**﻿campaign notes**

**1. MoonBites – Snacks from the Cosmos**

* **Brand/Product**: A fictional line of space-themed snacks marketed as being "crafted from the elements of the galaxy."
* **Tagline:** "Out of this world, into your hands."
* **Campaign Highlights**:

1. **Commercials**: An astronaut "steals" snacks from an alien spacecraft and brings them back to Earth.
2. **Social Media**: AR filters let users appear to "float" in zero gravity while enjoying MoonBites.
3. **Gimmick**: Limited-edition glow-in-the-dark packaging and fun space trivia on every box.
4. **Event Tie-in**: Collaboration with planetariums for “Stargazing with Snacks” nights.

KPI Goal: 200 impressions.

**2. EcoMends – Sustainable Clothing Repairs**

* **Brand/Product**: A fictional app offering eco-friendly clothing repair and customization services.
* **Tagline**: "Wear it longer, love it harder."
* **Campaign Highlights**:

1. Influencer Collaboration: Eco-conscious influencers share before-and-after stories of clothing repairs.
2. Interactive Billboards: Passersby can scan images of worn-out jeans via AR to see them digitally repaired.
3. Pop-Up Events: Urban repair stations offer free patchwork and customization sessions.
4. Gamified App Feature: Users earn rewards for each repair, tracked on a “Carbon Footprint Saved” leaderboard.

**3. Velox – The Time-Traveling Watch**

* **Brand/Product**: A fictional high-tech wristwatch with imaginary time-traveling abilities.
* **Tagline**: "Don't watch time; own it."
* **Campaign Highlights**:

1. **Teaser Trailer**: Cryptic videos with messages like "What would you change?" hint at time-travel possibilities.
2. **Immersive Experience**: Escape-room-style activations where users solve puzzles across different eras using Velox.
3. **Interactive Website**: Users enter key moments in history to “see” how Velox might have changed the outcome.
4. **AR Experience**: Point your camera at the watch to see a time portal open virtually in your environment.