

Hassan, Koen, Ferdi

My name is Hassan, my name is Koen and my name as Ferdi and we are going to introduce you to another choice in drinking.

Show video

We all live together on a mote of dust, suspended in a sunbeam. We are so negligibly tiny compared to the universe, yet we think ourselves to be superior. Generals and emperors fight for momentary power on just a fraction of a dot. When put in the correct context, it becomes clear that war is useless. So then, why not unite?

Here over at ACID, we never come out with a product solely for the purpose of making profit. No: we want to communicate a message to the world. With the rising amount of war all around the world, the problems in the Crimea, the infamous Islamic state and the aristocracy of North Korea, we thought it to be a good idea to release a product that evokes unification. If we want to keep earth as our world and not destroy it, brotherhood is what we need.

We realised that we cannot introduce the concept of ACID to the whole world with just a video. So we let you, the people of earth spread the word for us. We start out with an initial target group: youngsters, like you. Youngsters are always connected to the internet. Give them an appealing video, and it will spread like wildfire. That's what we plan on doing: letting our commercial go viral. Our commercial is appealing to everyone. We found the perfect balance between speech, music and imagery that will spark interest instantly. The first ones to find the political underlying message will be the politically aware and the 'we want to change the world' type of youngsters. They will spread the message and so our target group will broaden rapidly. Our way of marketing, or should I say: our way of thinking, will revolutionize the marketing business worldwide.

Alright, so our communicative objective is clear: unite. We spread the word via a viral video and the concept of sharing to affect a broad target group and choose for a product that is of life's necessity: drink. Let us go into detail on each aspect of advertising you can now see on the Digi-board.

First off, our name: ACID. It is both an abbreviation and a word some of you might recognize as drugs. It is an abbreviation for Another Choice In Drinking and in reality acid does mean LSD, a drug that was very popular in the hippie culture of the 70's. We deliberately chose it for this reason. The ideology of our company has a lot in common with them, they too wanted freedom and unification. Some people might find our name shocking, because of the link to the drug, but this is a good thing. People are curious and they will want to find out more about 'that product with the weird name'.

Secondly: our logo. According to <http://www.empower-yourself-with-color-psychology.com/>, the colour red: *"is energizing. It excites the emotions and motivates us to take action."* . That is why we chose for a red background colour. The so called 'trippy' image is a reference to the hippie culture of the 70's we talked about earlier on in this presentation. According to <http://www.design-skills.org/>, rectangular shapes represent stability, strength, power, balance and reliability. The fundamentals of unification. That explains the rectangular shape of the logo. The font is bold and capitalized, telling the viewer; we want to be heard and we have a strong message to convey.

Thirdly: our slogan. Some marketing experts might say that it is too simple and basic. But we believe in less is more. The slogan is elegant and conveys our message just fine: unification. We used the concept of Occam's razor to come to this slogan: shave away the unnecessary information. And much shaving we did. The result was a one-worded slogan: unite. Simplicity and elegance is what we aim for.

Fourthly: the product packaging. The packaging too is simple yet elegant: nothing but the logo and our website is shown. No product information, no ingredient information. This way we increase traffic to our website and thus boost our findability on google. More people will watch the video and the snowball effect will firmly accelerate. As for the materials, we use recyclable plastic for the bottle and recycled, waterproof coated paper for the label. A greener planet is what we aim for.

Fifthly: music. For our video commercial we chose for an intriguing masterpiece by Hans Zimmer: Time. It is a very powerful and motivating piece, especially in combination with the speech of Charlie Chaplin plus the beautiful and shocking imagery. The song cannot be categorized into one specific genre, that's why it will have the power to speak to the emotion of many.

So to recapitulate, the format used to convey our message is a video commercial that will be uploaded to youtube and which will go viral and speak to a broader and broader target group. The concept of our product is simple: spark ideology to enable unification worldwide through a product of life necessity. And our message and communicative objective is clear and simple, unite. Just like our slogan say's.

To conclude, we gathered some feedback from our guinea pig customers and put them all into one video. It's the final part of this presentation and you may clap when it's over.

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