



# **BOLD ROCK**

**DESTiny Creative**

# Table of Contents

<b>Meet the Agency</b>	<b>2-3</b>
<b>Secondary research</b>	<b>4-11</b>
<b>Primary Research</b>	<b>12-17</b>
<b>Creative Brief</b>	<b>18-20</b>
<b>Print Ads</b>	<b>21-24</b>
<b>TV Ads</b>	<b>25-31</b>
<b>Social Media Ads</b>	<b>32-37</b>
<b>Out-of-Home Ads</b>	<b>38-42</b>
<b>Viral Video</b>	<b>43-47</b>
<b>Guerrilla Marketing</b>	<b>48-50</b>
<b>Brand Product Placement</b>	<b>51-55</b>
<b>References</b>	<b>56-60</b>

# Meet the Agency



**Sarah Handel**

Hey I'm Sarah! I contributed to our campaign through photography, video editing, and design creation, including our agency logo. This project helped me grow creatively while collaborating with an amazing team!



**Emily Visscher**

Hello, I'm Emily! I contributed to our research phase as well as the creation of our booklet. This project helped me to understand the campaign process from start to finish. I couldn't have asked for a better team!



**Taylor St. Pierre**

Hey, I'm Taylor! I added to this campaign through research, production, and photography. This process has been an amazing experience, and I couldn't have asked for a better team to work with this semester!



**Dori Havens**

Hi I'm Dori! For our campaign I took the lead on some of our designs and social ideas, while also contributing to the campaign booklet. This project helped me to learn the campaign process inside and out while working with an amazing team!

## Logo



# DESTiny Creative

## Rationale

We chose this to be our agency logo because it reminded us of the “aha” moment characters have in the cartoons we watched growing up. This “aha” moment was a common theme throughout our campaign. It is a symbol of our collaboration in order to achieve out of the box ideas.



# Secondary Research



# Meet the Brand

Bold Rock is a Hard Cider company that was founded on **June 12, 2012**. Their very first cidery was built in **Nellysford, VA** (Bold Rock, 2024).

## **Bold Rock Hard Cider is served in:**

Virginia, North Carolina, Florida, Georgia, Illinois, Tennessee, Alabama, Michigan, Ohio, New York, Pennsylvania, Maryland, New Jersey, Connecticut, Kentucky, West Virginia, and South Carolina (Bold Rock, 2024).

The average price for a **15 pack** of cider ranges from **\$18.99 to \$20.99**.

# Competitors

## **Angry Orchard**

- Angry Orchard is the best selling cider company in the United States, outselling Bold Rock by roughly \$137 million (Statista, 2024).

## **Strongbow Cider**

- Strongbow Cider is another popular cider company. According to Strongbow's company site, the cider is "currently made in 10 countries around the world" (Strongbow, 2024).

## **Truly**

- Truly is a seltzer company, making it an indirect competitor of Bold Rock as it is popular among younger generations of drinkers.

## **Smash**

- Smash is a cocktail brand that is also local to Virginia. Similar to Truly, it is popular among younger drinkers.

## **Twisted Tea**

- Twisted tea is a competitor for Bold Rocks Hard Tea beverages.

# Product Placement

On average, Bold Rock has about the same amount of space as other brands, if not a little more. The white background of the Bold Rock logo in contrast to the colorful packaging helps the ciders **stand out visually** amongst competitors.



Image 1: picture of a Bold Rock display in an ABC store (Visscher, 2024)

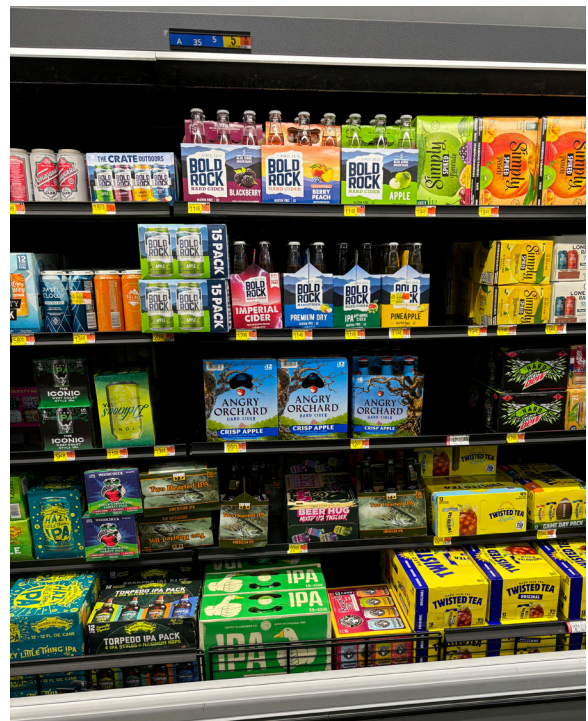


Image 2: picture of a Bold Rock display in a Walmart store (Visscher, 2024)

# SWOT Analysis

## Strengths:

- Fast growing
- 1/3 of the calories of other brands (Bold Rock, 2024)
- Gluten-free
- Continuously creating new flavors
- Variety of options

## Weaknesses:

- Not sold internationally
- Only sold in 18 out of 50 states
- Does not have a social media presence on TikTok

## Opportunity:

- Rapid growth can lead to national production
- Ability to grow their audience on social media platforms like TikTok

## Threats:

- Nationally known companies such as Angry Orchard
- Lack of advertising

# Agency Impressions

**Emily:** Bold Rock has done an incredible job at growing their company, but it is clear that there is more room to improve. By increasing their distribution area, they can reach a larger audience and become a bigger threat to larger companies such as Angry Orchard.

**Sarah:** I view Bold Rock as being a successful cider considering its geographic and economic constraints. They will continue to be a successful company if they decide to expand into different regions or states, as that is currently hindering their full potential as a brand. Their nutrition and ingredient contents is a strength of Bold Rock as they pride themselves in taking good care of their facilities and recipes. I can see Bold Rock taking off as a well-known, household alcoholic beverage name in the future.

**Taylor:** Bold Rock has done a great job so far with their company. I love how their branding is easily identifiable and stays true to their foundations in the Blue Ridge Mountains. However, one dramatic weakness they have is their distribution area. The cider can only be found in 18 states, mostly near the east coast. By expanding where their products are sold, they can easily become a household name like Angry Orchard.

**Dori:** I personally love Bold Rock, as it is one of my go-to drinks of choice. In terms of their competition, they've done a great job of standing out and utilizing their bold logo and colors. They're a fast growing brand and my eyes tend to gravitate towards their packaging on the shelf before one of their top competitors, Angry Orchard.

# Consumer Information

The majority of Hard Cider consumers are in the age range of 21- 49, with 12% belonging to those ages 21-29, and 11% being 30-49 (Statista, 2024). Additionally, 10% of people ages 45-54 said that they would bring hard ciders to a party (Statista, 2021). People are consuming Hard Cider due to the fact that it is gluten-free, vegan, and the middle ground between seltzers and beer.

## **What makes Bold Rock stand out?**

Bold Rock is not only affordable, but has more flavor options than the competition. Angry Orchard only has four flavor options while seven year round with an additional seasonal flavor (making it eight total) (Bold Rock, 2024).



# Advertising

The product is not advertised in a typical campaign. Most of their advertising is shown via brand ambassadors and social media. Their advertisements typically show fresh fruits that correlate to the flavor as well as a colored background to match the flavor of the product. There is a great balance of negative space while also ensuring that the final image isn't flat.



Image 3: picture of Bold Rock Advertisements (Fawzi, 2024)





# Primary Research



# Survey

## Purpose:

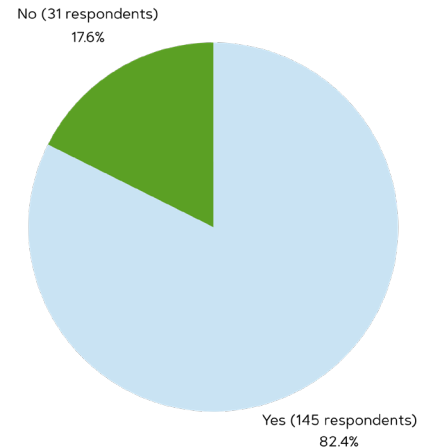
We wanted to learn about the drinking habits and brand awareness of Bold Rock from our survey participants. We gathered qualitative and quantitative data about the participants to visualize their experience.

## Procedure:

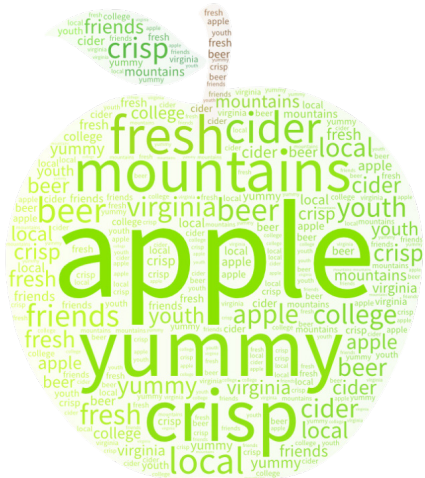
We created our survey through Qualtrics, containing 11 questions with about drinking habits and preferences. Each of us shared a graphic with a link to the survey on our social media accounts. We also posted fliers around campus and in downtown Harrisonburg, VA, that included a QR code for viewers to scan to take the survey. The survey was open for a nine days, and we collected a total of 176 responses.

## Insights:

From this survey we were able to learn about drinking habits and preferences along with personal awareness of the Bold Rock brand. Additionally, we learned that beers were often the most popular option as an overall category. When deciding what to drink, taste and ABV are the most important to our participants. When thinking of Bold Rock, nature is the most closely related to the brand.



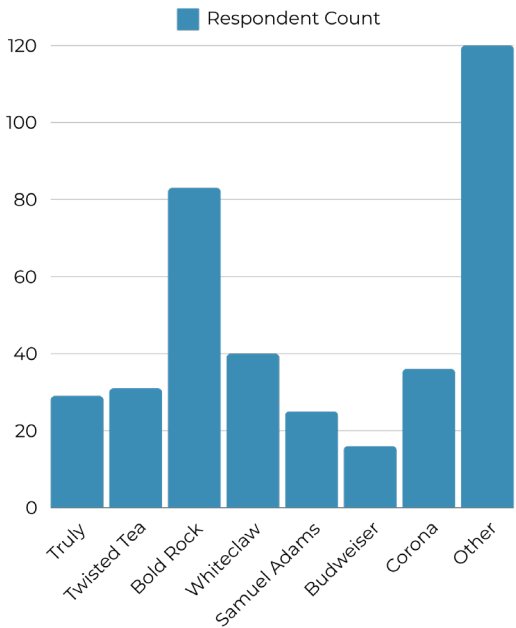
**Have you heard of Bold Rock?**



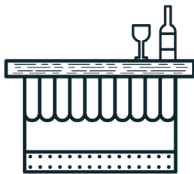
**Word Association for Bold Rock**

# Survey Data

## What is your number 1 alcoholic beverage?



## In what setting are you drinking your beverage of choice?



Bars  
70%



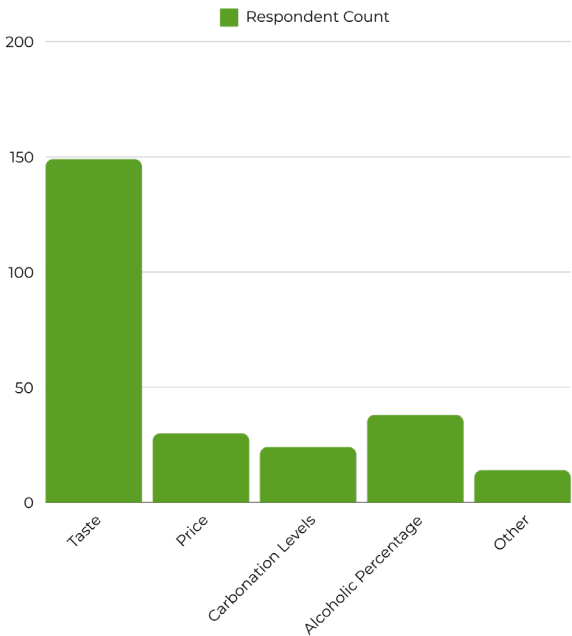
Home  
82%



Restaurants  
77%

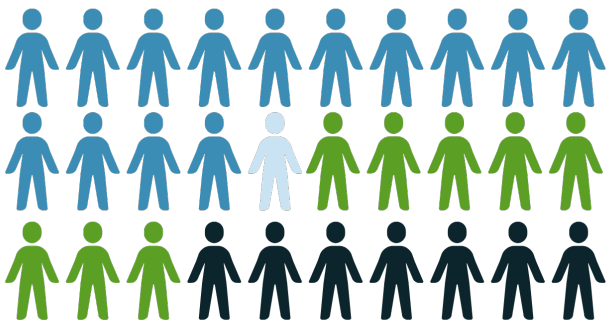


Pregaming  
65%



(‘Other’ includes factors such as calories, allergens, sugar content.)

## What helps you decide what you want to drink?



21-31 (87 respondents)

43-53 (44 respondents)

32-42 (5 respondents)

54+ (37 respondents)

## Age Demographics

# Interviews

## Purpose:

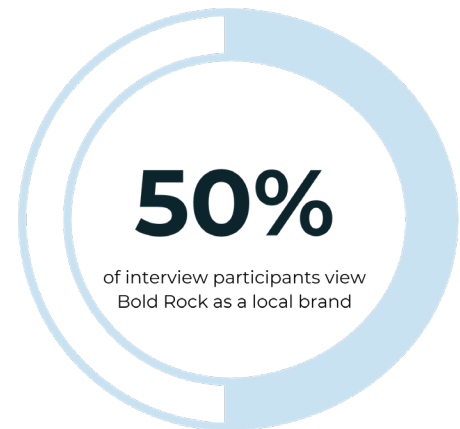
The purpose of conducting interviews was to gather further, in depth information on the drinking habits, social aspects, and personal preferences of those who took the survey and signed up for an interview.

## Procedure:

We reached out to the participants who indicated that they were interested in being interviewed. Before the interview, we would ask participants for their ID to verify they were 21. In the interviews, we asked questions that would allow the participant to go in depth on their Bold Rock drinking habits, including where and when they would reach for it, how they found out about the brand, and what would turn them away from the product.

## Insights:

From this survey we were able to dig deeper into the information we learned from the interview as well as get an understanding of how participants first heard of the brand. 100% of participants found Bold Rock through Word of Mouth marketing, showing how crucial a social setting is to the brand.

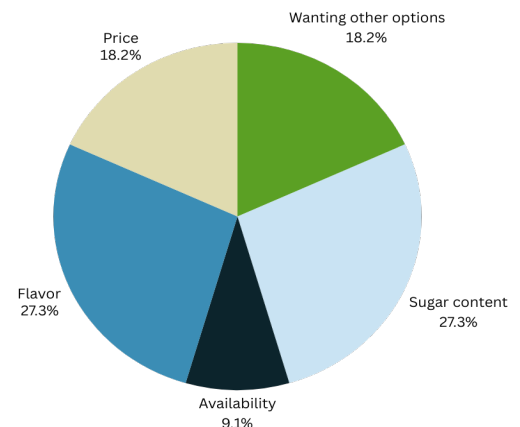


Bottles  
62%



Cans  
38%

**Do you prefer bottles or cans?**

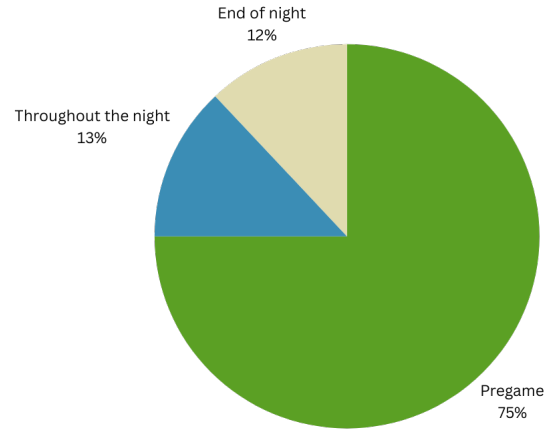


**What challenges prevent you from drinking Bold Rock?**

# Interview Data



Demographics of Participants



When are you drinking Bold Rock in a typical night out?

**“It stands out** as a whole, any of the flavors. The berry is bright red, the apple is bright green”  
- Katie

**“My first experience was with my good friend. He told me that they were made locally and that inspired me to try it”**  
- Sean

**“I really like that it tastes refreshing and not too much like alcohol”**  
- Katie



# Creative Brief



# Persona



Cassandra, age 22 (target is 21-26)

## Demographics:

- Female
- Senior Nutrition Major at UNCA
- Rents an apartment with 3 roommates
- Originally from Colorado
- Donates plasma to make money

## Psychographics:

**Activities:** Likes to go hiking, meal prepping, going out, spending time with friends.

**Interests:** Loves sports, being outside, eating healthy, and shopping local.

**Opinions:** Doesn't like carbonated drinks and prefers ethically sourced goods of high quality.

## Behavioral:

- Only spends money on necessities or treats
- Buys local
- REI subscription
- All trails subscription

## VALS:

- Thinker: motivated by ideals, actively seeks out product information
- Striver: trendy, fun loving, little discretionary income
- Maker: motivated by self-expression, spends free time with friends and family
- Experienter: active, seeks stimulation from the new and offbeat ("VALS", n.d.)

## Frustrations:

- Trouble finding a drink that suits her taste and preferences
- Sometimes struggles to fit into the east coast/college culture
- Doesn't feel like Bold Rock is a party drink

## Motivations:

- Live a healthy lifestyle
- To make the most of her time in college

## Social media:

Instagram, Pinterest, and TikTok are her favorite social media platforms. She uses Instagram to keep up with the people she follows, as well as "stalking" old friends, and exes. On Pinterest she creates boards for every occasion, season, and event. On TikTok, she loves keeping up with current trends and watch day in the life and travel videos.

## Current Mindset:

Cassandra thinks Bold Rock is not a going out drink. She will often choose a Smash instead because of this.

## Desired Mindset:

We want Cassandra to think that Bold Rock is a drink for any life moment.



## Competitors

To Cassandra, the biggest rivals to Bold Rock would be a Truly, High Noon, Angry Orchard, or a mixed drink from the bar. This is mostly due to availability and the fact that the competitors are seen as more of a “party drink” or a more “fun”.

## Big Idea

Bold Rock is for any occasion.

## Evidence

- Sold at sporting events
- 55% of interview participants ranked Bold Rock as their drink of choice compared to 7 other products
- Offers a variety of products, such as tea, lemonade, IPAs, canned cocktails, and even spirits

## Tone

Confident, conversational, and relatable.

## Creative Execution

In this campaign, we will create a variety of advertisements to emphasize the freshness and quality of Bold Rock. In these advertisements, we will showcase people enjoying the drink together in various settings to create a sense of community.

## Deliverables

TV ad, 2 OOH ads, 3 Magazine ads, Guerrilla marketing ad, Branded Product Placement, 2 Social Media Platforms.

## Mandatories

- Bold Rock branding (logo, colors, etc)
- Agency approval

## Message Objectives

The campaign will focus on the social aspect of the beverage. Our message objectives are to persuade viewers via affect association as well as giving our brand a social meaning.

# Print Advertising



# Headlines

Be Bold, Be You

Bold Flavors, real ingredients

Rock Any Occasion with a Bold Rock

Stay True to Your Taste – Bold Rock Has You Covered

## **Experience more with Bold Rock**

Raise the Bar with Bold Rock

Seasons Change, but Bold Rock is here to stay!

Bold Rock – One Brand, Every Flavor You Crave!

Bold Rock your way

More Flavor, More Occasions, More Bold Rock.

Your Day. Your Night. Your Bold Rock.

Even When the Scene Changes, Bold Rock Stays

Ready When You Are.

For Every Plan, There's a Bold Rock in Hand.

One Flavor Doesn't Fit All.

Ready for Anything? So is Bold Rock.

Weekday, Weekend, Any Day

How about them apples?

A cider for whenever and wherever

A flavor for every reason, a cider for every season

Where flavor meets freshness

For flavor seekers and bold believers

It's not just cider, it's Bold Rock

Sip fresh, stay bold

The only cider crafted for the Bold.

Dare to be Bold, one sip at a time.

Boldness with every sip.

Not your average apple.

Refreshment redefined.

Boldly crafted, perfectly refreshing.

Sip Bold, live free.

Take a bite out of the ordinary.

# Taglines

Bold Rock, a drink for any occasion

Bold Rock can take you anywhere

A flavor for every adventure

More than just a cider

Live Bold, drink Bold Rock

Bold Rock your way

How do you Bold Rock?

Bold Rock: One Brand, Endless Flavors

Bolden your horizons

Get a taste of the bold side

Live life bold

Bold with every pour

Dare to be bold

Nature's flavor

Elevate your taste

The best way to cider

Always Ready. Always Right.

Sip Boldly, Live Fully

Rock Every Moment with Bold Rock

Bring a Bold Rock, Bring the Vibe

Bold Rock: It's Always the Right Time

Make Every Moment a Bold One

Bold Rock: More Than Just a Cider

Made by nature, Enjoyed by you.

Unapologetically Bold.

Crafted for the Bold.

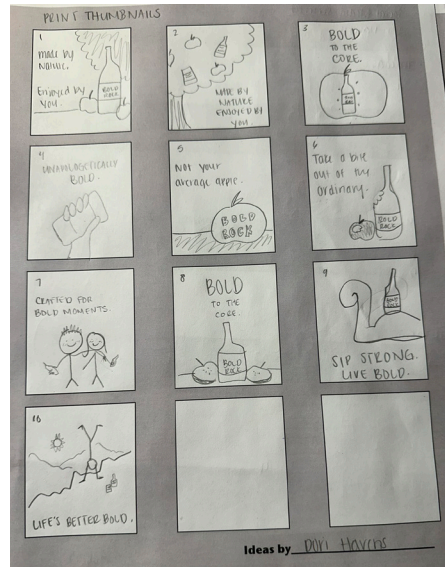
Sip Strong, Live Bold.

Crafted for Bold moments.

Bold to the Core.

## **Life's Full of Bold Moments**

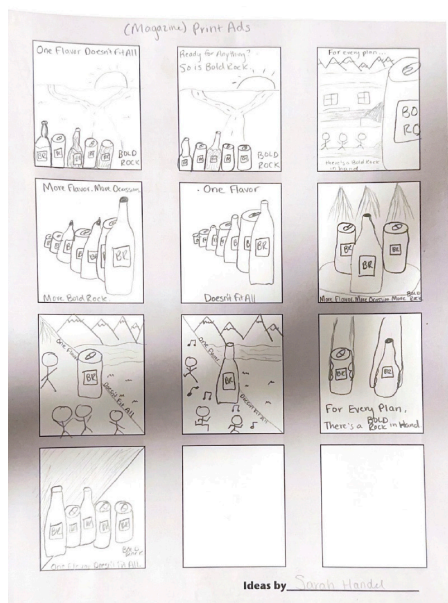
# Thumbnails



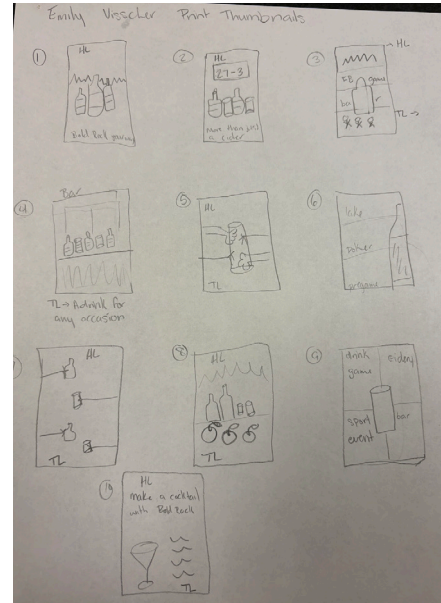
Dori



Taylor



Sarah



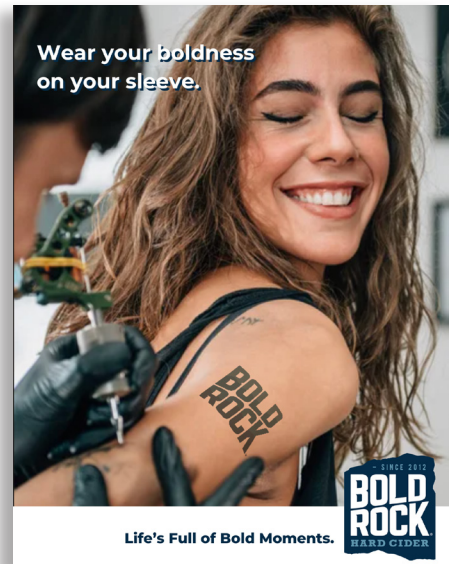
Emily

# Rationale

For our print advertisements, we wanted to showcase people doing bold things. Since we are marketing towards college seniors and graduates, we wanted to ensure that the bold activities featured are relatable to that age. For each ad, we tailored the copy to the specific activity shown to make each one unique while still reinforcing our big idea that Bold Rock is for all of life's moments.



# 3 print ads



# Mockups

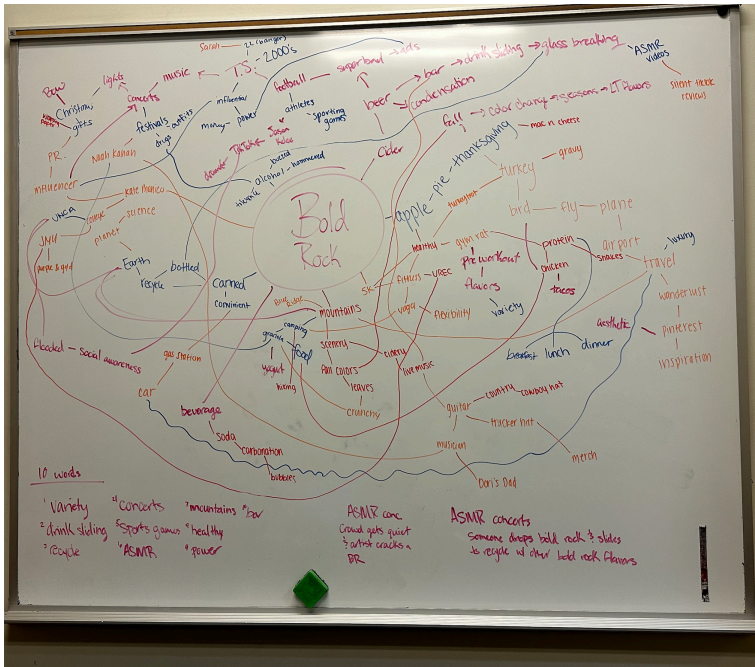


# TV Advertising

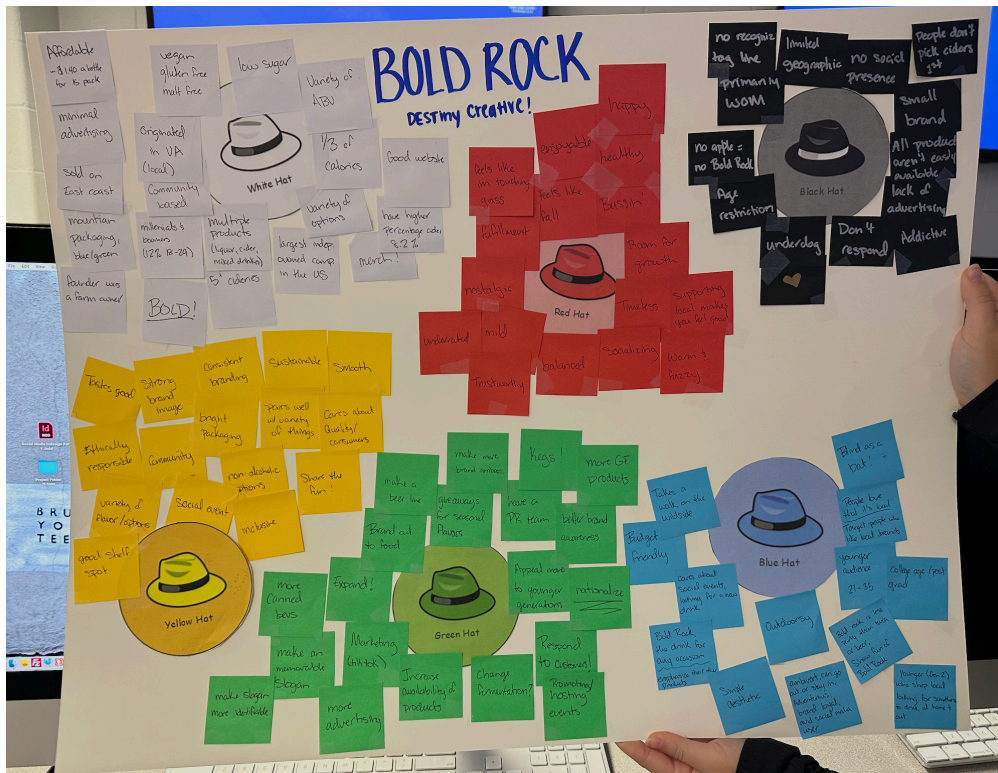




# Brainstorming



1. Bold Rock
2. Kangaroo
3. Outdoors
4. Shop
5. Prize
6. Environment
7. Train
8. Nighttime
9. Enlightenment
10. Taste



# TV Script

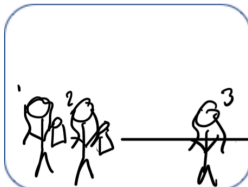
Flashes of Bold  
TV advertisement :30  
SMAD 443  
DESTiny creative

WS OF SARAH AT A BAR	SFX: BAR BACKGROUND NOISE
MS OF TAYLOR WALKING UP TO THE BAR NEAR SARAH	TAYLOR: Hey, I don't know what I want to get. What are you guys drinking?
MS OF TAYLOR, AND SARAH STANDING AT A BAR	SARAH: Bold Rock! TAYLOR: Ooo, sounds interesting. What does it taste like? SARAH: It tastes like all of life's bold moments!
CU SHOT OF SARAH TAKING A SIP OF HER DRINK	SFX: BAR BACKGROUND NOISE FADES OUT
MS OF SARAH CUTTING HER HAIR	SFX: FLASH BACK SFX: UPBEAT MUSIC STARTS PLAYING
MS OF SARAH ASKING OUT HER BOYFRIEND	
MS OF SARAH DOING KARAOKE	SFX: UPBEAT MUSIC FADES OUT
CU OF SARAH FINISHING HER SIP	SFX: BAR BACKGROUND NOISE FADES BACK IN
MS OF SARAH AND TAYLOR AT THE BAR	TAYLOR: That sounds really good.
MS OF SARAH AND TAYLOR	TAYLOR: Could I get a Bold Rock BARTENDER: Sure thing!
CU OF TAYLOR AT THE BAR	
CU OF THE BOLD ROCK HITTING THE COUNTER WITH BOLD ROCK LOGO AND TAGLINE NEXT TO IT	FADE TO BLACK SFX: BAR BACKGROUND FADES OUT ANNCR: Bold Rock, Life's full of bold moments.



# Storyboard

Brand Bold Rock  
 Title Flashes of Bold  
 30 Sec.  
 Page 1 of 2



WS of 3 people  
 at a bar, 2  
 have a BR, bar  
 background noise



Person 3 asks  
 what they are  
 drinking. MS



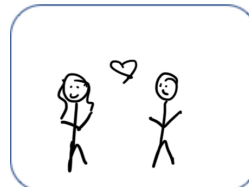
Person 1 & 2 say a  
 Bold Rock, it  
 tastes like all of  
 life's boldest moments,  
 MS on person 1 & 2



Person 2 takes  
 a drink & we  
 cut to a flashback  
 CU shot



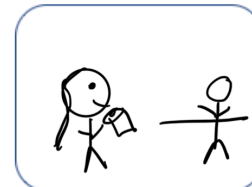
MS of person  
 2 cutting her  
 hair, upbeat  
 Music in back



MS of person 2  
 asking someone  
 out, upbeat  
 music in back

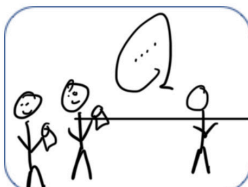


MS of person 2  
 singing karaoke  
 upbeat music in  
 back

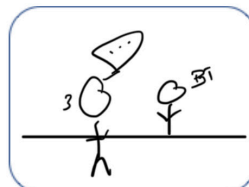


MS of person 2 & 3,  
 person 2 finishing  
 their sip,  
 upbeat music fades

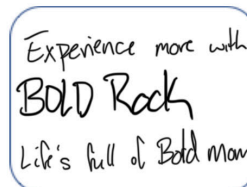
Brand Bold Rock  
 Title Flashes of Bold  
 30 Sec.  
 Page 2 of 2



WS of all 3  
 at the bar,  
 person 3 says  
 "Sounds amazing"



CU of person 3  
 & a bartender.  
 "Can I get a  
 Bold Rock please"



Experience more with  
 Bold Rock  
 Like's full of Bold man.



Fade out w/  
 logo, Hk & TL

# Locations



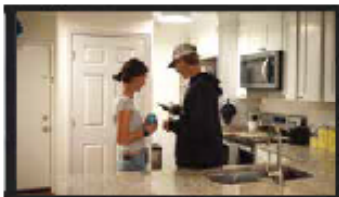

## Location Scouting

Brand: **Bold Rock**

Title: **Flashes of Bold**

45 Secs.

Page 1 of 1

Frame/Time	Description	Location
<p>Frame #1 - :00 to :12, :30 to :41</p> 	<p>College Bar where there is enough light to see the actors faces. There should be alcohol in the background as well as access to Bold Rock.</p>	<p>Ruby's Lounge on South Main Street. Taken on a Wednesday night when it's mildly busy.</p>
<p>Frame #2 - :13 to :18</p> 	<p>Well lit bathroom</p>	<p>Emily's apartment at Copper Beech. In her bathroom.</p>
<p>Frame #3 - :19 to :25</p> 	<p>Kitchen with good lighting.</p>	<p>Sarah's apartment, in her kitchen</p>
<p>Frame #4 - :26 to :29</p> 	<p>Dark room with a karaoke screen in the back.</p>	<p>Sarah's apartment with her roommates singing karaoke.</p>

# Casting

## Flashes of Bold Casting

Director Emily Visscher, Producer Sarah Handel

Shoots December 4, from 9:30 - 10:45 P.M.

Flashes of Bold follows the adventures that Bold Rock can take you on. The ad will start with two college girls at a bar. The second girl will ask the first what she's drinking as she isn't sure what she wants to get. The first girl will tell her it's a Bold Rock. When the first girl raises the drink to her lips, we are then taken into a series of flashbacks for her boldest moments in college. We flash back to the bar to see the second girl ordering a Bold Rock.

### **Roles Available:**

COLLEGE GIRL 1: Female lead, early 20s, senior in college or post graduate. She is calm, social, and polite. She loves to give recommendations and meet new friends.

COLLEGE GIRL 2: Female lead, early 20s, senior in college or post graduate. She is curious to try new things and willing to ask others opinions.

### **Background roles:**

BARTENDER

BARGOERS

# Key Frame



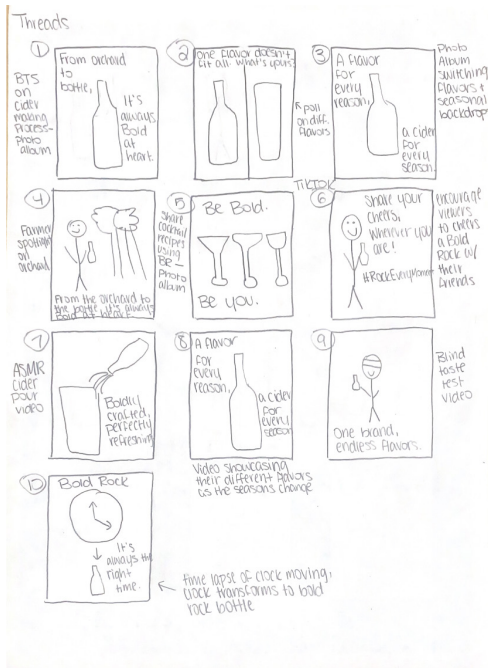
## Rationale

For our TV advertisement, we decided to showcase how Bold Rock is a social beverage. When conducting our research we learned that our participants had primarily learned about the brand via word of mouth marketing. To tie this into our big idea, we started with word of mouth marketing that showed all of the bold moments that Bold Rock is there for.

# Social Media

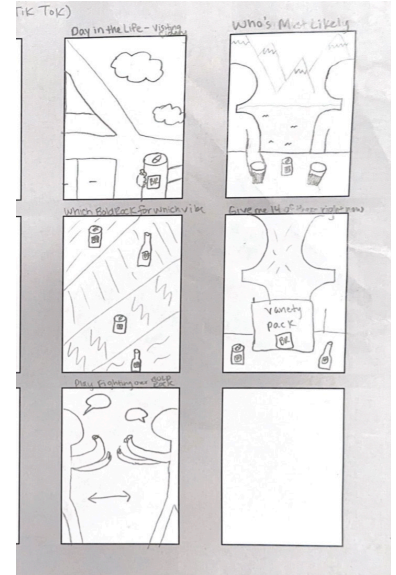
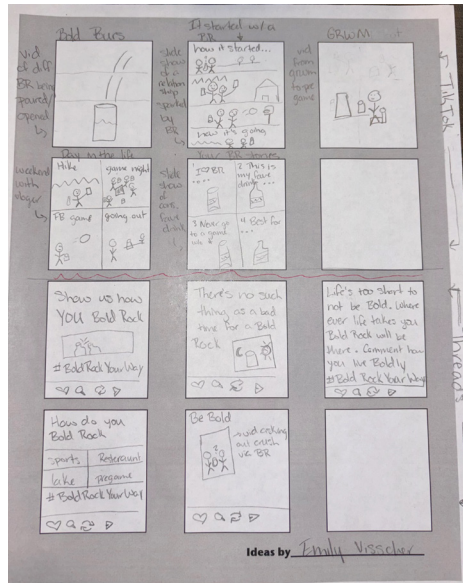
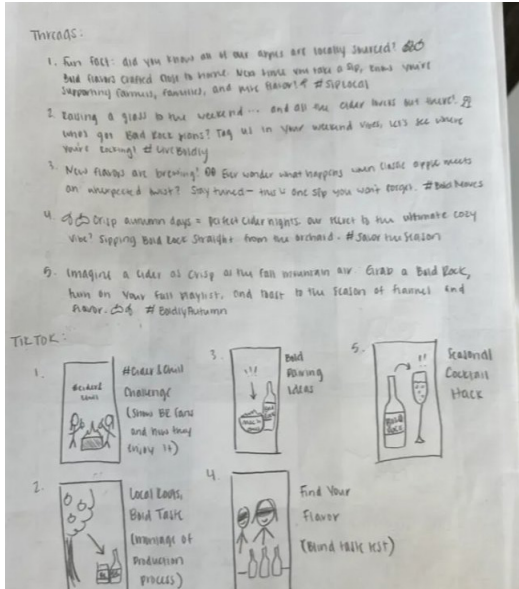


# Sketches



## Social Media Sketches (Threads by IG)

1. did you know? bold rock's flavors are as diverse as your music playlists. what's your go-to song + flavor combo? 🎧🍷
2. more flavors, more occasions, more bold rock. how about them apples?
3. studying? chilling? celebrating? bold rock's got a flavor for that.
4. bold rock is your adventure buddy. take us on your next one. 🗺️🍷
5. why choose between flavors? pro tip: grab a variety pack and never settle. 🍷🍷🍷





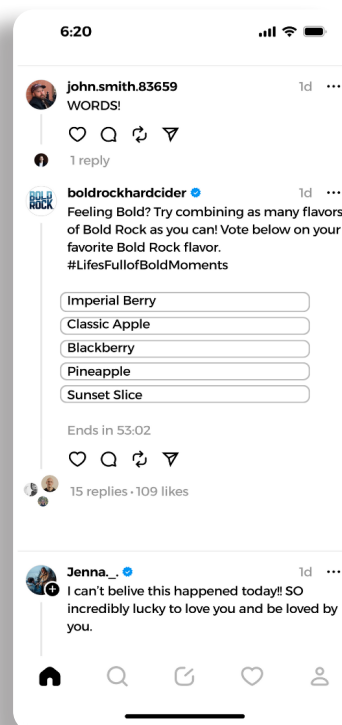
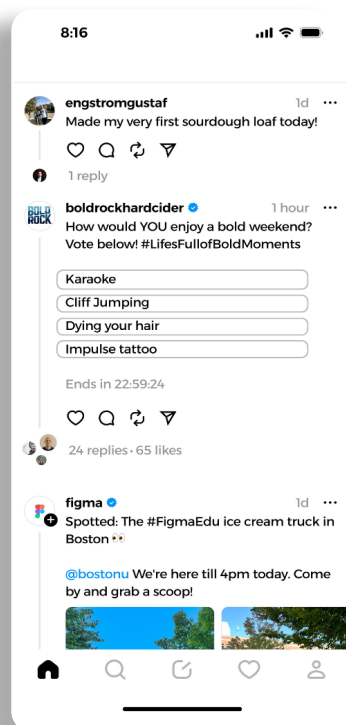
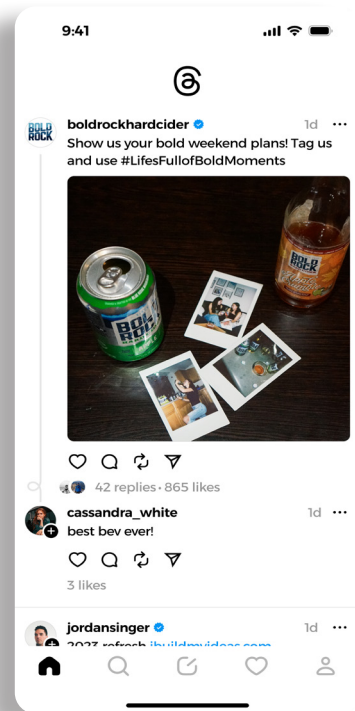
# Thumbnails



# Rationale

We chose to use the platforms Threads and TikTok because Bold Rock does not currently have a presence on these platforms. When using threads we used the image feature as well as the voting feature. This encourages our target audience to engage with the brand as well as make it visually appealing and shareable.

# Mockups





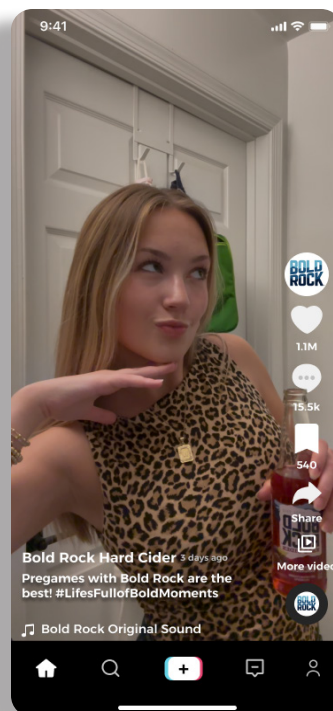
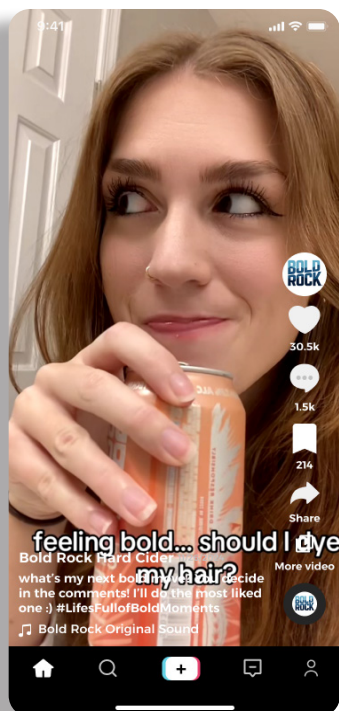
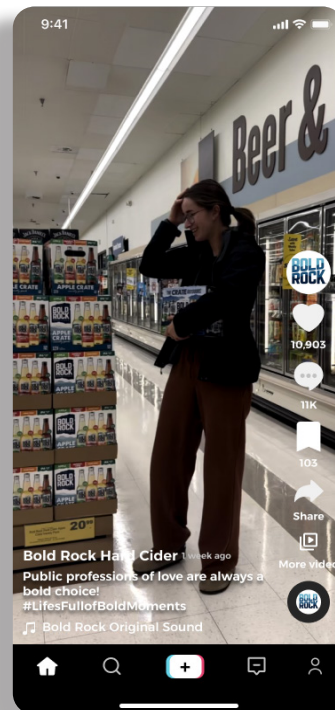
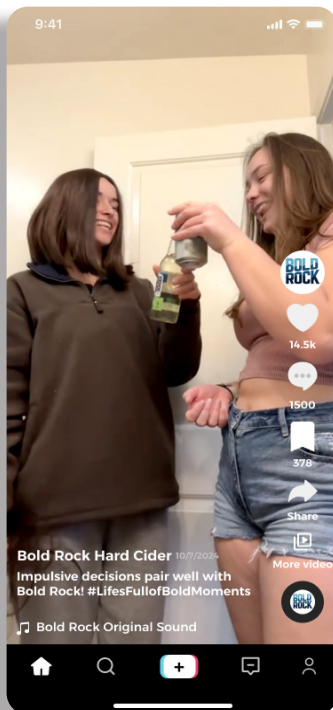
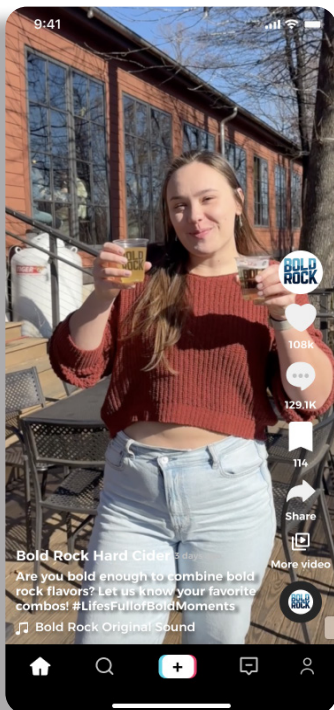
# TikTok Thumbnails



## Rationale

TikTok is a platform focused heavily on interactive trends as well as product reviews and sales. We thought that this would be a great medium to place Bold Rock in as a way to expand their audience as well as make the brand more entertaining. We chose popular trends to replicate in order to follow the concepts of creating a viral video. While none of these videos are our viral video, reenacting popular trends puts Bold Rock in a more favorable position.

# TikTok Mockups

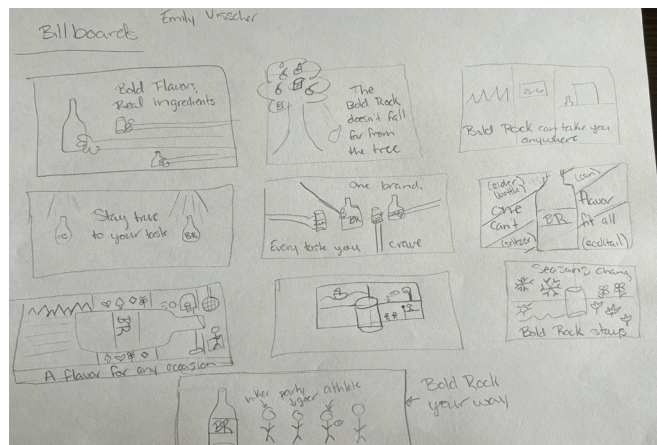
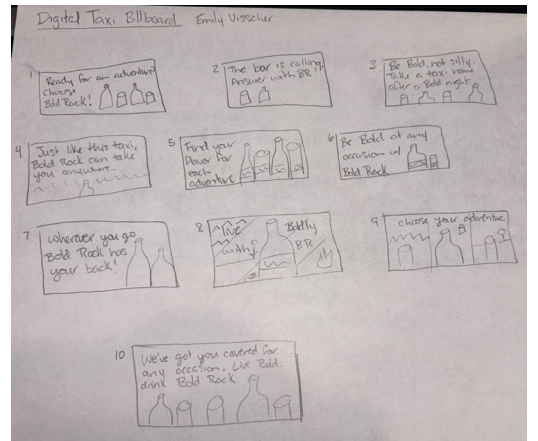
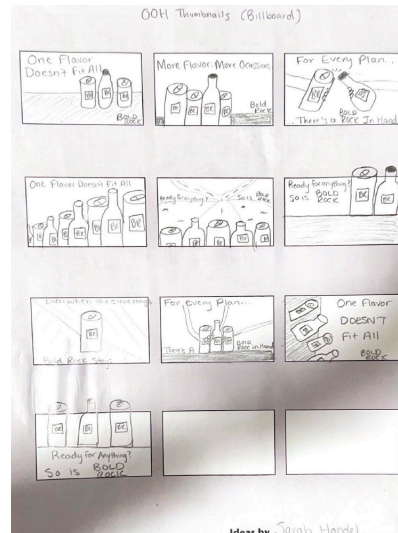
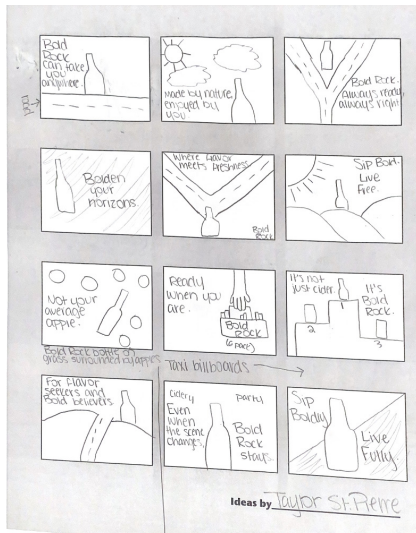
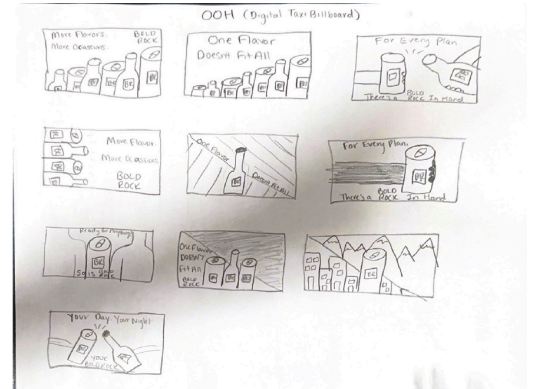
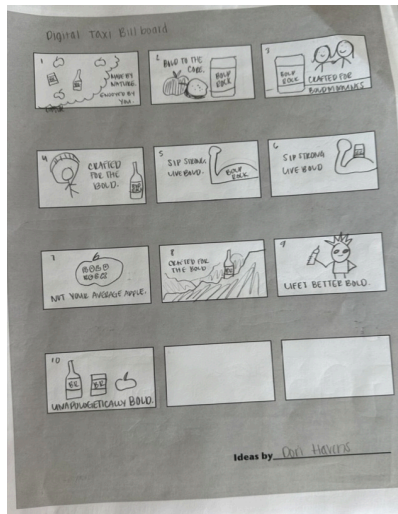
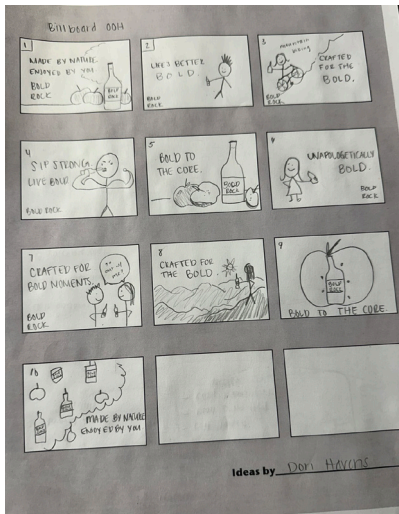


# **Out of Home Advertising**





# Thumbnails



# Ads



Billboard Advertisement



Taxi Billboard Advertisement



# Mockups



# Rationale

We chose to use a billboard and a digital taxi billboard for our out-of-home advertisements.

Despite the fact that proposals are heavily used in the advertising world, we believe that it displays how versatile the drink is. Most beer or alcoholic ads focus on sexualizing the female consumers within the ad, which is why we chose to change that narrative and instead show the drink as a part of a big life moment. It also stands out visually, drawing attention from both foot and car traffic.

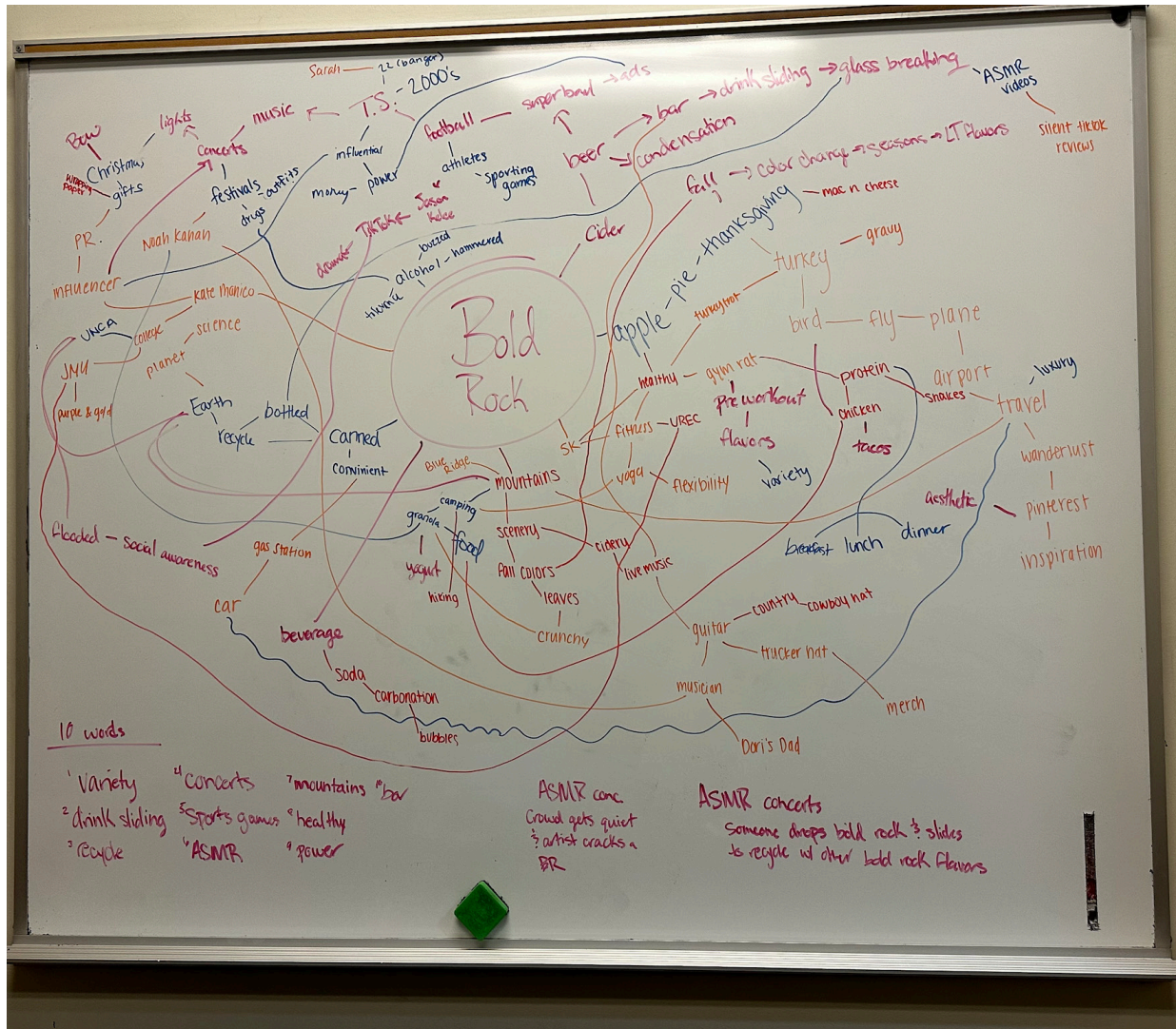
For our digital taxi, we chose to use a karaoke image. This is to capture a typical fun night out. By putting it on a taxi, we hope to bring brand awareness to those who are taking a taxi home because they were out drinking or having a bold night.

# Viral Video





# Brainstorming

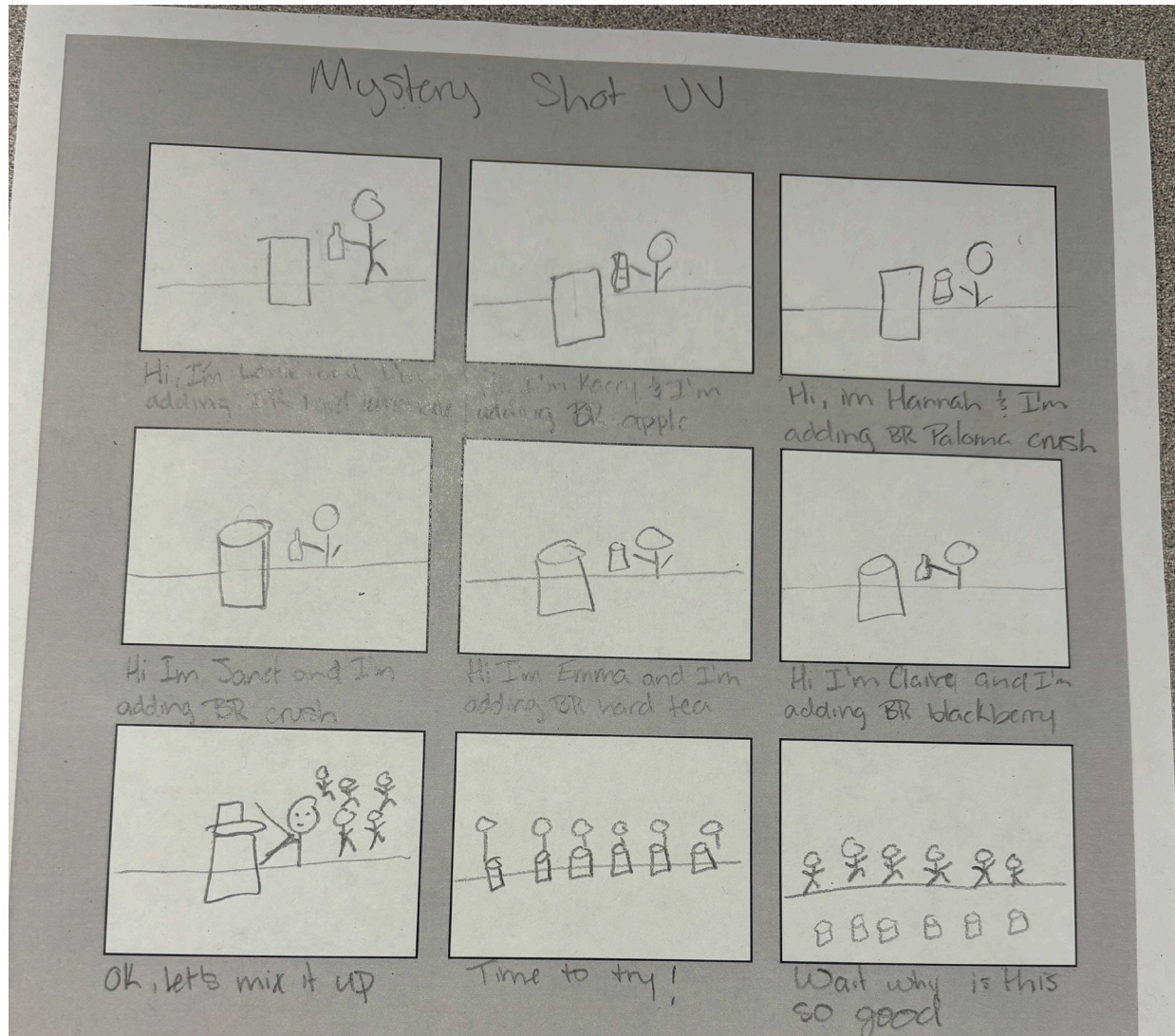


# Script

CU OF EMILY IN KITCHEN	SFX: PREGAME BACKGROUND NOISE
MS OF EMILY	EMILY: Tonight we were feeling bold, so we are going to do the mystery shot trend!
MS OF EMILY	EMILY: Hi I'm Emily and I brought the Vodka Bay Crush Bold rock SFX: SOUND OF DRINK POURING
MS OF TAYLOR	TAYLOR: Hi I'm Taylor and I brought the Blackberry Bold Rock
MS OF SARAH	SARAH: Hi I'm Sarah and I brought the limited edition apple crumble bold rock! And I'm gonna add... that much
MS OF LEENA	LEENA: I'm Leena and I brought the apple bold rock
MS OF DORI	DORI: Hi I'm Dori, and I brought the imperial berry Bold Rock
MS OF JULIA	JULIA: I'm Julia and I brought the Bold Rock Raspberry Lemonade
MS OF EMILY MIXING THE DRINK	EMILY: It looked like it was a little fizzy so I'm just gonna ...
MS OF EMILY POURING OUT THE SHOTS	SFX: MUSIC IN BACKGROUND TAYLOR: OOO it's pink. I hope it tastes as pretty. EMILY: It's so pretty
MS OF EVERYONE TAKING A SHOT	EVERYONE: Cheers! SFX: glasses clinking EVERYONE: wait that was really good!



# Storyboard



# Key Frame



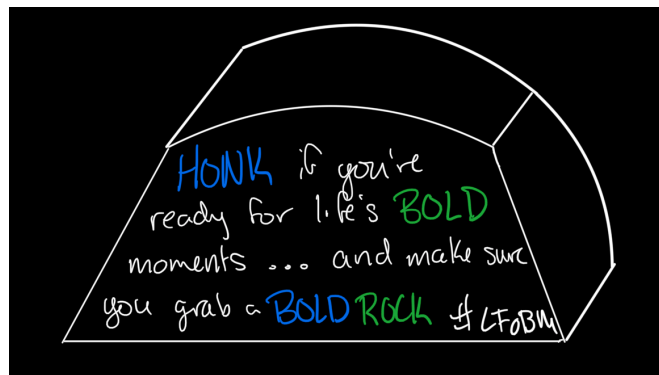
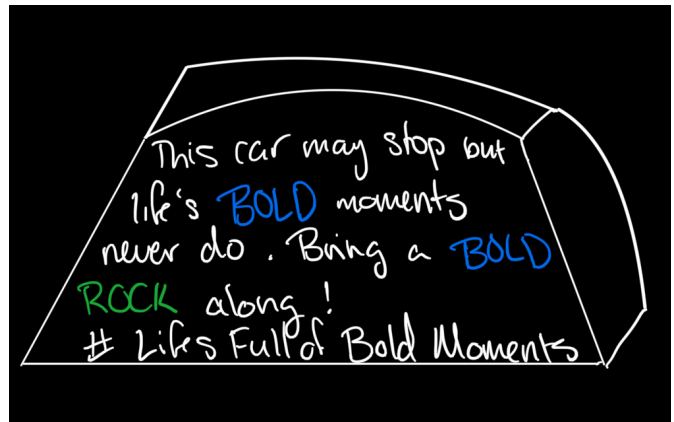
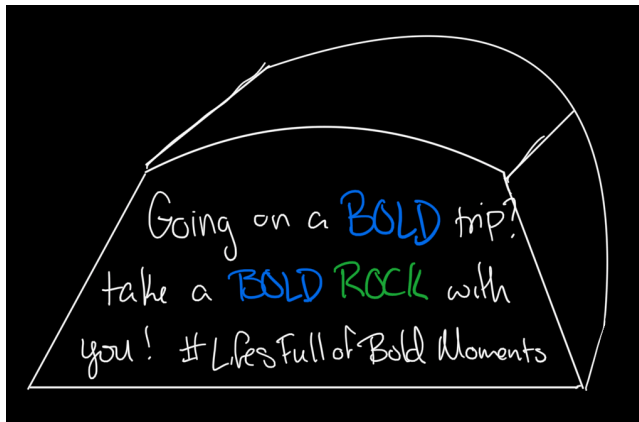
## Rationale

For our viral video we chose to utilize the idea that the best viral videos includes participation. We decided that the mystery shot trend, popular on TikTok, would be the best option for this using Bold Rock products. The idea of doing a sharable trend fits in well with our message objectives of giving our brand a social meaning as well as an affect association.

# Guerrilla Marketing



# Thumbnails

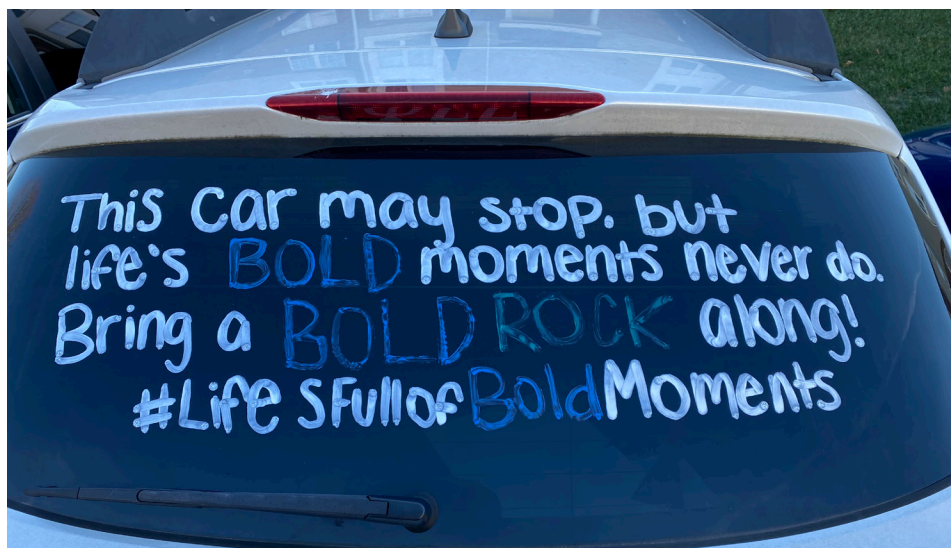
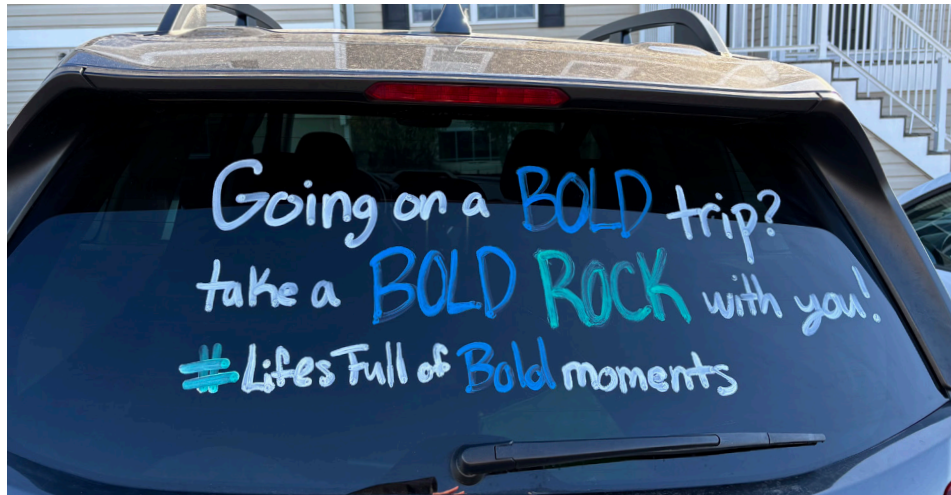


## Rationale

For our guerilla marketing design we chose to write on the back of people's cars. This was inspired by how many people we have seen who have boldly written on their car what they are celebrating and their venmos on the back. The cars would have a variety of sayings that tie into the campaign's big idea of "Bold Rock is for all of life's occasions" as well as using our tagline as a hashtag. We thought this could be a fun and inexpensive way of advertising, especially if the cars travel for long distances.



# Mockup



# Brand Product Placement





# Script

INT. LOFT - NIGHT

(The group is gathered around, creating chaos playing True American. Everyone is focused on Nick and Jess. They are behind a sliding door after a dare to kiss.)

ALL  
KISS! KISS! KISS! KISS!

JESS  
(exasperated)  
Okay, we kissed. Let us out. Sent you a picture.

WINSTON  
(unimpressed)  
That ain't no kiss, man! Come on, Inspector Gadget, inspect those tonsils. **Be bold, we're drinking Bold Rocks for crying out loud!**

SCHMIDT  
(smirking)  
Just give Jess a tender, sensual kiss, and we'll let you right out.

NICK  
(snapping)  
Shut up, Schmidt!

JESS  
(frustrated)  
Schmidt, stay out of this!

SCHMIDT  
(dramatic)  
Please stop yelling at me! You know that I'm ten percent more emotionally fragile than Nick right now.

NICK  
(panicked, pleading)  
No, no, don't! No, please! Don't! Don't!

(Schmidt ignores Nick's protest and turns to Holly with a serious look.)

SCHMIDT  
(earnest)  
Holly, do you mind if I tell you a story?

HOLLY  
(skeptical)  
Is it sad?

NICK  
(interrupting, sarcastic)  
Holly, he's really happy! He's got a 401k and a **six-pack of Bold Rocks.**

SCHMIDT  
(ignoring Nick, deeply nostalgic)  
Well, it's the tale of an uber-successful marketing executive's journey... into heartbreak.

HOLLY  
(intrigued but wary)  
Mm-hmm.

SCHMIDT  
(wistful)  
Her name was Cecelia.

NICK  
(desperate, cutting in)  
No! Come on, come on. Holly, wait!

(Jess throws her hands up, exasperated by the entire situation.)

# Script

JESS

(fed up)

Ugh! What is the big deal? Let's just suck it up, chug our **Bold Rocks**, and French a little.

(Everyone looks at each other, the room buzzing with chaos as the scene fades.)

# Screenshots



# Screenshots



# Rationale

For our Brand product placement we chose to use the show New Girl. What drove us to choose the show is the popularity among our target audience as well as the drinking game shown throughout the show called "True American". As described in the show, the game combines concepts from Candyland and the Floor is Lava into an adult drinking game. We decided that this was the perfect spot for us to place our brand. We chose to separate our screen grabs and the Bold Rock mentions in the script in order to make the brand product placement feel more natural and capture the bold essence of the episode. By combining the two, we are able to send both subliminal and verbal cues for our brand to the New Girl audience.

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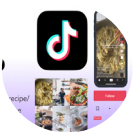
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