



TEAM PRINT ADS

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Product: BeatBox Beverages

Problem to solve: The product is mostly targeted toward women.

USP: Beatbox beverages contain 11.1% alcohol in a environmentally friendly container. It is low-calorie, low-sugar, gluten-free, and it is not expensive.

Idea/Execution: We want to reposition the product so it is more appealing to men.

Many don't want to try BeatBox because it's "a girly drink" (colorful & fruity).

Tagline:

"Keep it sweet tonight, bitter tomorrow"

**HEY BIG GUY,
I KNOW YOU THINK THAT BEER
MAKES YOU LOOK TOUGH, BUT WE
KNOW YOU CHECK YOUR
HOROSCOPES EVERY
MORNING. YOU DON'T
HAVE TO PRETEND
THAT YOU DON'T LIKE
THE TASTE,
WE WON'T TELL.**



BEATBOX

**KEEP IT SWEET TONIGHT,
BITTER TOMORROW**

**REGRETS NEVER TASTED SO
SWEET. MAYBE THAT'S WHY YOU
STICK TO BEER.**



BEATBOX

BEVERAGES

KEEP IT SWEET TONIGHT, BITTER TOMORROW

DID YOU FORGET US ALREADY?

WHO'S THE MAN NOW?



BEATBOX

KEEP IT SWEET TONIGHT, BITTER TOMORROW