

"Sorry, We Are Not Your Mother"

Alcoholic Milk for Gala party.
Art Directors Club Ukraine annual awards

The task was to support ADC*UA campaign message:
"Sorry, We Are Not Your Mother" at the Gala party.

The background features a light-colored surface with several pieces of patterned fabric. On the left, there is a blue and white geometric patterned fabric with the text "YOUR MOTHER SO" visible. In the center, there is a yellow rectangular overlay containing the main text. On the right, there is a yellow and white checkered patterned fabric with the text "ARE NOT YOUR MOTHER S" and a logo. At the bottom, there is a pink and white patterned fabric with the text "27%".

So, to support this statement at awards ceremony
we decided to produce 27' **ALCOHOLIC MILK.**



SORRY

ADC UA
ART DIRECTOR CLUB BOTTING

WE ARE NOT
YOUR MOTHER

Please drink responsibly
and estimate soberly your
chances to win

0.5 L

alk. 27%



WE WALK TO
YOUR MOTHER

Please drink responsibly
and estimate soberly your
chances to win

0.5 L

alk. **27%**













Thank you!