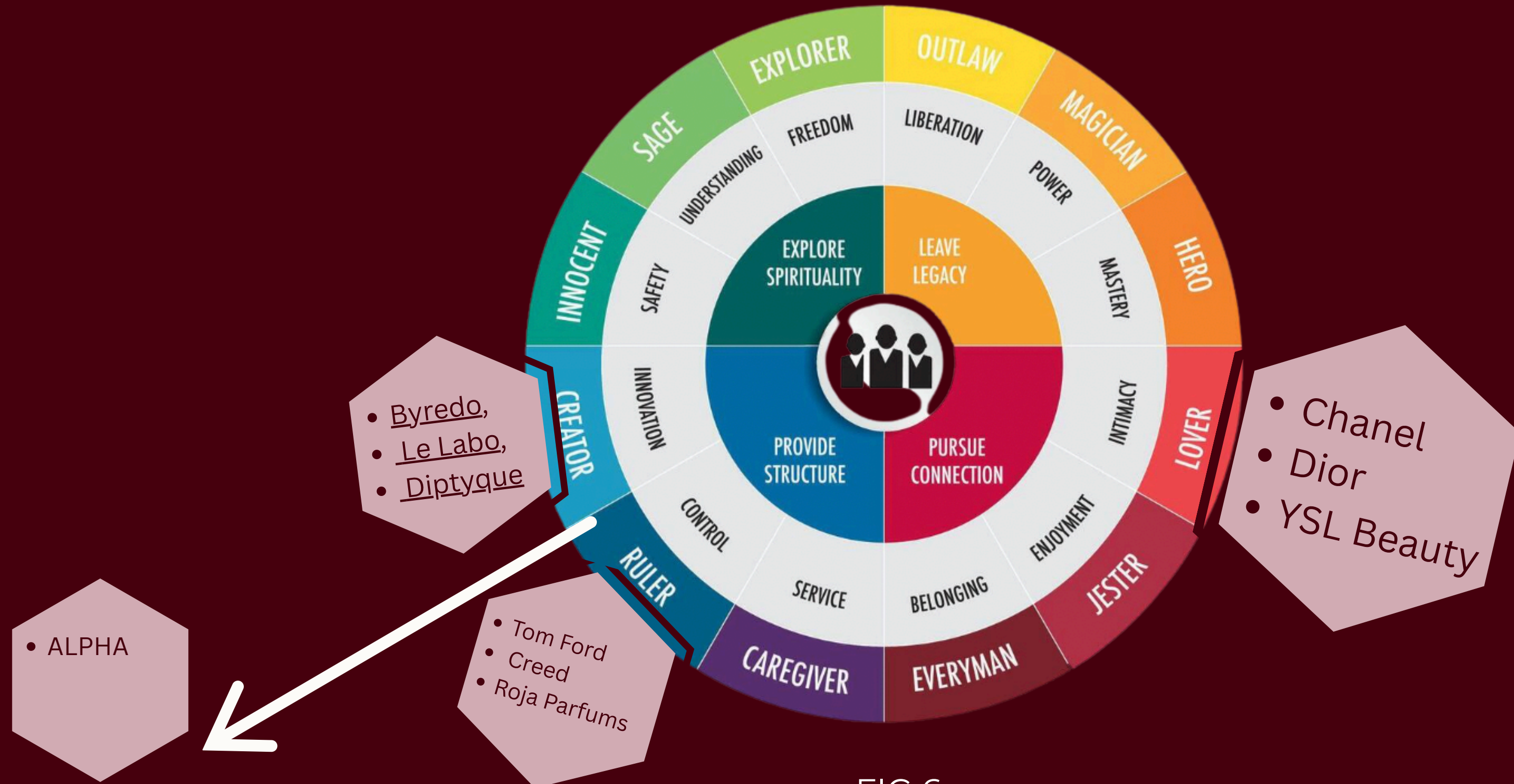


FIG 6



Brand Archetype Positioning and B2C Consumer Identity within Alpha

This hybrid positioning differentiates alpha from traditional fragrance advertising, which primarily relies on seduction-based lover archetypes. Instead, Alpha's b2c campaign focuses more heavily on female empowerment, emotional resilience, self-worth, and personal transformation through digital storytelling and luxury visual communication.

This positioning directly influenced the project's creative direction, including campaign cinematography, mood boards, make-up styling, logo design, colour palettes, script development, and mock-up production. through cinematic storytelling and emotionally driven visual symbolism, Alpha positions fragrance not simply as a cosmetic luxury but as a representation of confidence, transformation, and self-creation within contemporary digital culture.

This reflects wider shifts within modern fragrance marketing, where brands increasingly rely on emotional storytelling, identity expression, and visual experiences to strengthen consumer connections and digital engagement.



Cross-Cultural Collaboration + Creative Production.

The creative execution of Alpha incorporated cross-cultural collaboration through the involvement of international creatives across cinematography, music production, and visual development. This approach reflected the increasingly global nature of digital marketing and creative production industries whilst simultaneously creating paid opportunities for emerging creatives. The project was further strengthened through commissioned collaborations with Director of Photography Daniel, whose portfolio includes work for Vogue Germany, and India-based musician Refix, who contributed to the campaign's sonic identity and emotional atmosphere. These collaborations expanded Alpha's creative authenticity whilst reinforcing the project's emphasis on globally connected visual storytelling and contemporary digital creative practice.



Winner Mockup, Brand Visual Identity and Future B2C Market Potential

The visual identity development of Alpha additionally involved extensive logo experimentation and mock-up production to evaluate how the brand could operate within a future consumer-facing luxury fragrance market. A total of 13 logo variations were developed throughout the creative process to critically assess typography, symbolism, luxury positioning, brand memorability, and visual consistency across digital and physical applications. This iterative branding process strengthened Alpha's visual coherence whilst demonstrating the importance of strategic identity construction within luxury fragrance marketing and digital consumer culture.

Brand Visual Identity and Future B2C Market Potential

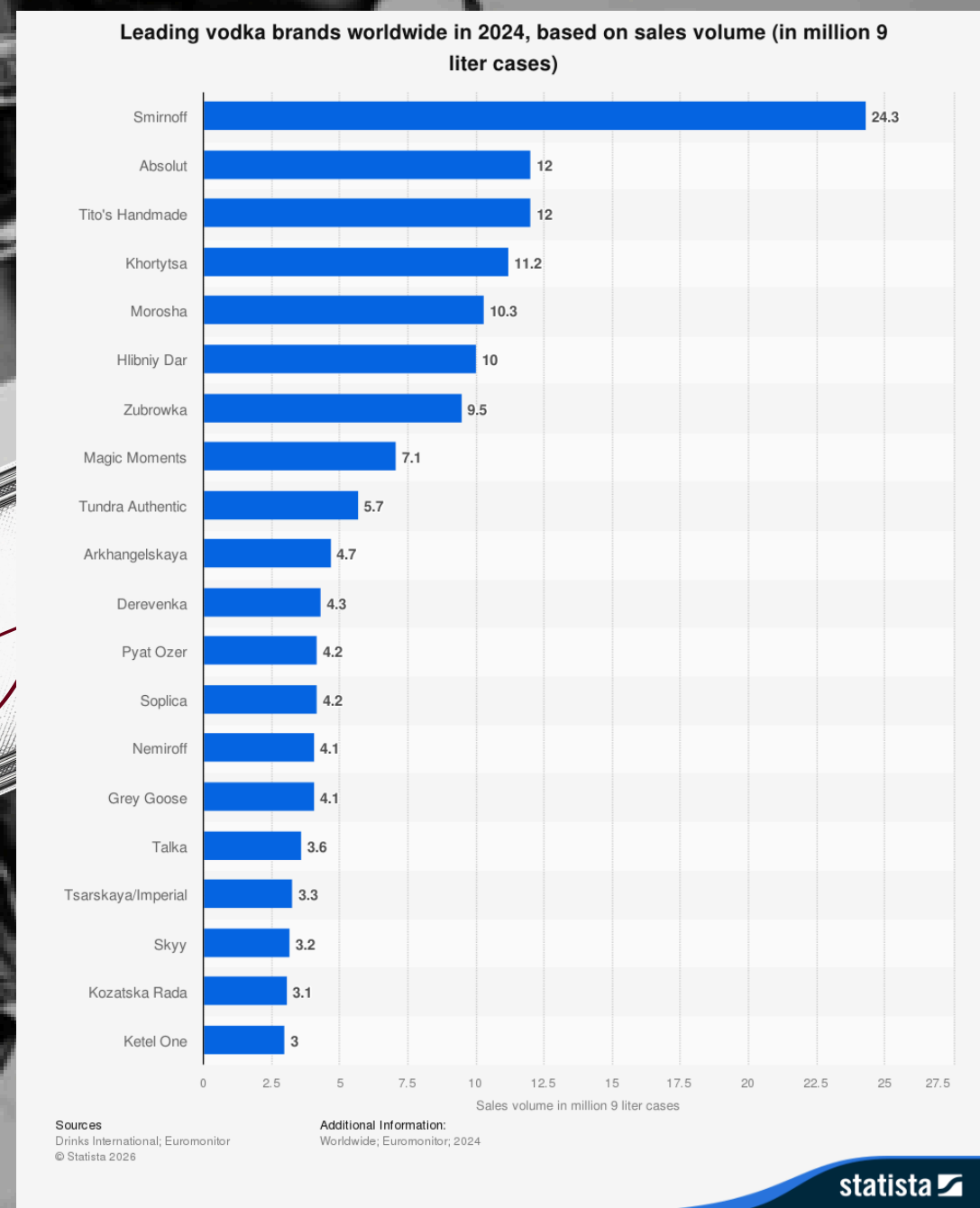
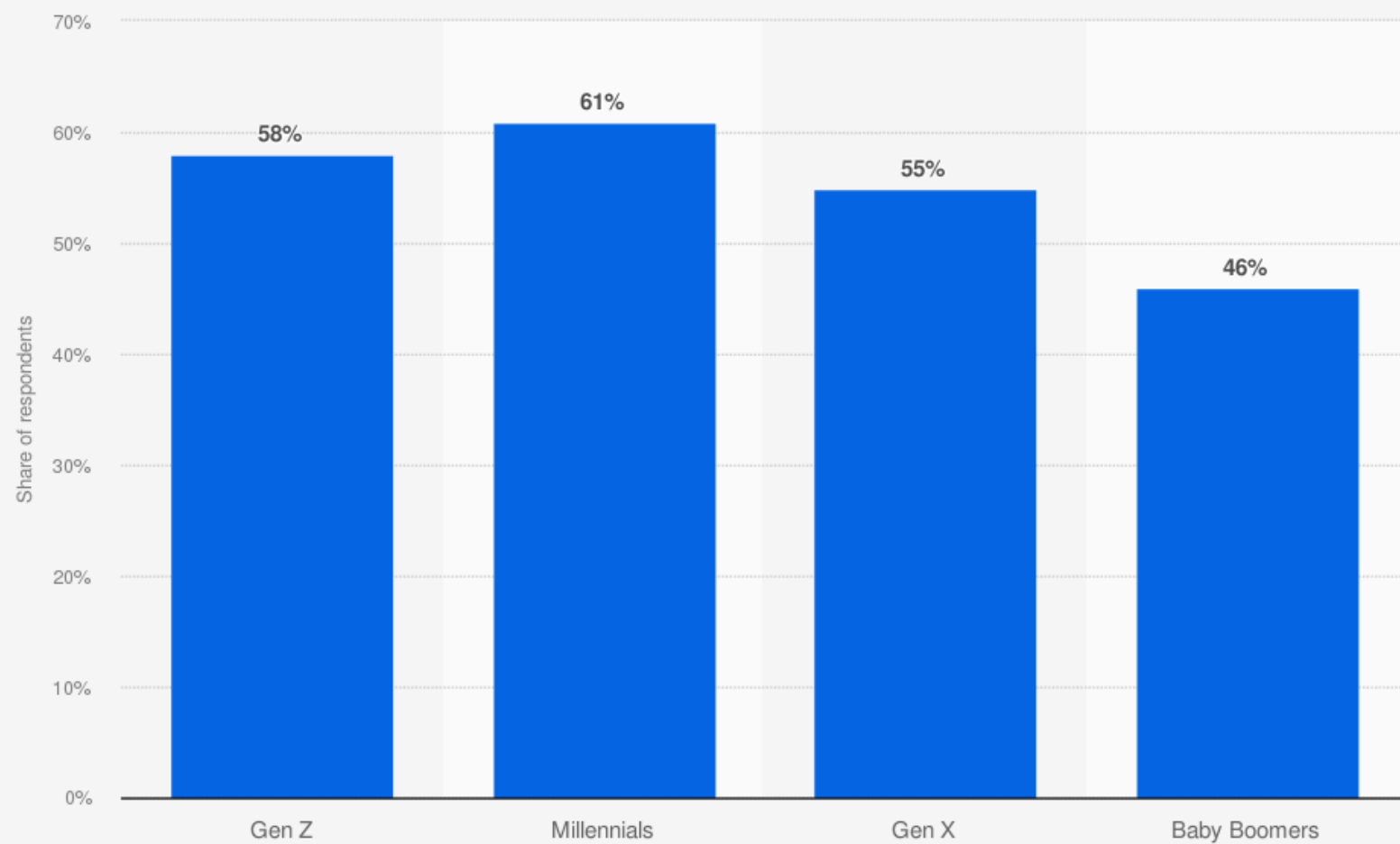


FIG 3

To further evaluate Alpha's long-term B2C commercial viability, multiple industry graphs and market analyses were examined throughout the project. The first dataset (Fig 3) highlighted continued large-scale global consumption of alcoholic products, showing that Smirnoff alone sold approximately 24.3 million litres of vodka worldwide in 2024. This becomes particularly significant when considering that vodka represents only one segment of the wider global alcohol industry, reinforcing the scale of potential surplus alcohol circulation within international supply chains. Consequently, this strengthens Alpha's future positioning as a brand capable of transforming underutilised alcohol waste into commercially valuable fragrance infrastructure and consumer products Drinks International. (2025)..

Brand Visual Identity and Future B2C Market Potential

Share of consumers willing to pay more for eco-friendly products worldwide as of 2018, by generation



Source
GWI
© Statista 2025

Additional Information:
Worldwide; United Kingdom; United States; GWI; Q2 2018; 111,899
respondents; 16-64 years; internet users from the U.S. and UK; Online
survey

statista

Additional market research further demonstrated increasing consumer demand for environmentally conscious products. From Fig 4, Global consumer studies revealed that 58% of Gen Z consumers and 61% of Millennials were willing to pay higher prices for eco-friendly products, highlighting a growing market alignment between sustainability-driven branding and younger luxury consumer audiences. This is particularly relevant for Alpha's future B2C positioning, as contemporary fragrance consumers increasingly value transparency, sustainability, and ethical brand narratives alongside premium aesthetics and emotional storytelling GWI. (2018).

FIG 4

Brand Visual Identity and Future B2C Market Potential

Furthermore, projections for the natural cosmetics industry, as indicated in Fig 5, continued long-term market growth, with forecasted revenue increases and industry valuation expanding to approximately \$3.18 billion by 2026. Collectively, these findings reinforce the commercial scalability of Alpha beyond its initial B2B infrastructure model, supporting the potential for future expansion into a sustainability-led luxury fragrance line operating through emotionally driven branding, regenerative sourcing principles, and digitally immersive consumer communication strategies Statista. (2025).

Taken together, these insights indicate that Alpha is not only a robust circular B2B sourcing infrastructure but also has strong potential to evolve into a valuable future-facing B2C luxury fragrance brand, capable of converting surplus alcohol into emotionally resonant, sustainability-led consumer products that align with emerging market expectations and digital brand culture.

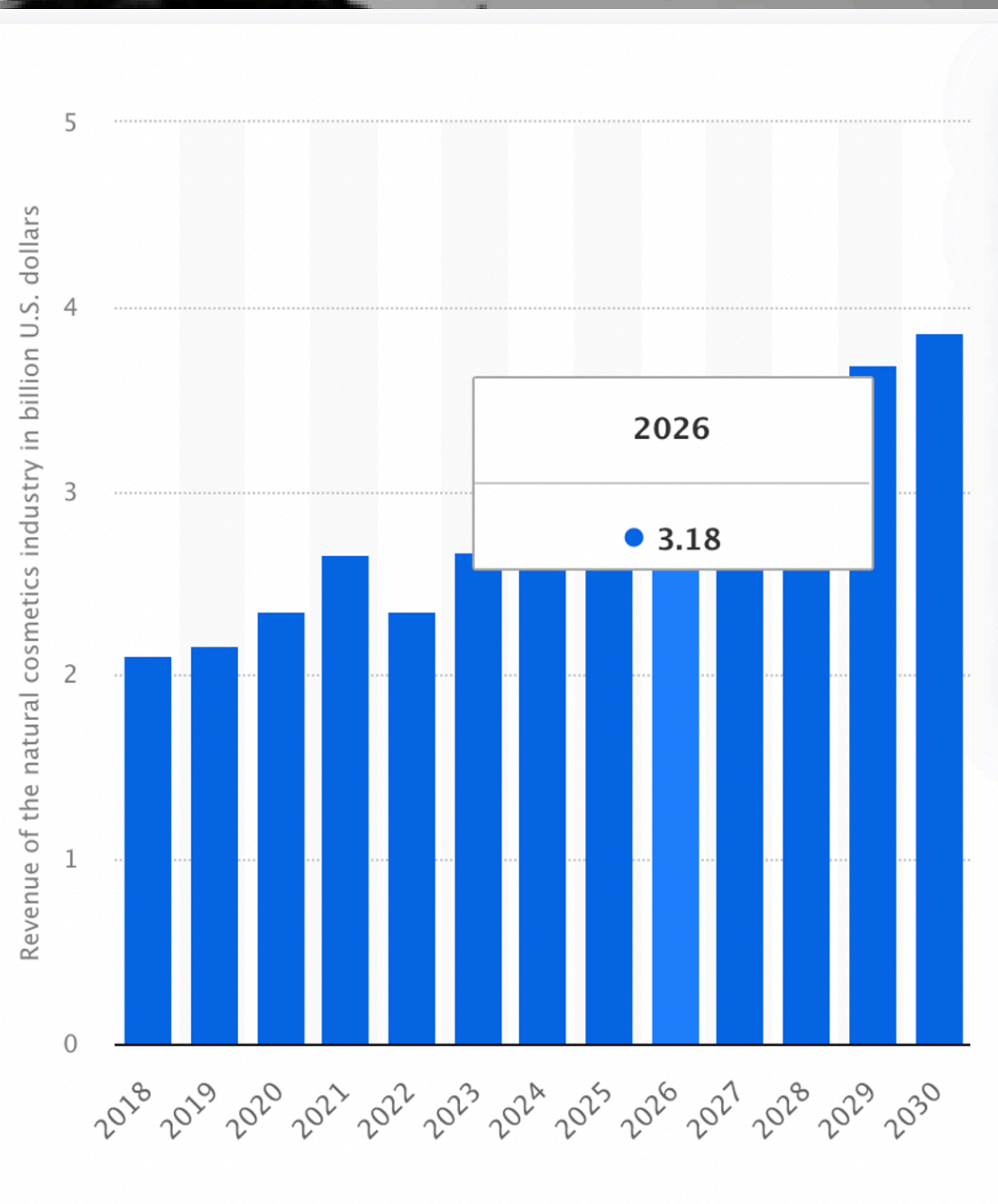


FIG 5

Winner Mockup for Deliverable 2



Alpha's Brand Prism

Physique

What the brand physically looks like?

- Sleek luxury visuals with a colour palette of gold and wine red.
- The logo's typography is simple yet stylish.
- Font used for logo is Amsterdam Four
- bold perfume bottle mockups inspired by YSL Libre parfum bottles.

Relationship

How does the brand connect with consumers?

- The brand connects with its consumers through emotional immersion.
- Similarity ground created through the storytelling concept of women's empowerment through the ad campaign.
- Pivots on identity expression towards women and pushes them to step into their alpha self by being an aspiring entrepreneur.

Reflection

How does the audience want to appear? :

- Elevated
- Inspired
- Individualistic
- Luxurious
- Intentional
- Powerful
- Culturally aware.

Personality

What the brand behaves :

- Creator + Ruler archetype
- Confident
- Experimental
- Authoritative
- Seductive
- Visionary

Culture

What the brand believes in :

- Circular economy
- Regeneration
- Sustainability
- Innovation
- Luxury with responsibility
- East - West Collaboration

Self Image

The audience should internally feel :

- Confidence
- Transformation
- Empowerment
- Artistic Sophistication

Refer to Appendix 2

Research log : Section 2

1. Entrepreneurial Development & Ideation Phase

Alpha's initial development began through participation in the Surrey Venture Studio ideation programme. This entrepreneurial initiative provided early-stage support in innovation, sustainability, commercial feasibility, and strategic business development. Through structured workshops, ideation exercises, and collaborative discussions, the project progressed from a conceptual fragrance idea to a process-driven, speculative business model centred on circular-economy innovation within the fragrance industry. This experience strengthened the project's entrepreneurial foundations and encouraged long-term thinking regarding scalability, investment, and commercial positioning.

Research log: Section 2

Figure 1 Early-stage ideation worksheets exploring sustainability and funding opportunities.

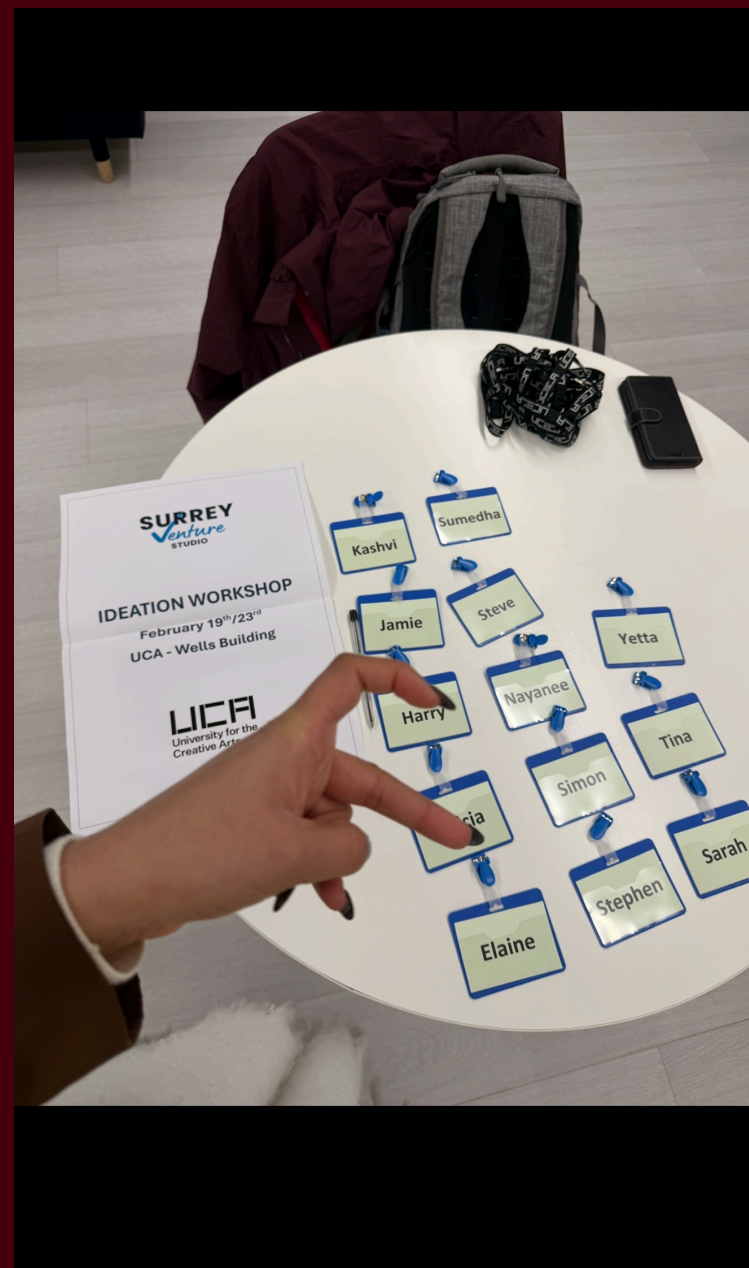
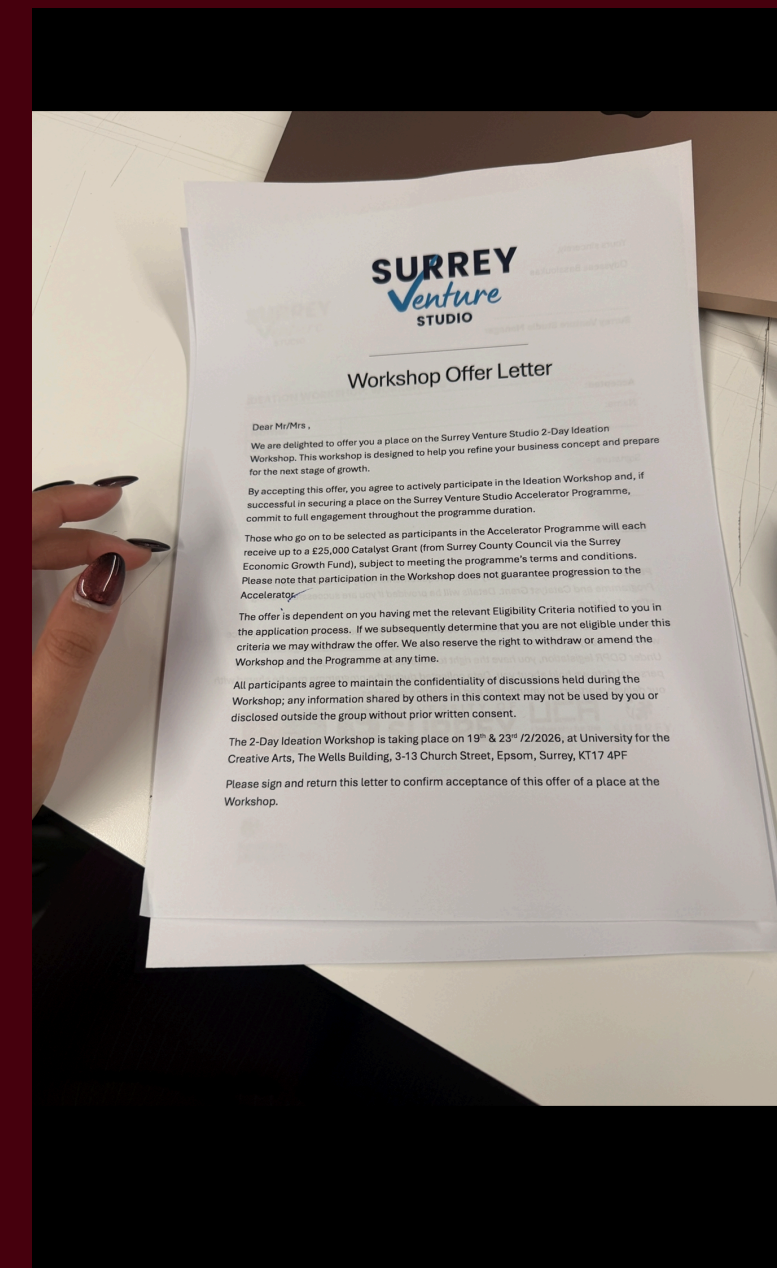


Figure 2 Surrey Venture Studio entrepreneurial development programme.



• Figure 3 Acceptance letter confirming participation in the ideation workshop.



Research log : Section 2

2. Through a narrative ideation and storyboarding process, the visual narrative for Alpha's b2c campaign was developed with extensive pre-production planning. Hand-drawn storyboard sketches were used to structure emotional pacing, symbolic transitions, and scene composition across the advertisement. Inspired by the book *Storyboarding for Beginners*, this enabled structural emotional pacing, symbolic transitions, and scene compositions throughout the advertisement. This process enabled the campaign narrative to evolve beyond a conventional fragrance advertisement into a cinematic storytelling piece centred on women's empowerment, emotional resilience, and identity transformation. The storyboard planning process also allowed for experimentation with camera movement, visual symbolism and product integration before filming. Timing sequences were mapped alongside emotional transitions to ensure the narrative maintained clarity and audience engagement throughout the one-minute-and-47-second advertisement.

Research log: Section 2

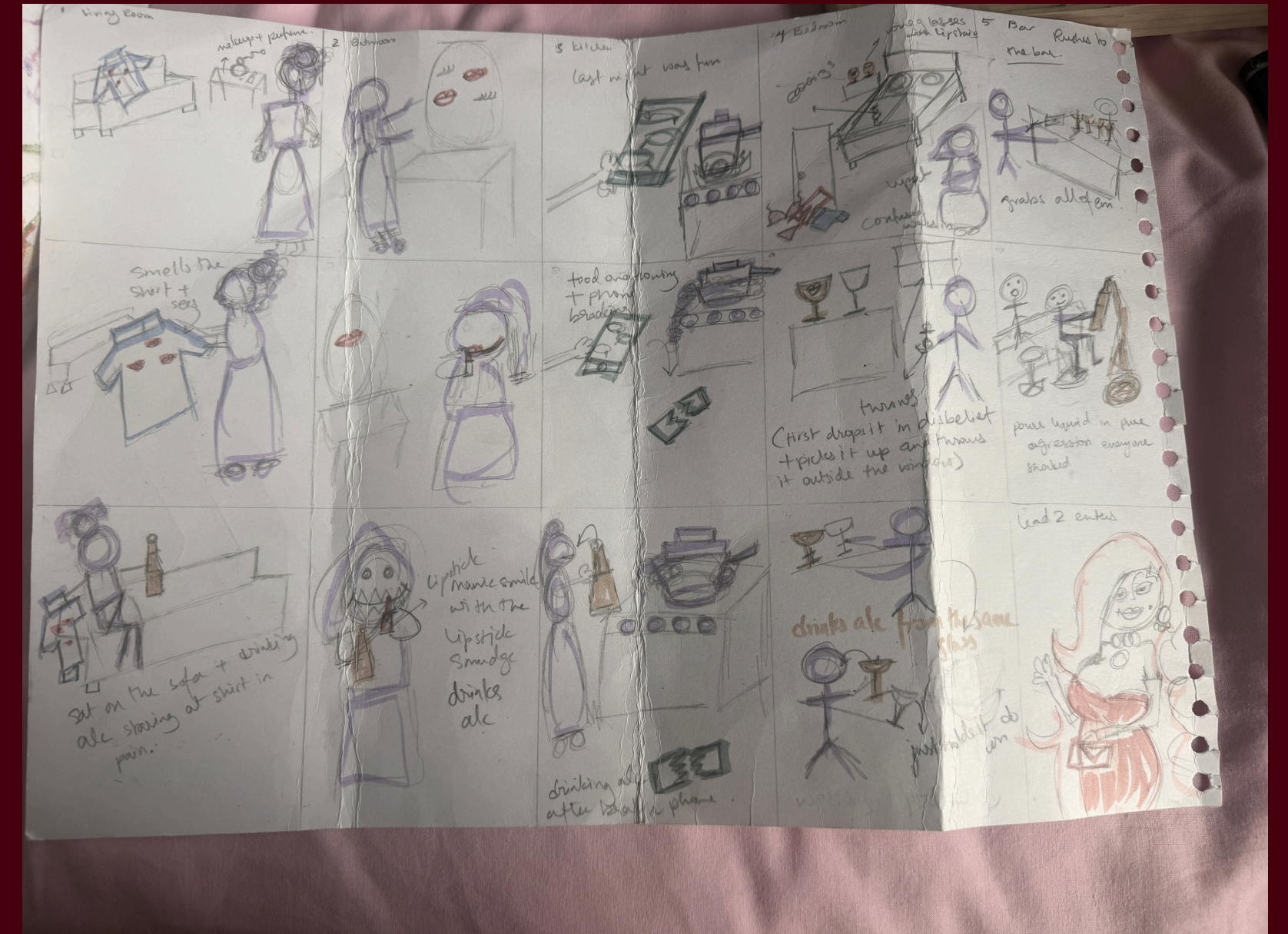
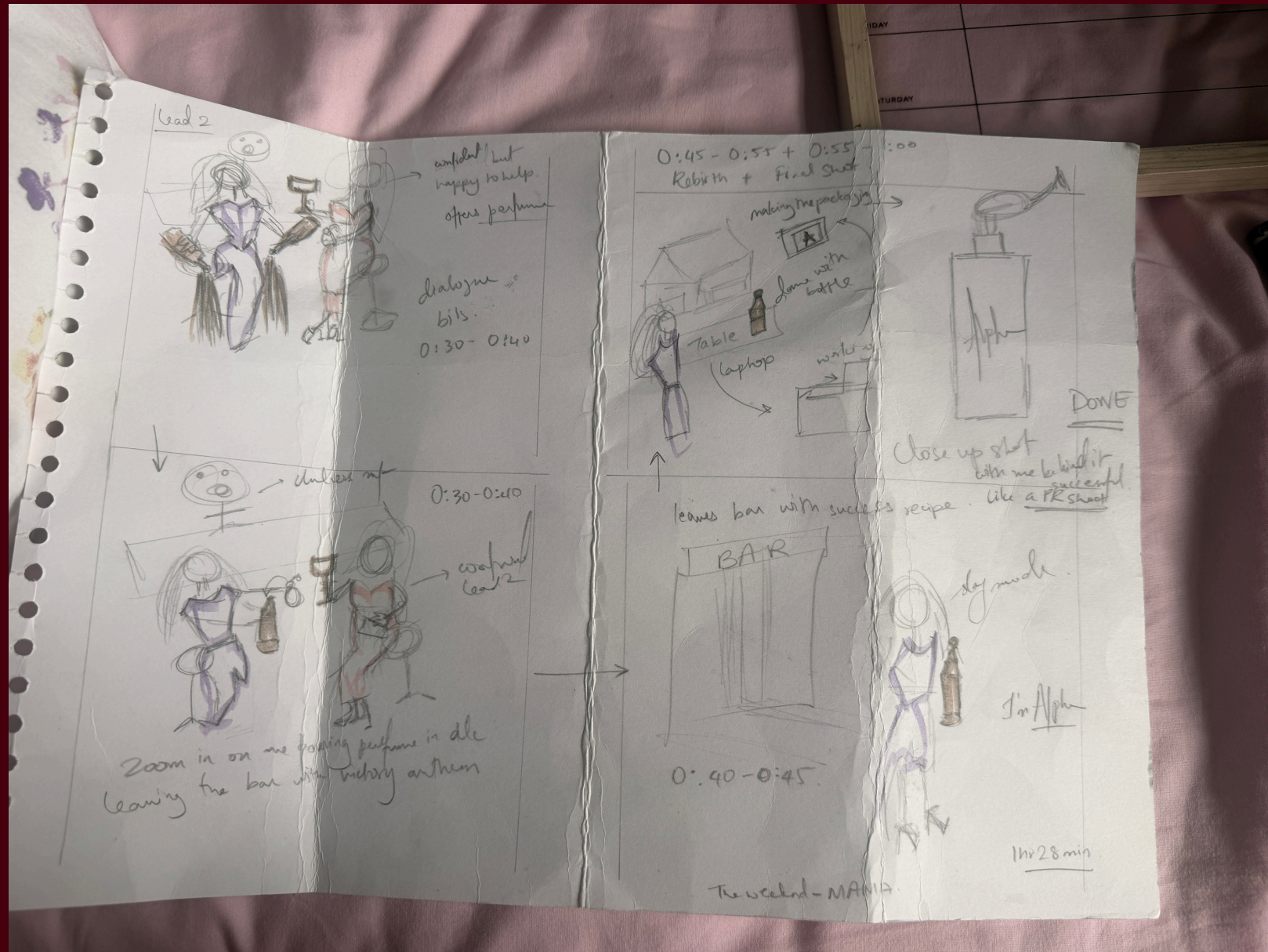


Figure 4. Initial storyboard planning for Alpha advertisement sequencing.

Figure 5. Narrative development sketches exploring emotional progression and product placement.

Research log : Section 2

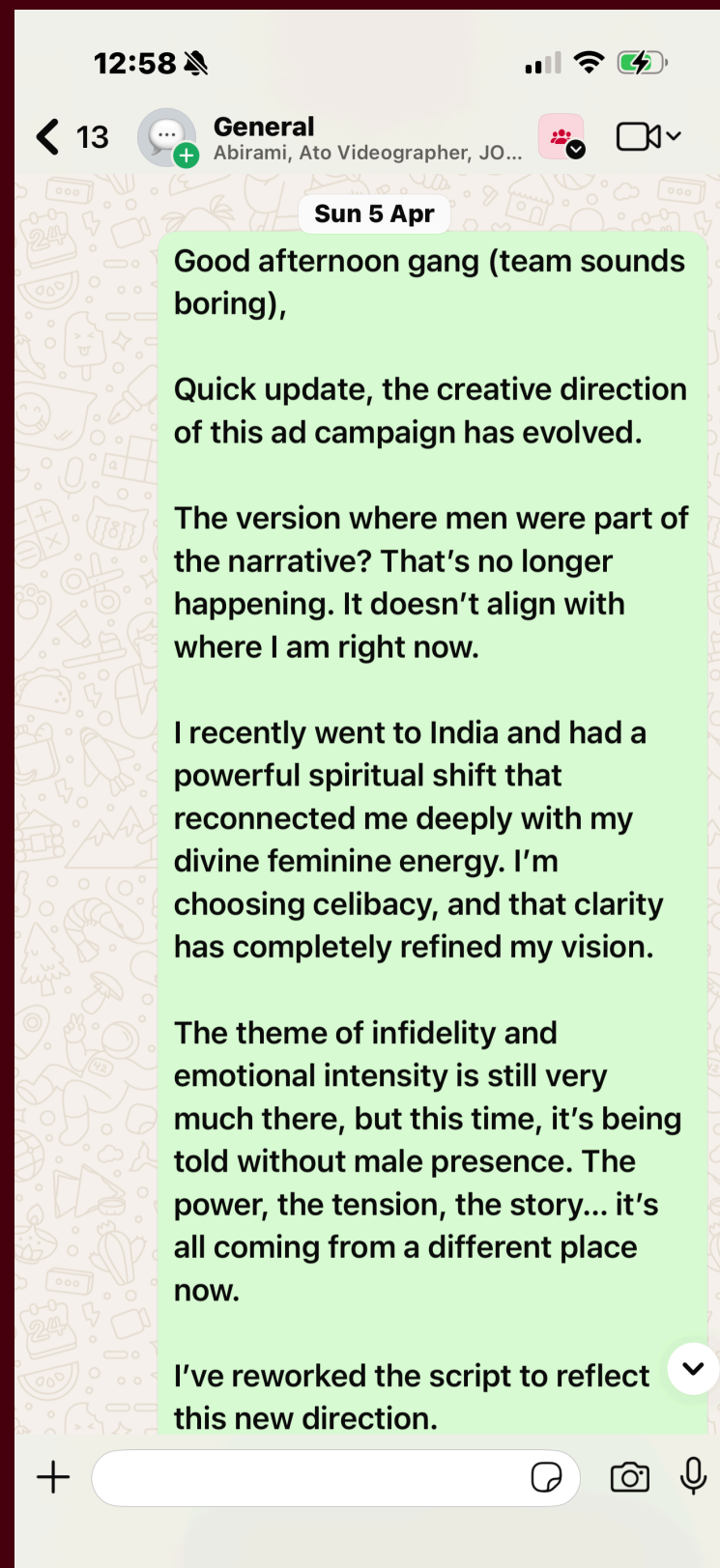
3. Creative Direction Evolution & Reflective Adaptation

During the pre-production phase, the campaign's creative direction underwent a significant conceptual transformation. The original narrative structure featured male-centred relationship dynamics; however, following a reflective evaluation, the campaign evolved into a female-led empowerment narrative focused on emotional independence, self-worth, and entrepreneurship.

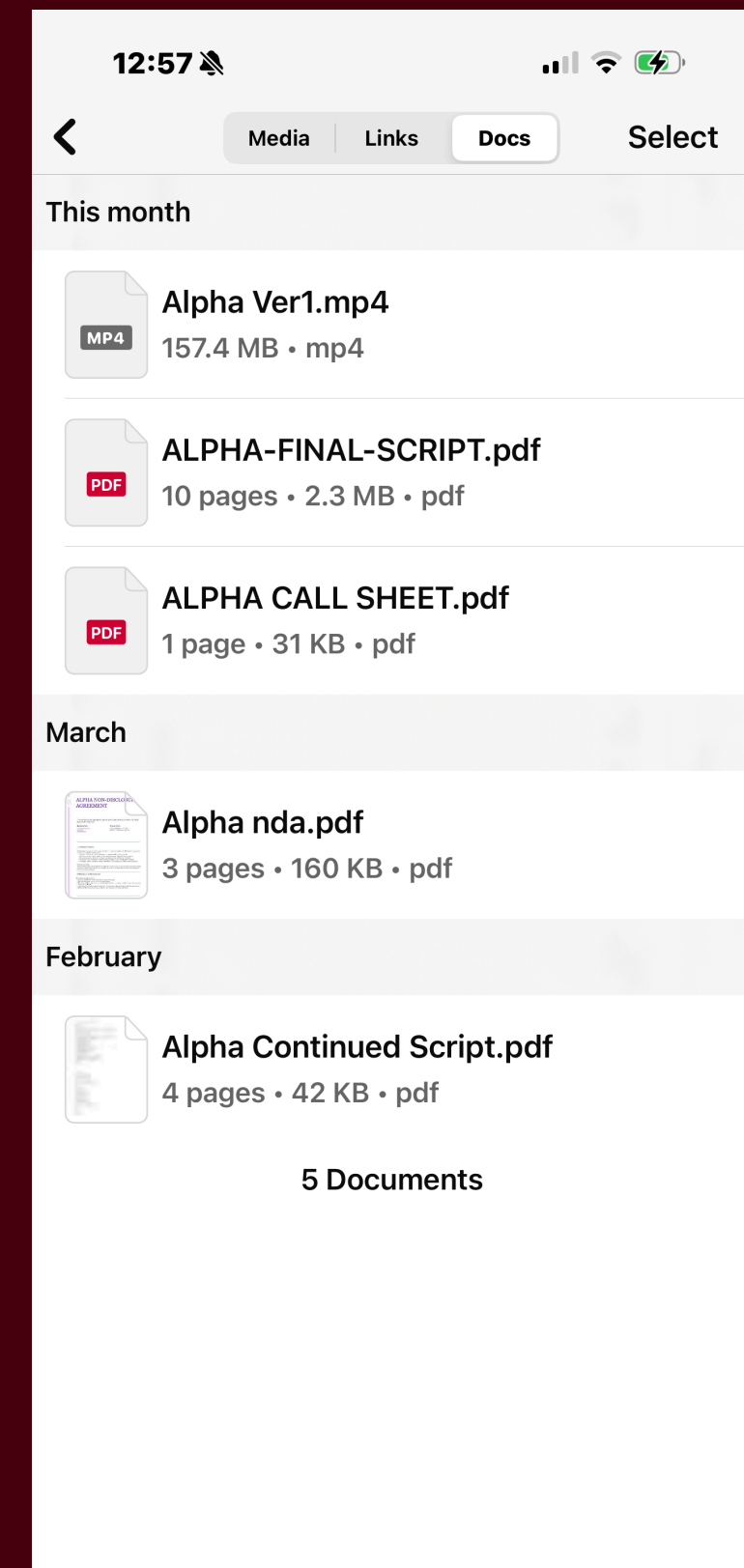
This shift strengthened the campaign's authenticity by positioning female empowerment at the centre of the storytelling process rather than relying on male validation or a romantic resolution. The revised narrative aligned more effectively with Alpha's intended brand identity, particularly its positioning around transformation, confidence and personal liberation.

The adaptation process demonstrates reflective, creative practice through a willingness to critically reassess the original concept and reconstruct the narrative to achieve greater emotional resonance and social relevance.

Research log: Section 2



- Figure 6. Communication outlining the revised female-centred creative direction.
 - Figure 7. Narrative redevelopment process during pre-production.
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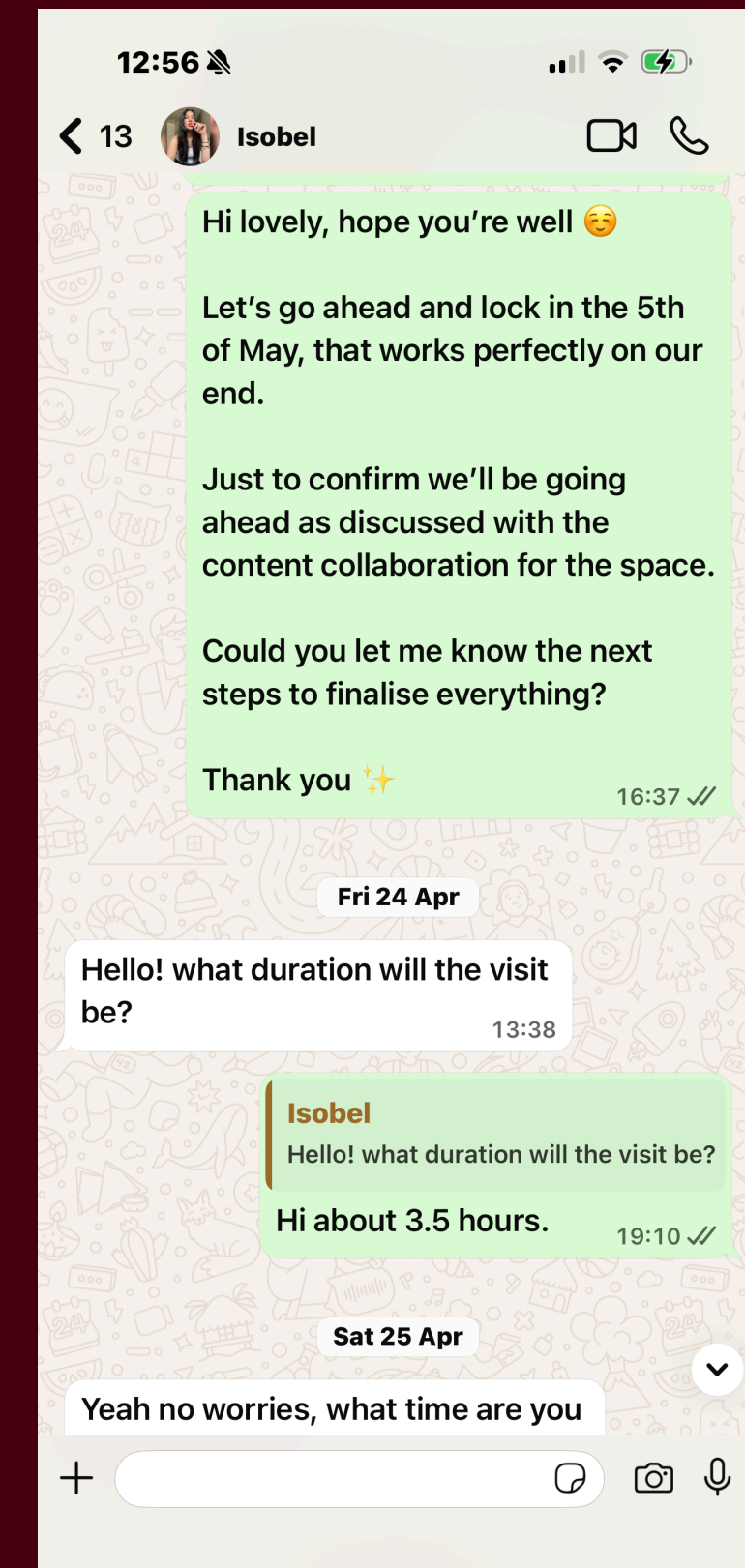
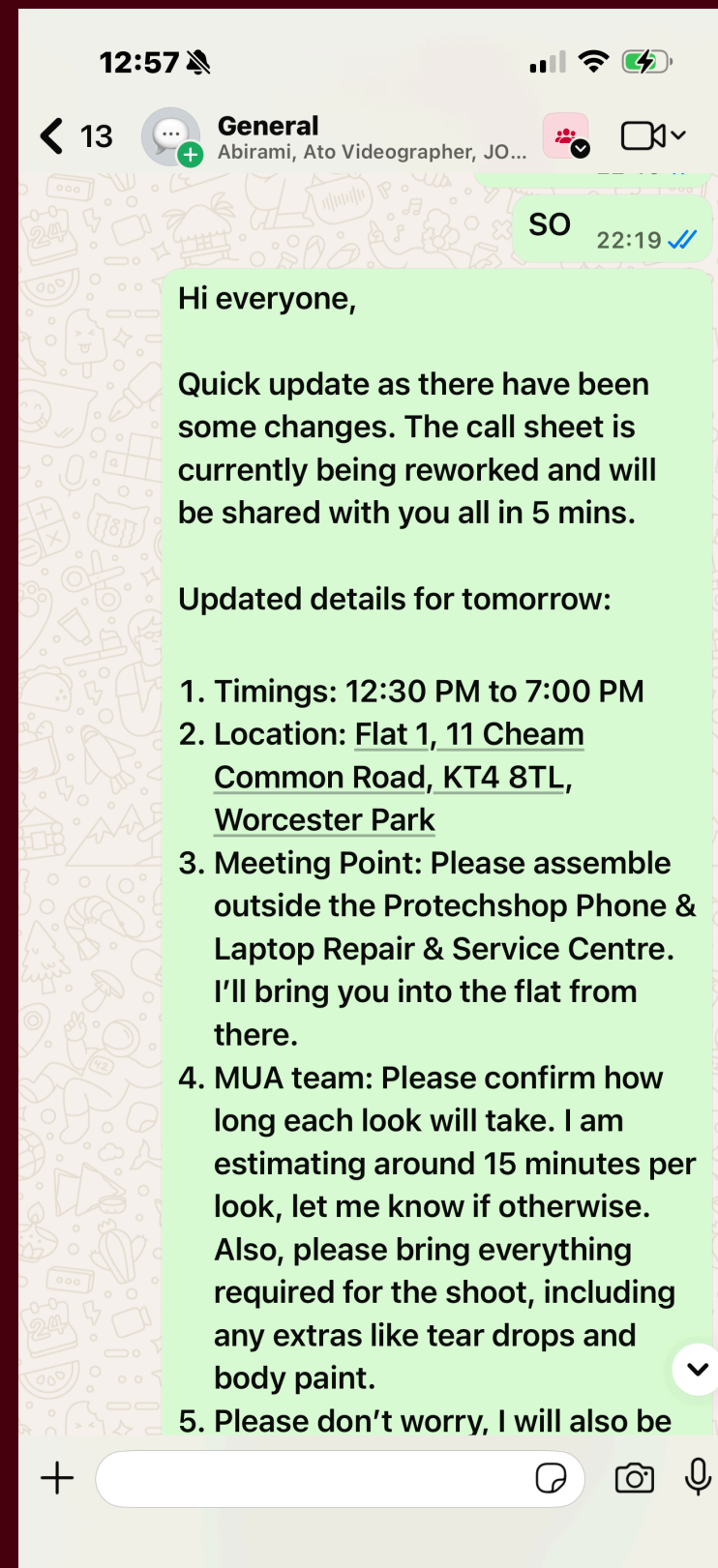
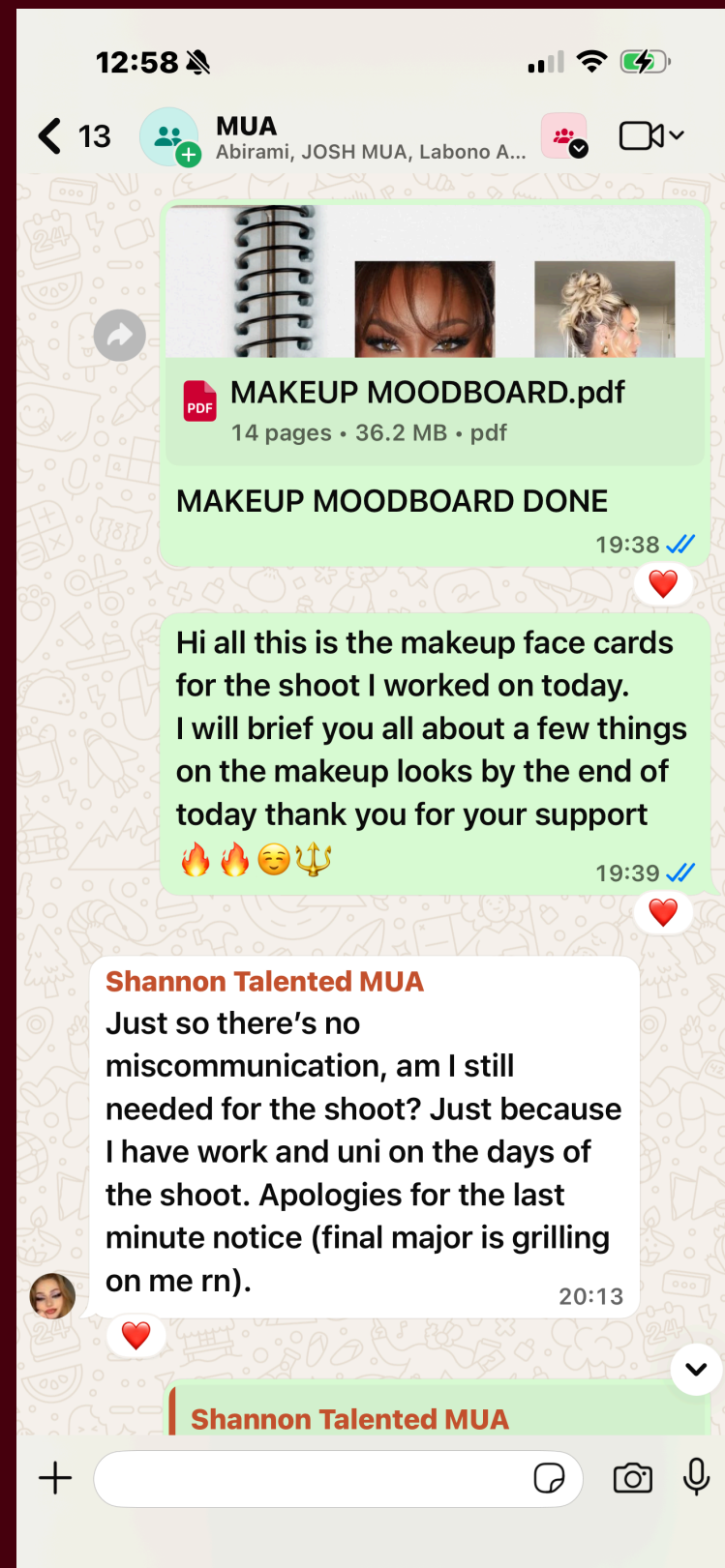


Research log : Section 2

4. production coordination and team management the execution of Alpha required extensive coordination between multiple creatives including makeup artists videographers musicians and location collaborators project management responsibilities involved scheduleing production timelines distributing creative briefs organizing call sheets and maintaining communication throughout the campaign development process the coordination process reflected real world creative industry practices requiring adaptability leadership and logistical problem solving under limited Productions resources managing multiple collaborators simultaneously strengthened communication skills while reinforcing the importance of professional organization within creative campaign production.

Research log: Section 2

- Figure 8. Production coordination with creative collaborators and makeup artists.
- Figure 9. Distribution of updated call sheets and production logistics.
- Figure 10. Makeup direction briefing for campaign execution.



Research log : Section 2

5. Cross-Cultural Collaboration & Creative Networking

A significant aspect of Alpha's development involved cross-cultural collaboration between UK-based production networks and Indian creative practitioners. This included collaboration with an Indian-based music producer alongside communication with a Director of Photography associated with Vogue Germany.

These collaborations expanded the project's creative scope while reinforcing Alpha's positioning around accessibility, creative opportunity, and global artistic exchange. The project intentionally created opportunities for emerging creatives to contribute professionally within an independently directed campaign environment.

The integration of international collaboration demonstrates how digital communication technologies enable independent brands to access global creative talent beyond geographical limitations.

Research log: Section 2

- Figure 11. Communication with the music producer regarding soundtrack development.
- Figure 12. Professional coordination with the Director of Photography during campaign planning.
- Figure 13. NDA agreement process during external collaboration management.

N S Sumedha <nshr.sumedha@gmail.com>
to thisisrefixmusic@gmail.com

Sun, May 3, 10:10 PM (10 days ago)

Hi Refix,

Please find the NDA form attached for you to review and fill out.

Let me know if you have any questions.

Thanks,
Best Regards,
Sumedha

One attachment • Scanned by Gmail

ALPHA NON-DISCLOSURE AGREEMENT

ALPHA NDA .pdf

Reply Forward

Invitation from an unknown sender: GRAVIS x SR @ Thu Apr 16, 2026 10am - 11am (GMT+1) (nshr.sumedha@gmail.com)

Thu, Apr 16 • 10:00 AM – 11:00 AM

GRAVIS x SR

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to me

Wed, Apr 15, 8:23 PM

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Research log : Section 2

6. Audio Identity & Emotional Branding

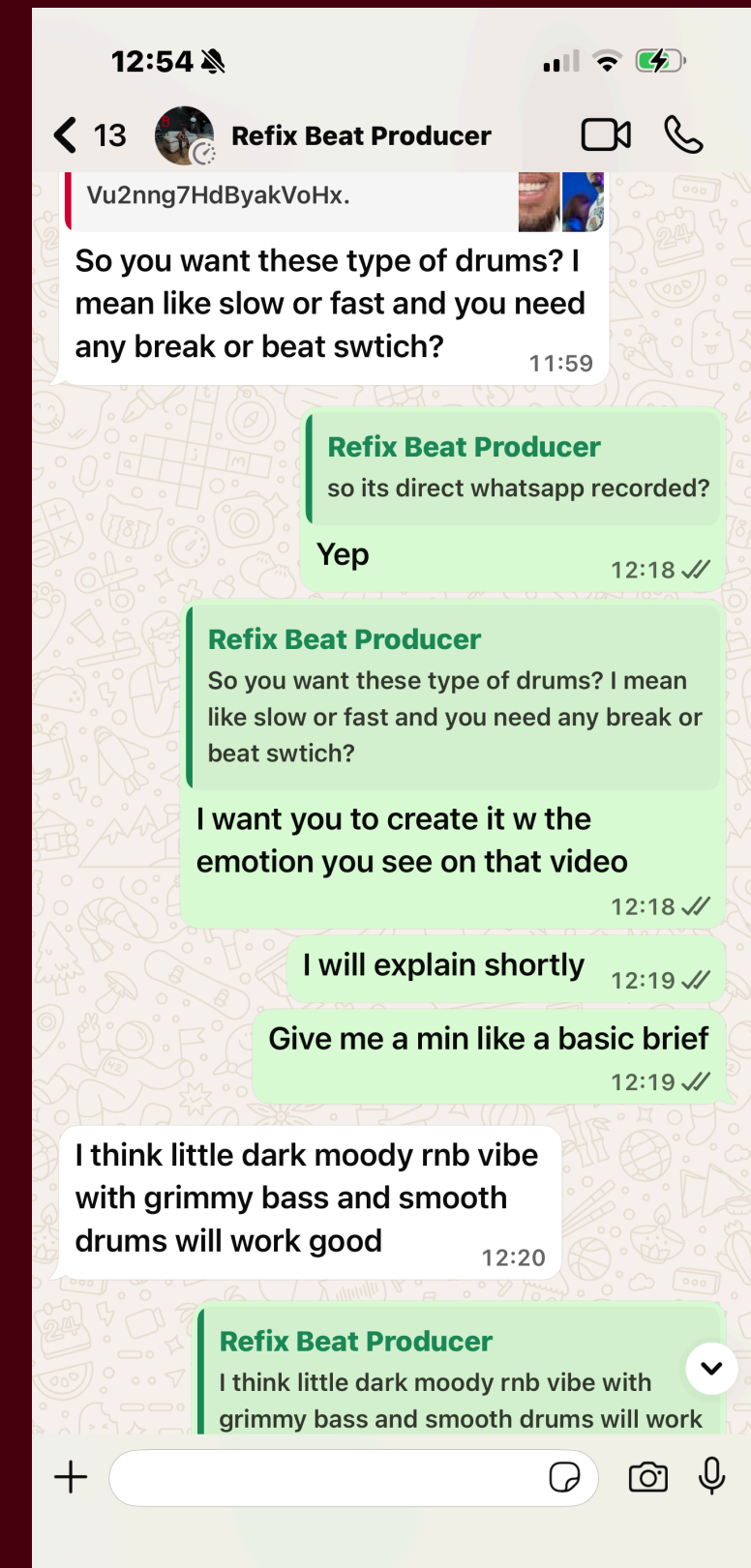
The soundtrack development process formed an important component of Alpha's emotional storytelling strategy. Discussions with the music producer focused on creating a dark, atmospheric R&B-inspired soundscape capable of reinforcing emotional tension, vulnerability and transformation throughout the advertisement.

Rather than functioning as background audio alone, the soundtrack was developed as a form of emotional branding intended to intensify audience immersion and strengthen narrative impact. This demonstrates an understanding of how audio identity contributes towards digital storytelling and consumer emotional engagement within contemporary visual marketing campaigns.

Research log: Section 2



• Figure 14. Development discussions surrounding Alpha's soundtrack and emotional tone.



Research log : Section 2

7. Independent Creative Leadership & Reflective Practice

The development of Alpha required the independent management of branding, creative direction, campaign production, narrative development and strategic positioning. Throughout the project, significant reflective learning emerged through problem-solving, creative adaptation and collaborative leadership.

Balancing entrepreneurial strategy with creative execution strengthened professional capabilities in project management, leadership communication, and speculative brand development. The project ultimately demonstrates how independent creative practice can intersect with sustainability innovation, emotional storytelling and future-facing business development.

The research and development process further reinforced long-term aspirations surrounding entrepreneurship, brand ownership and creative industry leadership beyond undergraduate study.

Research log: Section 2



The colour palette of deep red wine and gold was intentionally selected to reflect Alpha's core emotional and visual identity. The red wine tones symbolise intensity, desire, feminine power and emotional transformation, while the gold accents communicate luxury, ambition and success. Together, the palette reinforces the brand's connection to divine feminine energy and a strong go-getter mentality, aligning with the campaign's wider themes of empowerment and self-elevation. In addition, the packaging concepts and visual assets were independently designed as part of the creative direction process, including the development of a melted wax seal-inspired Alpha stamp intended to create a raw yet luxurious visual signature for the brand.



*Thank you
Seduce & Destroy*

