Loverboy

SIP INTO LOVE

CREATIVE ADVERTISING CAMPAIGN



0101 Advertising
Noelle Clark
Jacob Conda
Cisy Fang
Amanda Hampton
Nick Lau
Chloe O'Hallaron

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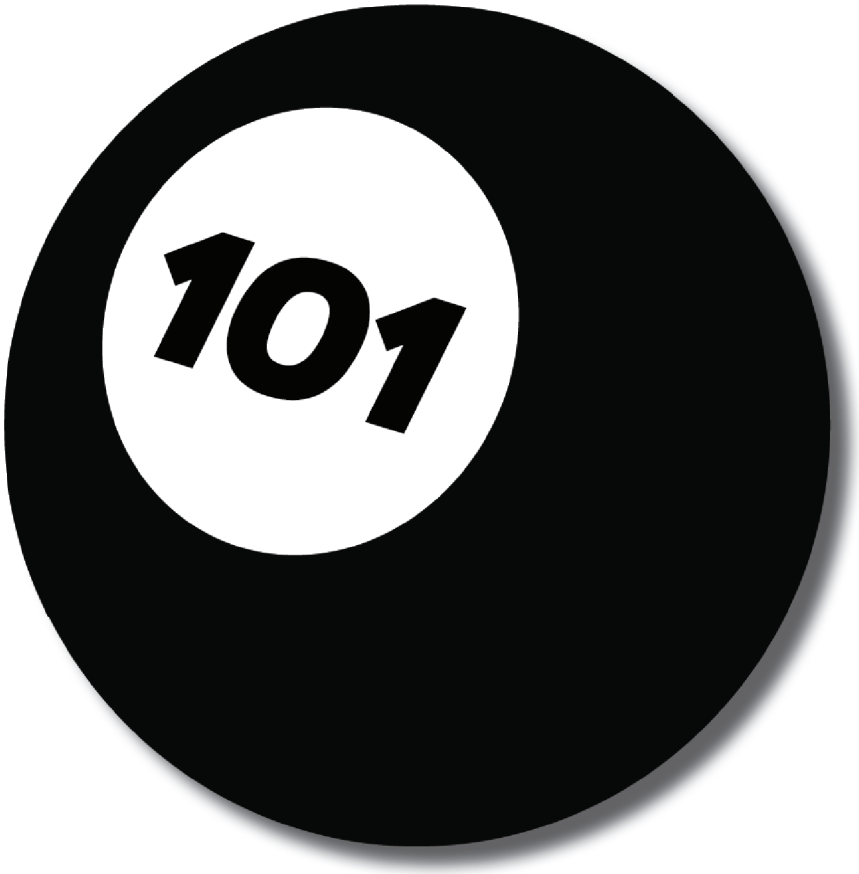
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SECTION 01
AGENCY LOGO



LOGO RATIONALE

Welcome to “0101 Advertising,” a name inspired by the room number where our Senior Capstone course took place, and the simplicity of the binary system. Room 0101 in Harrison Hall witnessed our growth and collaborative experiences as an advertising agency. Meanwhile, the number “0” and “1” signifies the binary code’s clarity and distinction in representing information. In naming our agency “0101 Advertising,” we express our commitment to innovation and creativity in advertising, and it shows our goal to simplify and elevate brand communication.

MEET THE AGENCY



NOELLE CLARK Creative Director
Noelle is a senior Creative Advertising major from Fairfax Station, Virginia. After studying away in Los Angeles last summer, she learned that she would love to do marketing and advertising for the entertainment industry and eventually become a creative director or producer. A fun fact about Noelle is she can name any Taylor Swift song within one second of hearing it.



JACOB CONDA Art Director
Jacob is a born creative. As someone who has had years of experience in photography, design and videography, he aspires to eventually become an Art Director in the advertising industry. Jacob has accomplished many things in his life, such as catching up to the anime One Piece in 5 months, which is 1000+ Episodes equating to 437 hours.



NICK LAU Art Director
Born in Marshall, VA, Nick has a passion for graphic design, branding, and content creation. As a Creative Advertising major, he aspires to use his creative thinking and editing skills as a Graphic Designer within the advertising industry. When Nick isn't thinking outside the box for his work, he usually enjoys staying in and practicing his newest favorite song on guitar.



CISY FANG Strategist
Cisy is a Senior student majoring in Psychology and SMAD (Media Arts and Design with a Creative Advertising concentration). She is passionate about research and creative work, and her dream is to work in creative positions in the advertising world after her Master's program. When she is not in working mode, she enjoys watching K-dramas and playing with her dog.



CHLOE O'HALLARON Designer, Copywriter
Meet Chloe — Born and raised in Richmond, Virginia, she has called the River City home her whole life. With dreams of becoming a Creative Director, Chloe has a keen eye for design and, as a self-proclaimed perfectionist, she prides herself on her meticulous attention to detail. Fun fact? Chloe has hiked in nine different U.S. states and has plans to hike internationally in Norway this summer. She can talk music with anyone and in an alternate reality, she would host her very own radio show.



AMANDA HAMPTON Marketer
Amanda is a senior Creative Advertising major with a minor in Art at James Madison University, after transferring from Piedmont Virginia Community College in Charlottesville, VA. She is also part of Breeze TV at the School of Media Arts and Design. When Amanda is not busy with schoolwork, she likes to hang out with friends and family. Amanda enjoys photography. She hopes to one day work for the Walt Disney Company in Burbank, California.

SECTION 02

PRE-CAMPAIGN

SECONDARY RESEARCH, PART 1

BRAND
Loverboy

BRAND AGE
Five years, Launched in 2018

LOCATIONS SOLD
Total Wine, Kroger, Whole Foods, DrinkLoverboy.com, etc.

COST
$11.00 - $60.00 depending on flavor and quantity
The typical price is $14.99 / 6-pack (Kroger, 2023)

MAIN COMPETITORS
Twisted Tea retails $19.00 / 12 pack
High Noon retails $25.99 / 8 pack
Devil's Backbone Smash Spiked Seltzer retails $17.99 / 4 pack (Kroger, 2023)

SWOT ANALYSIS

STRENGTHS
Branding, Design, Colors - Strong Social Media Presence - Celebrity Endorsements
Gluten Free Options - No Artificial Sweeteners - Unique Flavors - "No Hangovers"

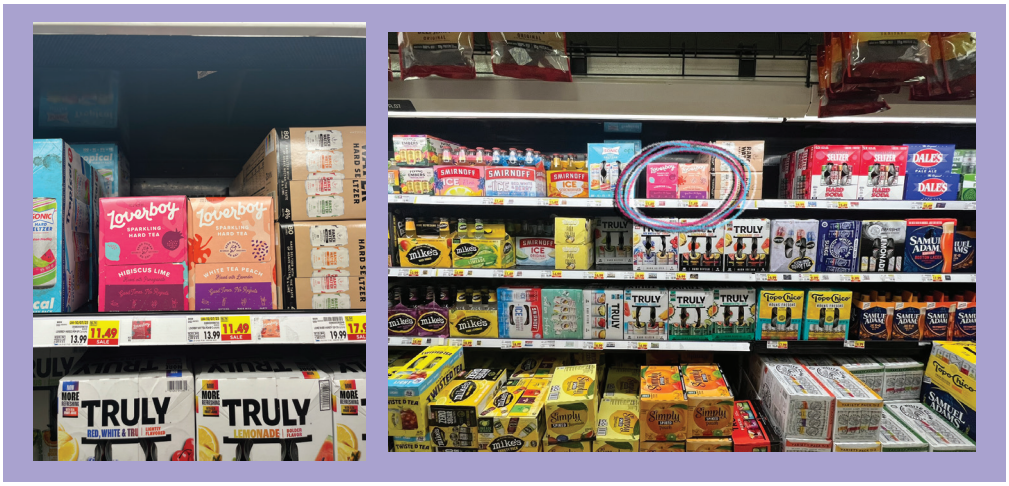
WEAKNESSES
Product Orgin - Price - Accessibility - New To Industry

OPPORTUNITIES
Social Media Trends - Brand / Event Partnerships
International Expansion - Limited Edition Flavors

THREATS
Competition With Other High-End Seltzers - Negative PR Because The Brand Was Launched by a Celebrity Couple - Supply Chain Issues - Market Oversaturation

SECONDARY RESEARCH, PART 2

How does the product compare in terms of shelf space with the competition?
Loverboy takes up little shelf space compared to it's competitors



Who buys the product? Why?
Adults between the ages of 21 and 39 report that cocktails are their drink of choice (Armstrong, 2022).

What is the main feature that differentiates Loverboy from it's competitor?
Compared to its compeitors, Loverboy is low in calories, has a variety of gluten-free options, has no artificial sweeteners, boasts unique flavors, and has fewer sugar.

Is Loverboy currently being advertised? What are some notable campaigns from the past?
Loverboy is currently most actively advertised via the company's
Instagram and TikTok accounts

The majority of Loverboy's advertising takes the form of social media word-of-mouth along with various customer reviews on social media

Loverboy recently participated in a partnership with the energy drink brand Amino Lean.

CEO and social media presence, Kyle Cook, attends meet and greets in grocery stores across the country to promote Loverboy.

SECONDARY RESEARCH, PART 3

What are your personal impressions of Loverboy's strengths and weaknesses?

CISY

Strengths
Packaging and colors

Weaknesses
Price

NICK

Strengths
Strong branding, colors, and design

Weaknesses
The origin of the product is a weakness because it was created by someone from a dating show, rather than someone established in the industy

NOELLE

Strengths
Unique flavors, branding, and taste

Weaknesses
Price

CHLOE

Strengths
Original, unique flavors

Weaknesses
Price, especially for college students

JACOB

Strengths
Packaging and refreshing nature of the product

Weaknesses
Price-to-can ratio and flavors

AMANDA

Strengths
Packaging and variety of flavors

Weaknesses
Limited availability



PRIMARY RESEARCH, PART 1



INTERVIEWS & TASTE TEST

As part of our primary research, we conducted an interview taste test with 10 JMU students. Each participant had to show their ID prior to starting the interview to confirm they were of age to sample Loverboy. We then gave them each 5 samples of different Loverboy flavors for them to taste test. The flavors were Iced Tea Lemonade, Mango Pear, Black Cherry Vanilla, Pineapple Hibiscus, and Espresso Martini. When trying each of the flavors, we asked participants to think out loud and say their honest thoughts that came to mind about the drink. After the taste test was over, we then interviewed each participant and asked them 11 questions to get their opinion on Loverboy in more detail.

INTERVIEW KEY FINDINGS

All the participants are **JMU students**, 7 of them identifying as female and 3 as male.
When we asked about their alcohol consumption and buying habits, all participants stated that they drink at least two times a week.

On average, participants **spend $40 to $60 per month on alcohol**.
Most participants mentioned being loyal customers due to budget constraints, and they only purchase items they are certain they will enjoy; however, they are also open to trying new products.

TikTok, Instagram, and Snapchat were the three most frequently used social media platforms among the participants.

Price and taste were the two most critical factors when it comes to consuming and purchasing alcohol.

Only one of the interviewees had heard of the brand Loverboy before our interview. The variety of flavors and the appealing packaging were the two biggest advantages the participants appreciated.

When rating the price of Loverboy products, their ratings ranged from 6 to 8, with 1 signifying very inexpensive and 10 indicating very expensive.

TASTE TEST KEY FINDINGS

We provided espresso martini, mango pear, cherry vanilla, pineapple hibiscus, and iced tea lemonade samples to the participants.

The feedback of the drinks was very polarized

- Some people loved the espresso martini, some hated it.
- The mango pear got mostly positive feedback, and the cherry vanilla was the least favorite among the group with only one participant praising it.

SURVEY DEMOGRAPHICS

WHAT IS YOUR AGE?

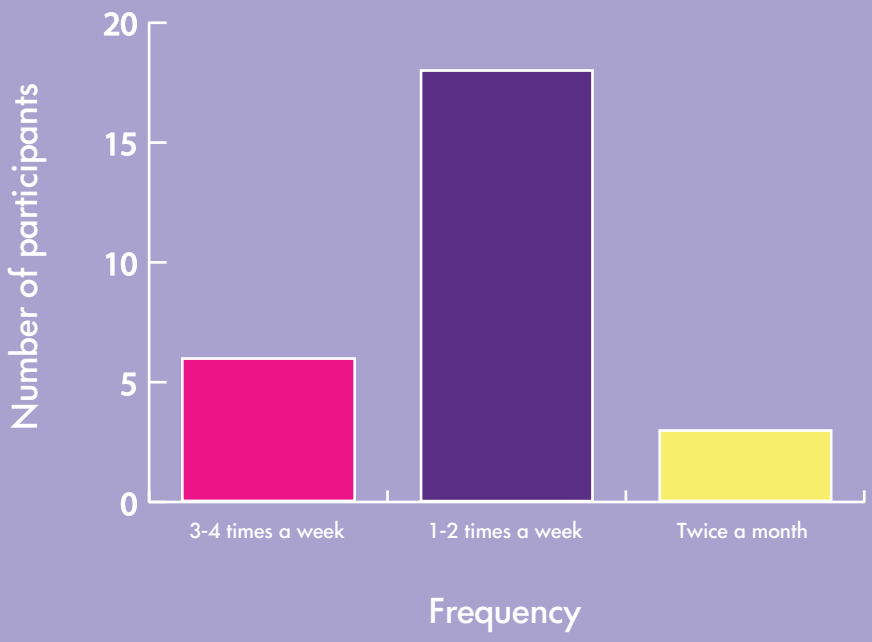


WHAT IS YOUR GENDER?

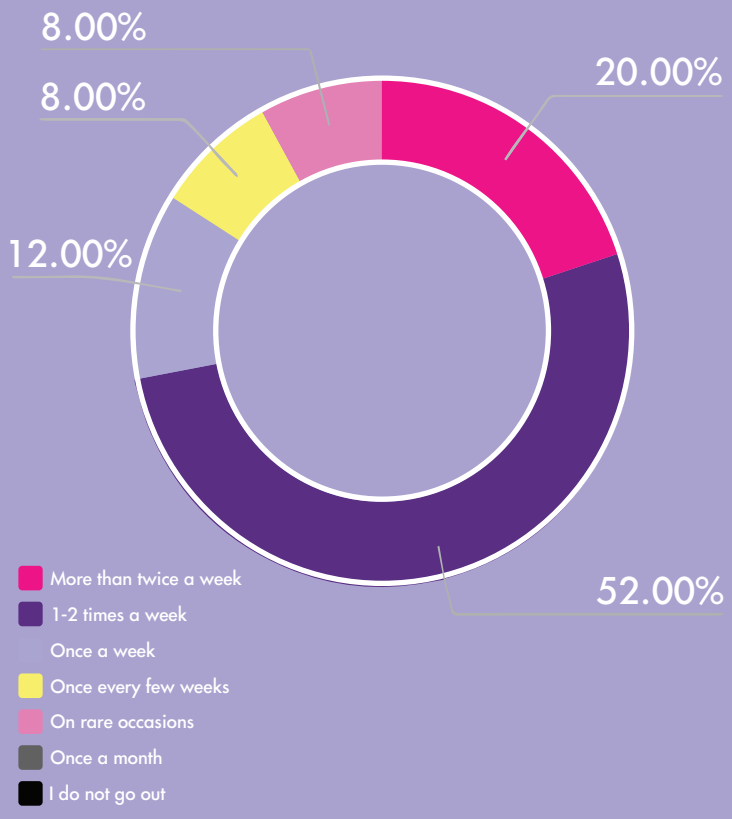


SURVEY FINDINGS

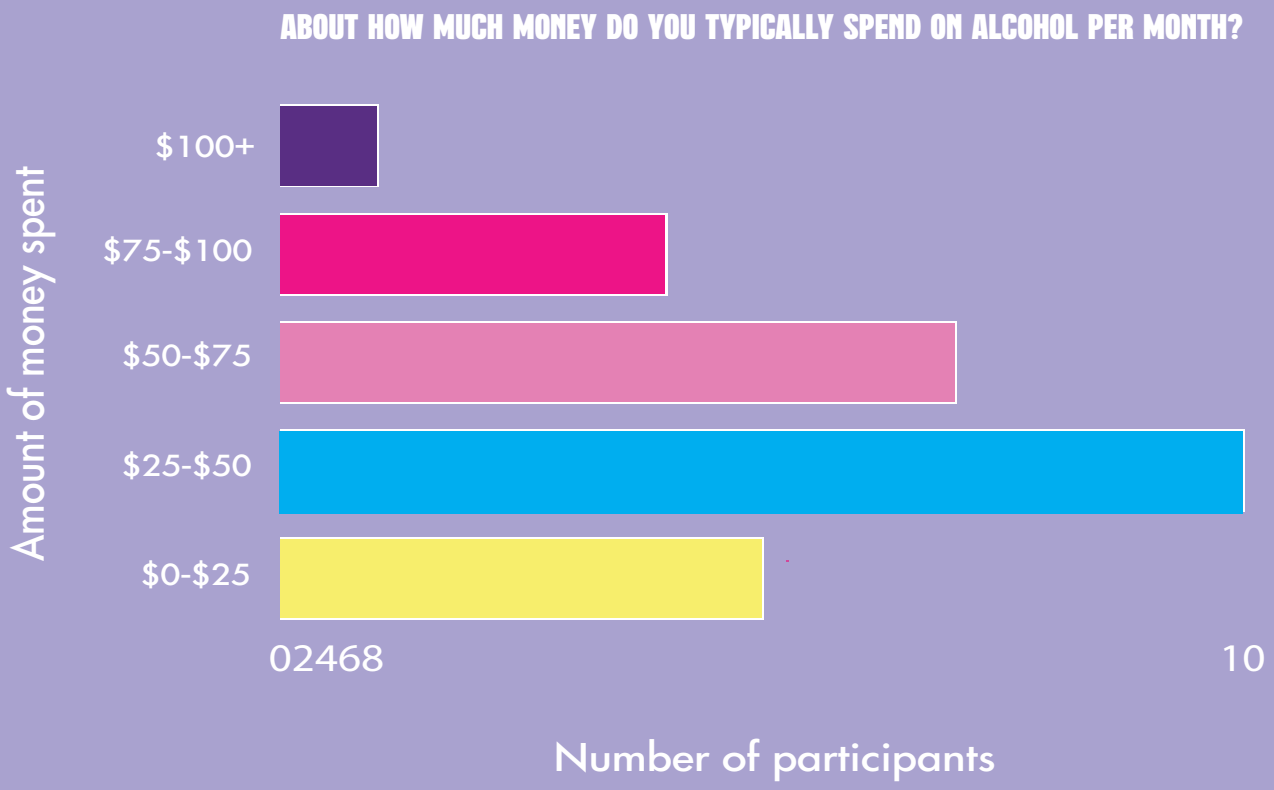
ABOUT HOW OFTEN DO YOU TYPICALLY DRINK ALCOHOL?

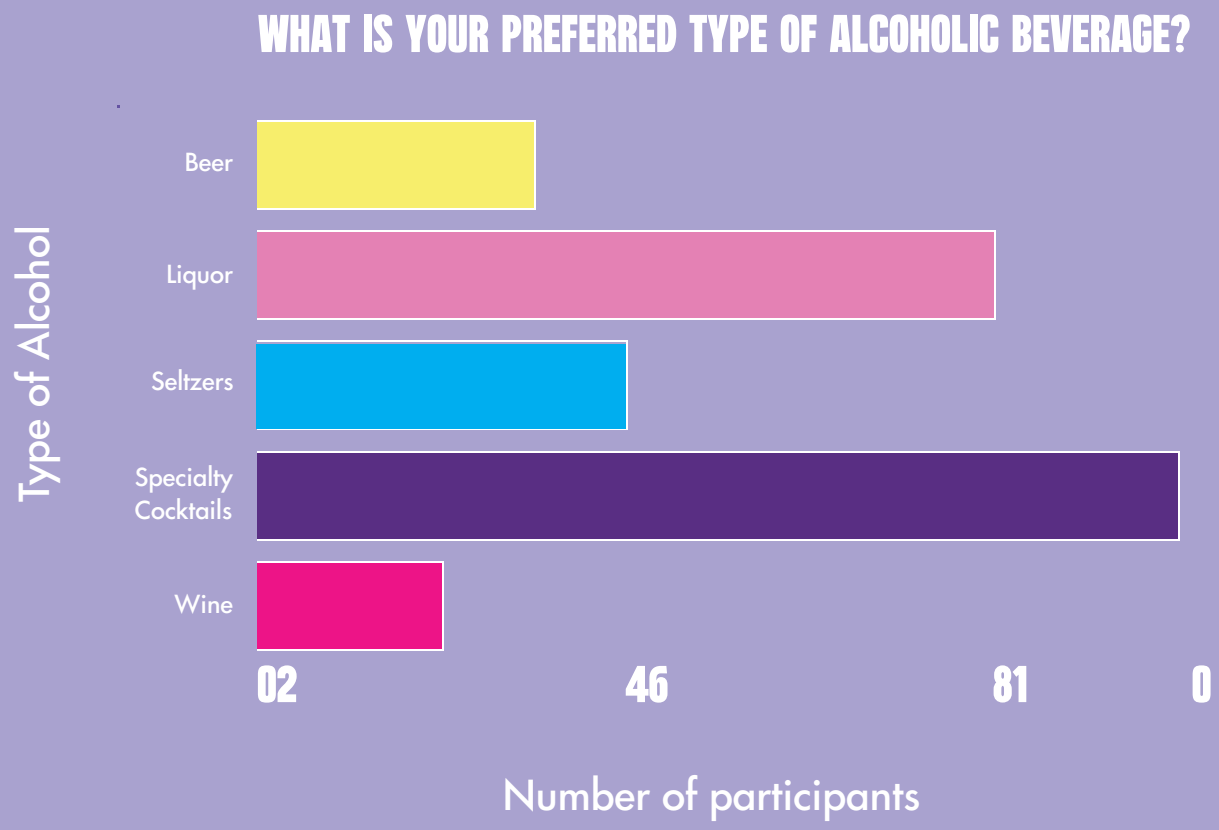


HOW OFTEN DO YOU GO OUT?



SURVEY FINDINGS





SURVEY FINDINGS

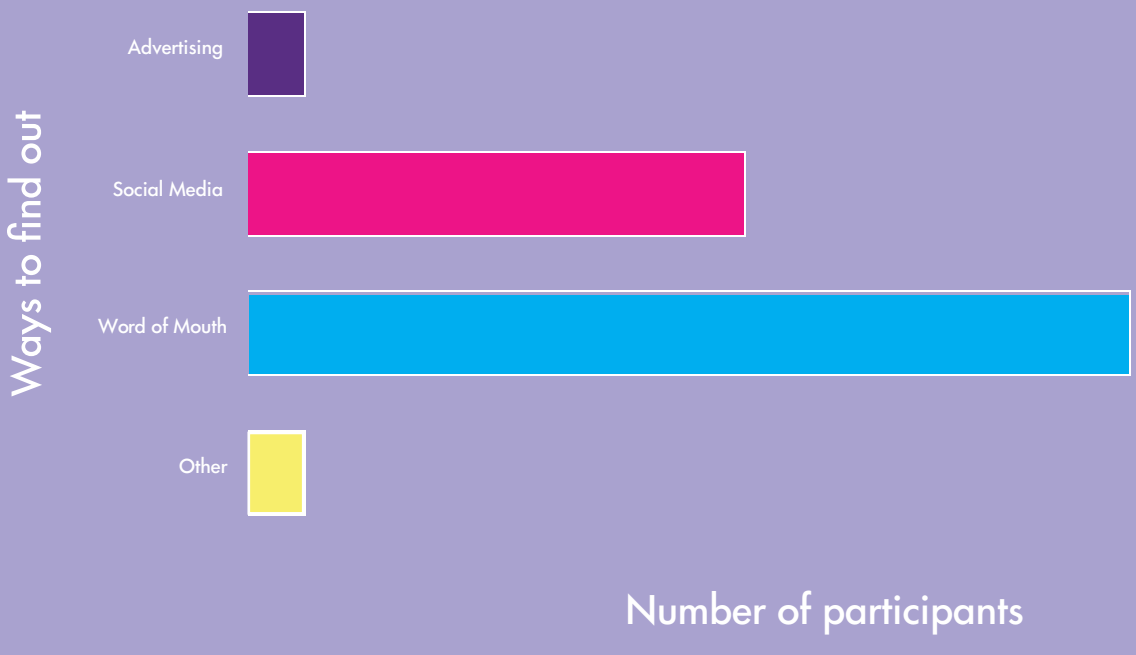
ARE YOU FAMILIAR WITH THE ALCOHOL BRAND "LOVERBOY"?



WOULD YOU BUY THIS PRODUCT SOLEY BASED OFF ITS PACKAGING AND APPEARANCE?



HOW DO YOU TYPICALLY LEARN ABOUT ALCOHOLIC BEVERAGE PRODUCTS?



CREATIVE BRIEF

CLIENT NAME
Loverboy

TARGET MARKET CURRENT MINDSET
Sarah isn't familiar with Loverboy, but the company branding and voice are enough for her to give it a chance. She also don't like beer or liquor, so she is willing to try any seltzer or spritz that she can get her hands on.

TARGET MARKET DESIRED MINDSET
Loverboy is a drink for people who are up to date with current trends and Gen-Z media. It's a semi-high end drink curated for customers who are trendy but cautious of their health and the ingredients they consume.

COMPETITORS
Owl's Brew Boozy Tea The target reports that fruit based flavors give Owl's Brew the perfect amount of sweetness, but it has higher levels of carbs and sugars than Loverboy.
High Noon The target does not think that the taste of High Noon sets it apart from other hard seltzers, but appreciates that it is crafted with real vodka.
Devil's Backbone Smash The target is attracted to the high percentage of alcohol in each Smash, but does not appreciate that the drinks are high in sugar, which make it taste artificial.

CREATIVE STRATEGY STATEMENT
Inform the target that Loverboy is an alcohol brand with subperb beverages while creating awareness of the unique flavors the brand offers.
Tone: Playful, daring, romantic, relatable, fun, and modern

MESSAGE OBJECTIVES
- Inform the target that Loverboy is a brand with great alcoholic beverages; spread awareness of the unique flavors offered.
- Establish a loyal consumer base among young adults by persuading them to associate the product with positive feelings.
- Persuade the target to purchase.

EVIDENCE
- Interviewees' favorite feature of Loverboy is the wide variety of flavors
- The majority of survey respondents are in their twenties, this is a time where people are often making relationship decisions (this group is our target audience)

CREATIVE EXECUTION
- Ads that show the target falling in love, enjoying Loverboy with their significant other.
- Cleverly capitalizing on Loverboy's name and the shared experience of dating that many experience in their twenties.

MANDATORIES
Brand Colors (Hot Pink, Dark Purple, Light Pink, Light Purple, Yellow)
Logo
Brand Fonts (Architype Renner, Robuck)

DELIVERABLES
Print Ad - TV Commercial - Instagram Posts - Threads Posts - OOH Ad - Guerilla Marketing
Viral Video (TikTok) - Branded Product Placment

PERSONA

CAROLINE JONES



AGE Twenty-Seven
GENDER Female
OCCUPATION Marketing Coordinator
INCOME $72,000
RELATIONSHIP STATUS Dating
EDUCATION B.S. Digital Marketing, New York University
LOCATION Boston, Massachusetts

ABOUT
Caroline is a twenty seven year old female from Boston, Massachusetts. She is a highly motivated and driven woman who is passionate about her personal and professional goals.

Despite her busy work schedule, Caroline makes time for her family and friends and is active in the Boston dating scene. She enjoys going out with her social group, and is a frequent drinker. Sarah is a big fan of bright colors, she is into fashion, and she loves keeping up with trends.

When she's not at work, Caroline enjoys a night out with friends or with dates she meets via Tinder. When it comes to going out, Caroline enjoys trying new alcoholic beverages. Sarah's social circle is tired of the same, old drinks; they are always on the look-out for a trendy, new product. Caroline is okay with spending a little bit more money on a product that is high quality.

PSYCHOGRAPHICS
Activities - Pilates, tennis
Interests - Reality television, country clubbing, night life, social activities in the city
Opinions - Willing to spend more on high quality items; cares about beauty, aesthetics, and trends

BEHAVIORAL
College students are less loyal, their goal is to get drunk
Young adults located in urban areas are more loyal, they have fixed schedules and value product quality

VALs
Caroline falls into the 'Experiencer' category of VALs as she is focused on success in both her career and in her personal life
Experiencers:

- Go against the current mainstream
- Have a heightened sense of visual stimulation
- Are quick to interest, and quick to cool
- Are always curious and light on details
- Buy products that increase sociability and entertainment

SECTION 03

PRINT

HEADLINES

Don't be afraid to pour your heart out on the first date
We've got your next date covered
Who said soulmates don't come in a can?
We've got your next date covered
We believe in love at first sip
Are you ready to be in love?
Love at first glance?
Start your love journey with Loverboy
Love is Loverboy
Beloved Loverboy
Drink Loverboy to fall in Love
Live, Love, Drink Loverboy
Fill your drink with love
Drink with love, today
Love your drink
Fall in love with *drink flavor here*
Loverboy makes the world go round
A match made in heaven
Love at first sip
Endless options, endless flavors
Fizz and Finesse: Elevate your moments with Loverboy
Ever wondered how love tastes? Loverboy has you covered
Love at first sip: Experience romance with every bubble of Loverboy
Sip, savor and love: Discover Loveryboy's unique flavors
Romance on your lips: Loverboy seltzer's love-filled sips
Crafting love stories in every can: Loverboy's spritz passion
Cheers to love: Loverboy's celebration of romance
Raise a glass to Loverboy's unique flavors
Loverboy cocktails: Where taste meets temptation
Sip and sway: Loverboy espresso set the mood

TAGLINES

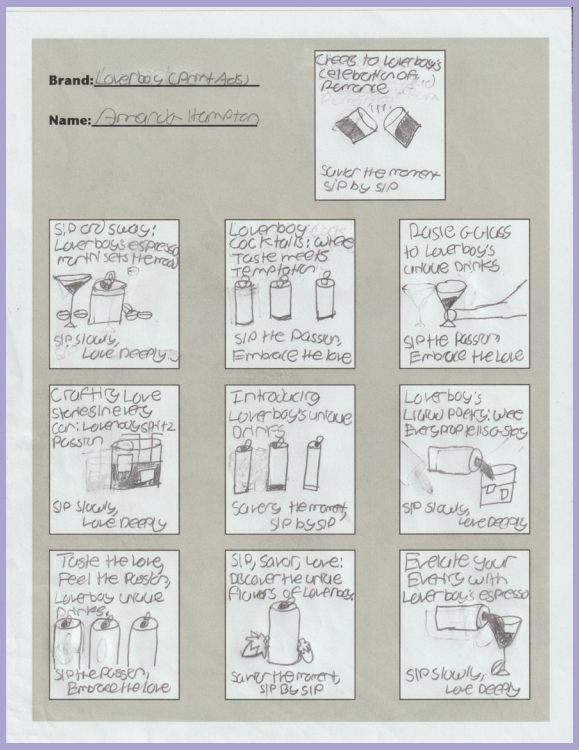
Love comes in many flavors
Love at first sip
Sparks will fly
Crack open love
Taste love
Flavors to make your 20s more bearable
Drink your heart out
Find love in every flavor. Find love in Loverboy
A drink to make finding love easier
Sip into love
Find meanings in the loving experience
Life is better for lovers
Love is in the air
Nothing is better than love
The others don't love you the same.
(With) Love, Loverboy.
You're gonna love it.
Unique flavors you'll Love.
Love at first drink
Listen to love (crack)
Sip Into Love
Sip, Sparkle, Loverboy
Love with every sip
Every sip blossoms into love
Love is in the air with loverboy
A taste of true romance
Sip the passion, embrace the love
Stirring hearts and cocktails alike
Savor the moment, sip by sip
Sip slowly, love deep



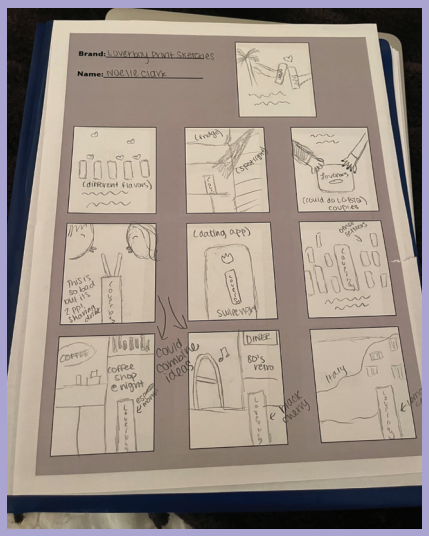
THUMBNAILS

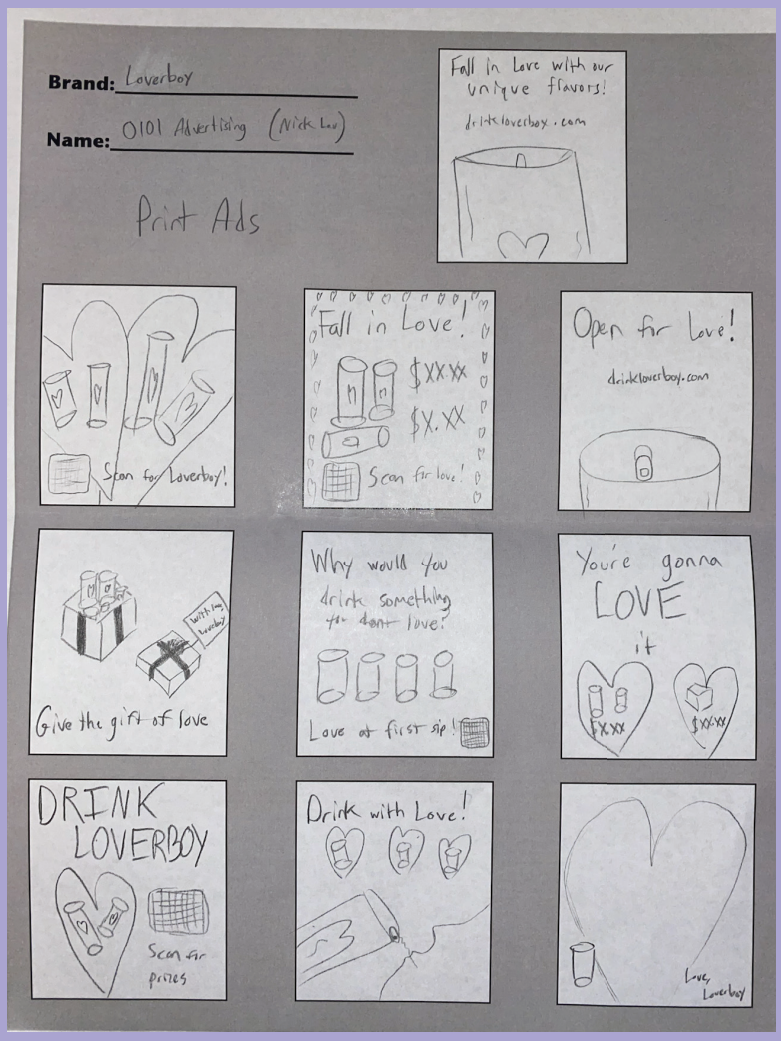

Loverboy
0101 Advertising
Print Thumbnails
LOVE IN THE CITY
LOVE ON ICE
LOVE IN ART


FALL IN LOVE WITH ESPRESSO MARTINI
FALL IN LOVE
FALL IN LOVE FALL IN LOVE FALL IN LOVE
MEET YOUR SOULMATE
TASTE love
LOVE TASTES LIKE...
YOU'RE GONNA WANNA SWIPE RIGHT.
Loverboy make loving easy.
CRACK OPEN love
LOVE COMES IN many flavors.


Brand: Loverboy (Print Ads)
Name: Amanda Hamaker
Cheers to Loverboy's celebration of Romance
Savor the moment SIP by SIP
SIP and sway: Loverboy's espresso martini sets the mood
Loverboy cocktails: where taste meets temptation
Raise glasses to Loverboy's unique drinks
SIP the Passion Embrace the love
Crafting Love Stories in every can: Loverboy's Spirit of Passion
Introducing Loverboy's unique drinks
Loverboy's liquid hearts: where every sip tells a story
SIP slowly, Love deeply
Taste the love, Feel the Passion, Loverboy unique drinks
SIP, savor, love: Discover the unique flavors of Loverboy
Evelate your Evening with Loverboy's espresso
SIP slowly, Love deeply

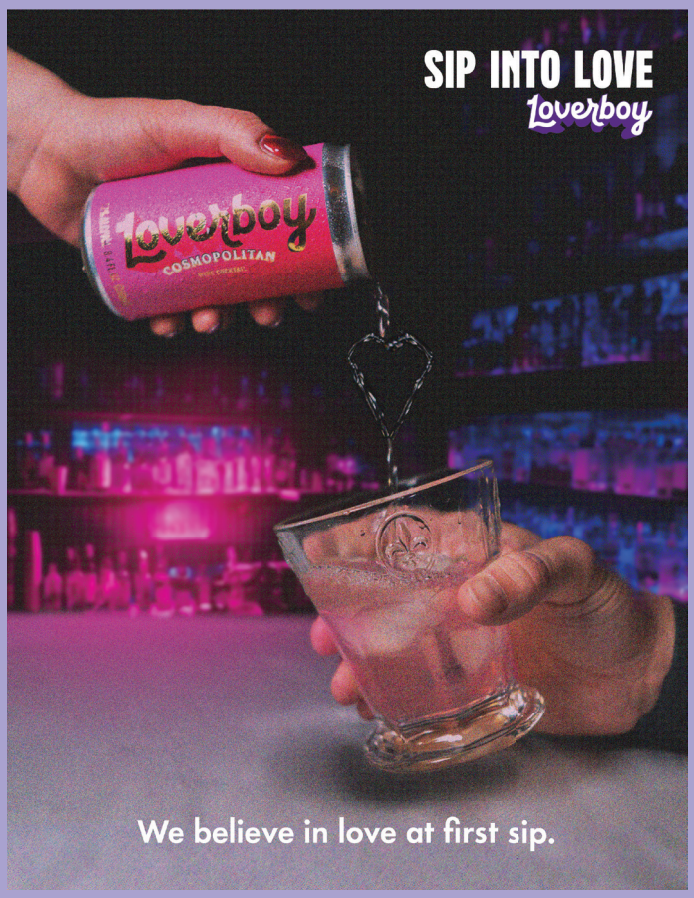

Brand: Loverboy
LOVE is in the air.
Iced tea Lemonade
logo
LOVE is in the air.
Baby copy & tagline
What is LOVE
LOVE is in the air
Lover body
logo


Brand: Loverboy Print Sketches
Name: Noelle Clark
(different flavors)
(coating ads)
SUMMERBOY
COFFEE
coffee crisp evening
DINNER
80's retro
Drink Loverboy


Brand: Loverboy
Name: 0101 Advertising (Nick Lee)
Print Ads
Fall in Love with our unique flavors!
drinkloverboy.com
Scan for Loverboy!
Fall in Love!
$XXX
$X.XX
Scan for love!
Open for Love!
drinkloverboy.com
Give the gift of love
Why would you drink something to don't love!
Love at first sip!
You're gonna LOVE it
$XXX
$XXX
DRINK LOVERBOY
Scan for prizes
Drink with Love!
Love, Loverboy

PRINT ADS


SIP INTO LOVE
Loverboy
Loverboy
ESPRESSO MARTINI
Ever heard of soulmates? We have.


SIP INTO LOVE
Loverboy
Loverboy
COSMOPOLITAN
We believe in love at first sip.


SIP INTO LOVE
Loverboy
Loverboy
SPRITZ
Don't be afraid to pour your
heart out on the first date.

PRINT AD MOCK-UPS







RATIONALE

Our creative team crafted three captivating print ads designed to showcase the exceptional and unique flavors of Loverboy, each complemented by a social element that underscores the brand's commitment to shared experiences.

In the Cosmopolitan ad, Loverboy takes center stage in an upscale and chic bar setting. The drink is elegantly presented, exuding sophistication and style. The atmosphere radiates with a sense of refinement, perfectly mirroring the cosmopolitan character of the beverage. The infusion of a grainy texture, inspired by the recent trend of film filters and cameras, adds a touch of warmth to the visual, inviting consumers to immerse themselves in the moment.

Moving on to the Espresso Martini ad, the urban cityscape sets the stage for sophistication . The Loverboy drink is integrated into the bustling city scene, creating a visual narrative that captures the pulse and excitement of urban life. The grainy texture not only adds quality to the ad but also aligns with the brand's commitment to staying on-trend and innovative.

The third ad features the pineapple hibiscus drink against a mesmerizing starry night scene, enhancing the drink's allure with a soft purple hue. The tranquil setting harmonizes with the flavor profile, creating an ethereal and enchanting ambiance. The grainy texture in this visual not only adds a touch of whimsy but also connects with the romantic and dreamlike quality of the scene.

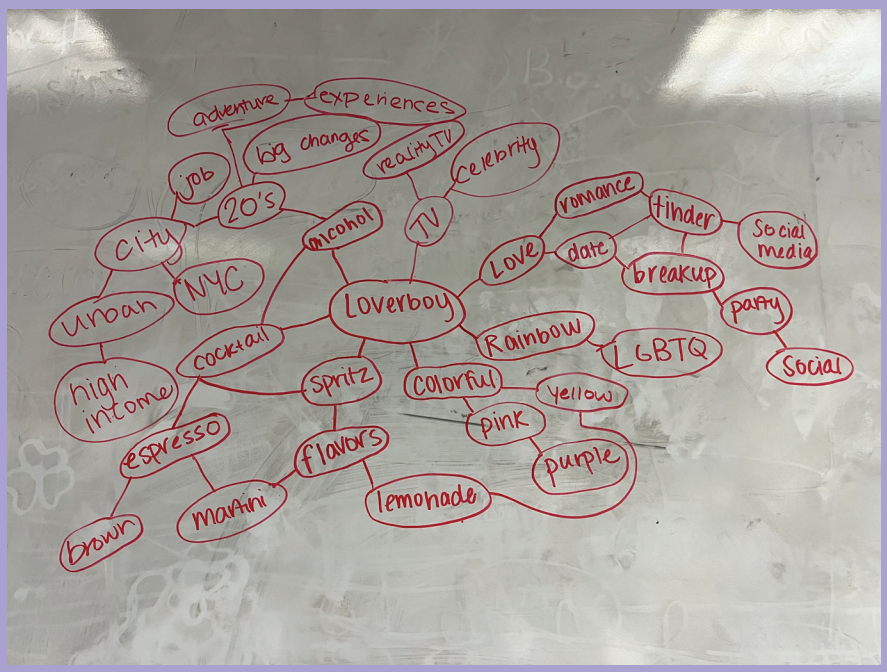
A consistent theme across all visuals is the incorporation of one person holding the Loverboy drink and another holding the cup, emphasizing the social enjoyment and shared moments that the brand embodies. This execution not only resonates with contemporary trends but also underlines Loverboy's philosophy of fostering connections and creating memorable experiences.

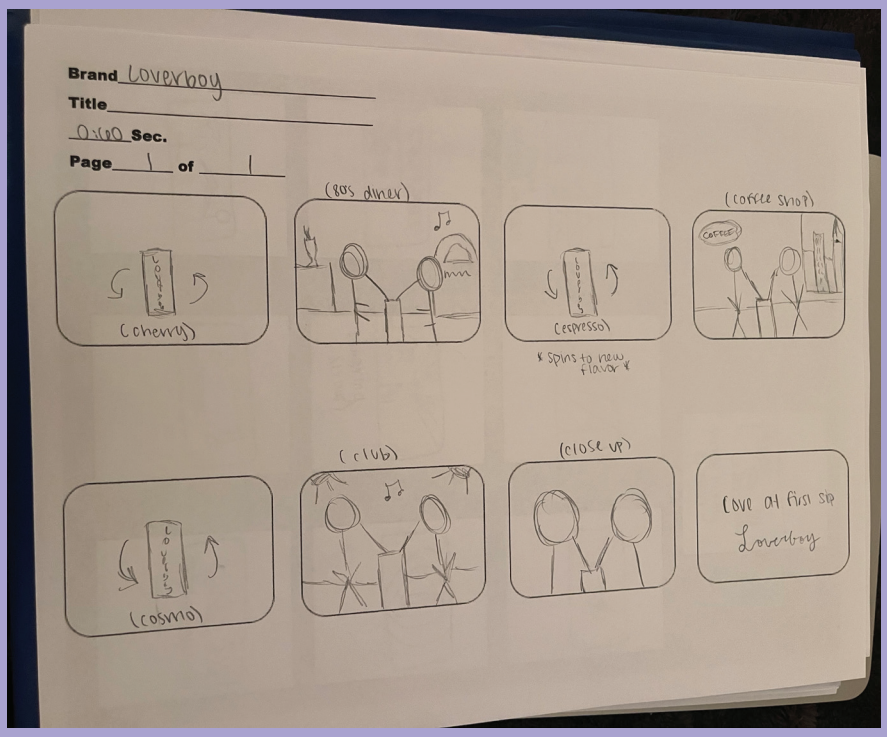
To reinforce branding cohesion and add a subtle touch of romance, each ad features a heart-shaped water element. This not only ties the visuals together but also serves as a visual metaphor for falling in love with Loverboy's unique and delightful flavors. The heart-shaped water element becomes a symbolic thread running through the campaign, reinforcing the brand's commitment to capturing hearts and taste buds alike.

SECTION 04

TV

BRAINSTORMING + STORYBOARD





SCRIPT

Client: Loverboy
Title: Sip Into Love, A Modern Love Story
Length: 30 seconds

FADE IN ECU SPINNING COSMO CU COSMO AT THE BAR, DISCO LIGHTS IN THE BACKGROUND	**SOUND FX:** FUNKY CLUB MUSIC THROUGHOUT SCENE ONE
SCENE ONE CU NICK AND CHLOE TALK AT THE BAR CU NICK SIGNALS FOR ANOTHER DRINK ECU NICK AND CHLOE CHEERS COSMOS	**VO:** LOVE CAN START ANYWHERE.
ECU SPINNING PINEAPPLE HIBISCUS CU PINEAPPLE HIBISCUS AT AN ARCADE, NEON LIGHTS IN THE BACKGROUND	**SOUND FX:** FUNKY BACKGROUND MUSIC THROUGHOUT SCENE TWO
SCENE TWO MS NICK AND CHLOE GO INTO A PHOTO BOOTH ECU MONTAGE OF PHOTOS OF NICK AND CHLOE IN THE PHOTO BOOTH	**SOUND FX:** CAMERA SHUTTER CLICKING **VO:** OFTEN, WHEN YOU LEAST EXPECT IT.
ECU SPINNING BLUEBERRY LEMON CU BLUEBERRY LEMON IN A PICNIC SETTING, BASKET FULL OF LOVERBOYS IN THE BACKGROUND	**SOUND FX:** UPLIFTING MUSIC THROUGHOUT SCENE THREE
SCENE THREE CU NICK AND CHLOE FACE A SCENIC VIEW MS NICK AND CHLOE EACH PUT A STRAW INTO THE CAN	**VO:** LOVE IS MADE OF MANY THINGS – ADVENTURES, LAUGHTER, GROWTH…
ECU NICK AND CHLOE SIP TOGETHER	**SOUND FX:** BEAT COMES IN, *SANCTUARY* BY JOJI PLAYS THROUGHOUT THE REST OF THE COMMERCIAL
ECU SPINNING ESPRESSO MARTINI CU ESPRESSO MARTINI ON A ROOFTOP AT NIGHT, CITY LIGHTS IN THE BACKGROUND	**VO:** AND YOU NEVER KNOW WHEN THE SPARKS MIGHT FLY.
SCENE 4 MS NICK OFFERING CHLOE ESPRESSO MARTINI ON ONE KNEE WHILE SHE STANDS AND LOOKS OUT AT THE CITY CU CHLOE COVERS HER MOUTH IN EXCITEMENT PAN UP: FIREWORKS IN THE SKY CLOSE WITH **KEY FRAME** – 3 LOVERBOYS ON A ROOFTOP AT NIGHT WITH THE TAGLINE ‘SIP INTO LOVE’ AND THE LOVERBOY LOGO TO THE LEFT, FIREWORKS IN THE BACKGROUND	
FADE TO BLACK	**SOUND FX:** FADE OUT

KEY FRAME



RATIONALE

In brainstorming TV commercial ideas for Loverboy, we aimed to showcase the diverse flavors the brand offers: Cosmopolitan, Espresso Martini, Blueberry Lemon, and Pineapple Hibiscus. Each drink, distinguished by unique colors and styles, was planned to be featured in their respective settings to convey each drink's personality.

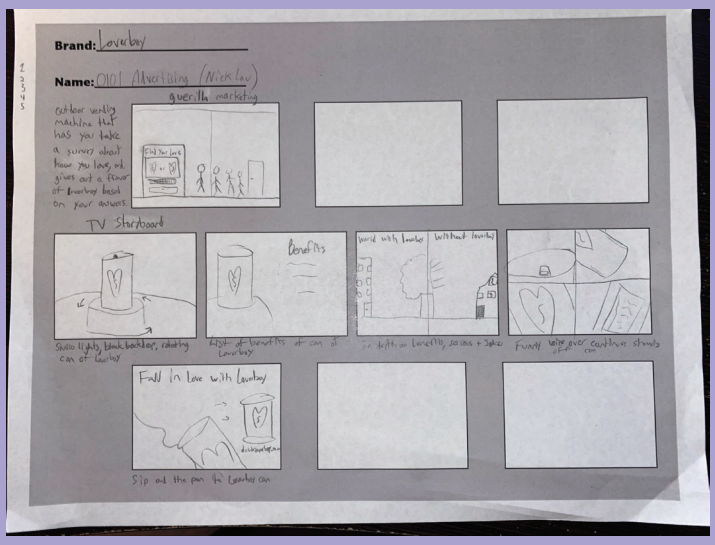
The Espresso Martini, being the darkest and strongest, found its place in a night setting on a rooftop, creating a sophisticated ambiance that aligns with its robust character. In contrast, the Cosmopolitan, symbolizing socialization and inclusivity, was envisioned in a vibrant bar setting with two individuals engaging in conversation and enjoying the drink. For the Blueberry Lemon, we selected an arcade setting to evoke a sense of joy and playfulness, aligning with the drink's lively colors. Lastly, the peaceful purple hue of the Pineapple Hibiscus inspired a "picnic under sunset" scene, highlighting the drink's calming nature against a backdrop of natural beauty.

In terms of post production, we planned to do spinning to make the transitions seamless with the scene it correlates to. Audio wise, we used the instrumental of Sanctuary by Joji for most of the ad as it provides a smooth calm beat that builds up to the climax scene. We then added specific lyrics from the song that happens during the beat drop. The lyrics state "if you've been waiting, for falling in love, babe you don't have to wait on me," as it adds a dramatic effect to our climax scene. For our voiceover, we wanted to express a deeper meaning to each scene and it is essentially describing the stages of falling in love between our two characters. It talks about how love can be unexpected and the characteristics of falling in love. Each line correlates with its perspective scene and delivers an impactful final line followed by the lyrics of Sanctuary starting to play.

By presenting each flavor in a setting that complements its unique attributes, the TV commercial aims to not only showcase the product range but also create a visual and emotional connection with the audience, inviting them to explore and savor the diverse experiences offered by Loverboy.

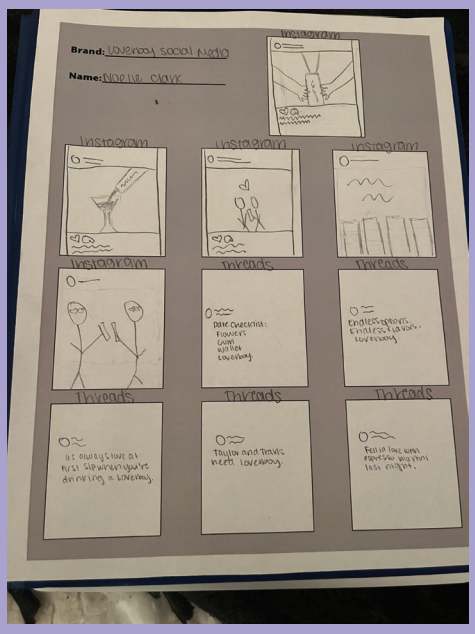
SECTION 05
SOCIAL MEDIA

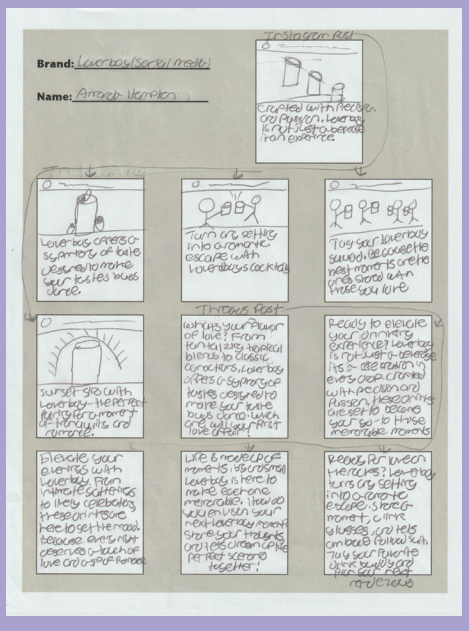
INSTAGRAM THUMBNAILS

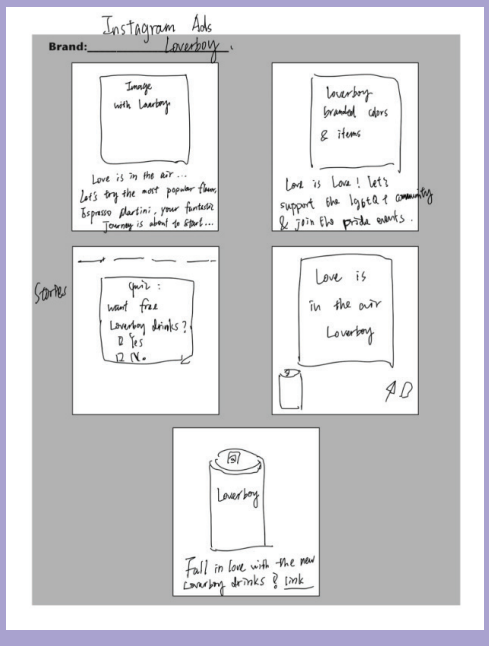






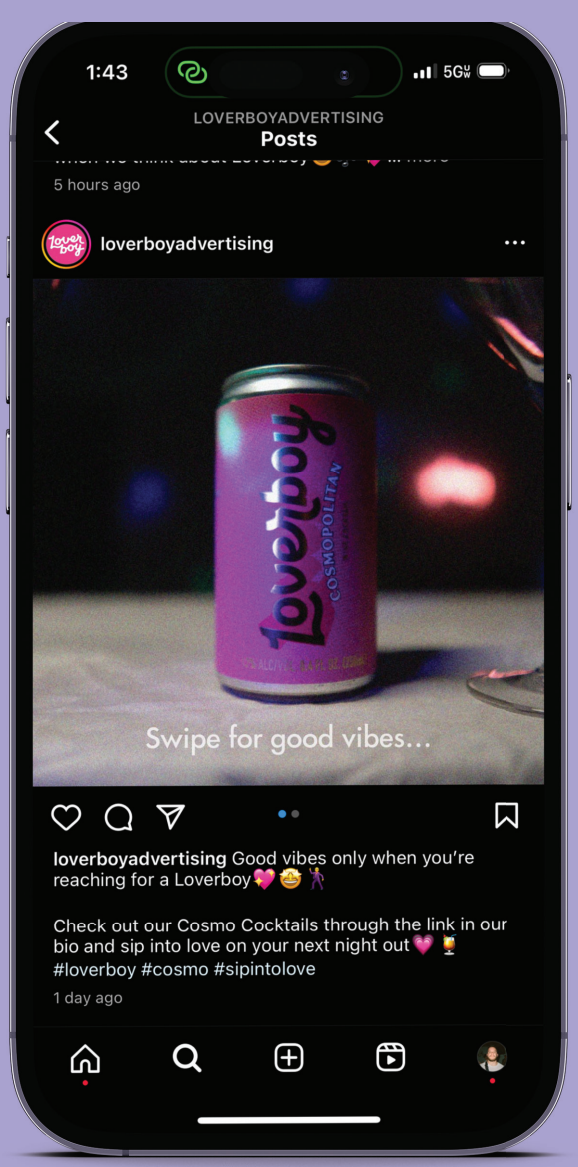


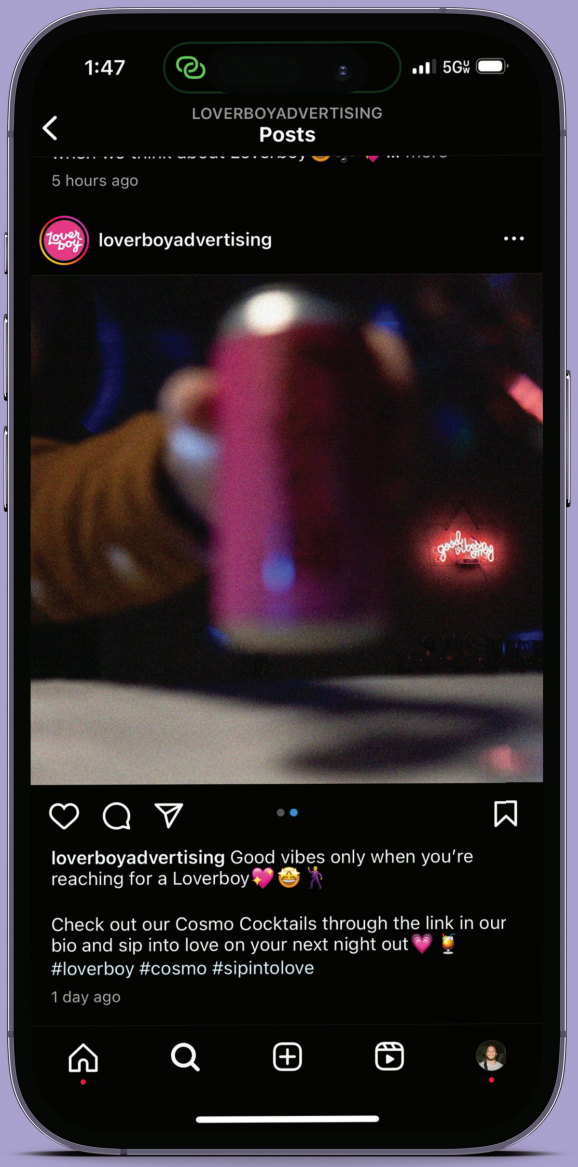




INSTAGRAM MOCKUPS

Carousel Post





INSTAGRAM MOCKUPS

Story

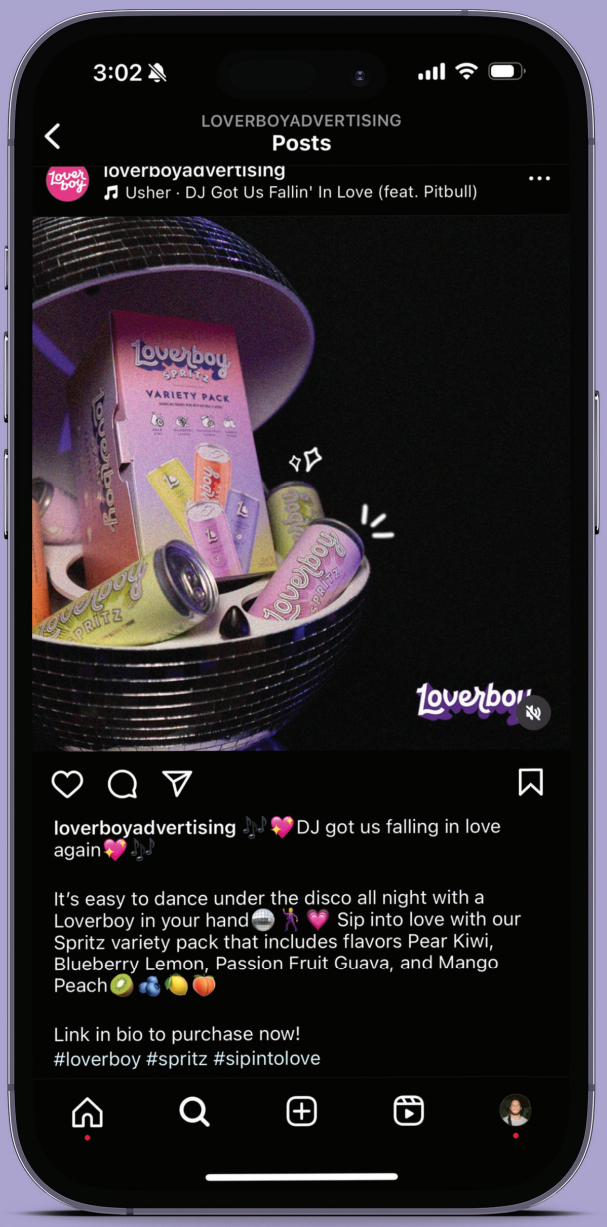


Interactive Filter



INSTAGRAM MOCKUPS

Post



Reel



INSTAGRAM RATIONALE

We chose Instagram as one of the social media platforms to advertise Loverboy on because their target market very closely aligns with ours. The app is most popular with 25-34 year olds who reside in urban areas which fits the audience we are advertising towards with Loverboy. Instagram is one of the most popular social media platforms that almost every brand is on, so if you are not advertising on Instagram, you are already behind. We also wanted to take advantage of the fact that Instagram has 8 different types of ways for brands to advertise. We chose to do a post, carousel post, story, filter, and reel.

One of the most distinguishable features of Instagram is that it is a photo based app that allows users to get really creative with their photography. We decided to do a high quality photoshoot of Loverboy inside of a disco ball for our post. It highlights the different flavors in the variety Spritz pack in a unique way that still fits our theme of finding love in your 20's and going out.

For our carousel, we used another set of high quality photos that highlight the Cosmopolitan cocktail. As you are swiping through the photos, you can see a hand reaching for the can. The next photo shows the can out of focus with a neon sign in the background that reads "good vibes only," which makes the scene feel like a nightclub.

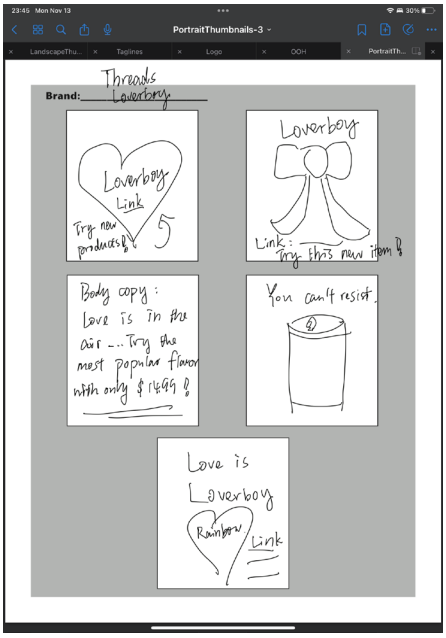
Our story is another high quality photo of the Cosmopolitan flavor with comical copy that relates to dating and going out and uses wording and language that is popular amongst our target market such as "pov" and "wyd" (what you doing).

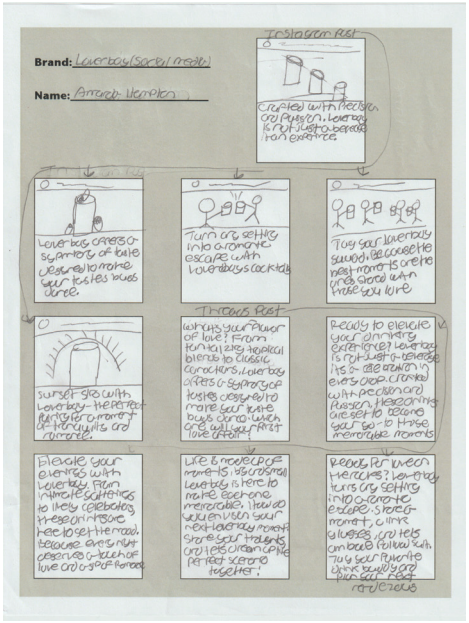
We created a filter that shows users which flavor of Loverboy they would be. The filter is interactive and shareable, with the brand's logo on it and scans users face flipping through each flavor until it lands on one making that flavor unique to them.

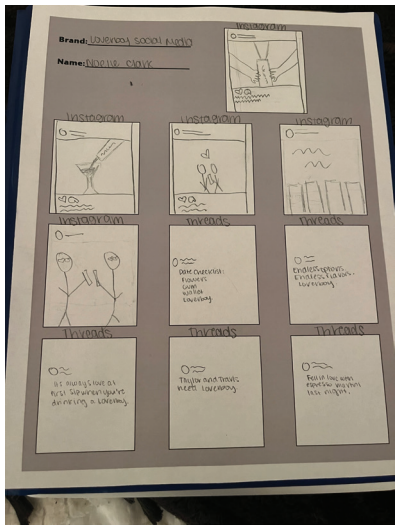
Lastly, we used high quality videos highlighting a mix of different flavors for our reel with a romantic song playing in the background, "Take My Breath Away". That song has been very popular on social media and our target market, especially with the release of Top Gun: Maverick (2022). The videos vary from close ups of the can, two hands reaching for it, putting straws in the can, and unique lighting reflecting off of its packaging.

The copy of the post / carousel / reel includes our tagline "Sip into Love" and relates back to our idea of dating in your 20's and the unique flavors Loverboy offers. They also all include a call to action for where users can purchase our drink and a variety of emojis unique to the Loverboy brand.

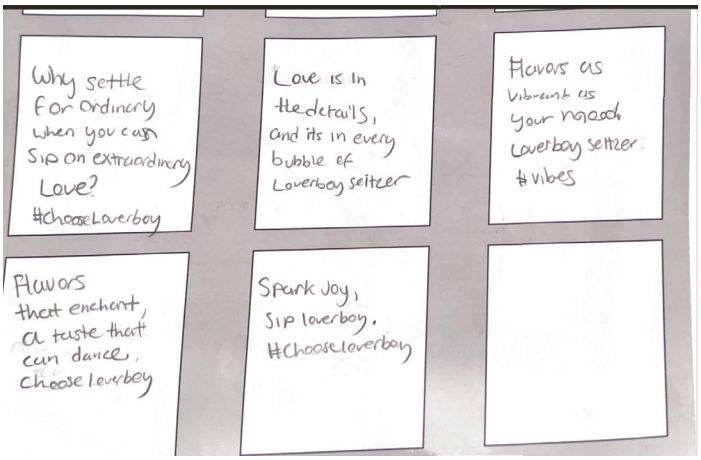
THREADS THUMBNAILS

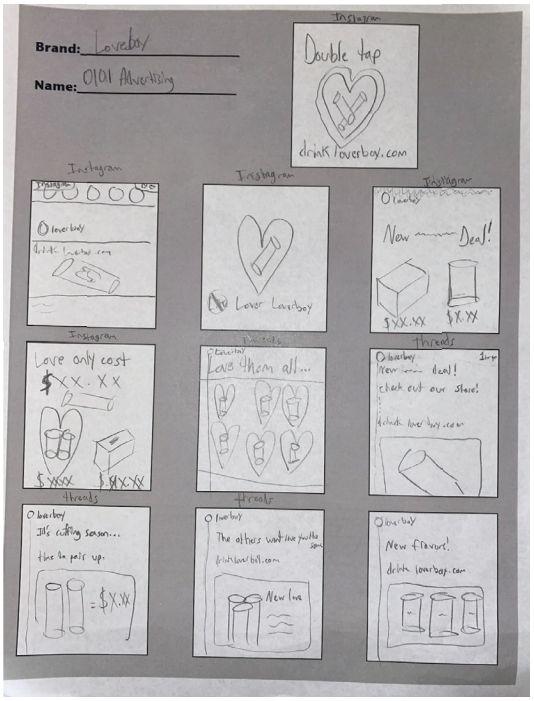




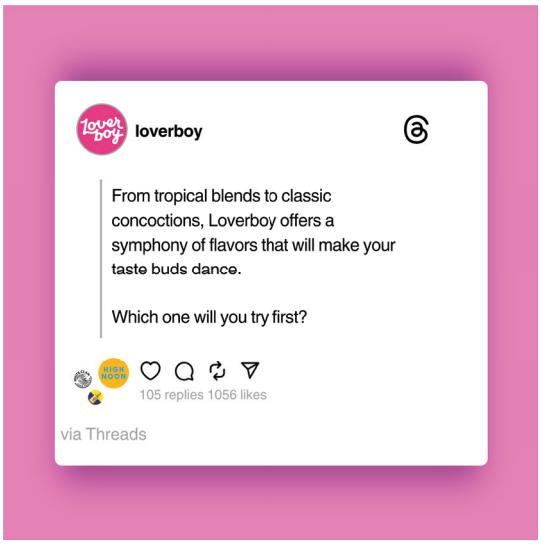


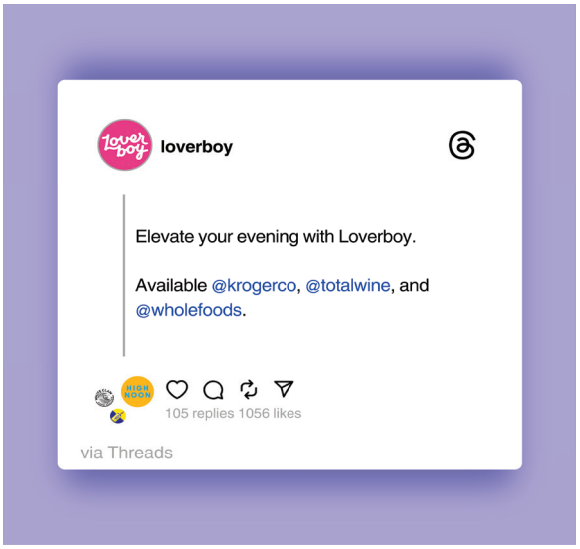


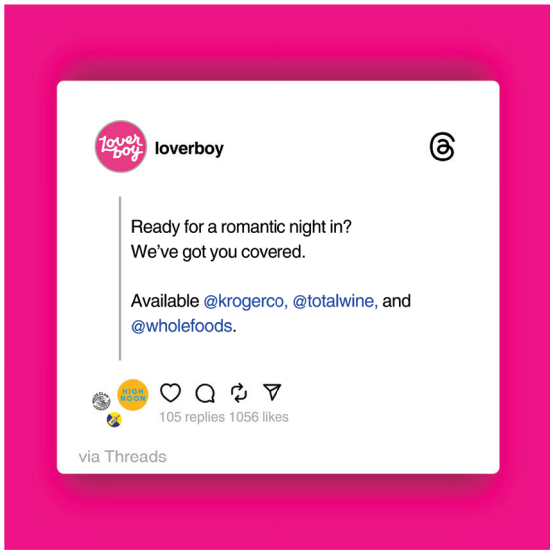


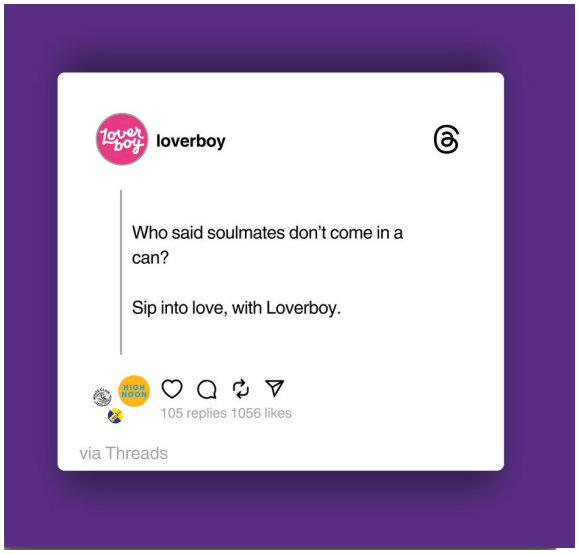


THREADS MOCKUPS











THREADS RATIONALE

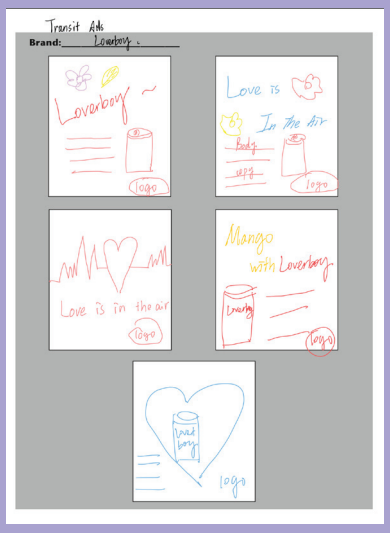
Meta's Threads, introduced as a dynamic alternative to Twitter following significant transformations in early 2023, has rapidly gained popularity among users migrating from Instagram and Facebook. As Nicola Agius (2023) noted, Threads is recognized as the "Instagram of text-based conversations", with more than 100 million people signing up since its launch. Because the app is so new, it has the potential to take off and become one of the leading social media platforms, especially because of its relation to Instagram and how similar it is to Twitter, which has now gone downhill because of its rebrand to X.

Our Thread captions were focused around the feelings of love that Loverboy gives its customers, changing even a simple evening of cooking dinner into an excited night in. We also decided to incorporate our 5 branded colors into the ads to add more spice to the plain text, and the ads include short introductions and strong call to actions. These ads keep up with the playful and fun tone we were striving for with our campaign and give the brand more personality which can lead to customer loyalty.

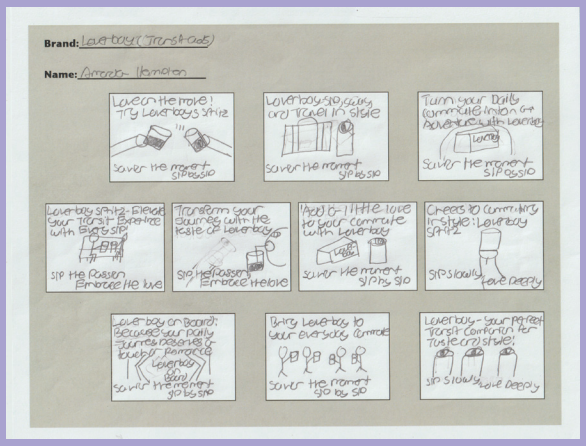


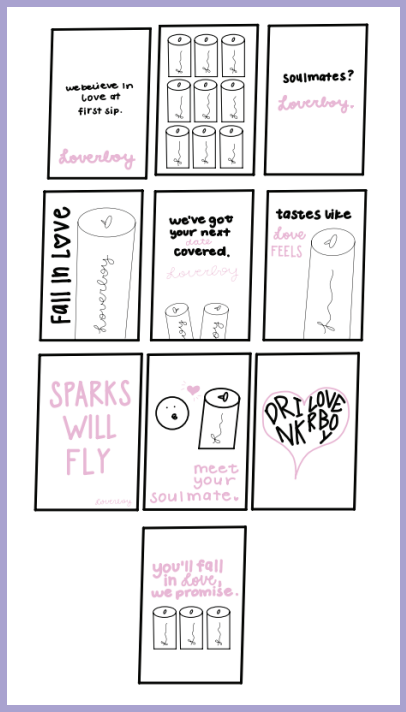
SECTION 06
OUT OF HOME

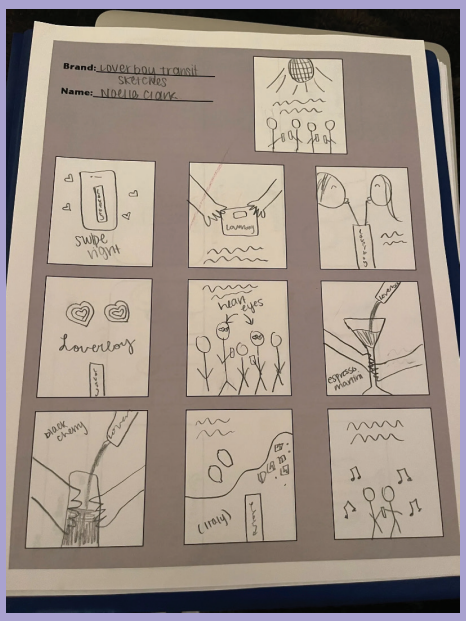
TRANSIT THUMBNAILS

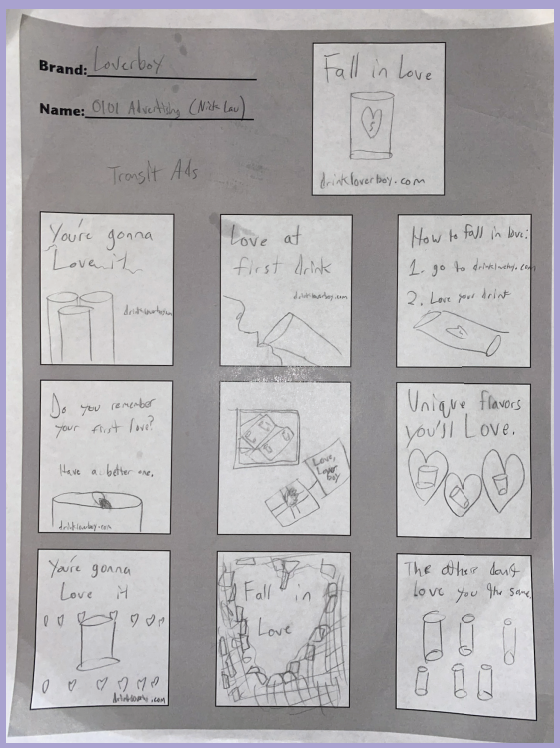


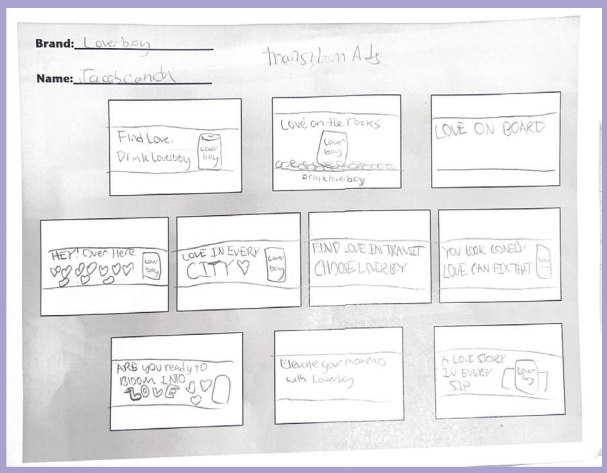












TRANSIT AD + MOCKUP





TRANSIT RATIONALE

When strategically placing our transit ad, our primary goal was to select a location that would not only maximize exposure but also effectively capture the attention of our target audience. Opting for a bus stop offered two advantages, as it ensured visibility not only to bus commuters but also to the bustling crowd of pedestrians in urban areas.

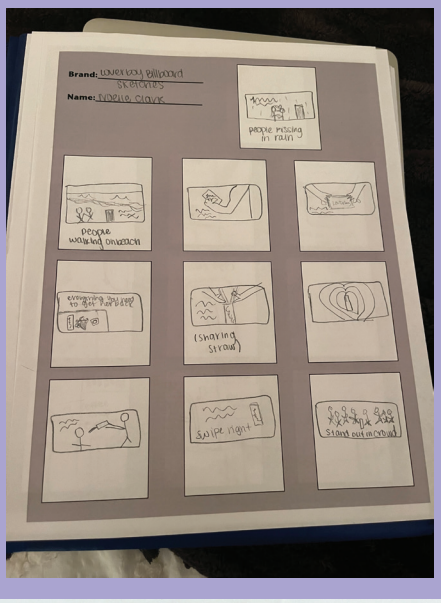
In conceptualizing the content of our transit ad, we sought to encapsulate the quintessential urban experience. The central theme revolved around the ordinary yet relatable scenario of an individual finishing their workday, preparing a meal, and indulging in a serene evening at home. This narrative was carefully woven into the visual elements of the ad to resonate with the daily lives of our audience. The background is blurred to highlight the Loverboy can, but it still provides plenty of context to the viewers.

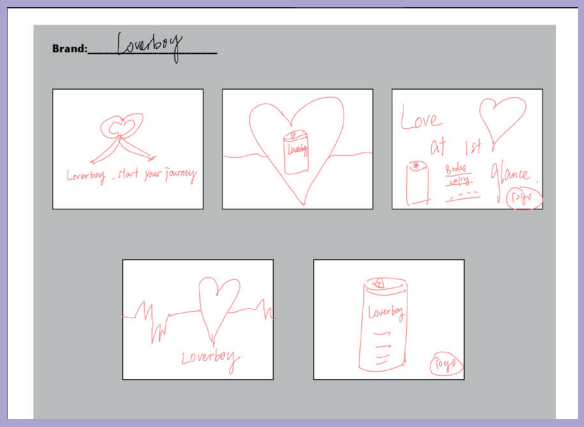
To maintain a cohesive and consistent design, we deliberately integrated a grainy texture into the final deliverable. This not only added a modern touch but also conveyed a sense of realism, further enhancing the relatability of the ad. The choice of a warm yellow background played a crucial role in creating an inviting visual ambiance. It was selected to evoke a feeling of intimacy, mirroring the comforting scenes of domestic life and reinforcing the emotional connection with the audience.

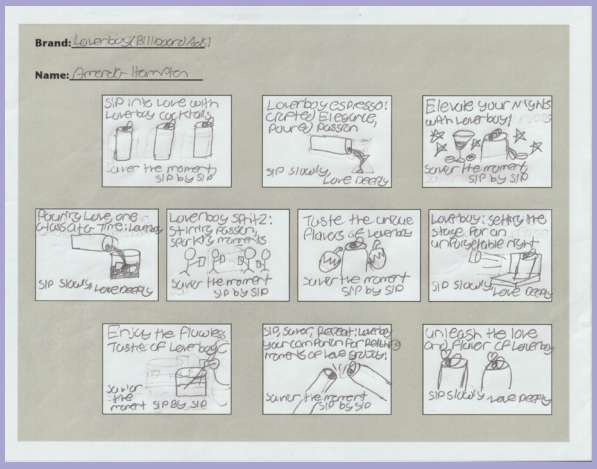
By carefully considering every design element, from color choices to textual nuances, our transit ad not only seeks to capture attention but also to establish a memorable and positive association with our brand in the minds of our target demographic.



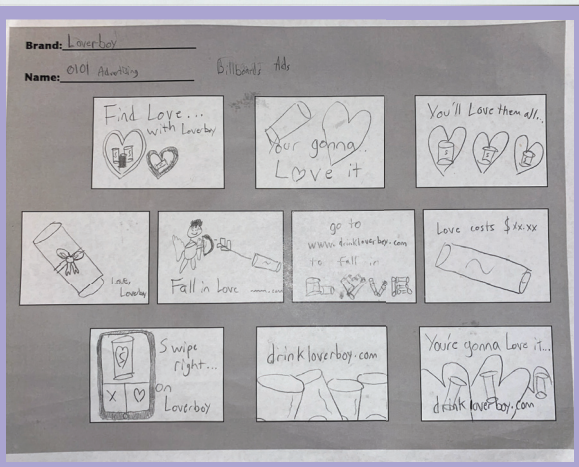
BILLBOARD THUMBNAILS



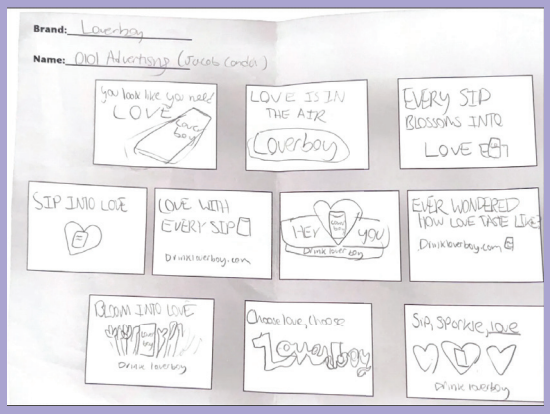






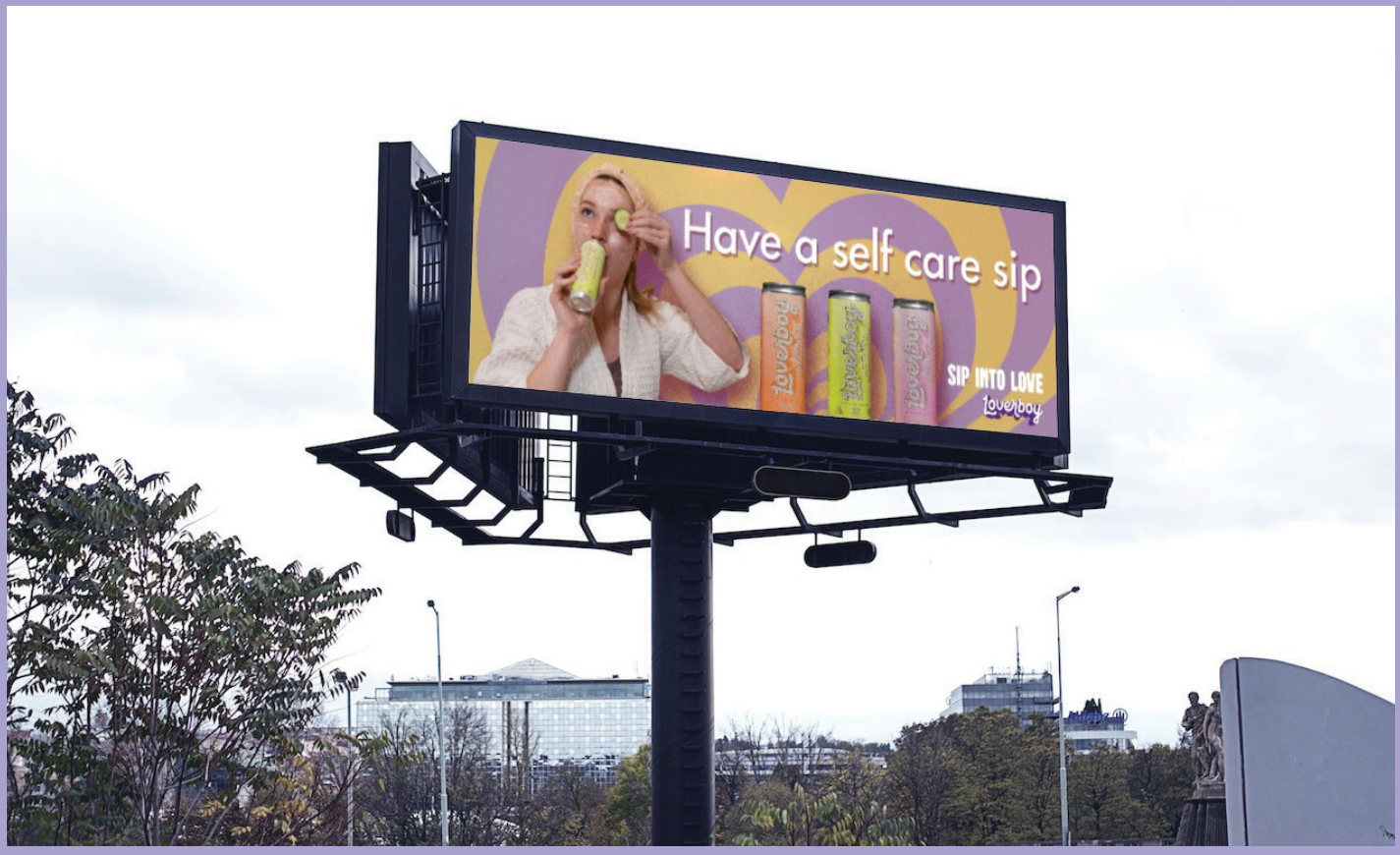






BILLBOARD AD + MOCKUP





BILLBOARD RATIONALE

In conceptualizing ideas for the Out-of-Home billboard ad, the central theme of "self-care" was chosen to resonate with our primary target audience—financially stable adults seeking ways to enhance self-love. To visually capture this concept, we opted for a spa theme, depicting a woman wearing a facemask and enjoying a Loverboy can in a bathtub.

Given the medium of a billboard, where attention-grabbing visuals are crucial, we strategically selected bright yellow and purple as our primary colors to maximize visibility. The woman in the spa setting stands out against this vibrant backdrop, creating a visually appealing and memorable image.

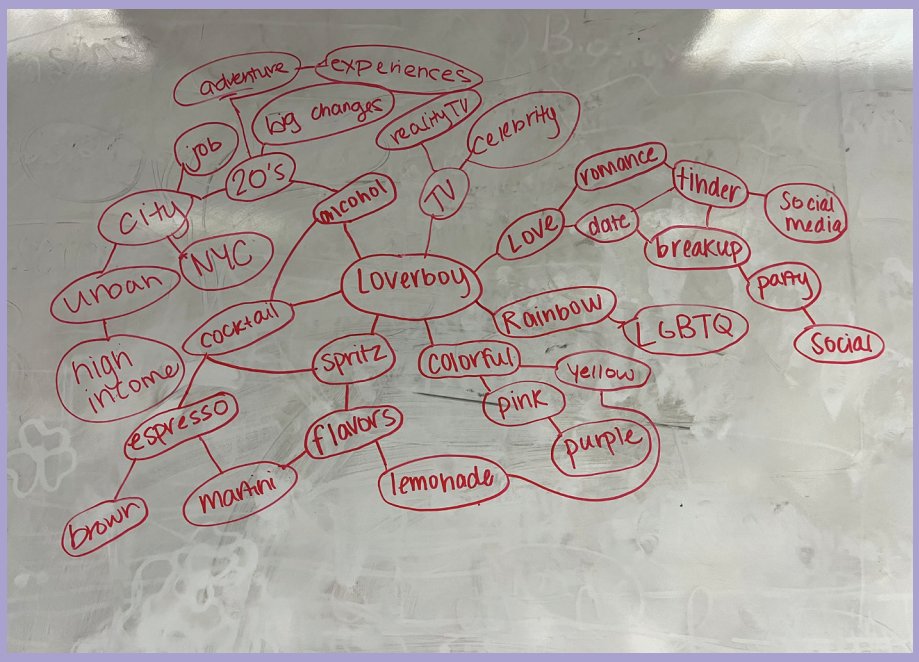
To convey the message succinctly, we placed the body copy at the center with a concise five-word phrase: "Have a self-care sip." This minimalist approach ensures that passersby can quickly grasp the essence of the advertisement, encouraging them to consider Loverboy as a refreshing and indulgent addition to their self-care routine. Overall, the combination of striking visuals and a concise message aims to leave a lasting impression on our target audience.

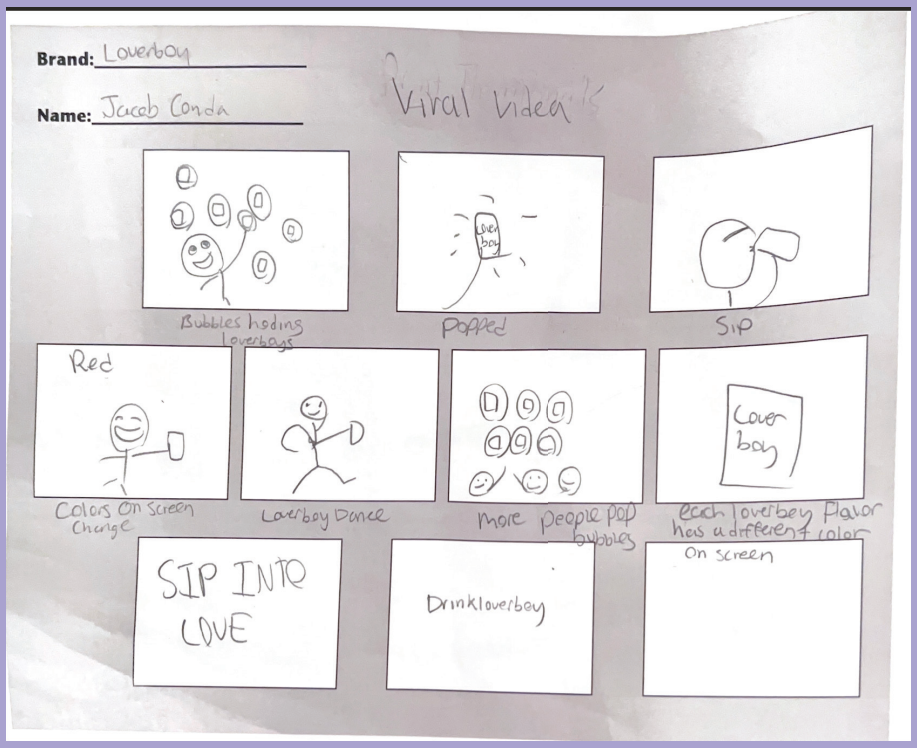


SECTION 07

VIRAL VIDEO

BRAINSTORMING + STORYBOARD





SCRIPT

Viral Video Script

CU HIGH NOON ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … HIGH NOON"	
CU GIRL APPEARS, FLOATING OVER THE HIGH NOON	**GIRL**: *POORLY SINGING* "TOTAL ECLIPSE OF THE HEART" BY BONNIE TYLER
CU TWISTED TEA ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … TWISTED TEA"	
CU BOY APPEARS, FLOATING OVER THE TWISTED TEA	**BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU GIRL APPEARS AGAIN, SHAKING HER HEAD NEGATIVELY	**BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU DEVIL'S BACKBONE SMASH ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … DEVIL'S BACKBONE SMASH"	
CU A NEW BOY APPEARS, FLOATING OVER THE DEVIL'S BACKBONE	**NEW BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU LOVERBOY ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … LOVERBOY"	
CU CHORAL TEACHER APPEARS, FLOATS OVER THE LOVERBOY, APPEARS TO BE IN AWE OF SINGING	**SOUND FX:** BEAUTIFUL CHOIR BEGINS TO SING "TOTAL ECLIPSE OF THE HEART"
CU ANOTHER NEW BOY APPEARS, FLOATING OVER THE LOVERBOY	**ANOTHER NEW BOY**: CONTINUES TO SING "TOTAL ECLIPSE OF THE HEART" BEAUTIFULLY

KEY FRAME



RATIONALE

In the world of TikTok, attention spans are fleeting – so, we chose to use a popular trend to advertise our product. We styled our TikTok in an "attack" style with a CapCut template from the movie Diary of a Wimpy Kid which features a buildup of terrible singing and ends with the main character singing in an angelic voice. The awful singing was voiced over competitors' drinks, and talented singing voiced over Loverboy's spot on the grocery store shelf. The companies we attacked were High Noon, Twisted Tea and Devils Backbone which are a part of Loverboys main competition in the market. The template has over 600 thousand uses and gets significant engagement throughout Tiktok users. The build up allows users to be engaged throughout the video waiting to see what drink comes out on top of the others.

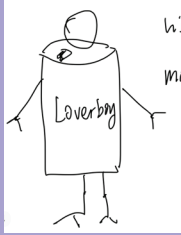
SECTION 08

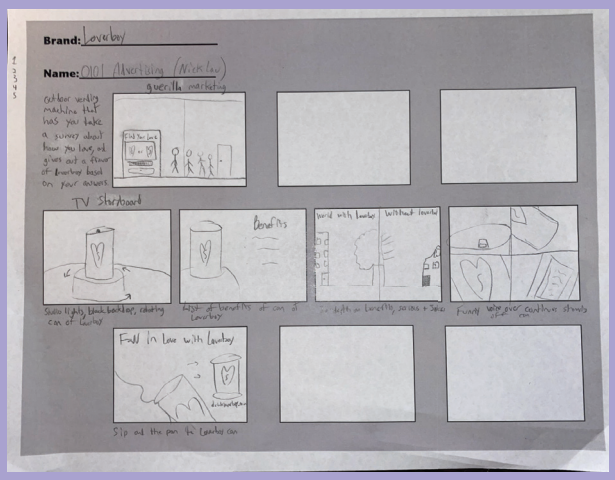
GUERILLA MARKETING

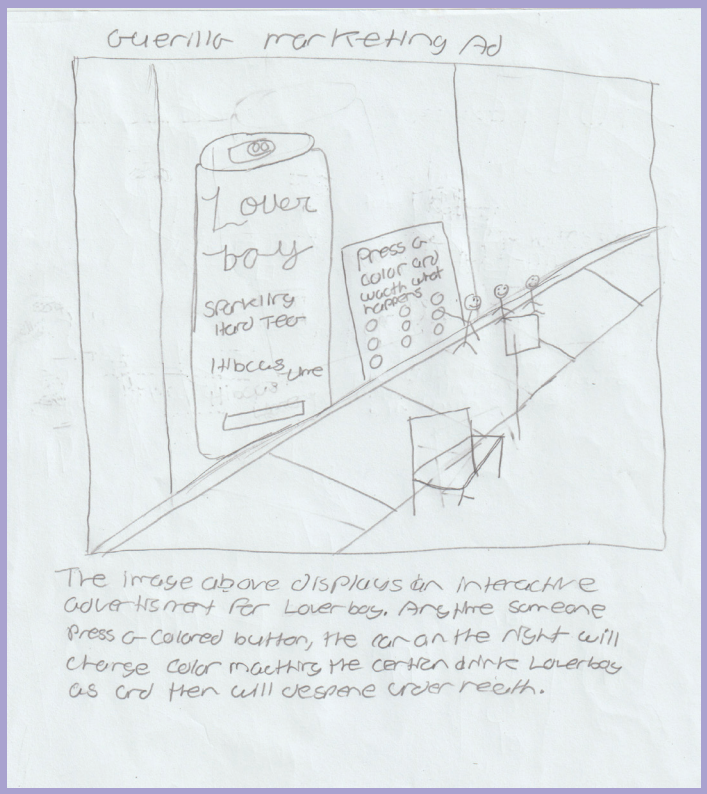
THUMBNAILS

GM Plan:

Having a person wearing the Loverboy costume and walk on a crowded road in NYC. Interacting with strangers and ask questions about their mood. Hand out some sample drinks to them while talking, and this is going to last for a week.







The image above displays an interactive advertisment for Loverboy. Anytime someone press a colored button, the bar on the right will change color matching the certain drink Loverboy as and then will despense under neath.

MOCKUPS


CLUB Loverboy
Loverboy SPRITZ
VARIETY PACK
LA | NY | MIA | VB


Loverboy

RATIONALE

Guerrilla Marketing is all about being creative without spending too much money. We came up with an idea for a medium-sized tent that serves as a mobile bar that only offers Loverboy drinks. We call it “Club Loverboy,” which is a traveling pop up bar that tours: Los Angeles, Miami, New York, and Virginia Beach during the summertime. We picked these cities because this is where our target audience will be present. The tent is inspired by the Loverboy Spritz case showcasing the playful colors and branding that reflects the brand image. Inside the tent, there is a neon bar that serves Loverboy and when you receive the drink, a pamphlet is also distributed with information about Loverboy. The information includes, prices of the drinks, brand story, and where to buy the drink. This allows us to spread awareness about Loverboy and encourages a word-of-mouth reputation throughout the communities visited.

As for budgeting purposes, loverboy has made an estimated revenue of 38 million dollars in revenue since its inception in 2018 (Cucci, 2023). The average cost of guerilla marketing is around $1000 (Linkedin, 2023). For the custom made tent, it would generally cost around $14000 dollars to produce (Lush Banners, n.d). We would then place a custom neon led screen wall on the inside to add that club effect and that would cost roughly $10,000 for the size we need (Refresh LED, n.d). We would then place a custom bar in front of the screen with our logo with an estimated $10,000 (Portable Bar Company, n.d). The total for this guerilla marketing campaign would be around $35000. This is a relatively small investment for the multi million dollar brand and would be very effective in creating an environment where loverboy is able to gain more exposure and brand recognition.



SECTION 09

BRANDED PRODUCT PLACEMENT

SCRIPT

Viral Video Script

CU HIGH NOON ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … HIGH NOON"	
CU GIRL APPEARS, FLOATING OVER THE HIGH NOON	**GIRL**: *POORLY SINGING* "TOTAL ECLIPSE OF THE HEART" BY BONNIE TYLER
CU TWISTED TEA ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … TWISTED TEA"	
CU BOY APPEARS, FLOATING OVER THE TWISTED TEA	**BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU GIRL APPEARS AGAIN, SHAKING HER HEAD NEGATIVELY	**BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU DEVIL'S BACKBONE SMASH ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … DEVIL'S BACKBONE SMASH"	
CU A NEW BOY APPEARS, FLOATING OVER THE DEVIL'S BACKBONE	**NEW BOY**: CONTINUES TO POORLY SING "TOTAL ECLIPSE OF THE HEART"
CU LOVERBOY ON THE GROCERY STORE SHELF, COPY ON SCREEN READS: "GOING TO THE STORE AND BUYING A DRINK BE LIKE … LOVERBOY"	
CU CHORAL TEACHER APPEARS, FLOATS OVER THE LOVERBOY, APPEARS TO BE IN AWE OF SINGING	**SOUND FX:** BEAUTIFUL CHOIR BEGINS TO SING "TOTAL ECLIPSE OF THE HEART"
CU ANOTHER NEW BOY APPEARS, FLOATING OVER THE LOVERBOY	**ANOTHER NEW BOY**: CONTINUES TO SING "TOTAL ECLIPSE OF THE HEART" BEAUTIFULLY

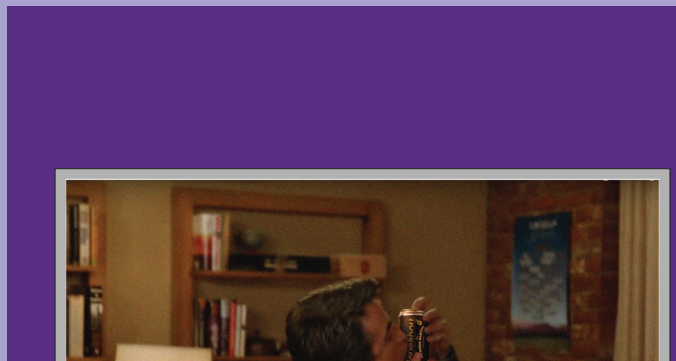
CU JESS EXPLAINS THE RULES OF TRUE AMERICAN	**JESS**: OH, OKAY. SO … IT STARTS OFF, THERE ARE FOUR ZONES, AND ALTERNATE ZONE IS A *CRAAAZY* ZONE …
CU WINSTON HELPS EXPLAIN THE RULES	**WINSTON**: AND THERE'S A TRAIL OF CHAIRS, BUT THE FLOOR IS LAVA!
MS JESS KNEELS IN FRONT OF A TABLE WITH SEVERAL LOVERBOY CANS AND A BOTTLE OF WHISKEY	**JESS**: THIS IS LOVERBOY, IT'S THE SOLDIER OF THE SECRET ORDER. *THIS *MOTIONS TO WHISKEY** IS THE KING OF THE CASTLE.
CU RUSSELL NODS HIS HEAD CU WINSTON CONTINUES TO EXPLAIN THE RULES	**WINSTON**: NOW, REMEMBER – EVERYTHING YOU HEAR IN TRUE AMERICAN IS A LIE … KNOCK ON WOOD.
CU JESS STANDS UP	**JESS**: AND IT STARTS WITH A LOVERBOY TIP OFF! OKAY?
CU RUSSELL REACHES FOR A CAN OF LOVERBOY AND HIS KEYS CU RUSSELL POPS THE CAN WITH HIS KEYS AND IT BEGINS TO SPRAY ON HIM CU RUSSELL SHOTGUNS THE CAN OF LOVERBOY CU NICK LOOKS SHOCKED CU WINSTON LOOKS SHOCKED	**RUSSELL**: OH, THAT I CAN DO. LOVERBOY? SURE. **ALL**: YEAHHH!!!
CU RUSSELL FINISHES THE CAN OF LOVERBOY	**RUSSELL**: THERE'S NO GOING BACK NOW …
CU JESS CLAPPING	**JESS**: ONE … TWO … THREE … FOUR — JFK!
WS ALL STANDING AROUND THE TABLE WITH LOVERBOY AND WHISKEY ON IT CU JESS STANDS ON TABLE, CHUGS LOVERBOY CU WINSTON RUNS THROUGH LIVING ROOM CU NICK STANDS ON TABLE, CHUGS LOVERBOY CU RUSSELL LOOKS CONFUSED, STANDING STILL	**ALL**: FDR! GO, GO, GO, GO! **SCHMIDT**: *FRUSTRATED* RUSSELL … YOU'RE IN THE LAVA, MAN.
CU GROUP CONTINUES TO BE HECTIC IN THE LIVING ROOM WS OUTSIDE OF THE APARTMENT AT NIGHT	**RUSSELL**: I DON'T UNDERSTAND! **JESS**: ABE LINCOLN, GEORGE WASHINGTON … **NICK, SCHMIDT, WINSTON**: CHERRY TREE!

WS ALL STANDING ON DIFFERENT PIECES OF FURNITURE IN THE LIVING ROOM	**NICK**: ALL RIGHT AMERICANS … YOU READY? LET'S DO THE COUNT. ONE … TWO … THREE!
CU RUSSELL PUTS A NUMBER ONE OVER HIS HEAD, LOOKS AROUND THE ROOM	**RUSSELL**: THAT'S ME! **ALL**: YEAHHH!!! RUSSELL!!!
MS JESS STANDS ON A CHAIR	**JESS**: OKAY, REMEMBER … THE GROUND IS LAVA!
WS RUSSELL CLIMBS AROUND ON FURNITURE, CHEERS AND PUMPS FIST	**ALL**: RUSSELL! RUSSELL! RUSSELL!
CU RUSSELL AND NICK CHEER, BOTH HOLDING A CAN OF LOVERBOY	
CU JESS SMILES, JUMPS UP AND DOWN WITH A LOVERBOY IN HER HAND	**JESS**: *SINGING* … THE ONLY THING WE HAVE TO FEAR …
WS ALL CONTINUE TO STAND ON FURNITURE, CHUG LOVERBOY	**ALL**: IS FEAR ITSELF! **NICK**: YEAH! DRINK!
CU NICK CHUGS A LOVERBOY, CRUNCHES HIS CAN	**NICK**: ALL TRASH BELONGS …
WS ALL THROW CANS ACROSS LIVING ROOM CU PILE OF CANS ON THE GROUND	**ALL**: IN THE GRAVEYARD!
CU JESS ON RUSSELL'S BACK, THE TWO STUMBLE AROUND THE LIVING ROOM	**JESS**: JIMMY CARTER … ATOP GROVER CLEVELAND … **RUSSELL**: WHAT NOW?
ECU JESS AND RUSSELL, JESS STILL ON RUSSELL'S BACK	**JESS**: MORE LOVERBOY? **RUSSELL**: MORE LOVERBOY.
END SCENE	

SCENES







RATIONALE

We chose to place Loverboy into a scene of the sitcom, New Girl. New Girl follows the quirky, fun-loving friendships of four roommates: Jess, Nick, Schmidt, and Winston. The show is set in downtown Los Angeles, California and the group is in their late twenties and eventually, early thirties by the end of the series. All four roommates being single, New Girl was the perfect option for our Branded Product Placement because our target audience is financially stable adults in this age range, who are looking to date in big cities.

In several episodes of New Girl, the team can be seen playing 'True American,' a fictional drinking game where the floor is lava, you drink from a bottle of whiskey that's surrounded by beers (in our case, Loverboy!), and the rules, well ... they're a little unclear to the audience.

We chose to use this scene for our Branded Product Placement because there were more than enough opportunities to place Loverboy in the scene, both verbally and visually. The show is popular with adults, mainly women, aged 18 to 49 and includes many references to pop culture and perfectly meshes with our target audience.



SECTION 10
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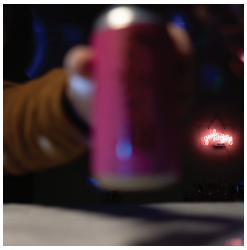
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