



Stir Creativity

FINAL PRESENTATION

GROUP 4 | 11 APR 2019

AMANDA, QING, VINI, GO





Bold



Earthy



Playful



Dreamy



*Stir
Creativity*

BOMBAY YOUR WAY

CONCEPT MANIFESTO

**Bombay your way,
your rules and
your creations.**

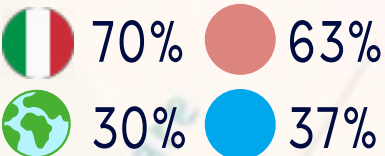
**Experiment with the
versatility of Bombay
to curate a taste that is
as unique as YOU.**



62%

of consumers choose their
drink at the bar based on taste

PRIMARY RESEARCH

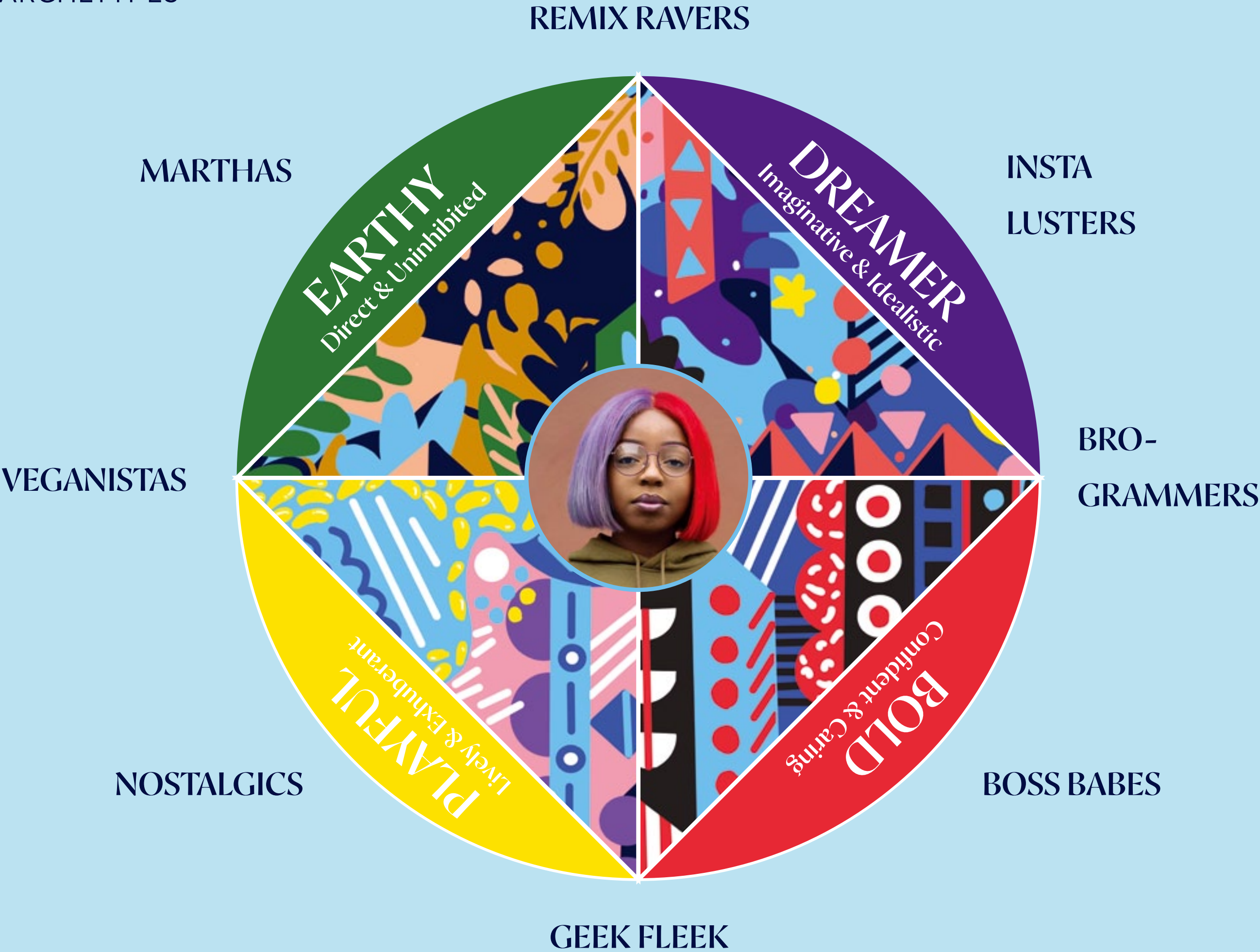


Reposition the balanced taste of Bombay from a perceived weakness to a strength

Create a campaign, experience and methodology that sits between the functional and emotional benefits of the brand.



TASTE ARCHETYPES



EXPERIMENT WITH TASTE VERSATILITY
inFlZZer

MUDDLING
Memories

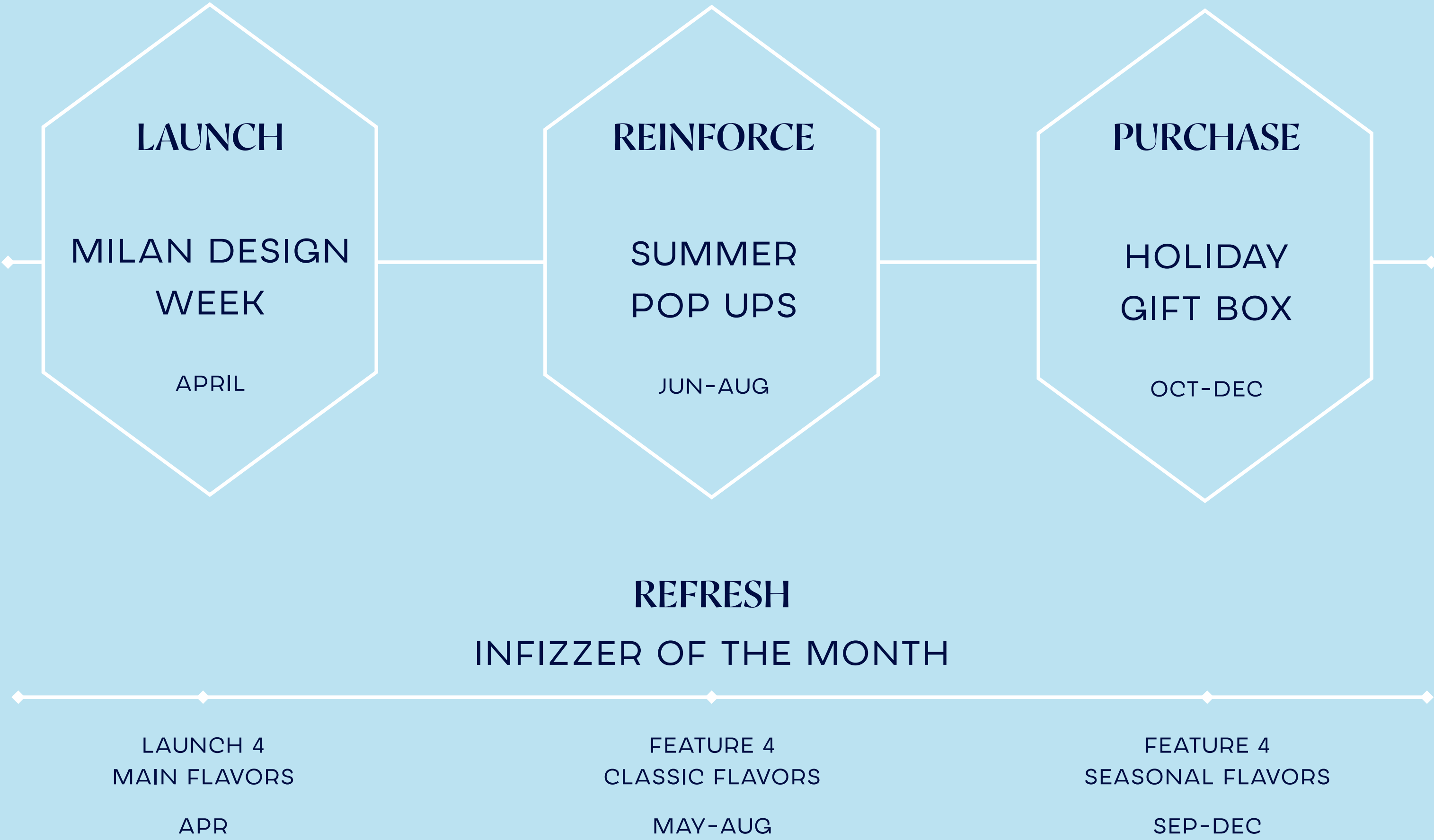
Cody
Goldstein



**Visual Style
combines
self(ie) expression
and
patterns**



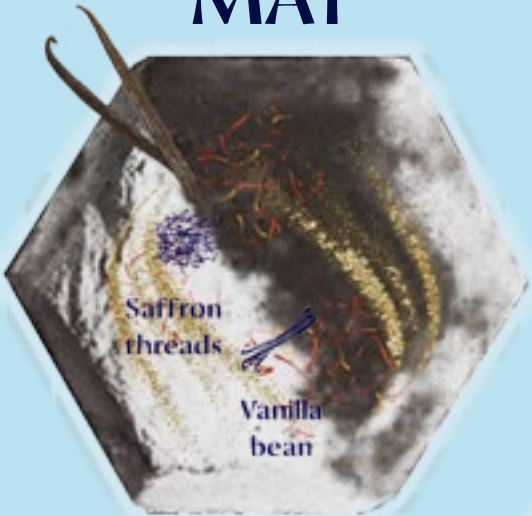
CAMPAIGN TIMELINE



INFIZZER FLAVORS

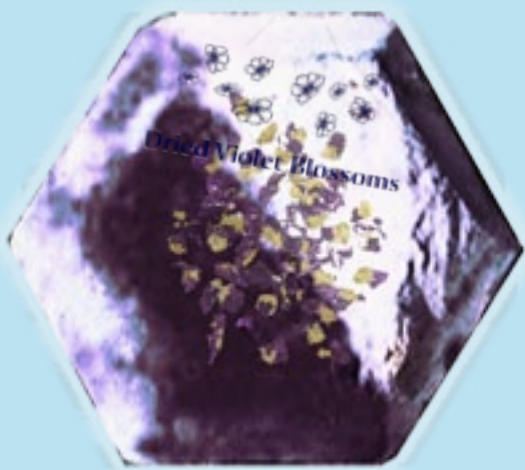
inFIZZer OF THE MONTH

MAY



VANILLA
SAFFRON
(DREAMER)

SEPT



VIOLET
BLOSSOM
(DREAMER)

OCT



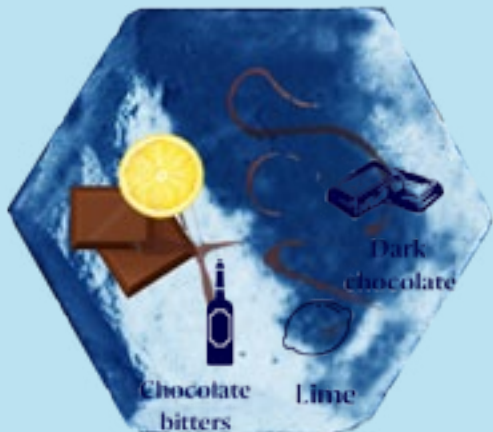
ORANGE
HONEY
(BOLD)

NOV



PEACH
LEMON
(PLAYFUL)

DEC



CITRIC
CHOCOLATE
(EARTHY)

JUN



CHILLI
PASSION
(BOLD)

JULY



LEMON
BASIL
(PLAYFUL)

AUG

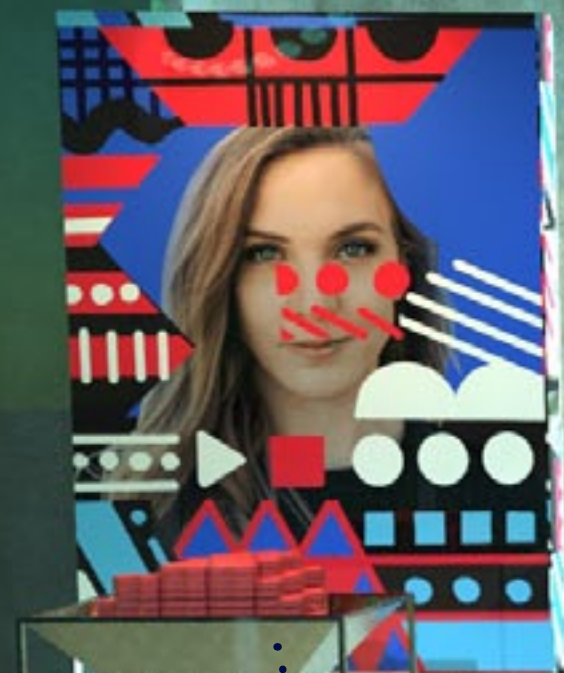


TARRAGON
STARFRUIT
(EARTHY)

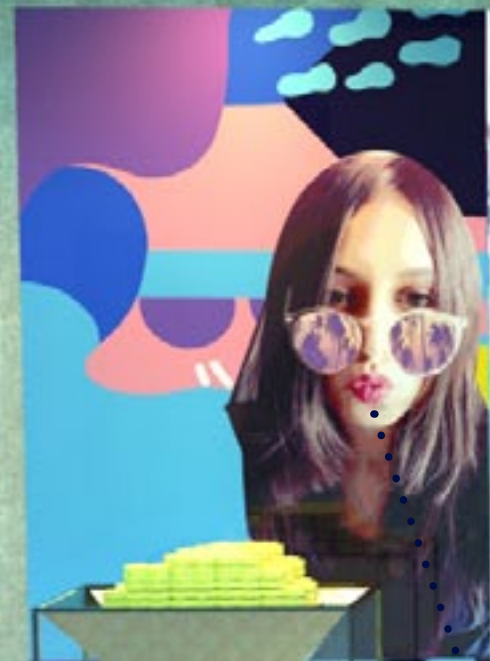
EVENT VISUAL

inFIZZer BY ARCHETYPES + DIGITAL PORTRAIT

Bombay Your Way



BOLD



PLAYFUL



EARTHY



DREAMER

INFIZZERS BY
ARCHETYPES

DIGITAL SCREEN WITH
GRAPHIC + VARIOUS
PEOPLE'S PORTRAITS

MIRROR PHOTO
BOOTHES
IN THE BACK



GRAPHICS

HOLIDAY GIFT BOX



CAMPAIGN

HOLIDAY GIFT BOX

INFIZZER GIFT SET

When you purchase a
Bombay Gift Box, you will
get a coupon for the holiday
edition box of inFIZZers sold
exclusively on Amazon



EXPECTED OUTCOME

- REACH NEW CONSUMERS BY OFFERING THEM TWO CHANNELS FOR BRAND ENGAGEMENT (EMOTIONAL & TANGIBLE)
- SALES INCREASE AS BOMBAY SAPPHIRE BECOMES THE GO-TO GIN FOR CREATING UNIQUE COCKTAILS
- SELF(IE) PORTRAITS ENCOURAGE MORE UGC

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GRAZIE!

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