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ADBR 460

Key Message:

Topo Chico is the perfect beverage for any event.

It can blend in with the high class cocktails and
set the vibe for any beach day.

The Audience:

This campaign will be run during the summer months while people have more free-time and get outside more often. It will be primarily in the Northeast region of the U.S. to reach an audience it hasn't reached yet.

Brief:

Creative Brief
Topo Chico



Brand: Topo Chico Mineral Water

Communication Opportunity: Print, Social media, OOH, mini site

Target Audience: Young adults, 20-30 year olds.

Current Perception: Crisp, clean and fun. An energetic brand that attracts people for its versatility.

Challenge: Sparkling water is often associated with formality. Their top competitor SanPellegrino dominates that category.

People: They are free spirited and prefer the outdoors. They are in their mid 20s and often spending time with their friends in the park or at the beach. Hydration is second priority on these days as they typically prefer a boozier option. Sparkling water is new to their taste buds and an option they're just starting to explore.

Insight: People want to stay hydrated with a drink that tastes good. People want a crisp taste that gives them energy. Young people are becoming more conscious of the brands they support and want to give their money to eco friendly brands and help build up small businesses. Topo Chico has situated itself as an alternative to Coke, Sprite, etc. because it genuinely satisfies the carbonated desires of a soda but without the calories. The glass bottle also gives the feel of higher quality.

Key Message: A trustworthy brand that aligns with its consumers needs and desires. Topo Chico is the soda water for a younger affluent generation who wants quality and distinction even in their water.

Strategy:

Convince **young adults** in the north-east U.S. that Topo Chico is the drink that will take them through any occasion, **fancy or relaxed**, because the glass bottle let's them **feel posh while while the refreshing taste and chill vibes let's them feel cool.**

The Campaign

Print:



Print will have placement in local publications as well as magazines with a summery essence such as Travel & Leisure and Food & Wine.

Magazine Spread:



Billboard:



Billboards will have placement on roads leading into Northeastern cities.

Out of Home:

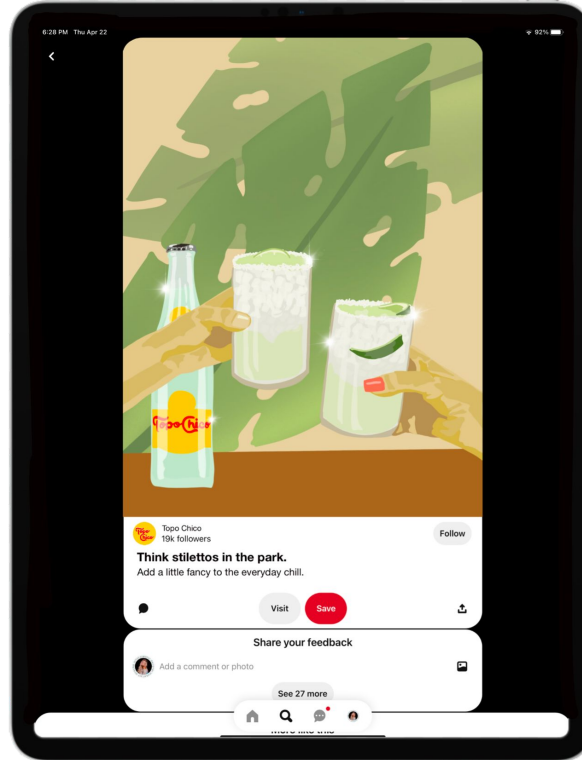
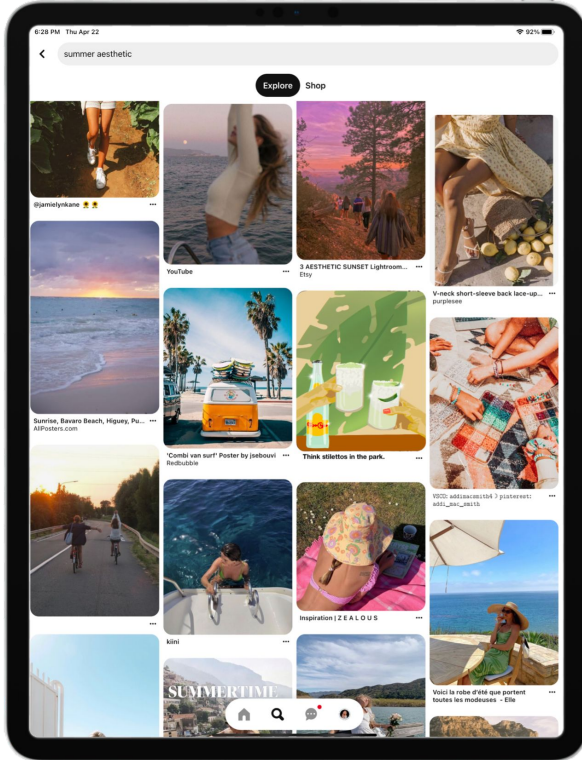


Murals put at ground level in select northeastern cities near their downtown areas will attract this audience for photo-ops and will catch the eyes of anyone who lives there.

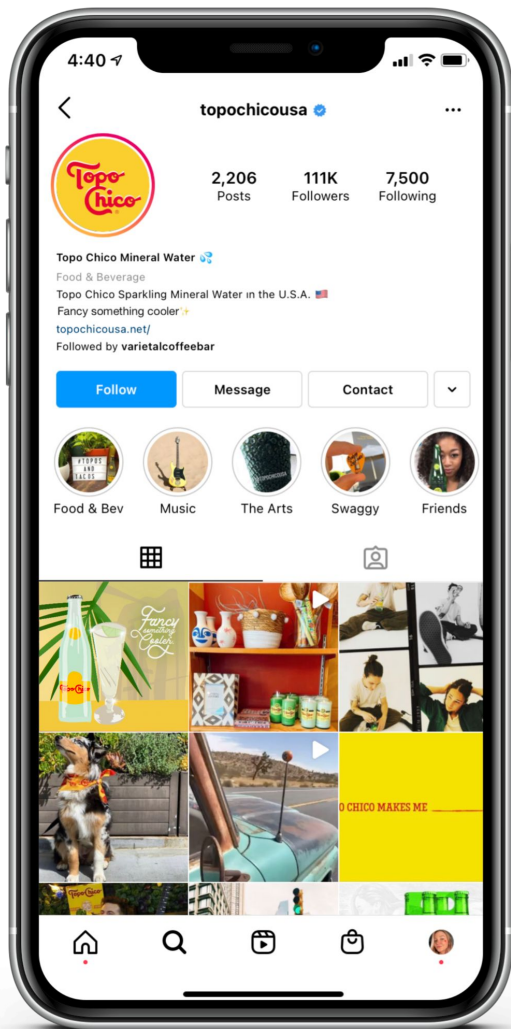
City OOH:



Social:



Pinterest is one of the ways this target is reached. Ads will show when chill, fancy, summertime and other keywords are searched by the consumer.

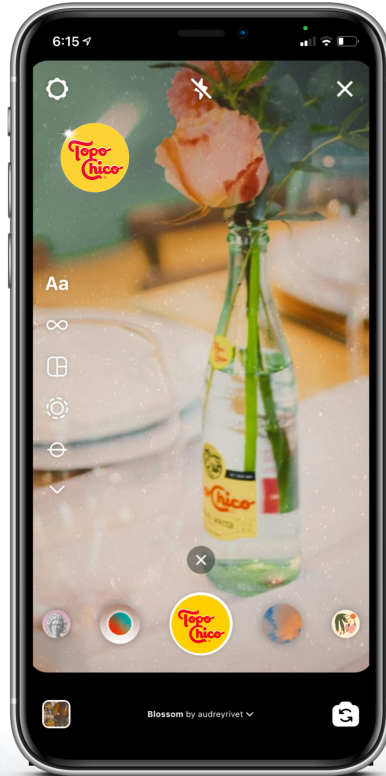
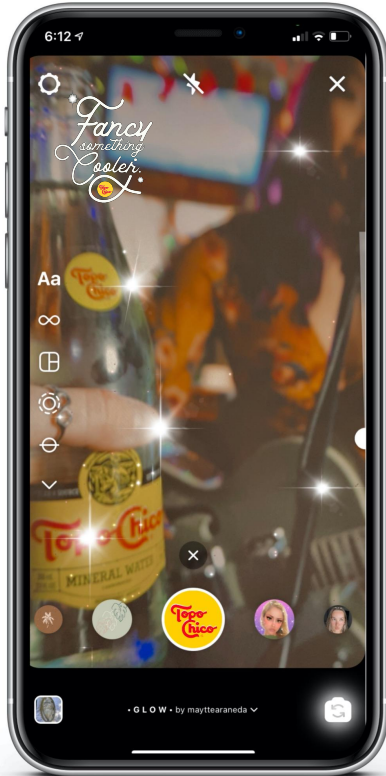


Social:



Instagram posts will reach the target the fastest. It will also translate easier into filters and stickers.

Tech Approach:



Two Instagram Story filters sponsored by Topo Chico will be available. When the screen is touched, the filter's will interchange depending on the scene the consumer wishes to use. For causal events, they can choose to use the sparkle filter while for fancier gatherings a laid back, grunge filter can be used.

Displayed in the top left corners are samples of gifs they can add from GIPHY when keywords Topo Chico, fancy, or chill are searched.

Moving Forward:

Topo Chico is a timeless drink that can blend in any occasion.

This campaign allows Topo Chico to expand beyond its current reach in the U.S. Starting in cities like Boston, Philadelphia & New Port, Topo Chico will be able to speak to a new kind of fancy chill persona. It provides a summertime feeling for all who drink it & with room for expansion into pop-up events & out of home opportunities, Topo Chico will take the summer by storm.

Thank you!