

The BUBBLY
New
Beginnings
Festival

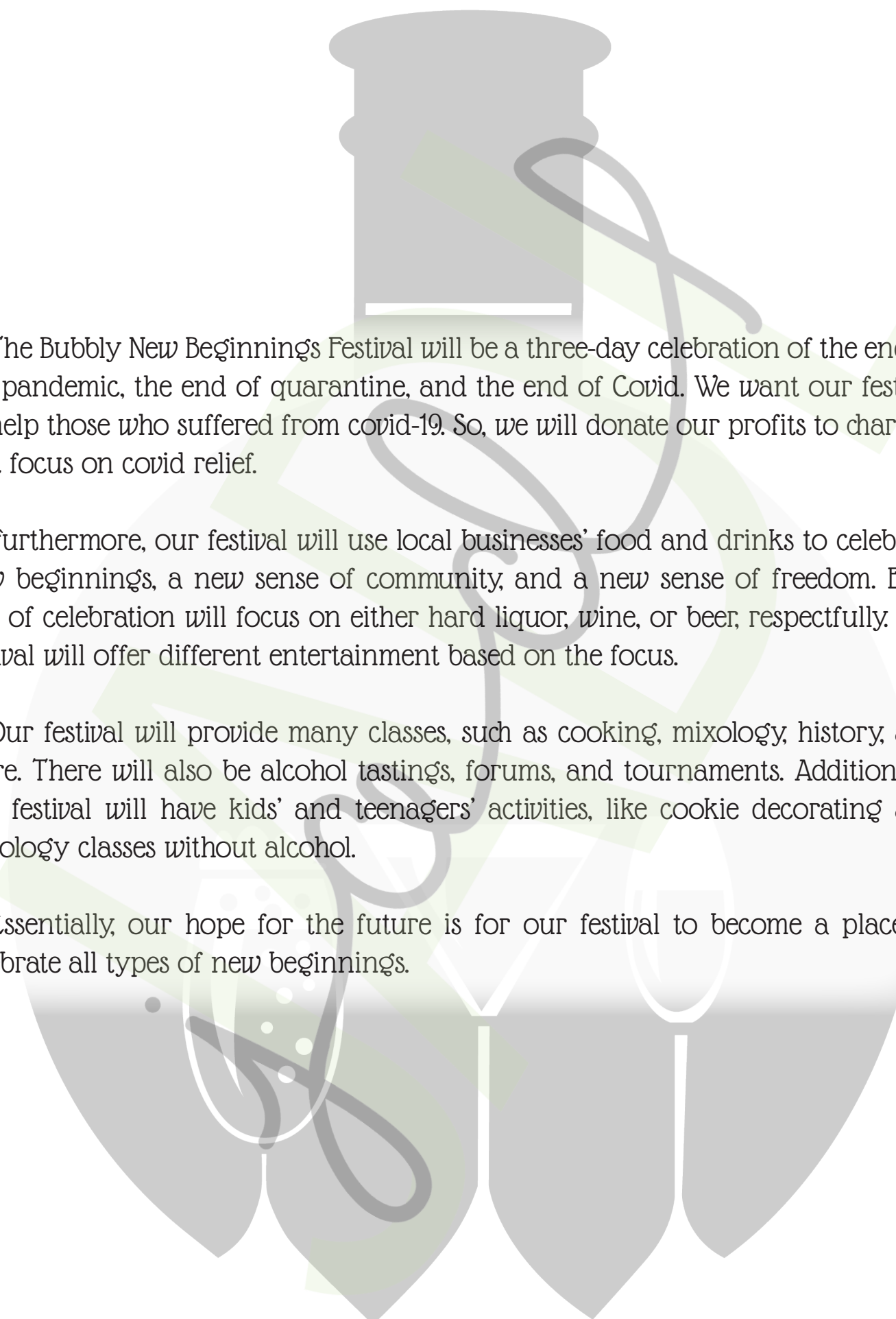
The BUBBLY New Beginning Festival

CMGT 544 Copywriting & Creativity

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The Bubbly New Beginnings Festival will be a three-day celebration of the end of the pandemic, the end of quarantine, and the end of Covid. We want our festival to help those who suffered from covid-19. So, we will donate our profits to charities that focus on covid relief.

Furthermore, our festival will use local businesses' food and drinks to celebrate new beginnings, a new sense of community, and a new sense of freedom. Each day of celebration will focus on either hard liquor, wine, or beer, respectfully. The festival will offer different entertainment based on the focus.

Our festival will provide many classes, such as cooking, mixology, history, and more. There will also be alcohol tastings, forums, and tournaments. Additionally, our festival will have kids' and teenagers' activities, like cookie decorating and mixology classes without alcohol.

Essentially, our hope for the future is for our festival to become a place to celebrate all types of new beginnings.



Creative Brief for The BUBBLY New Beginnings Festival

Can you taste the freedom?



The Big Idea

Because of the pandemic and quarantining, people are craving community, wanting to be free, and needing a fresh start. Also, food and drinks provide a foundation for conversations, make connections, create a sense of happiness, and brings people together. Our challenge is convincing people our food and alcohol festival is where we discover a new community, gain a sense of freedom, and find new beginnings.



The Ticket Prices

- Half day + 10 coupons = \$20
- Full Day + 20 coupons = \$ 40
- 2 Days + 45 coupons = \$80
- 3 Days + 70 coupons = \$120
- Additional VIP pass = \$75
- Extra Coupons = \$2 per coupon
- Children under 12 are free



The Conflicts

People may not come due to a lack of interest in food and alcohol, financial challenges, and anxiety and fear of contracting Covid-19.



The Figures



About 54% of American Millennials said their mental health worsened due to Covid-19.



88% of Americans enjoys cooking to some degree.



65% of American Millennials said they attended a non-musical festival in-person.



Target Audience - Foodies

- Male and female millennials in the Los Angeles area
- Millennials who live an urban lifestyle
- People with an income of \$50,000 or more
- People who have an interest in food and alcohol



The Tone & Attitude

Melodious yet Bubbly

Elegant yet Colorful

Decisive yet Happy

The Competitors



Started in 1989, Wine Masters is a food and wine festival that supports the Cystic Fibrosis Foundation. People might choose this festival because it is only 1 day in May, they could have a connection to cystic fibrosis, or they might have a strong interest in or connection to wine.



In 1810 Germany, Oktoberfest is a free, 2 week long food and beer festival located in many cities across the world. People may choose this festival because it is one of the most famous festivals in the world and attendance is free, excluding travel expenses.

STAPLES Center

Located in Los Angeles, the Staples Center and L.A. Live has a reputation of the sports and entertainment center of the world. People might choose the Staples Center because of events occurring during our festival, financial limits, or the stadium's notorious reputation.

The Festival's Website

The Bubbly New Beginnings Festival's website provides visitors with a clean, elegant, colorful, bright, and bubbly atmosphere. So, the site's clean elegance generates a user-friendly organization while the bright colorfulness creates curiosity about the festival.

Moreover, potential visitors can easily find all kinds of information about the festival. The most important information - the date and location - is front and center. Meanwhile, other information - like tickets, food, drinks, or entertainment - is found in the site's menu.

A visitor can see and feel the potential and the core of the Bubbly New Beginnings Festival.



Tickets

Drinks

Food

Entertainment

ABOUT BNBF

Hard Liquor
Wine
Beer

Talent
Classes
Tastings
Forums
Tournaments
Kids & Teens

Contact
Mixology Kit
FAQ
Map
Schedule
BUBBLING POTIONS
Podcast

June 11-12, 2021 at the Warner Brother Studios
in Burbank, California

The BUBBLY New Beginnings Festival is a 3 day celebration.

It is a celebration of new beginnings. It
is a celebration of finding new friends.
It is a celebration of freedom and of
tasting new flavors.





THE BUBBLY New Beginnings Festival IS WHERE YOU CAN TASTE THE CELEBRATION.

It is *where* you are free to bring your family, make new friends and a new community. It is *where* you are free to start a new adventure and savor new experiences.

THE BUBBLY New Beginnings Festival IS WHERE YOU CAN TASTE THE FREEDOM.

You are free to taste unique cocktails, wines, beer, and foods from across the world. You are free to learn how to mix your own cocktails and free to learn about beer. You are free to learn how to pair wine with the food you just made.

CAN YOU TASTE THE FREEDOM?



The Festival's PRODUCT

The Festival's mixology kit allows anyone the freedom to make a great cocktail at home. The festival's kit reduces the need to travel to a bar and spend money on a mediocre drink. The mixology kit provides you the freedom for strengthening old and new connections. Also, the kit can add a new element to social gatherings and start conversations.

The Bubbly New Beginnings Festival's mixology kit lets you taste freedom at home.

The Kit includes:

- 1 Cocktail shaker
- 2 Double-sided jiggers
- 1 Cocktail muddler
- 1 Mixing spoon
- 1 Hawthorne strainer
- 2 Liquor Pourers
- 1 Bottle Opener
- 1 Double Lever Corkscrew
- 1 Ice Tongs
- 2 Skewers
- 50 Cocktail cards/ coasters



The Festival's Social Media Campaign

The Festival's social media will interact with users in a variety of ways. Primarily, we will dare users to create a *Freedom Cocktail* and share their unique cocktails. The posts will have a give-away with winners getting either festival tickets, or the mixology kit and tickets. To further engagement and support the users who enter, we will share their recipes and cocktails in our stories and reels and ask followers to vote for their favorite cocktail. The winner's cocktail recipe will be added to our cocktail cards/ coasters. Also, we will partner with influencers to spread the festival's challenge.

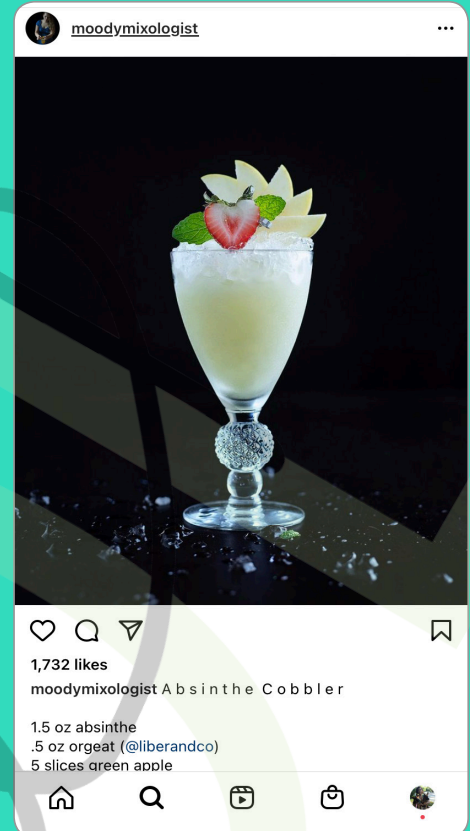
The Festival's Instagram platform will target millennials, between 29 and 39, with colorful, elegant, and happy content. Users can enter by following 3 simple instructions: posting the cocktail, using the *#tastethefreedom*, and tagging a friend in our post. Also, we will partner with influencers such as *Mixologist World*, *Thecocktailportal*, and the *Moody Mixologist*.

The Festival's Tik Tok platform will target millennials, between 21 and 30, with bold, melodious, and bubbly content. Our Tik Tok will engage fellow Tik Tokers with the *Freedom Cocktail* challenge. Also, we will partner with influencers such as *kallmekris*, *bmotheprince*, and *Beerbongjohn*.

The Bubbly New Beginnings Festival's social media will challenge users to share and taste the Freedom Cocktail.



A BUBBLY NEW BEGINNINGS FESTIVAL'S Instagram post engaging users to enter the give-away.



Potential Influencer: Amy Traynor, the Moody Mixologist; 90k followers



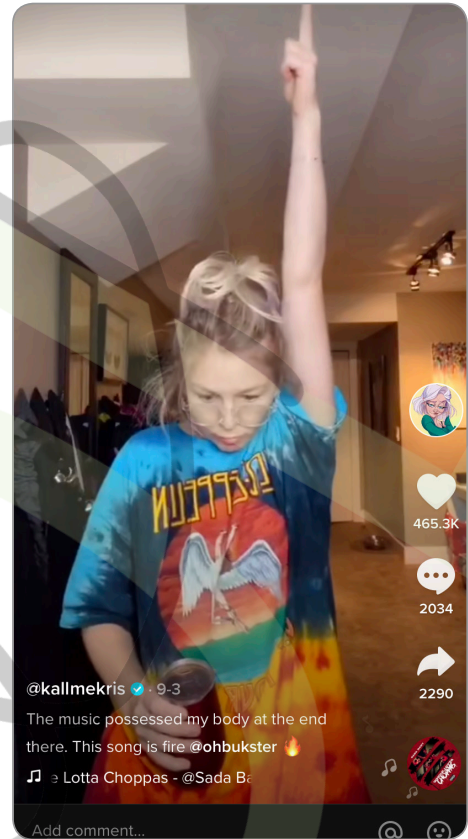
Potential Influencer: The Cocktail Portal; 250k followers



A BUBBLY New Beginnings Festival's
Tik Tok video challenging users to
make the best *Freedom Cocktail*.



Potential Influencer: Kris HC,
@kallmekris; 14M followers



Potential Influencer: @bmotheprince;
776k followers



The Festival's Bubbling Potions Podcast

The Festival's Bubbling Potions Podcast is a weekly show retelling classic short stories with each episode ends with a cocktail inspired by the episode's story. Also, all cocktail's recipes will be found on our website.

The Bubbly New Beginnings Festival's Bubbling Potions Podcast will not only drive traffic to the website but will also inspire listeners to taste freedom at home.

BUBBLING POTIONS Podcast

Each week is a different classic short story such as the Tell-Tale Heart or Hills Like White Elephants

Each story will be portrayed like a radio show from the Golden Age of Radio

At the end of each story, the actor(s) will try and discuss the story's custom cocktail

The episodes will close with where to find the story's cocktail recipes - on the festival's website



The BUBBLY New Beginnings Festival's Print Ads

The Festival's print ads are elegant, colorful, melodious, bubbly, decisive and happy. Each festival ad visually captures the audience with a graceful yet zesty image. Also, all our ads' copy meet 5 key points: the end of Covid, newfound freedom, making new friends, beginning new adventures, and learning new skills pertaining to the classes offered at the festival.

The Bubbly New Beginnings Festival's print ads engages our audience by asking them to taste the freedom.

Can you taste the freedom?



Can you taste the freedom from the pandemic? Can you taste the freedom from quarantine? Can you taste the freedom from your own home? Can you taste the freedom?

You are now free to be near anyone you want. You are now free to eat *wherever* and with *whomever* you want; even your new friends. You are now truly free to begin any new adventure you want. Can you taste the freedom?

You and your new friends are now free to attend a food and drink festival. You and your friends are free to take a mixology class and learn how to make an aperitif. You are free to learn from a sommelier how to pick the best wine for a meal. You and your friends are free to take a cooking class. You are free to take a lesson on how to pour a beautiful pint of beer for your friends. You are free to taste each other's aperitifs and the wine choices for the brilliant new meal you all learned to make. Can you taste the freedom?

The BUBBLY New Beginnings Festival

June 11-13, 2021 at the Warner Brothers Studio in Burbank, California
Get your tickets at www.bubblynewbeginningsfestival.com





Want to taste the freedom from your own home? Want to taste the freedom from the pandemic? Want to taste the freedom from quarantine? Do you want to taste the freedom?

The Bubbly New Beginnings festival provides you the freedom to be near anyone and everyone. The festival provides you the freedom to eat anything with anybody. The festival provides you the freedom to start a new adventure. Do you want to taste the freedom?

Everyone is free to come to the Bubbly New Beginnings Festival. We are where you are free to take a cooking class or two. We are where you are free to learn from a master sommelier about how to find the flavors in a glass of wine. We are where you are free to take a mixology class and learn how to create a custom cocktail. We are where you are free to taste each other's cocktails and the new delicious meal you learned to make. We are where you are free to learn how to pour the perfect pint of beer from the best brewmasters.

Want to taste the freedom?

June 11-13, 2021 at the Warner Brothers Studio in Burbank, California
Get your tickets at www.bubblynewbeginningsfestival.com

THE BUBBLY New BEGINNINGS FESTIVAL



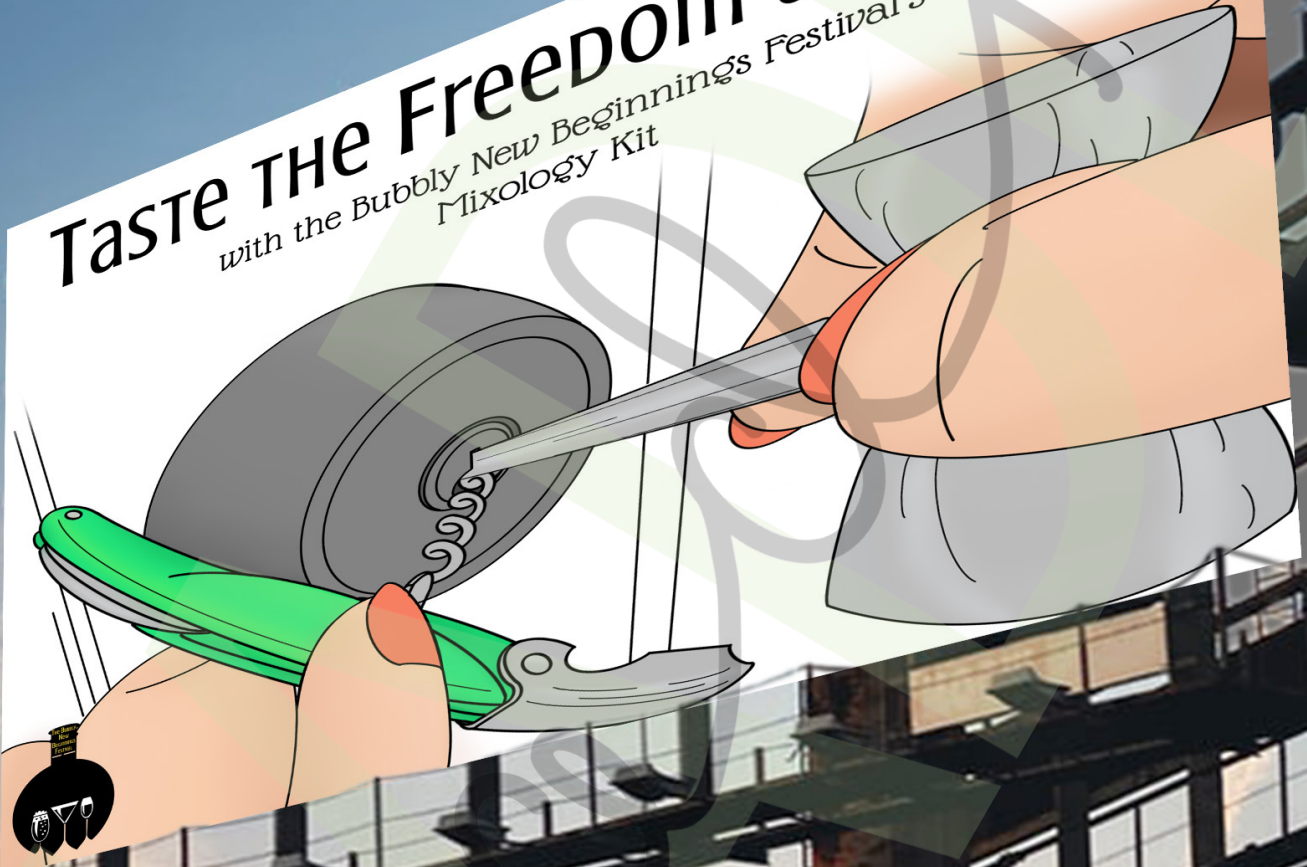
The BUBBLY New Beginnings Festival's Outdoor Board Campaign

The Festival's print ads are elegant, colorful, melodious, bubbly, decisive and happy. Each festival outdoor board visually captures the audience with a graceful yet zesty image. The bizarre visuals audience will be attracted to our outdoor boards.

The Bubbly New Beginnings Festival's print ads engages our audience by asking them to taste the freedom at home.

Taste THE Freedom at Home

with the Bubbly New Beginnings Festival's
Mixology Kit



Want to Taste the Freedom?

Taste the freedom at
home with the Bubbly
New Beginnings
Festival's Mixology Kit



THE BUBBLY New Beginnings Festival's Experiential Marketing Idea

In a popular location, a giant cocktail with the question "Want to taste freedom?" will have a button saying *"Press Me"*

Loud music starts playing when a person presses the button

A mixologist, dressed in an eye-catching costume, runs over to the person

The mixologist dramatically mixes a cocktail of the mixologist's choosing

Mixologist hands over the drink and runs away, never giving an explanation.

This experience will be captured on film and shared on social media.

The BUBBLY New Beginnings Festival's TV SPOTS

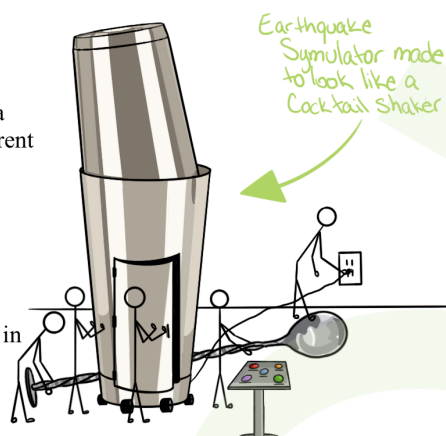
The festival's TV spots focuses on the advantages of the festival's mixology kit while showing the viewers the magnificence of the festival. Within each spot, the audiences sees the tasty cocktails they can make with the mixology kit at home. At the end, our TV spot highlights all the fun activities people can enjoy at the festival.

The Bubbly New Beginnings Festival's TV spots encourages viewers to taste the freedom with the mixology kit or at our festival.

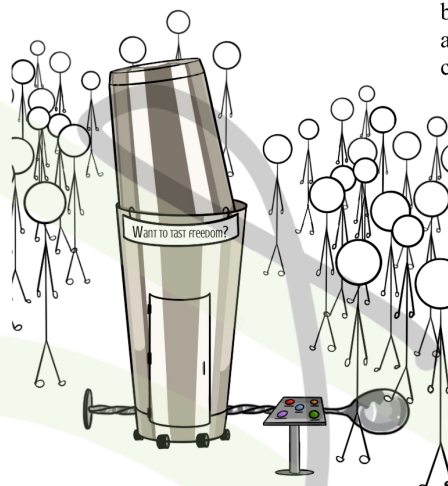
People roll in a giant cocktail shaker & a cocktail spoon. They casually set it up with a sign, which has 5 different cocktail recipes people can choose from.

When finished, they leave.

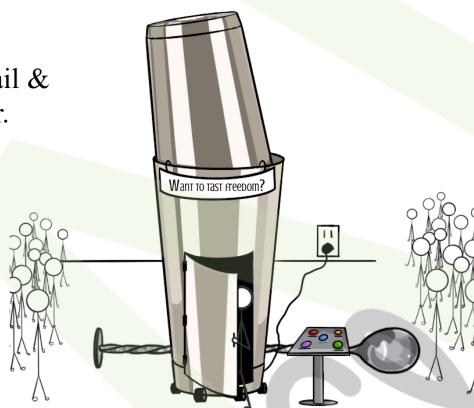
A mixologist is hidden in near by building.



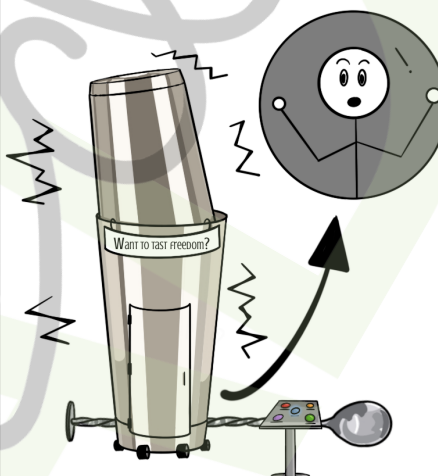
After the people leave, 1 person runs back to hang & secure a sign on the giant cocktail shaker.



A curious soul chooses a cocktail & enters the shaker.



Camera zooms in on person in giant cocktail shaker



Camera zooms out to show people having fun at the festival



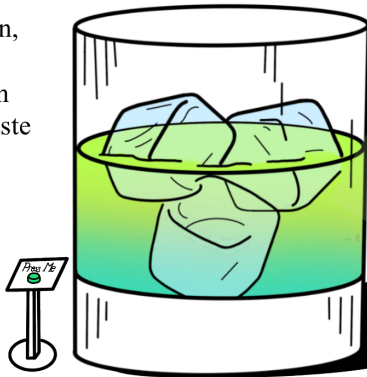
Fade to black

Fade to logo & tagline

Fade to black

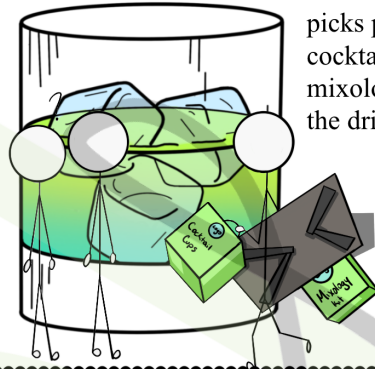


In a popular location, there is 1 or 2 giant cocktails with a sign saying, "Can you taste the freedom?"



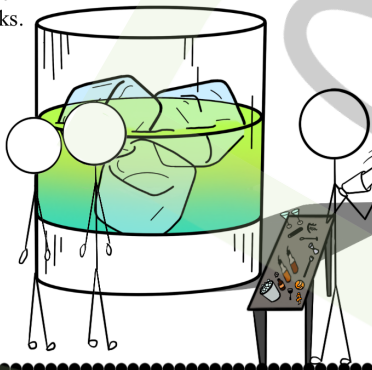
Frame 1

The mixologists dressed in costumes picks people to mix a cocktail for. The mixologist chooses the drink.



Frame 2

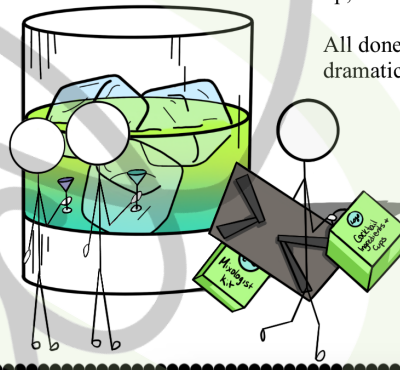
People just watch while mixologist quietly but dramatically sets up the equipment to mix drinks.



Frame 3

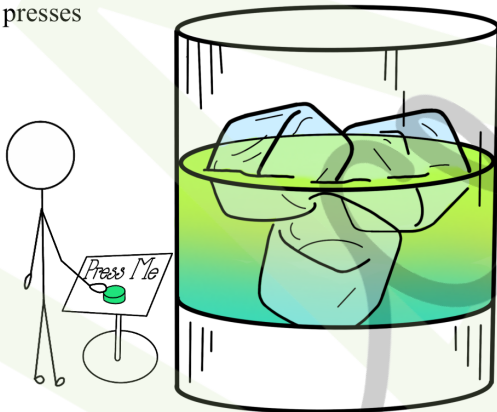
The mixologist hands them their drinks, backs up, and leaves.

All done quietly and dramatically.



Frame 4

Person(s) presses button



Frame 5

Camera zooms in on button



Frame 6

Camera zooms out to show people having fun at the festival



Frame 7

Screen fades to black

Screen fades to logo & tag line

Screen fades back to black



Frame 8

The BUBBLY New Beginnings Festival's CRISIS AD

The Festival is prepared to manage any crisis. The festival's crisis ad decisively, melodiously, elegantly, and happily conveys the focus points. Our crisis ad focuses on expressing the festival's values, sympathy, improved prevention plan, and safety.

The Bubbly New Beginnings Festival's Crisis Ad explains we are where anyone can safely state freedom.

Where You Can Safely Taste THE Freedom.

The Bubbly New Beginnings Festival is with you.

Our festival is a safe place. It is a place for you to celebrate. A place for you to be free. A place to create new connections and a place to find a new community.

The Bubbly New Beginnings Festival sympathizes.

Our festival is investigating how guests could have become injured. We are talking to the injured families. We are talking with their doctors and interviewing experts.

The Bubbly New Beginnings Festival has an improved plan to prevent future injuries.

Our festival will ensure efficient transportation for medical personnel. We will have more first aid kits throughout our festival and will ensure all our staff is certified in first aid.

The Bubbly New Beginnings Festival is with you.

Our festival is a safe place. A safe place for you to celebrate. A safe place for you to be free. A safe place to create new connections and a safe place to find a new community.

THE BUBBLY New Beginnings Festival IS WHERE YOU CAN SAFELY TASTE THE FREEDOM.

Hello Brilliant Adventurers,

You are entering an intriguing journey.

You will gain many new skills and face new challenges. But like every journey, the process is best.

You are entering a creative adventure.

You will explore and discover. You will make strange and wonderful connections you never thought possible. The creative adventure is never ending.

You are entering a tense and unpredictable journey.

You will love the unpredictability and you will thrive in the tension. The undulating tension is the best.

You are entering a collaborative adventure.

You will work together to overcome any challenge. You will build on each other's rare intelligence. The collaboration is never dull.

You are entering a memorable journey.

You will never forget your new skills or the challenges. You will always remember the strange and wonderful connections. You will always recall the undulating tension. You will always reminisce on your collaboration.

You are entering the best adventure.

