



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

CRUSH, SEC, REPEAT



SEC

FIND YOUR FLAVOR.

CRUSH, SEC, REPEAT



SEC

FIND YOUR FLAVOR.

Print Ad



Social Media Ad



 crushsoda 
Knoxville, TN

...



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!!

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1 HOUR AGO

Video Ad

