

CONTRACT CASE ROUND 2 **HAPPENING MARKETING 2021**

PRESENTED BY

ooya

WRITTEN BY:

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REMINDER OF THE MANDATE

Develop an integrated 360 degree campaign for the greater Montreal metropolitan area in order to position OOYA Stimulating Infusions as THE natural stimulating drink that democratizes the consumption of this type of drink.

ROUND 2 – THE MAKING OF

KEYWORD: CREATIVITY

OOYA Infusions Inc. now wants to visualize how you plan to deploy your ideas and strategies presented in your brief. You must therefore carry out the visual identity of the marketing campaign and design a funky / funny style video campaign (a central video that can be broken down into several small videos). This campaign must stand out from the competition and fully embrace the OOYA personality. The goal is to stay in the mind of the consumer.

In addition, you must create a poster campaign related to the video campaign (interactive outdoor advertising or funky / funny). You can let your imagination and creativity run free. Be bold and don't hesitate to use media that bring your ideas to life, whether it's written, visual, audio or video. If you want to present a video creation, you will need to make a "storyboard". In addition to media creations, you should also present your media placement and buying strategy. Finally, you must demonstrate the anticipated reach and exposure of the campaign.