

C O M 4 8 3 - 1 - 2 0 2 4

CREATIVE CONCEPT

S O F I A W I L L I N E R

C S
S W
A S
M K





COLOR PALETTE

#368C53

#F78618

#EFE064

#EDE3AE

#55443B

FONTS

Name: Geometry Soft Pro Bold C

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Name: Retrorelic Serif Rough

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

GRAPHIC #1

DIVE INTO ANYTIME, ANYWHERE
JAI ALAI IPA



India Pale Ale – Drink Responsibly



GRAPHIC #1



GRAPHIC #1

Description:

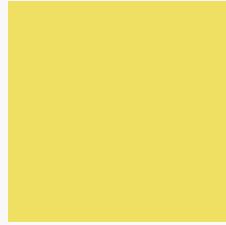
In conceptualizing this advertisement for Jai Alai, we intentionally leaned into the representation of motion through the visual of the splash, evoking a sense of liveliness and action. This resonates with Generation Z, who are drawn to experiences and depictions that reflect high energy, like their lifestyles. By creating this imagery, we created a visual metaphor for the brand to make waves in the beer industry and scene. Minimalism was an important focus in creating this ad as well. The goal was to keep it short, simplistic, and striking to inspire viewers to grab a Jai Alai. Sleek and modern advertisements are on-trend and also deliver a clear message. This choice reflects Gen Z's values of authenticity and directness while having a clean physical appearance. For the final draft, I will include a QR code as our choice of call-to-action.

This poster can be placed around Ybor City, Clearwater Beach, near the Tampa Theatre, Armature Works, St. Pete Beach, etc. These posters can be implemented into the IKE Smart Kiosks that can be found around Downtown Tampa, South Howard, and The Riverwalk to catch the attention of Tampa residents and even visiting beer-drinkers around Tampa.

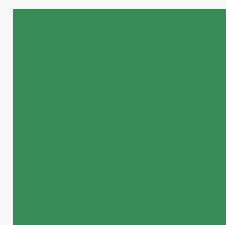
Color Palette and Fonts:



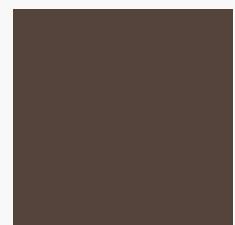
#F78618



#EFE064



#368C53



#55443B

Alba

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m n o p
q r s t u v w x y z

Adobe Clean

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m n o p
q r s t u v w x y z

GRAPHIC #2



364 likes

cigarcitybrewing For the ladies 💁 Come enjoy all Thursday's the best citrusy IPA in town 🍊 Jai Alai INDIA PALE ALE 💚 Buy 1 Get 1 FREE! 🍺 #AnytimeAnywhere



GRAPHIC #2

AD DESCRIPTION:

The goal of this advertisement is to principally reach a Gen Z audience. Linking this ad to a local bar can be of great use as it opens two doors. First, it maintains engagement with consumers who already know the brand, by informing them that Jai Alai beer is available at that bar. Secondly, it opens the door for new possible customers. In this case, the ad is made to target female consumers. One of Jai Alai's objectives was to increase engagement with female drinkers, having a specific date for females-only promotions, can increase consumers and have more clients try their beer. Overall, this ad targets Gen Z consumers, specifically females looking to try new drinks and benefit from a promotion.

This ad would be posted on both brands' social media platforms, the local bar and Jai Alai. Moreover, the ad would also be seen on the bar's outside billboards and inside printed ads, such as those stapled on the bathroom doors.

The ad's design includes the fonts used in the Jai Alai beer can, as well as the background design. Designed with its famous orange and green tones, it promotes the idea of having a casual, light, and citrusy beer with friends.

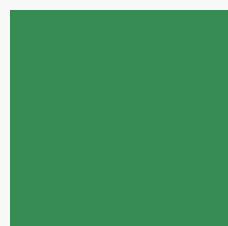
Color Palette and Fonts:



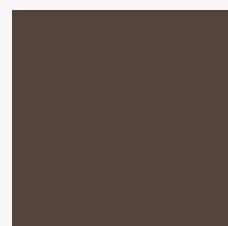
#F78618



#EFE064



#368C53



#55443B

Alba

ԱԲԿԴԵԳՒՂԻՋԼԿՄ-
ՂՈՊՂՐՏՍՒՎՎԽՅ-
Զաբւկեֆղիյկլմնօր-
զրտսւվվխչչ

Adobe Clean

ABCDEFHIGHJKLM-
NOPQRSTUWVWXYZ-
Zabcdeffghijklmnop-
qrstuvwxyz

STORYBOARD

JAI ALAI
DEMONSTRATION
30 SECOND SPOT



(BAR SCENE)

- Group of girls on a night out, just finished ordering at the bar and are about to cheers.

Transition: Camara shoots up

- Audio/SFX: Upbeat/Exciting Music
- VO: "Cheers to a wonderful night!" (Cheers)
- Super: None



(OUTDOOR SCENE)

- Group of millennial males cooking a barbecue on their condo grills. They are sitting at the table next to the griller. The cooker asks for a beer and one guy from the table "throws" it at him.

Transition: Zoom into beer

- Audio/SFX: Upbeat/Exciting Music
- VO:
 - "Hey, can you pass me one Jai Alai?"
 - "Sure!" (Throws beer)
- Super: None



(SPORT SCENE)

- Group of 5 guys sitting on the Pepin benches watching the soccer game. Suddenly their team scores. They celebrate the goal with the beers in their hands.

Transition: Camara shoots to the right

- Audio/SFX: Upbeat/Exciting music lowers, goal cheering sounds.
- VO: None
- Super: None



intro: camara shoots continuing transition

(POOL/ BEACH SCENE)

- Group of 4 girls tanning at the pool/beach. One of them feels thirsty because of the strong sun. One friend passes her a Jai Alai. She feels refreshed.

Transition: Camara shoots down

- Audio/SFX: Upbeat/Exciting Music continues
- VO: (Opens can) "Just what I needed"
- Super: None

STORYBOARD

JAI ALAI
DEMONSTRATION



(MUSIC SCENE)

- Group of girls and boys dancing to the music on the festival, having fun. Close up shot with the girls celebrating with their beers.

Transition: focus on the beer can

- Audio/SFX: Upbeat/Exciting Music
- VO:
-“Anytime”
“Anywhere” (They both sip)
- Super: Anytime, Anywhere.



intro: camara shoots continuing transition

(ENDING SCENE)

- Camara shot of the festival, showing everyone having fun while focusing on the Gen Z friend group. Overall shot of festival showcasing the text and logo.

End: Up shot of scenario

- Audio/SFX:
Upbeat/Exciting Music
lowers (background),
festival music
- VO: None
- Super: Jai Alai Logo,
Drink with moderation
(warning)

AD DESCRIPTION:

The main aim for this advertisement is to reach a Gen Z and Millennials audience. As Jai Alai principal objectives are to maintain their engagement with their primary audience (Millennials), and to increase brand awareness among Gen Z, this ad targets everyday situations for both generations. Moreover the inclusion of certain “female only” moments, targets the objective of including more female audiences to Jai Alai’s beer. Following this idea of everyday moments, details include the transition of scenes focusing on the beer to promote Jai Alai’s idea of “Anytime, Anywhere”. Also, as Jai Alai is available on other states, some scenes will be recorded on Boston, New York, and Philadelphia to promote the idea of anywhere and be more inclusive.

In this add, the viewer can detect the inclusion of the can, Jai Alai color related palette, brand logo and slogan “Anytime, Anywhere”. All of this follows the message the brand wants to transmit of being a casual beer, for social events or an alone night, being totally ready for any situation.

Moreover, this ad would take a 30 second spot published on Jai Alai’s social media platforms, Instagram, Facebook and X. The main platforms used would be Facebook in order to target millennial consumers, as well as Instagram for Gen Z.

Social Marketing Campaign:

The brand for our social marketing campaign is Jai Alai, focusing on the idea of how their beer can be drunk “Anytime, Anywhere”. The main aim of this advertisement campaign is to raise awareness and brand education, by maintaining engagement with their primary audience millennials; while also increasing that engagement towards Gen Z.

The main focus of this campaign is creating this idea of how Jai Alai is perfect for “Anytime, Anywhere”. Bringing that tagline to life with all the different scenarios presented, such as, a bar, a beach, pool, sports events, and more. This is targeted at consumers that engage with socially responsible brands, while also enjoying and getting the sense that Jai Alai is a fun, cool, and social brand. Targeted for consumers who enjoy a citrusy drink with friends, enjoy going out and participating in different events but at the same time enjoy their relaxing time, and find pleasure in casual drinking.

