



# Campaign Book

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# Campaign Proposal



**Client:** Crush Soda

## **Business Challenge:**

The challenge of promoting Crush in SEC sports is overcoming fan loyalty. Building a unique brand identity, leveraging social media, partnering with influencers and offering exclusive prizes can generate interest and incentivize participation.

**Target Audience:** The target audience for promoting Crush in SEC sports would be 18-25 year olds and Sports Fans, especially those who are active on social media and who are more likely to be adventurous in trying new products.

**Strategy:** Advice

# Campaign Proposal

## **Big Idea:**

The big idea for promoting Crush in SEC sports is to create a distinct brand identity, offering a wider variety of Crush Soda flavors into the entire SEC.

## **Why and How Our Big Idea Works:**

Expanding Crush Soda flavors into the SEC creates a unique experience for fans and differentiates the brand from competitors. Partnering with teams and players and incorporating team colors and logos can drive brand recognition and appeal. The emotional connection to teams can create deeper engagement and loyalty among fans.



# Billboard Ad





# Print Ad



# Social Media Ad



2,100 likes

**crushsoda** Crush the day with the new limited edition SEC Crush Soda can!!

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**abbycandler** Love this!! 😊

**sierralambert** Go Vols!!

1 HOUR AGO



# Video Ad

