



Skyler Robert

IZZE

Presentation



Objective

- Convey that IZZE is a simple, bubbly, fruity drink that is equally refreshing.

■ Situation Analysis and Research Finding

- Women have been looking for a better alternative to soda for both themselves and their kids.
- The target audience would be women between the ages of 18 and 35, but older women could be interested too and so they should be kept in mind



Creative Strategy

- Because this is a fruity, bubbly drink, I went for a lot of fruit in the images and bright colors wherever I could. I also tried to capitalize on the simple ingredients of the drink and put that wherever I could.

IZZE Sparkling Juice



Simple, Bubbly, and Refreshing
Made with Pure Ingredients
You Can Be Proud to Drink
Find at a Store Near You!

Executions



Simply

Bubbly



Fruity

Refreshing

Executions

Bubbly



Pure

Simple

Refreshing

Simply



IZZE

Bubbly

Simply



IZZE

Refreshing