

# SEEDLIP

THE NON-ALCOHOLIC SPIRIT



Chicago Nashville Team

CM Intern Project

July 2024



# our team.



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Client Services Intern



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Client Services Intern



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**Polite Cat**  
Moral Support

CREATE A CONSUMER EXPERIENCE THAT

# the ask

Helps Seedlip connect  
with consumers beyond  
the point of purchase.

Captures meaningful data  
that helps us learn more about  
our consumers.

Connects the consumer  
experience with food.







young people are drinking less alcohol than older generations.

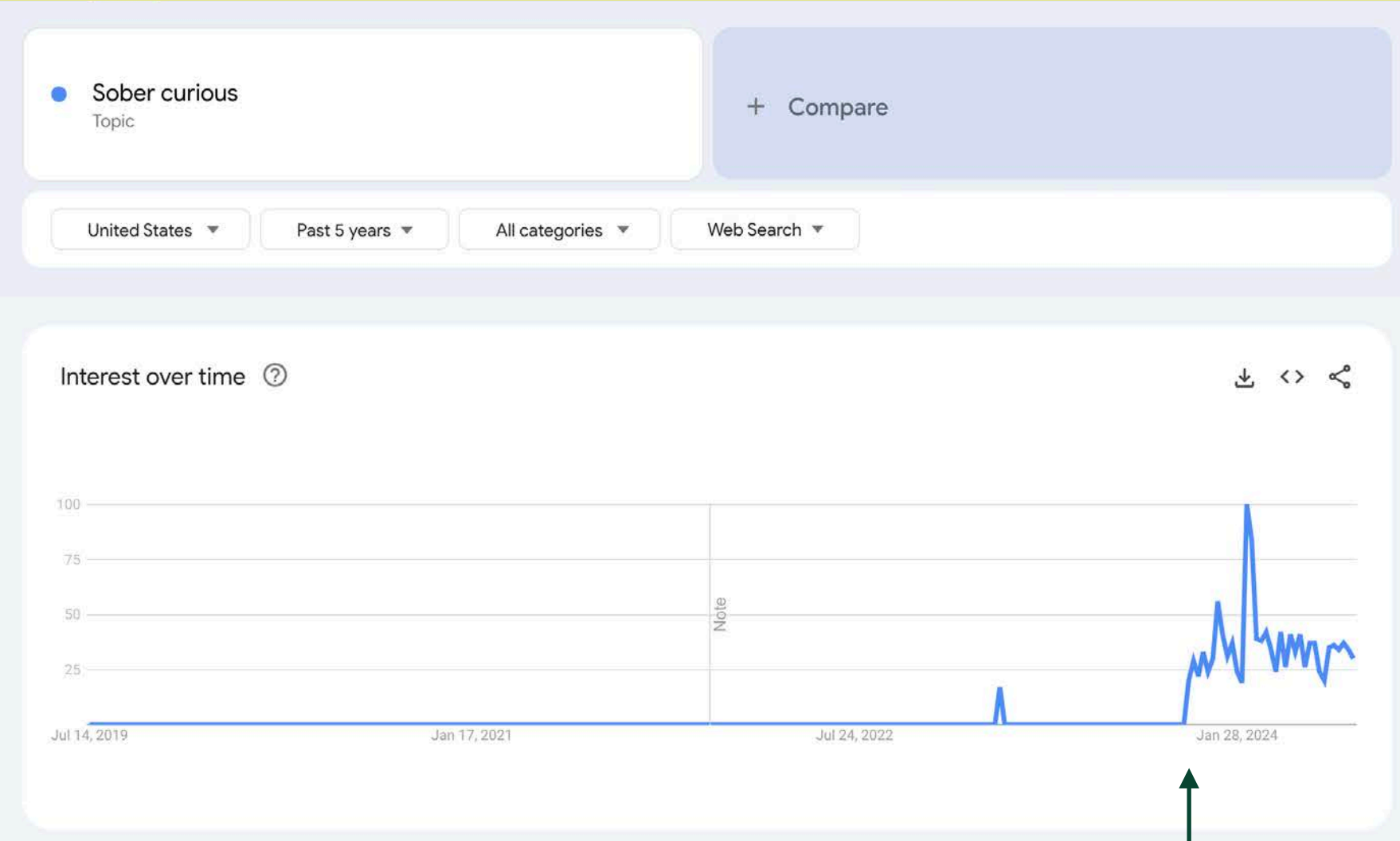
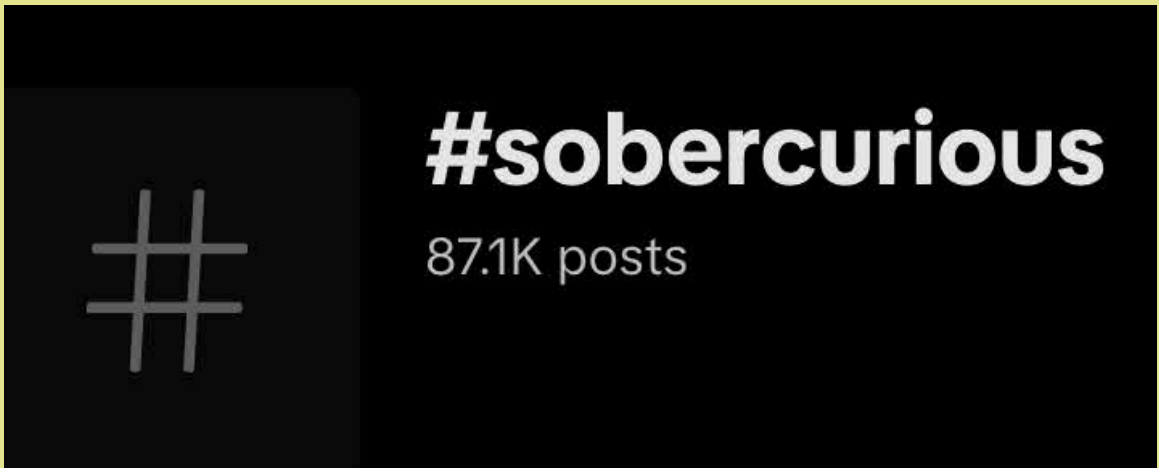


in 2023, 40% of gen z claimed to have cut down on their alcohol consumption.

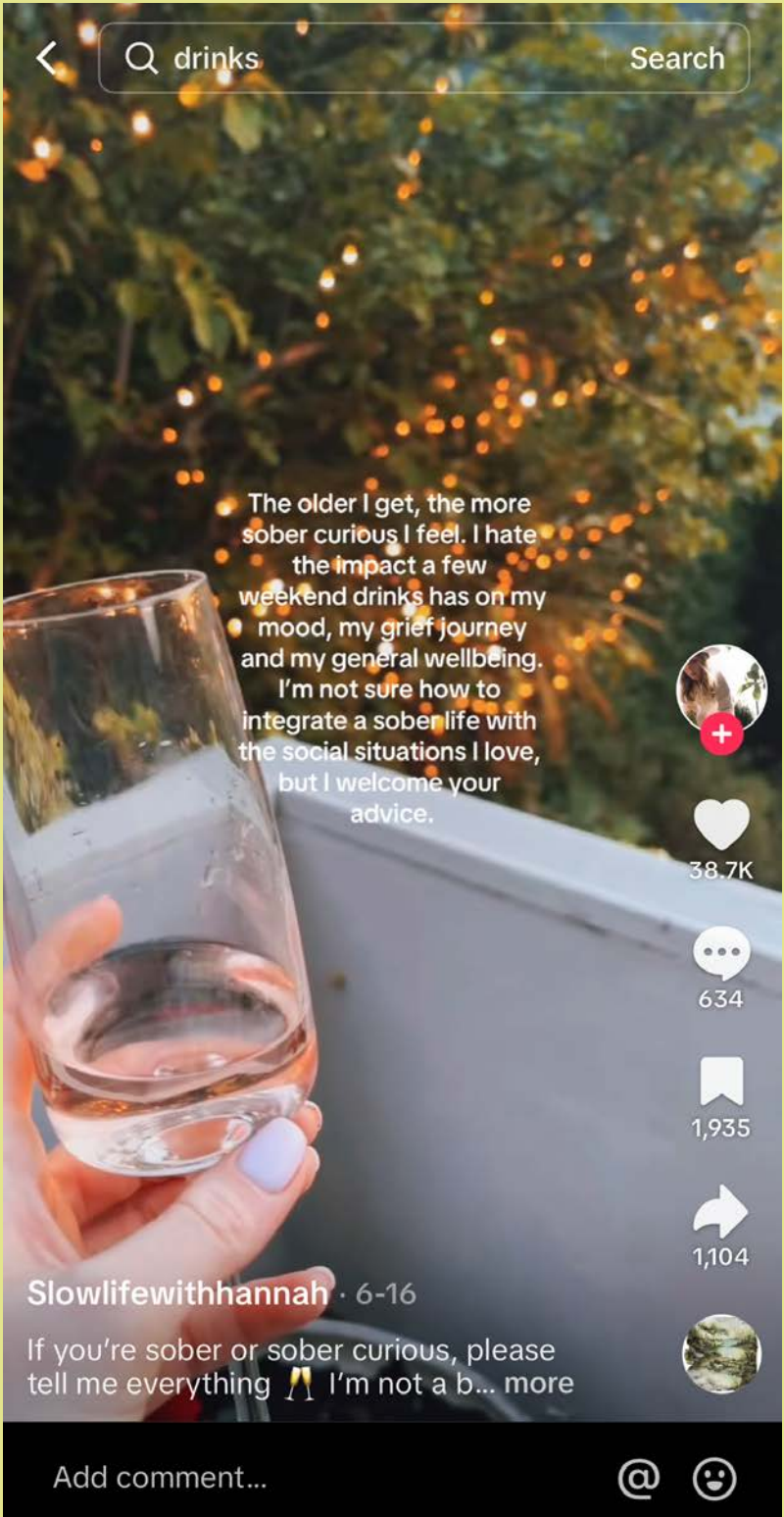
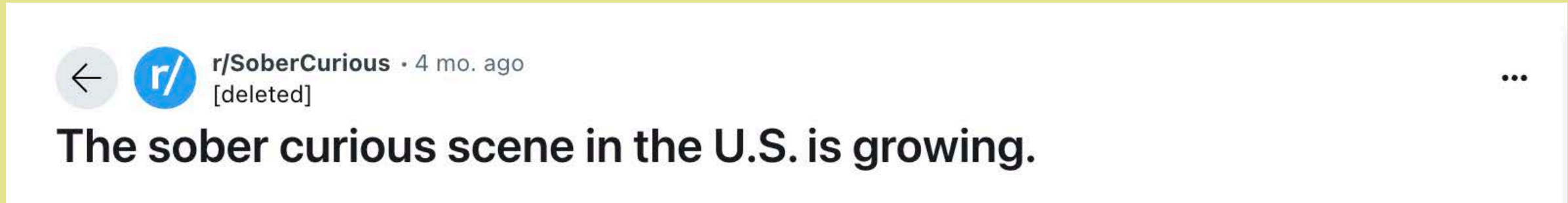
But *why*?



# meet the sober curious movement.



2023





primarily appealing to younger millennials and gen z individuals, the sober curious movement has encouraged mindfulness around alcohol habits.



# headlines

**Gen Z & Millennials Embrace a "Sober Curious" Lifestyle**

**Gen Z is Abandoning Alcohol**

HEALTH MATTERS

**'Sober curious' | More young adults saying no to alcohol, study shows**

GEN Z'S INTEREST IN THE SOBER CURIOUS MOVEMENT INCREASES 53%, FROM 2023 TO 2024, ACCORDING TO A NEW NCSOLUTIONS ANALYSIS

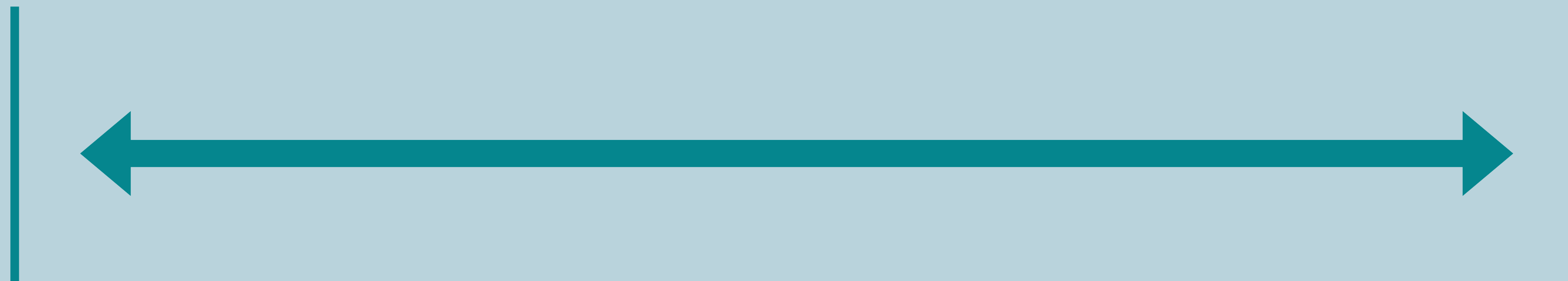
LOCAL NEWS

**Gen Z and beyond exploring the "sober curious" movement**



# the sober curious spectrum

ALCOHOL  
ENJOYERS



NONDRINKERS



~~abstinence~~  
balance



#1 ATTRACTIVE ATTRIBUTE OF NA SPIRITS:

# social inclusion

“[I drink NA] when I want to be around those drinking and can't or don't want to get impaired but want to hang out. It helps you feel involved.”

-NA SPIRIT DRINKER



## Seedlip Insights

Seedlip is a brand that challenges, questions, provokes, and re-imagines.

The Seedlip non-alcoholic spirit is the answer to the question: “what do I **drink** when I’m **not drinking?**”

Born with a progressive spirit, Seedlip inspires you to **live more & be more.**





today, older generations love Seedlip, but the opportunity lies in the younger sober curious generation: gen z.





A hand is holding a Seedlip Grove 42 cocktail glass filled with a yellowish drink, garnished with a slice of blood orange and a mint leaf. Next to it is a bottle of Seedlip Grove 42 Non-Alcoholic Spirit. The background is a soft, out-of-focus sky with light clouds. The text is overlaid in the center of the image.

Seedlip aligns perfectly with the gen-zennial shift towards balance, they just don't know it yet.



# trends to take advantage of

## **COLLECTIVE BELONGING**

Consumers are increasingly seeking real world and virtual spaces that unite them with like-minded individuals who share their passions, values, and interests.

## **CONSCIOUS WELLBEING**

Society is shifting towards a more comprehensive view of health and wellbeing. Consumers prioritize their physical, psychological, and social wellbeing.

## **NEO-HEDONISM**

Consumers, especially sober-curious individuals, are seeking new and innovative ways to experience pleasure in their everyday lives.



Seedlip Human Truth

balanced  
celebrations,  
meaningful  
connections.





the drink is a connecting point in social settings, but the people bring the vibrance.



Seedlip Platform

you're  
the buzz.

Buzz: "a feeling of intense enthusiasm, interest, excitement,  
or exhilaration".

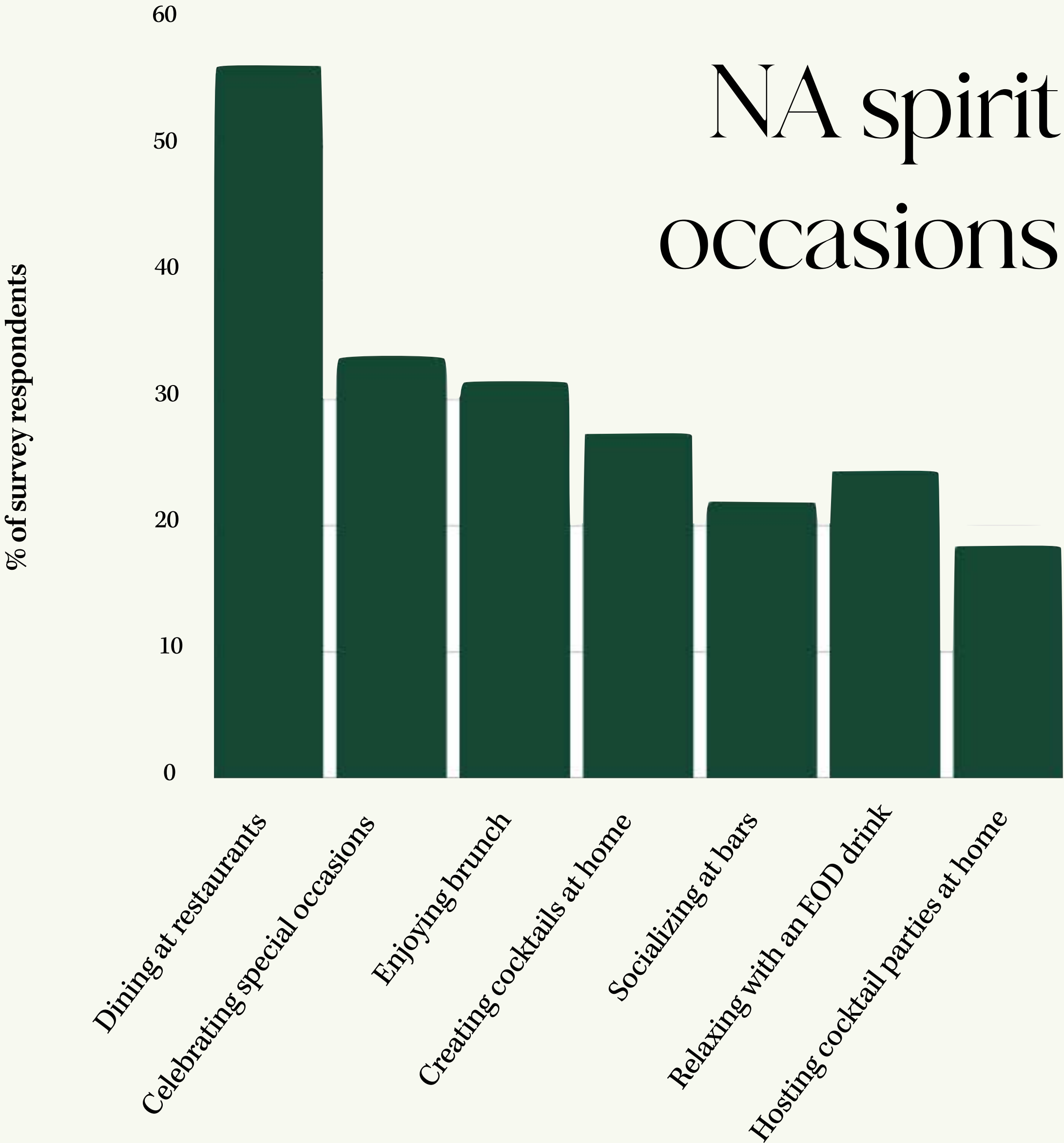




in 2024, the most prominent trend in drinking behavior is the blurred line between the alcoholic and non-alcoholic landscape.

Where do we see this blurred line?

















Together with the description of the choicest  
FURNACES and VESSELS used by  
Ancient and Modern CHYMISTS

And the Anatomy of GOLD and SILVER; with the chiefest  
*Preparations and Curiosities* thereof; together with their *Vertues*.  
In SIX BOOKS.

---

By JOHN FRENCH *Dr. in Physick.*

---

*To which is added in this Fourth Impression.*

**Ben Branson's discovery of *The Art of Distillation*  
evoked a strong sense of curiosity and led to the  
creation of Seedlip.**

Ben embarked on a journey of experimentation with distilling herbs and fulfilling the need for a sophisticated non-alcoholic option.

We want the Seedlip consumer to embody that same curiosity in their journey towards the discovery of their perfect non-alcoholic cocktail.





## hummingbird

Corresponds with Notas de Agave. A social, energetic, and charismatic character.



## fox

Corresponds with Spice 94. An adaptive, responsible, and cunning character.



## hare

Corresponds with Garden 108. A flexible, witty, and sympathetic character.



## squirrel

Corresponds with Grove 42. A curious, organized, and independent character.



“the artwork is enough to catch my attention, and maybe buy a bottle.”





**Seedlip** Personas

Our target...

let's visualize them.





# out of home





SEEDLIP

you're the  
buzz



DISCOVER  
YOUR BUZZ

GAP



SEEDLIP  
NON-ALCOHOLIC SPIRIT  
GARDEN 108  
WITH DISTILLED HERBAL BOTANICALS

you're the  
buzz



DISCOVER  
YOUR BUZZ

The billboard features a central image of a Seedlip Garden 108 bottle surrounded by various botanicals like purple flowers, green pods, and leaves. Two people are shown in circular cutouts: a woman at the top and a man at the bottom. The background is a light green color.



you're the  
**buzz**



DISCOVER  
YOUR BUZZ



SEEDLIP

you're the  
**buzz**



DISCOVER  
YOUR BUZZ



SEEDLIP  
NON-ALCOHOLIC SPIRIT

NOTAS DE AGAVE  
PRICKLY PEAR, LIME & AGAVE FLAVORED  
WITH OTHER NATURAL FLAVORS

SEEDLIP

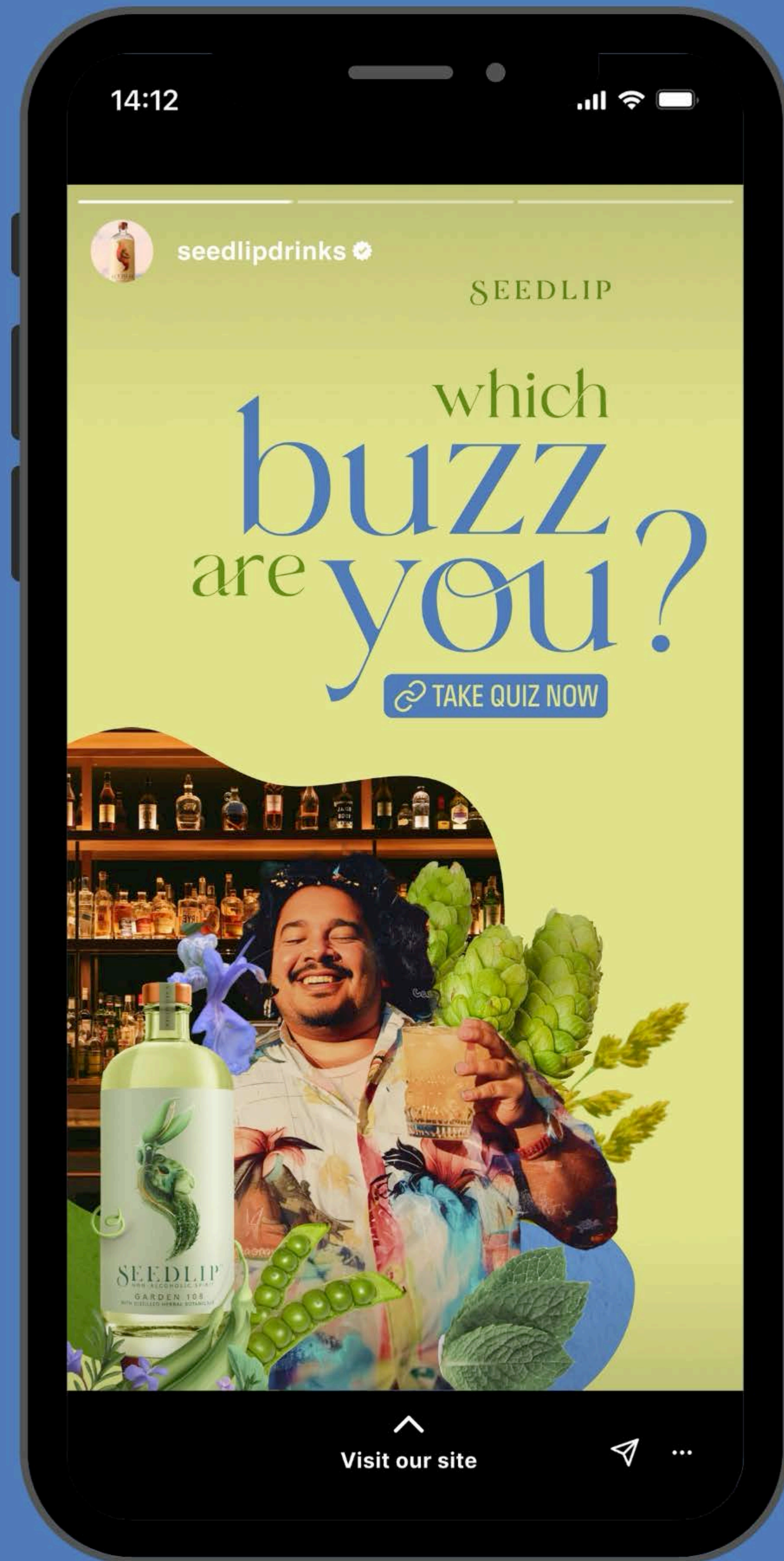


# social media





paid social









Seedlip Instagram Filter



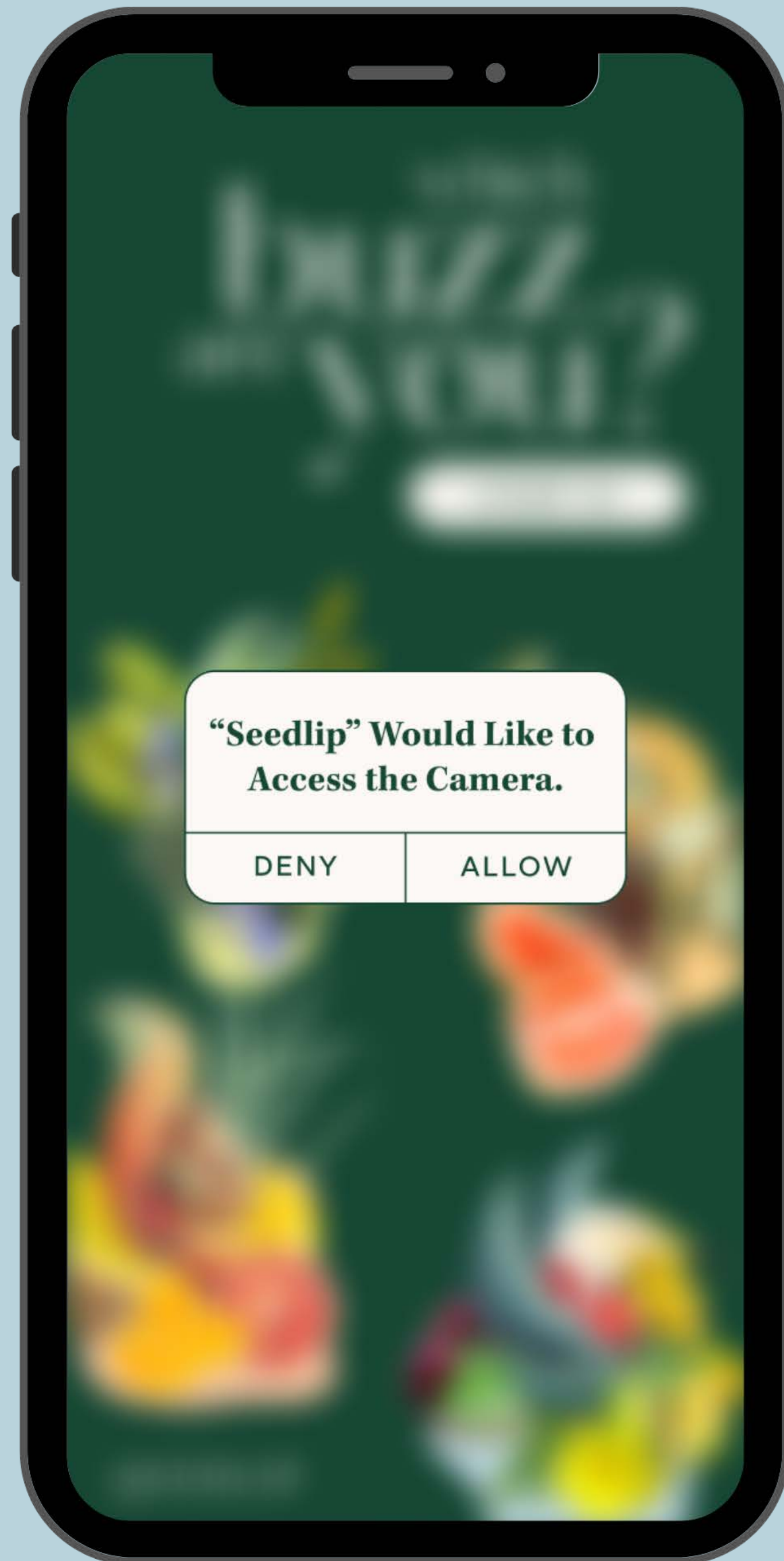


# quiz





## Seedlip Quiz



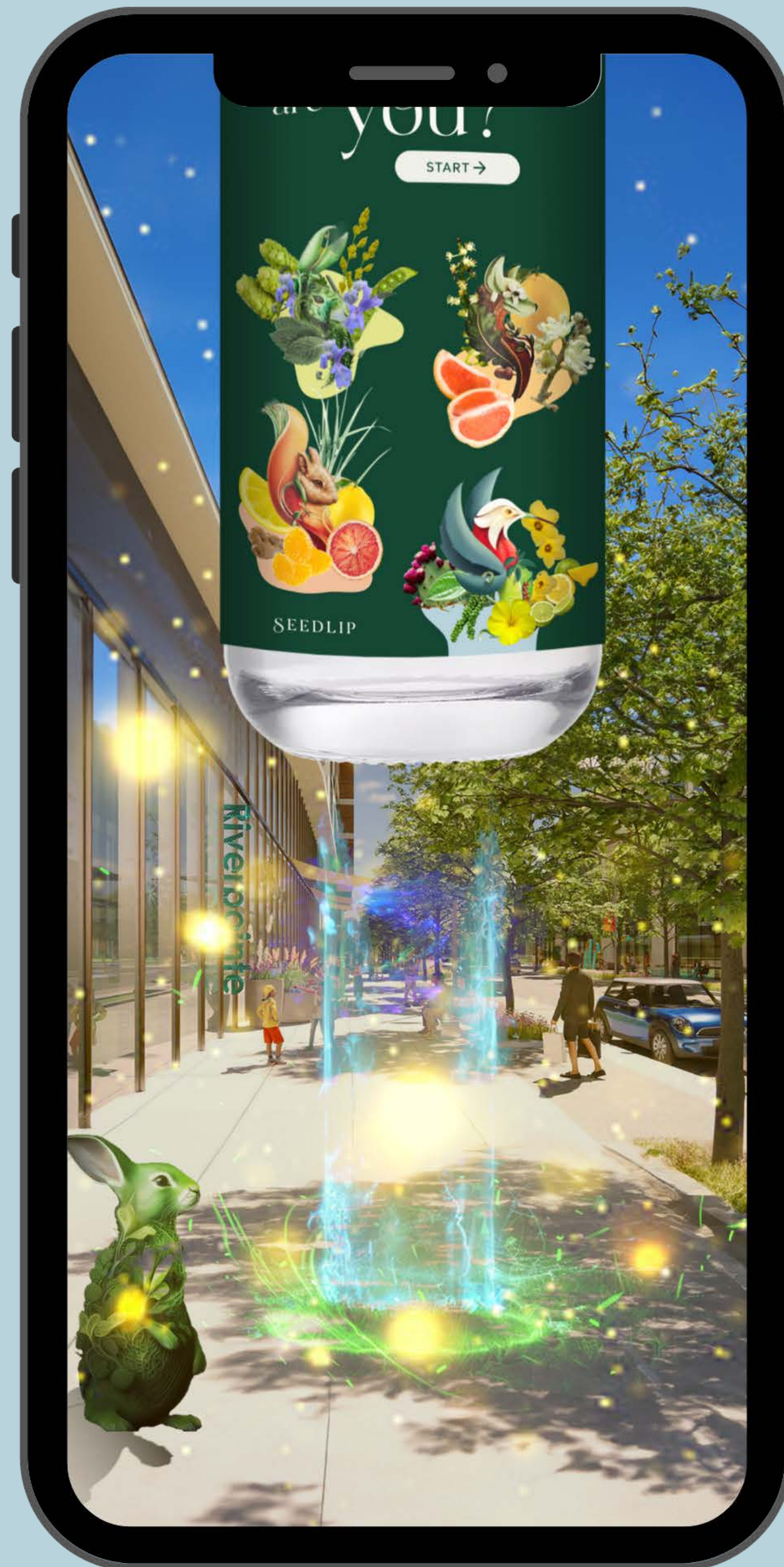


Seedlip Quiz





# Seedlip Quiz

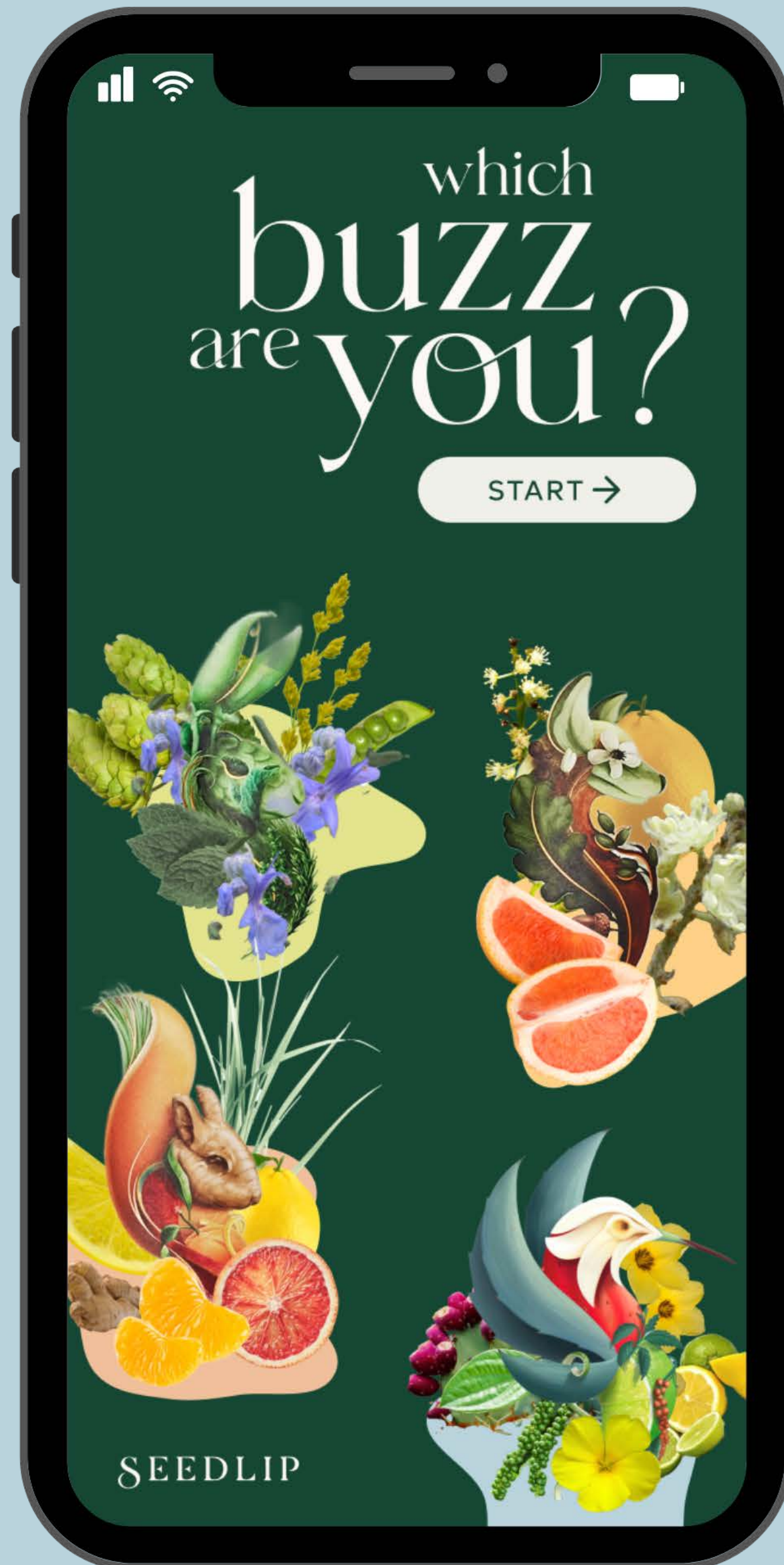




# Seedlip Quiz

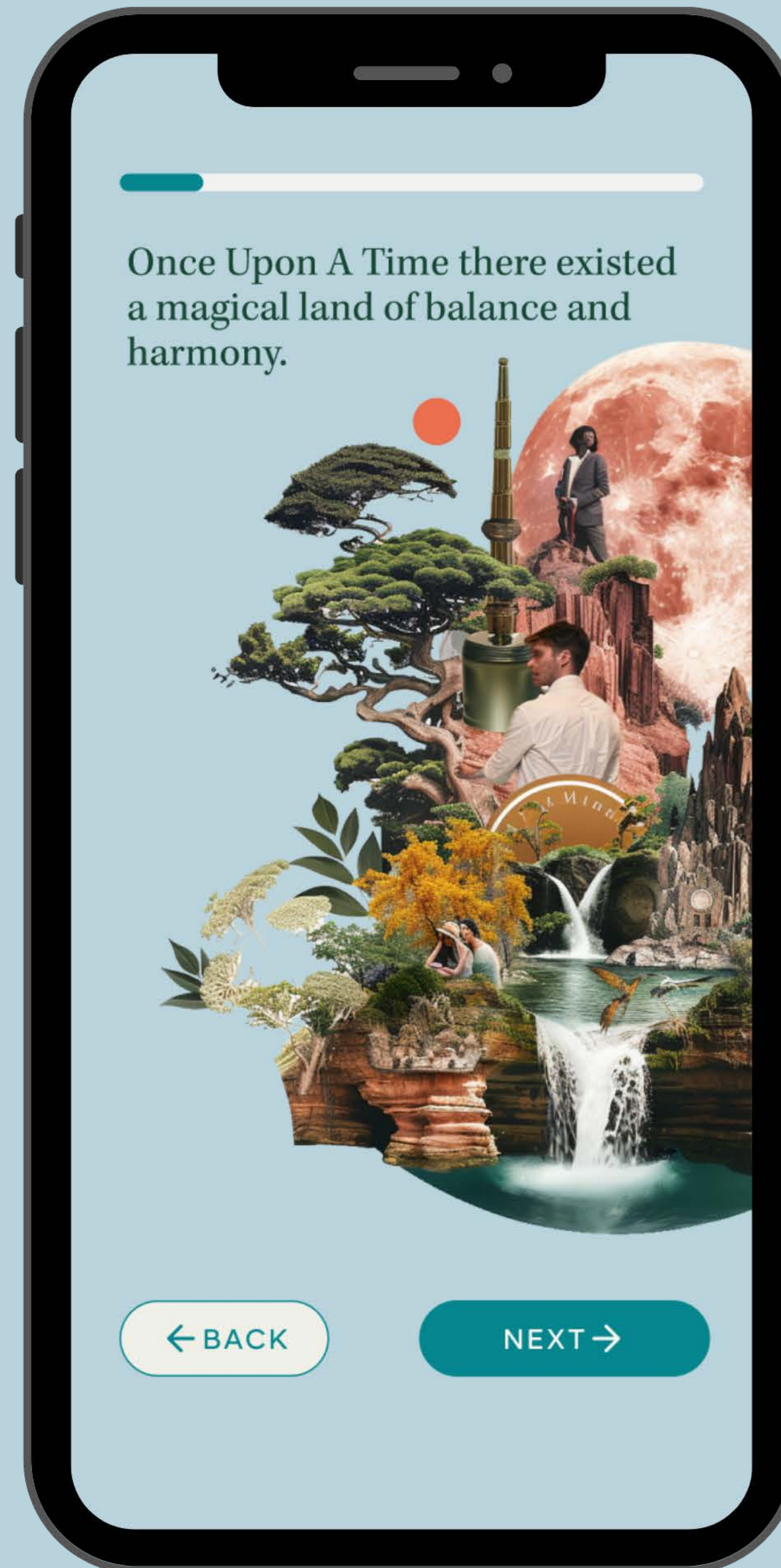






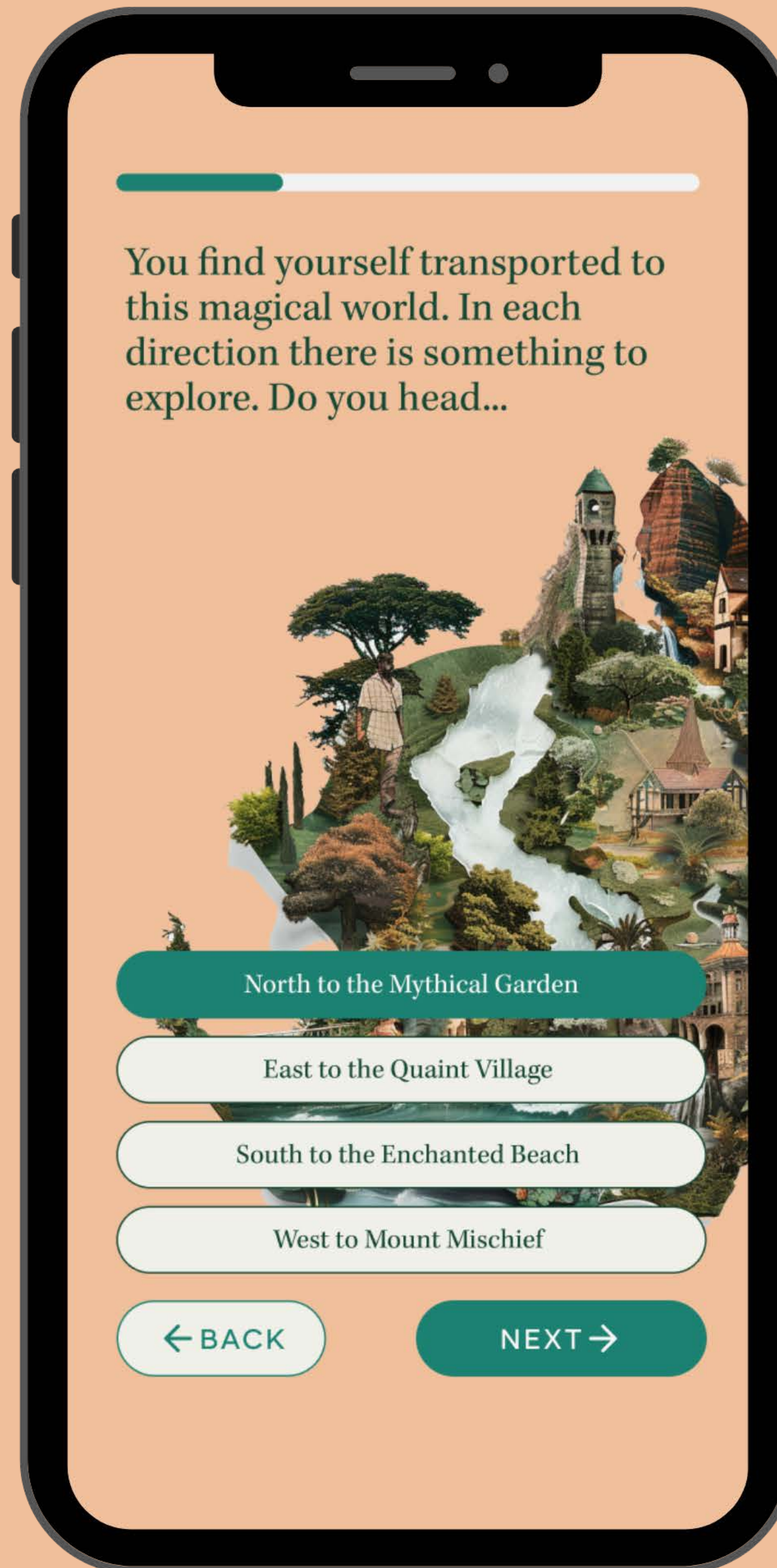


## Seedlip Quiz



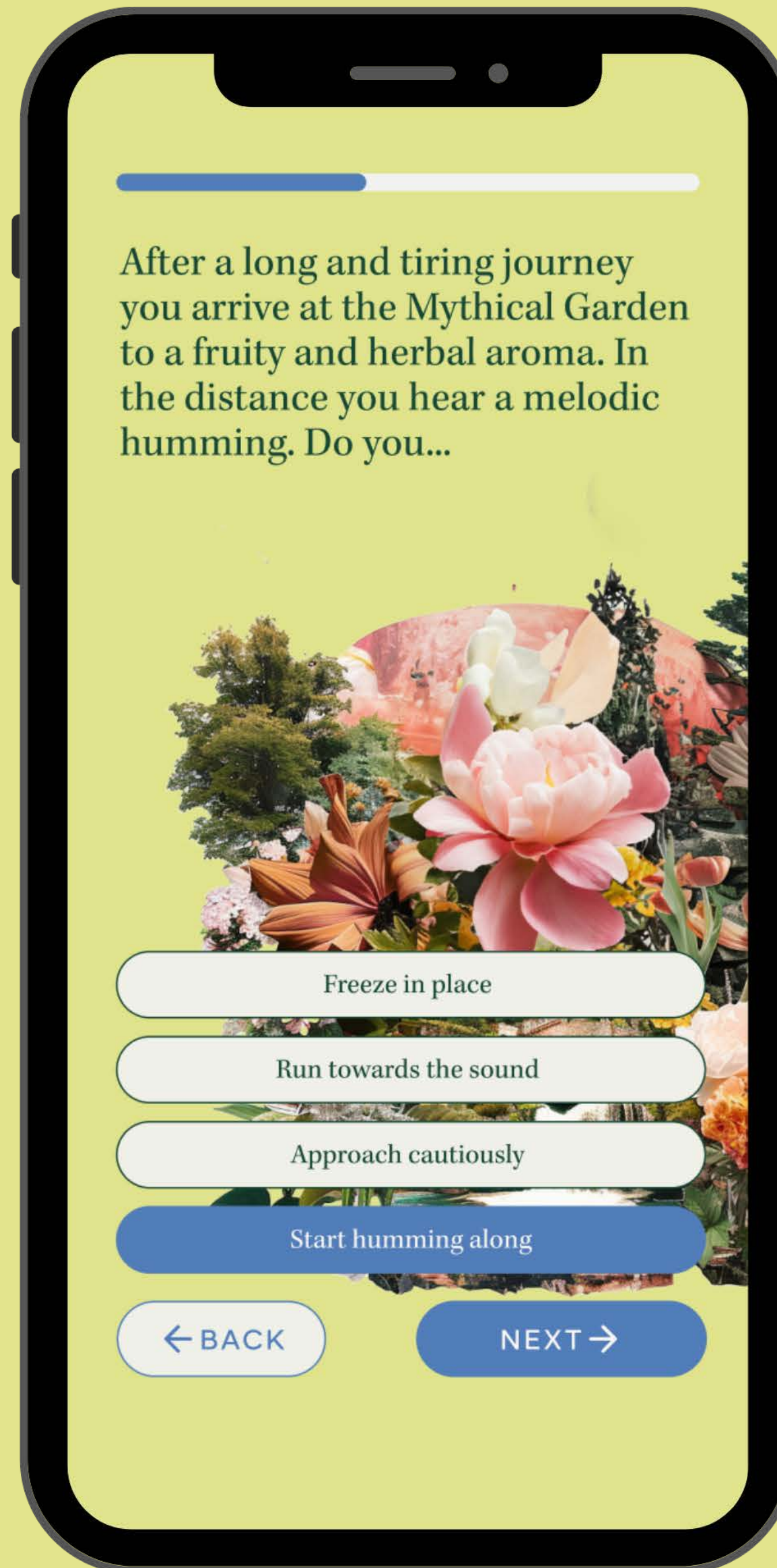


## Seedlip Quiz





## Seedlip Quiz



After a long and tiring journey you arrive at the Mythical Garden to a fruity and herbal aroma. In the distance you hear a melodic humming. Do you...

Freeze in place

Run towards the sound

Approach cautiously

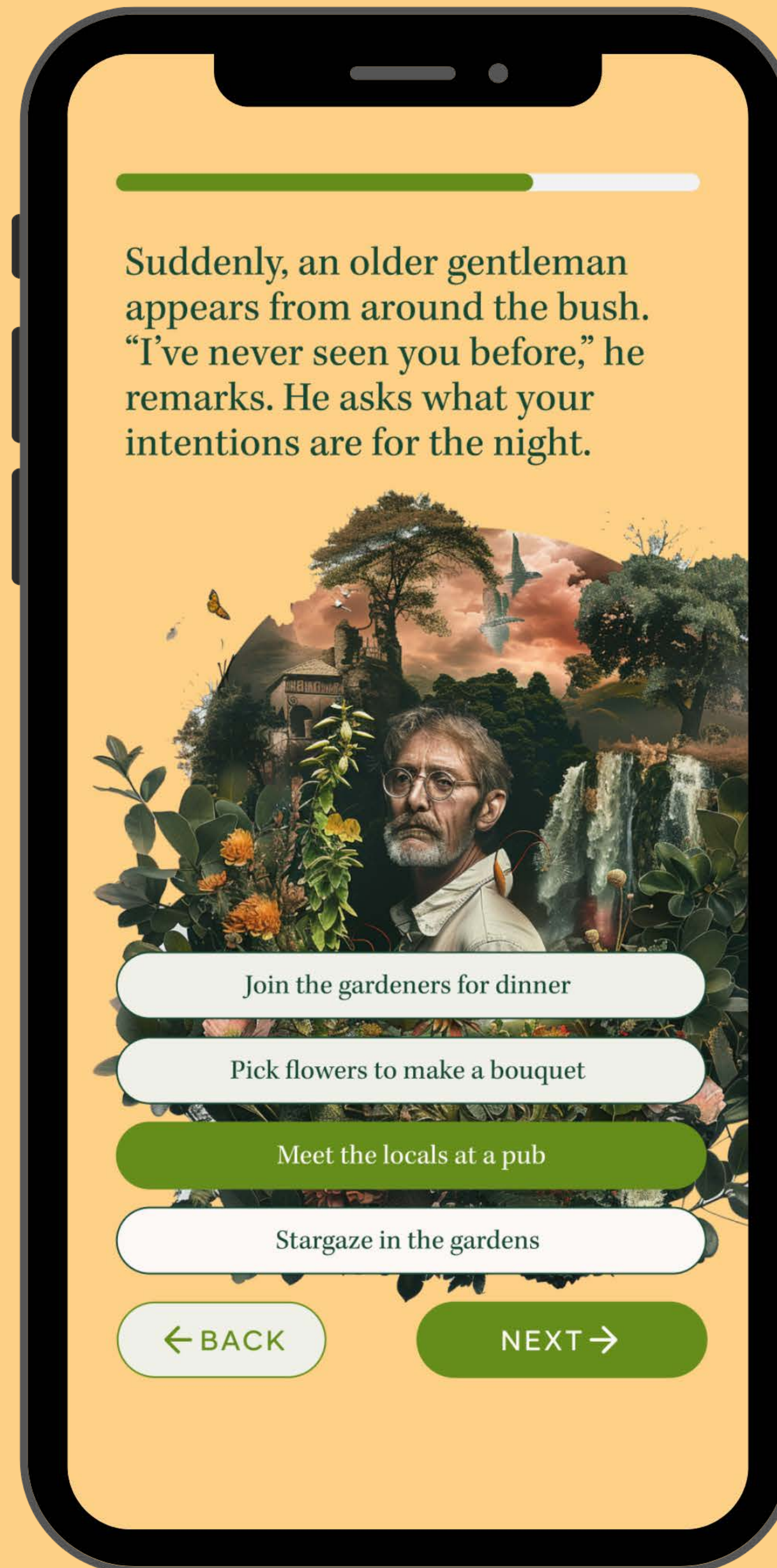
Start humming along

← BACK

NEXT →

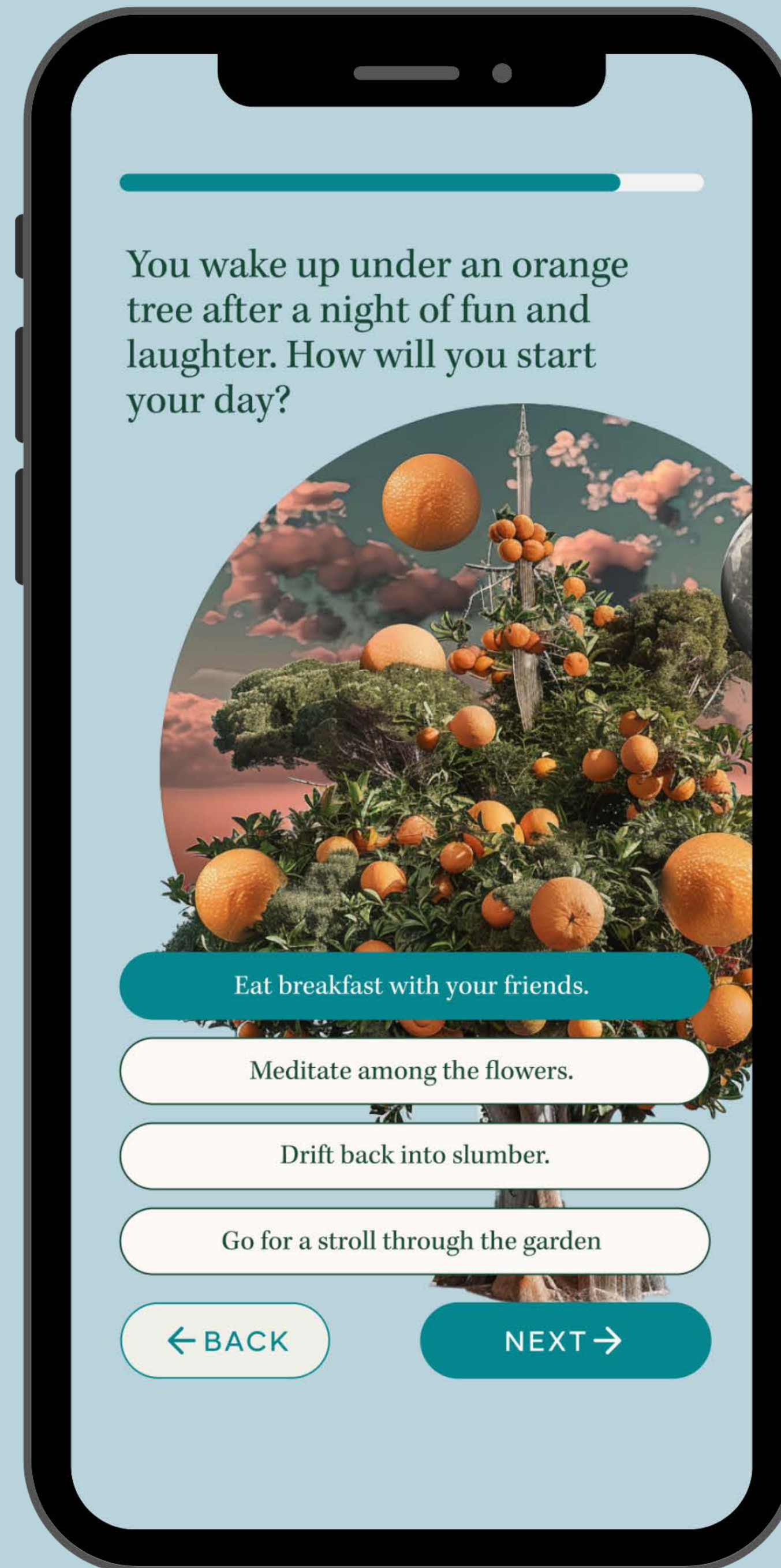


## Seedlip Quiz



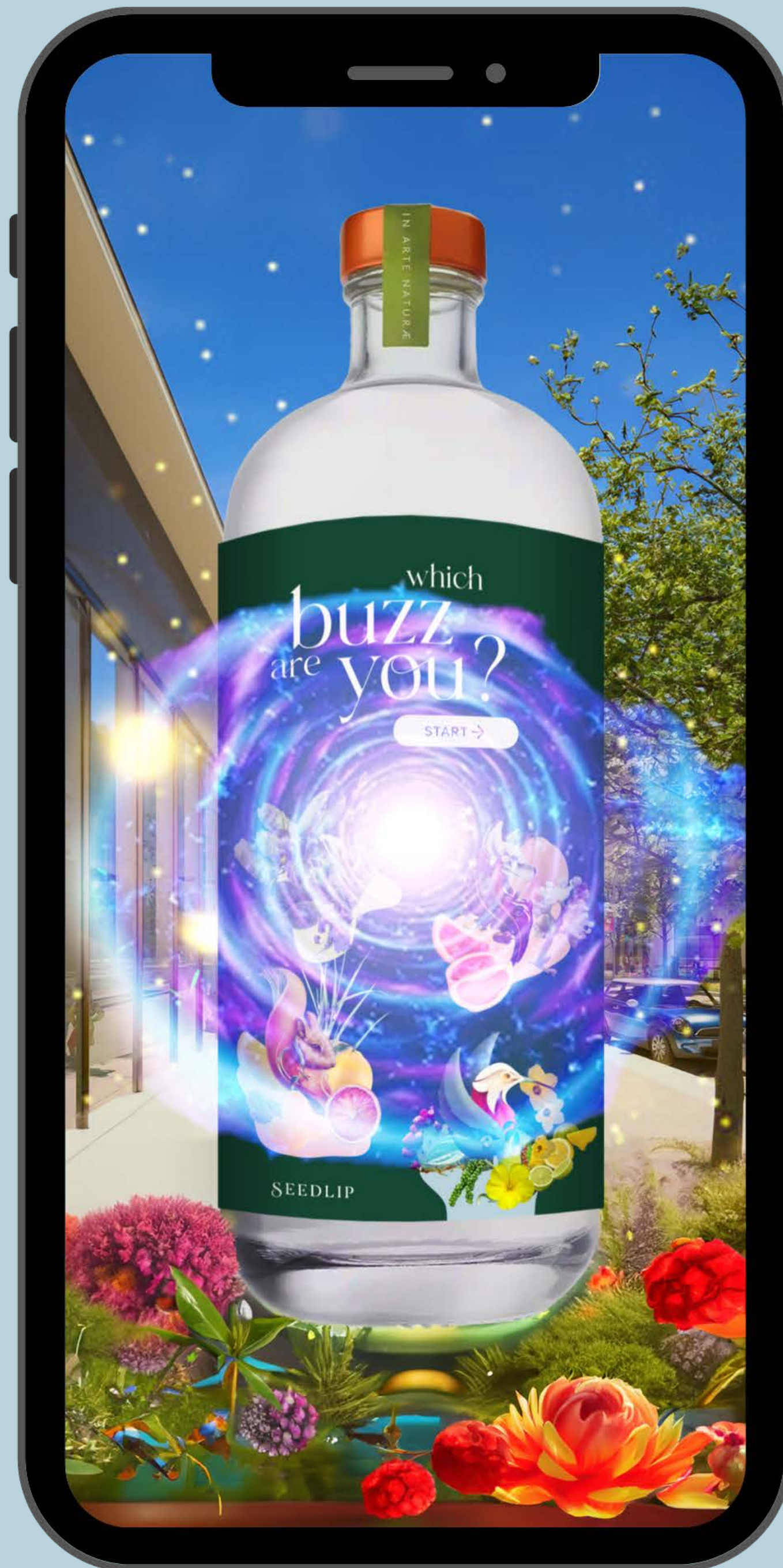


## Seedlip Quiz





# Seedlip Quiz



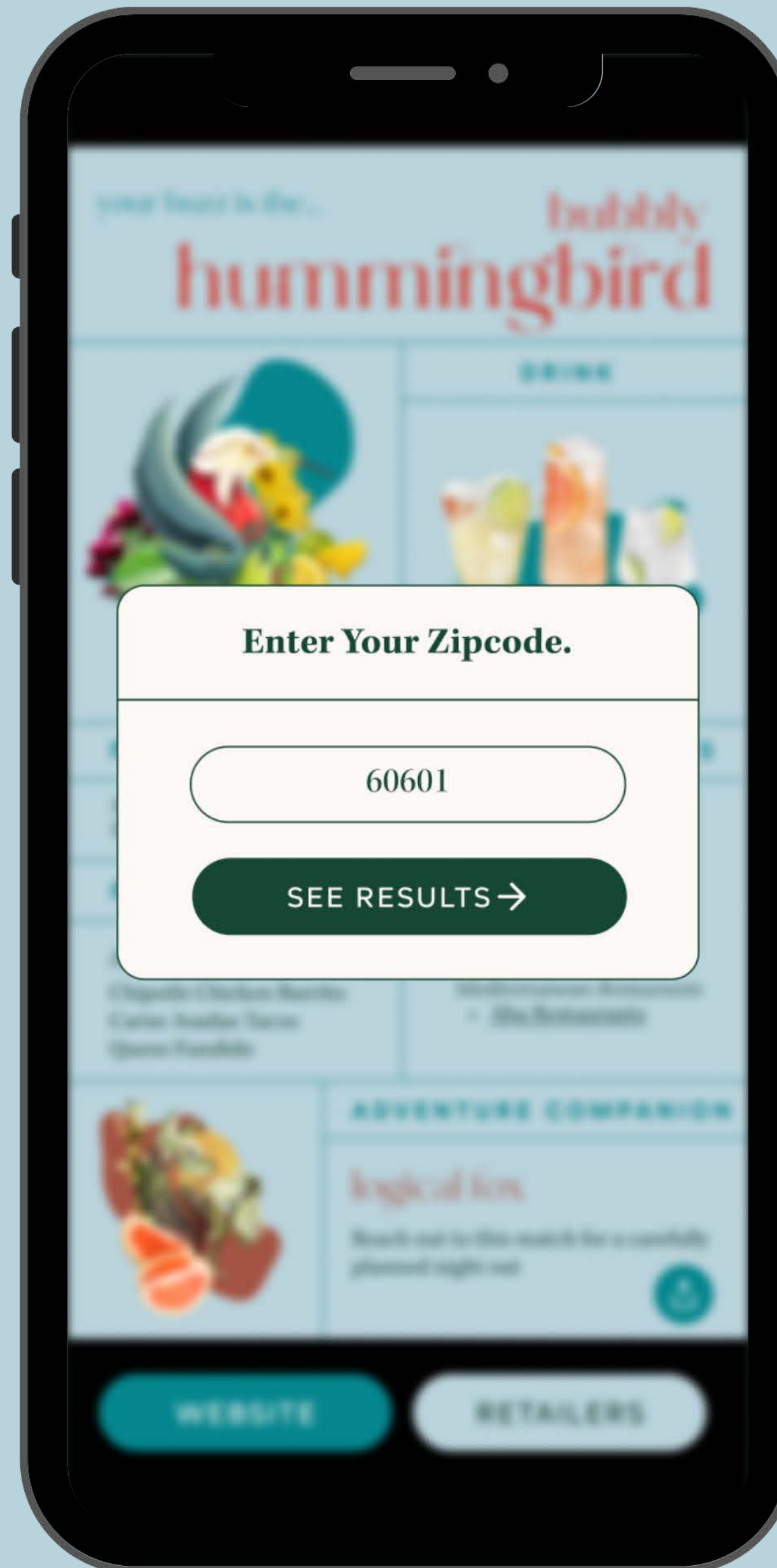


# Seedlip Quiz





# Seedlip Quiz





# Seedlip Quiz

your buzz is the...

## bubbly hummingbird

	<b>DRINK</b>  <i>Paloma, Margarita, Ranch Water</i>
<b>PERSONALITY</b> Social, Energetic, Charismatic	<b>ESTABLISHMENTS</b> <i>Karaoke Bar</i> • <u>Tradder Todds</u>  <i>Dance Bar</i> • <u>Scarlet Bar</u>  <i>Mediterranean Restaurants</i> • <u>Aba Restaurants</u>
<b>FOOD PAIRING</b> <i>Refreshing, Bright, Crisp</i> Chipotle Burrito Carne Asadas Tacos Queso Fundido	
	<b>ADVENTURE COMPANION</b> <h3>logical fox</h3> <p>Reach out to this match for a carefully planned night out</p> 

**WEBSITE**      **RETAILERS**



## Seedlip Report Card

your buzz is the...

# bubbly hummingbird

	<b>DRINK</b>  <i>Paloma, Margarita, Ranch Water</i>
<b>PERSONALITY</b> Social, Energetic, Charismatic	<b>ESTABLISHMENTS</b> <i>Karaoke Bar</i> <ul style="list-style-type: none"><li>• <a href="#">Tradder Todds</a></li></ul> <i>Dance Bar</i> <ul style="list-style-type: none"><li>• <a href="#">Scarlet Bar</a></li></ul> <i>Mediterranean Restaurants</i> <ul style="list-style-type: none"><li>• <a href="#">Aba Restaurants</a></li></ul>
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**WEBSITE**      **RETAILERS**

# bubbly hummingbird



## Seedlip Report Card

your buzz is the...

# light-hearted hare



### DRINK



*Apple Highball, Watermelon Sour, Garden Ginger Highball*

### PERSONALITY

Flexible, Social, Go with the flow

### FOOD PAIRING

*Fresh, and Aromatic, Detailed, Zesty flavors*  
Bruschetta, Grilled Asparagus, Caprese salad

### ESTABLISHMENTS

*Upscale Bar*  
• Celeste

*Crowded Restaurant*  
• Bistro Monadnock

*Casual Bar*  
• The River



### ADVENTURE COMPANION

## shy squirrel

Reach out to this match for a carefully planned night out



WEBSITE      RETAILERS

# light-hearted hare



## Seedlip Report Card

your buzz is the... shy squirrel



**DRINK**



*Citrus fizz, Cosmopolitan, Grove ginger highball*

**PERSONALITY**

Cautious, Independent, Organized

**FOOD PAIRING**

*Spicy, Hearty, Savory, Tangy flavors*  
Flatbread Pizza, Pasta, Grilled vegetable kabob

**ESTABLISHMENTS**

*American Restaurant*  
• The Dearborn

*Subtle Bar*  
• Formentos

*Italian Cuisine*  
• 312 CHICAGO



**ADVENTURE COMPANION**

light-hearted hare

Reach out to this match for a carefully planned night out



**WEBSITE**      **RETAILERS**

shy squirrel



## Seedlip Report Card

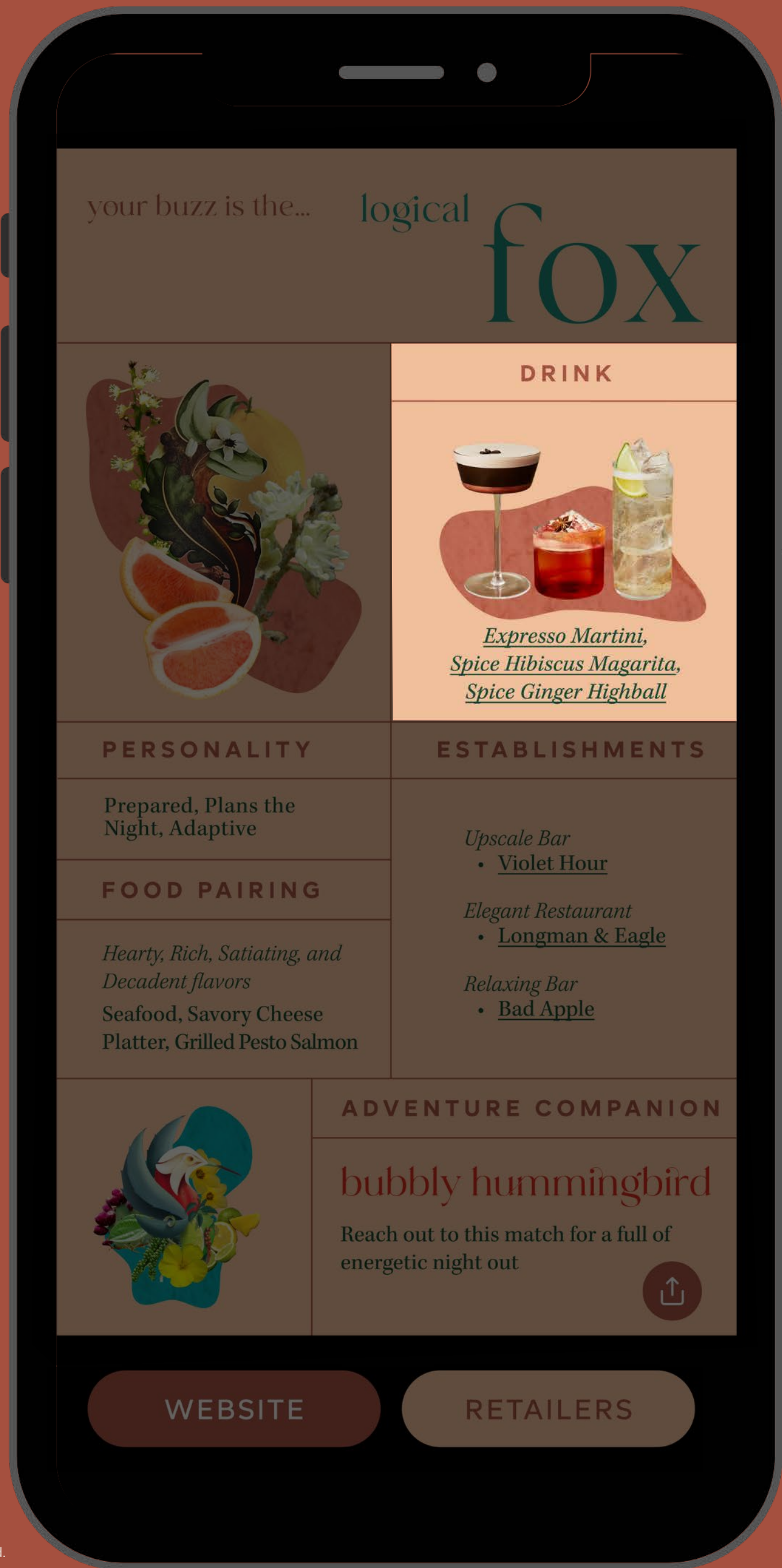
your buzz is the... **logical fox**

	<b>DRINK</b>  <i>Espresso Martini,</i> <i>Spice Hibiscus Margarita,</i> <i>Spice Ginger Highball</i>
<b>PERSONALITY</b> Prepared, Plans the Night, Adaptive	<b>ESTABLISHMENTS</b> <i>Upscale Bar</i> • <u>Violet Hour</u>  <i>Elegant Restaurant</i> • <u>Longman &amp; Eagle</u>  <i>Relaxing Bar</i> • <u>Bad Apple</u>
<b>FOOD PAIRING</b> <i>Hearty, Rich, Satiating, and Decadent flavors</i> Seafood, Savory Cheese Platter, Grilled Pesto Salmon	
	
<b>ADVENTURE COMPANION</b> <b>bubbly hummingbird</b> Reach out to this match for a full of energetic night out 	

**WEBSITE**      **RETAILERS**

logical fox





**Seedlip Report Card**



**drink**

The end of the quiz delivers a personalized Seedlip drink recommendation.



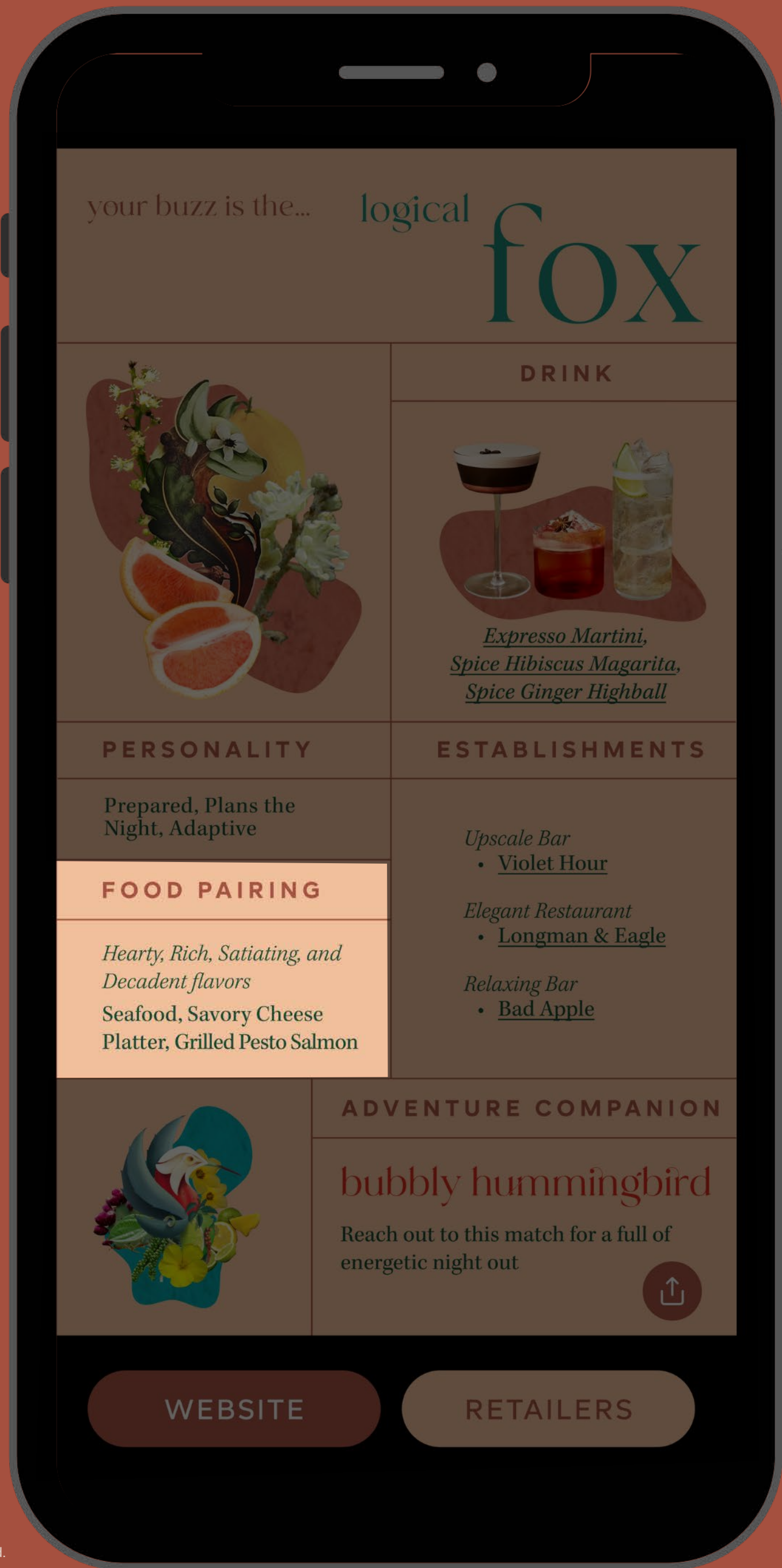
## Seedlip Report Card



hyperlink to  
our recipes







**Seedlip Report Card**



food pairing

The user also gets food pairing suggestions that align with the flavors of their animal's corresponding spirit.





## Seedlip Report Card



## establishments

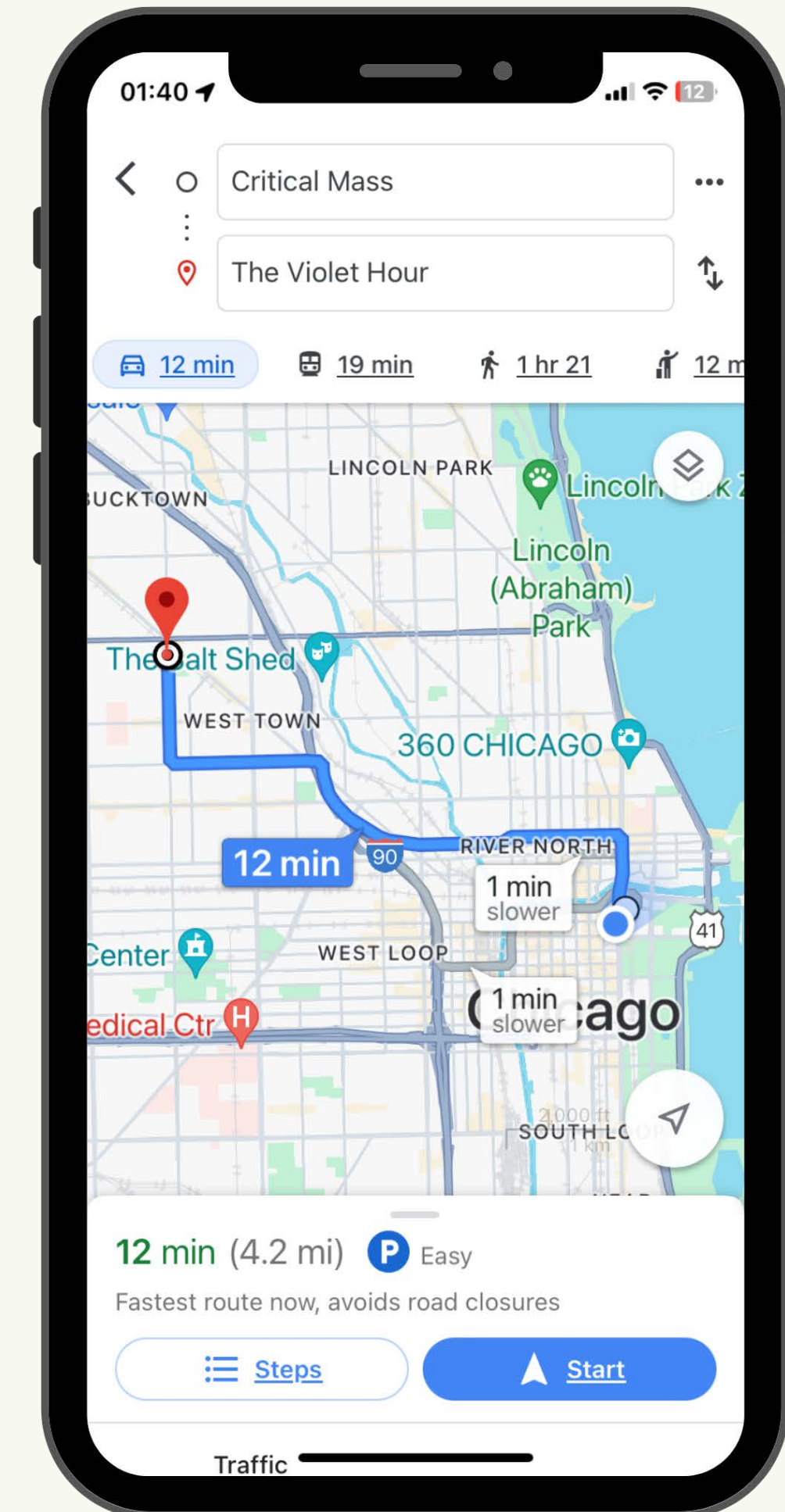
With the user's zip code, we can provide personalized, local bar and restaurant recommendations tailored specifically to their preferred ambiance and personality traits.



## Seedlip Report Card



map





## Seedlip Report Card

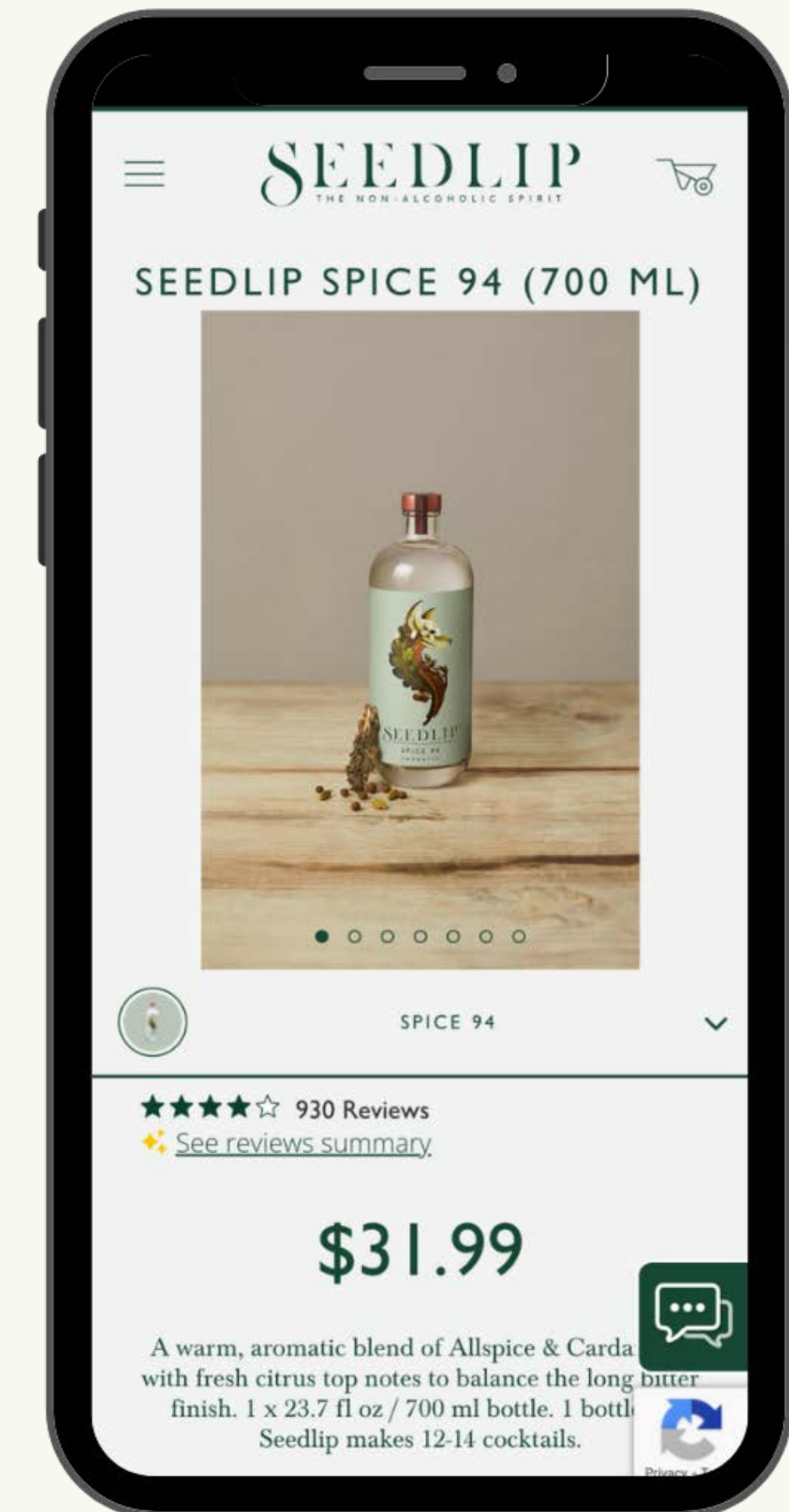


share



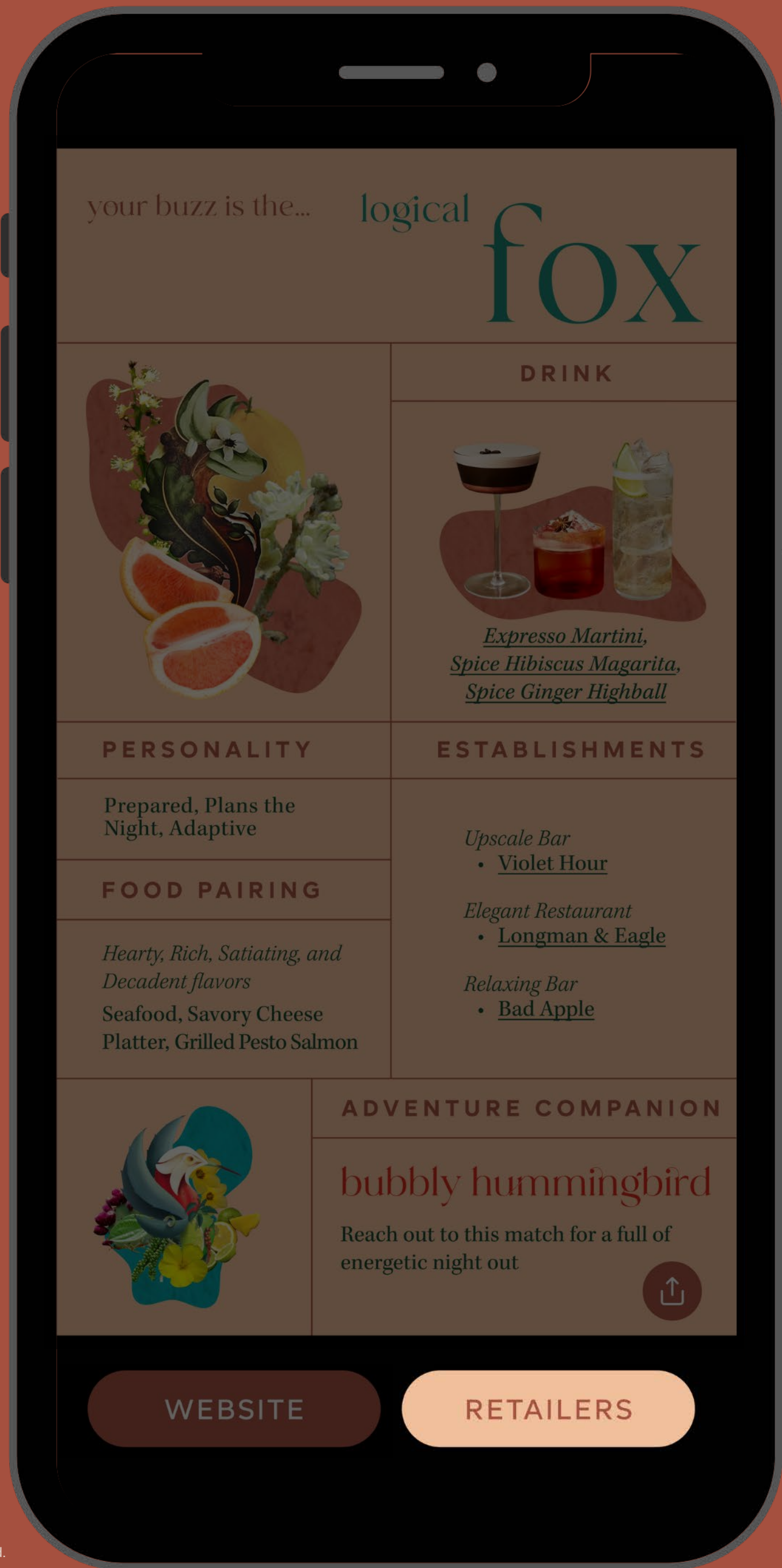


## Seedlip Report Card



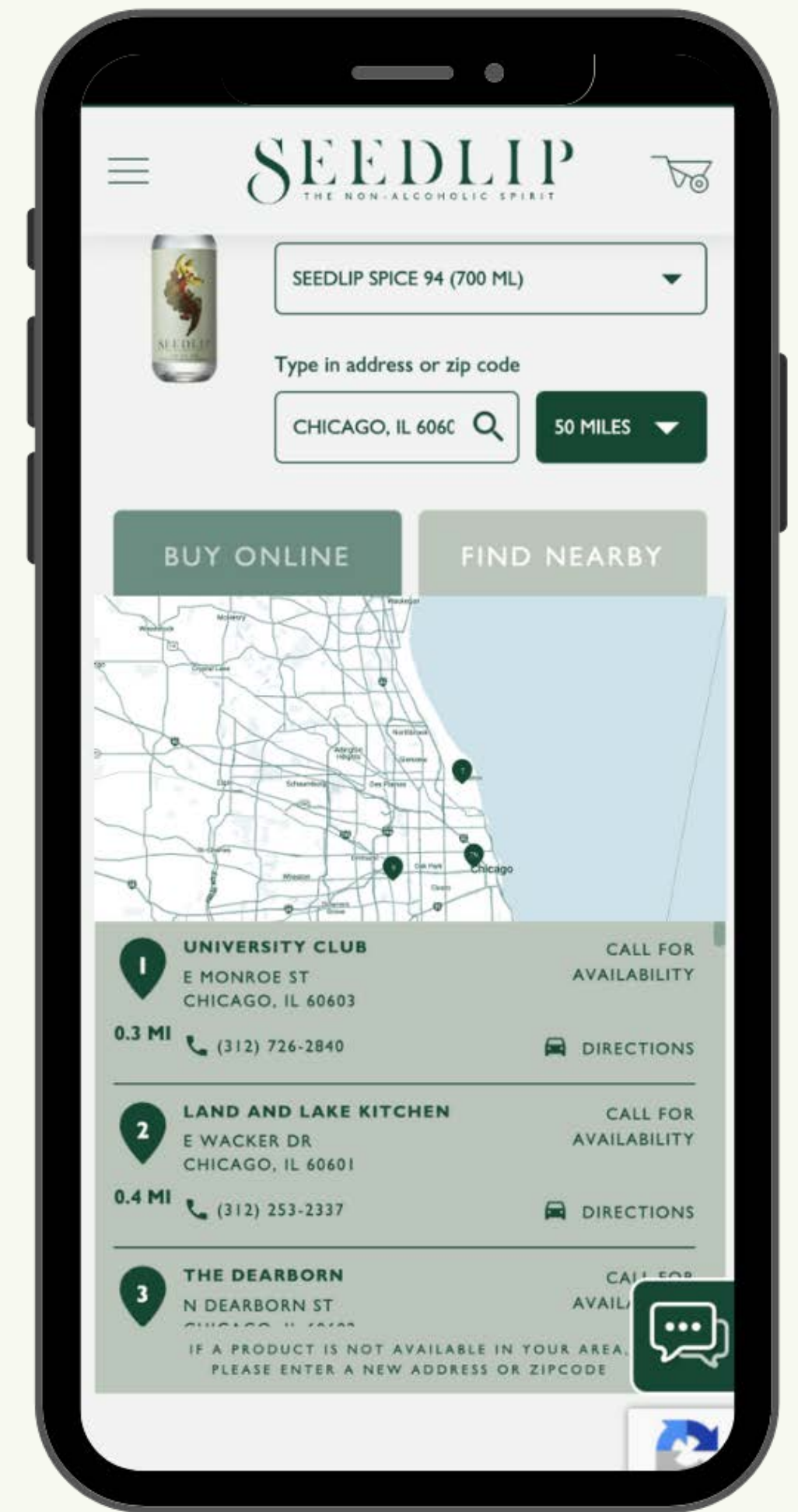
website





Seedlip Report Card

retailers





A photograph of three young people peering through a server rack. The person on the left is a man with glasses and a mustache, looking surprised. The person in the middle is a woman with dark hair, looking intently. The person on the right is a woman with blonde hair and sunglasses, looking slightly to the side. The text "...but will they engage?" is overlaid in white, serif font across the center of the image.

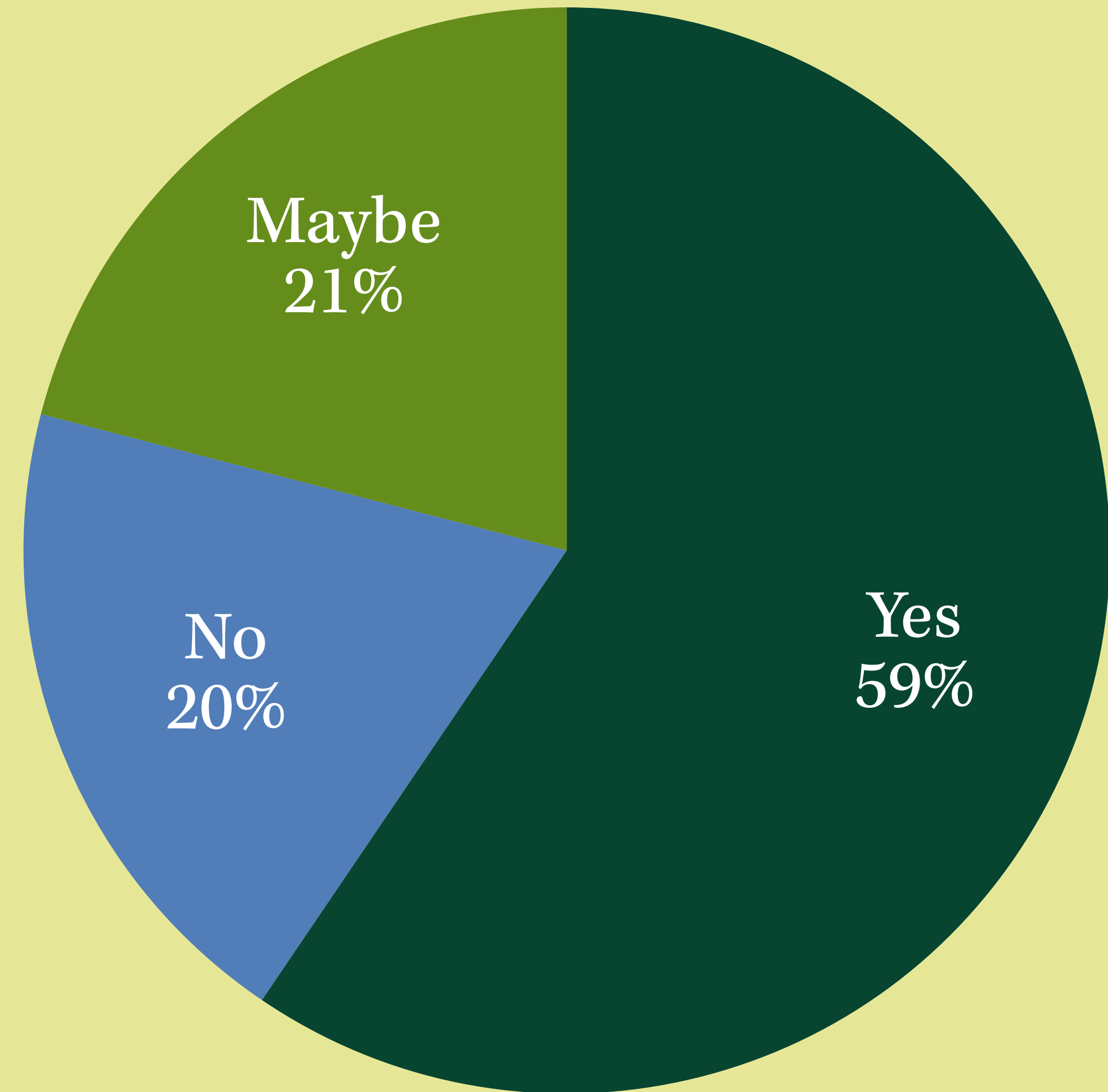
...but will they engage?



# curious

WE ASKED SURVEY PARTICIPANTS ABOUT AN EXISTING SEEDLIP AD.

“If you could receive personalized recommendations for this product [the bottle shown in a Seedlip ad], would you be willing to complete a fun and quick quiz to determine your preferred flavor?”





# potential partners

## PAID SOCIAL



## MULTI-PLATFORM INFLUENCERS

(Shown in instagram handles)



@funonweekdays  
84.1K followers

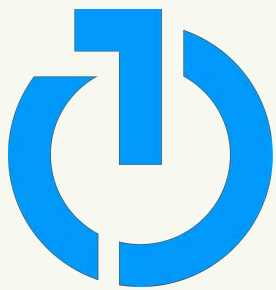


@veggiekins  
216K followers



@lyssielooloo  
159K followers

## PROGRAMMATIC





# measurement





# “you’re the buzz” funnel

- **Awareness KPIs:** Impressions
- **Interest KPIs:** SVR, Captures
- **Engagement KPIs:** Video Completion Rate, Quiz Completion Rates, CTR





# measurement plan

<b>DIAGEO OBJECTIVE</b>	To increase sales of Diageo brand products										
<b>CAMPAIGN OBJECTIVE</b>	Bring awareness, interest, and consideration about Seedlip through balanced celebrations and meaningful connections over shared food and drinks										
<b>CHANNEL</b>	Programmatic	Organic Social		Paid Social			OOH		Owned (Website)		
<b>OBJECTIVE (WHAT)</b>	Awareness	Awareness	Interest	Awareness		Awareness & Interest	Awareness	Interest		Engagement	Consideration
<b>STRATEGY (HOW)</b>	Ads on various websites	Posts and stories	Posts and stories encouraging users to take the quiz	Influencers promoting Seedlip brand and quiz	Paid Social Ads	Paid Social Ads promoting "You're the Buzz" quiz	Billboards and posters	Billboards and posters with "You're the Buzz" quiz QR code	AR activation on Instagram	"You're the Buzz" Quiz website quiz progress	"You're the Buzz" Quiz website completion
<b>PRIMARY KPIS</b>	Impressions	Impressions	SVR	SVR	Impressions	SVR	Estimated impressions Halo Effect	SVR	Impressions Captures	Video Completion Rate Quiz Start Rate	Quiz Completion Rate Establishments CTR Retailers CTR Website CTR
<b>SECONDARY KPIS</b>	Clicks CTR	Engagement CTR	Engagement CTR	Engagement CTR	Engagement CTR	Visits		Visits	Shares	Avg. Time per Page	Recipe CTR Engagement



Seedlip Measurement

# a/b testing

Test & Learn Strategy

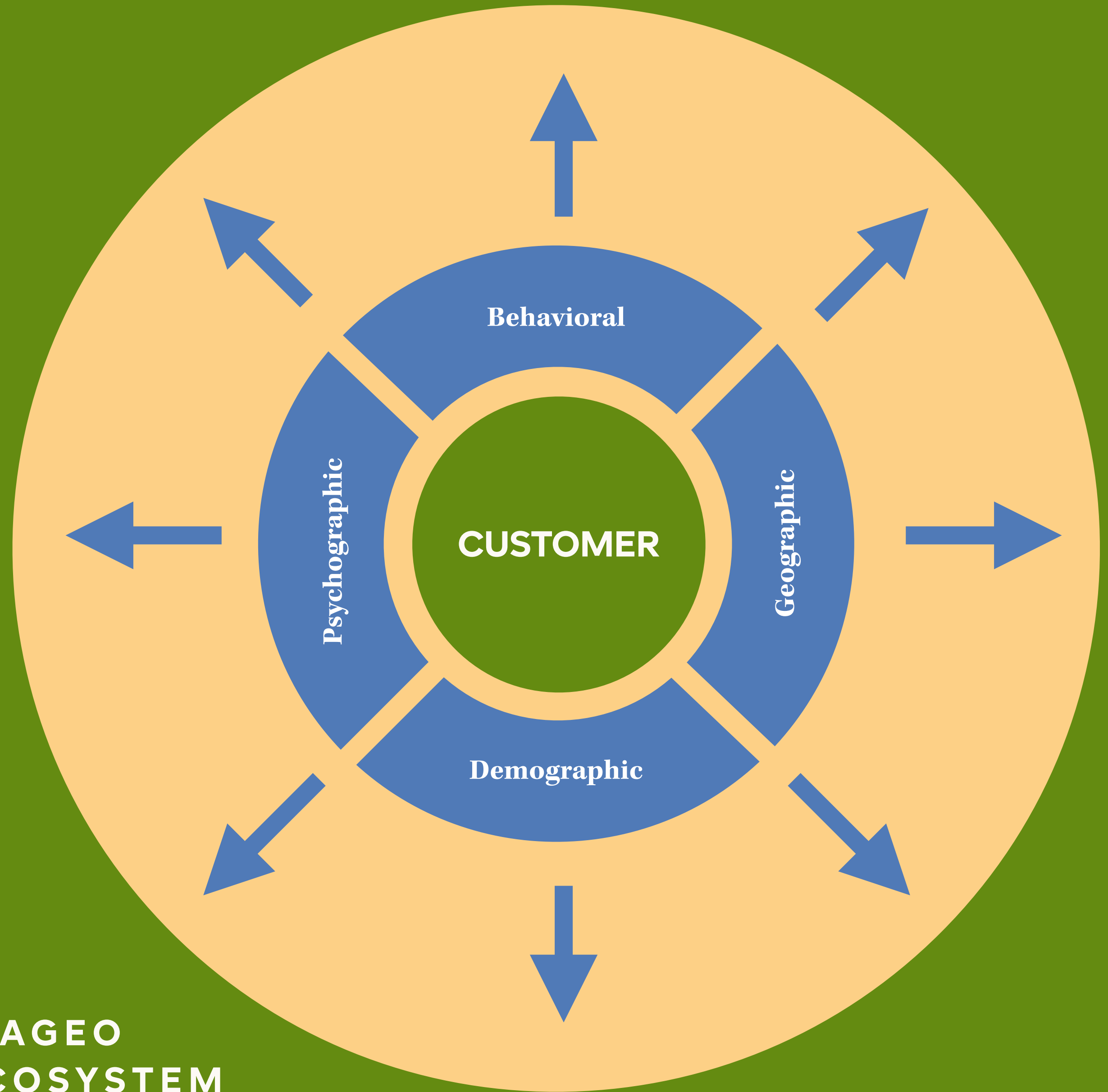




# building customer profiles

Creating personalized user experiences in the Diageo ecosystem.

DIAGEO  
ECOSYSTEM





going forward





**Week 1 2 3 4 5 6 7 8 9 10 11 12**

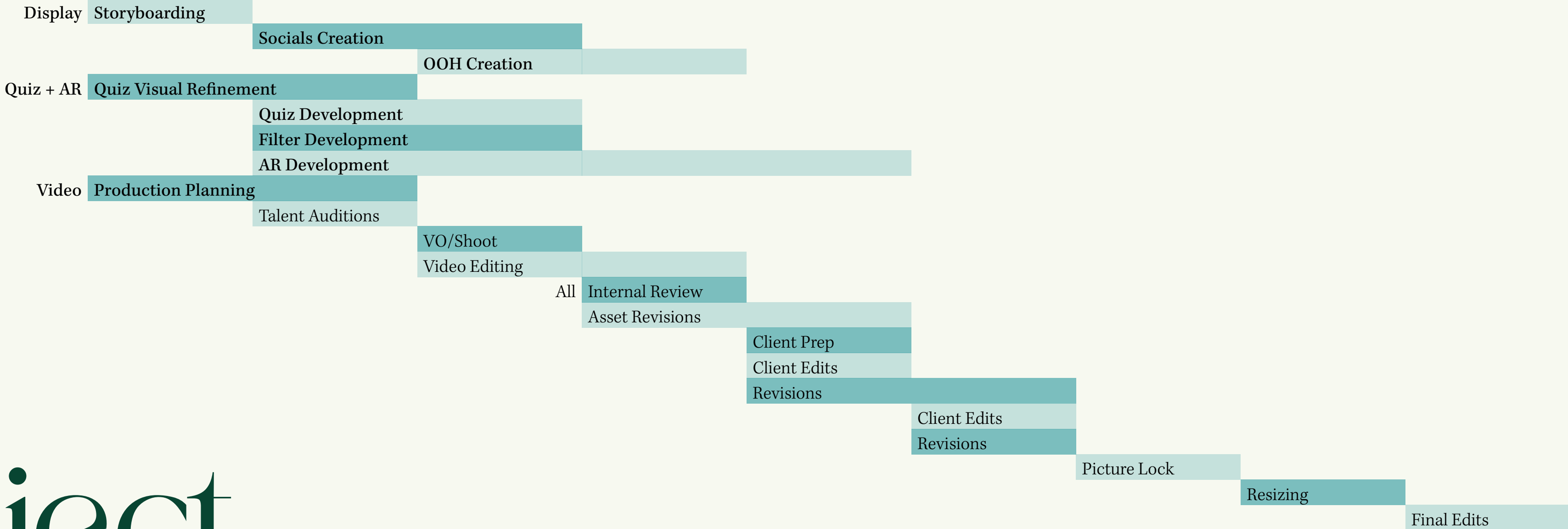
**GREENLIGHT**

Present Pitch  
Accept Bid

**DEFINE**

Staffing & TL  
Client Concept Revisions

**DESIGN**



**ACTIVATE**



project  
timeline



# scope of work

## DEVELOPMENT

Personality Quiz	x1
AR Experience	x1
IG Filter	x1
Website Landing	x1

## DISPLAY

Socials Stories	x10
Socials Feed	x10
OOH Billboard	x5
OOH Kisok	x12
OOH Poster	x12

## VIDEO

Socials Reels	x4
Socials Programatic	x4

## TOTAL ASSETS x61



# agency staff fee

ROLE	NAME	RATE	HOURS	COST
Senior Project Manager	Aaron Auckland	190	134	\$25,460
Account Director	Brenda Boston	230	128	\$29,440
Creative Director	Charlotte Chicago	250	100	\$25,000
Designer	Danny Dublin	145	144	\$32,480
Designer	Evan Edmonton	145	136	\$26,970
Copywriter	Francis Frankfurt	145	32	\$4,640
Strategy Director	George Geneva	275	60	\$16,500
Strategist	Hannah Hyderabad	145	128	\$18,560
Developer	Ian Istanbul	145	96	\$31,900
OOP Expenses	Production shoot + VO in perpetuity			\$25,000
<b>TOTAL COST</b>				<b>\$235,950</b>



# placement costs

OOH	RATE/MON	QUANTITY	MONTHS	COST
Digital Bulletin	\$6,000	3	3	\$54,000
Digital Poster	\$3,000	3	3	\$27,000
Digital Kiosk	\$2,000	15	3	\$90,000
Bike Kiosk	\$2,000	6	3	\$36,000
Bus Shelter	\$1,500	6	3	\$27,000

PAID SOCIAL	CPM	IMPRESSIONS	MONTHS	COST
Instagram	\$8.90	1.5 M	6	\$80,100
Facebook	\$9.73	1 M	6	\$58,380
Pinterest	\$3.50	.5 M	6	\$10,500
Youtube	\$11.04	.5 M	6	\$33,120

INFLUENCERS	RATE/POST	POSTS/MON	MONTHS	COST
@funonweekdays	\$4,000	6	3	\$72,000
@veggiekins	\$7,500	6	3	\$135,000
@lyssielooloo	\$6,000	6	3	\$108,000

TOTAL				\$731,100
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estimated  
total spend

TYPE	TYPE	DURATION	COST
Agency Time of Staff Fee	Agency	12 weeks from bid	\$210,950
Production	Agency Contract	4 weeks during agency time	\$25,000
OOH Placement	Vendor	3 months from live date	\$234,000
Paid Social	Vendor	6 months from live date	\$182,100
Influencers	Contractor	6 months from live date	\$315,000
<b>CAMPAIGN TOTAL</b>			<b>\$967,050</b>





get them excited,



get to know them,



keep them rolling.



thank you!



# appendix



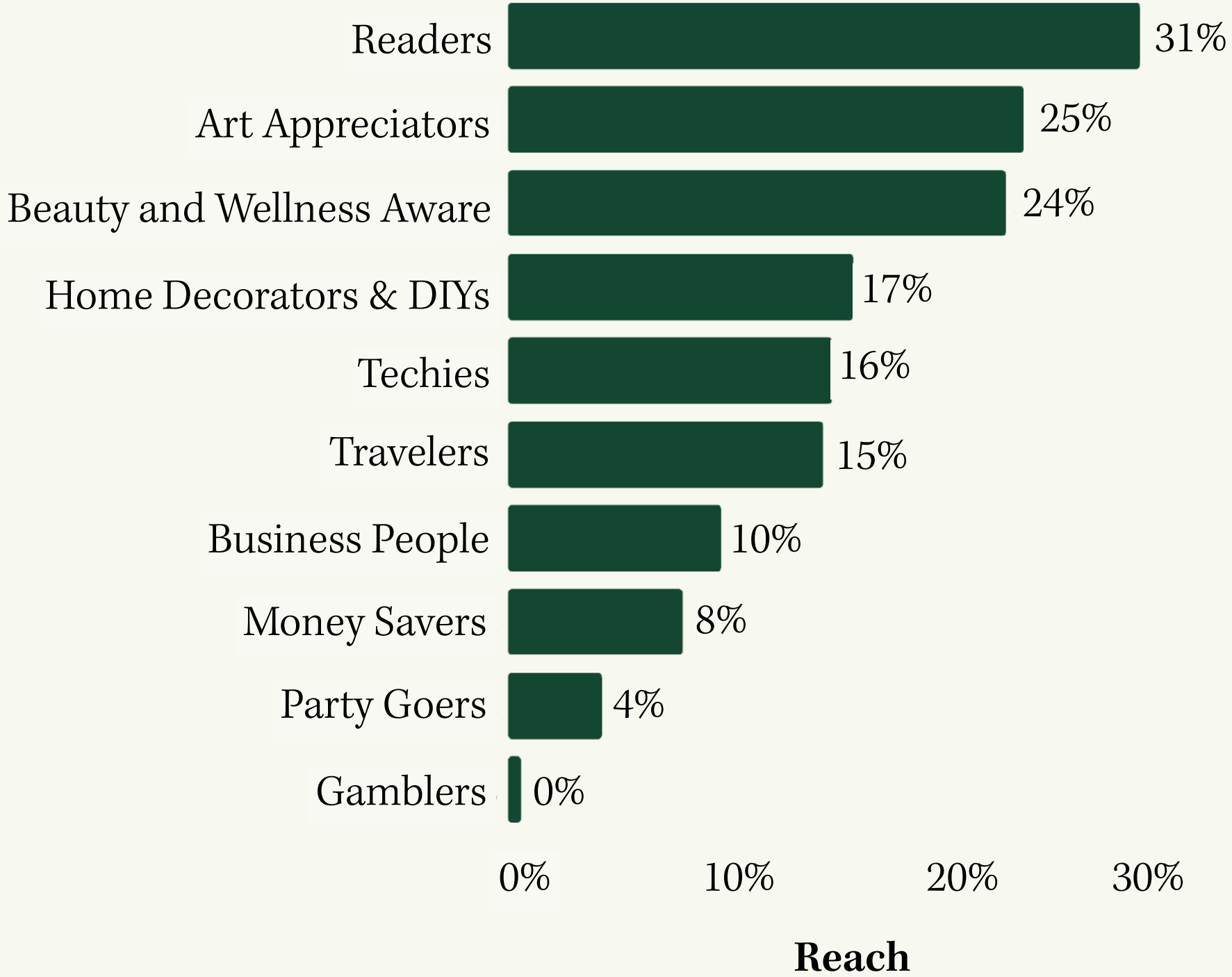


# Seedlip currently appeals to readers and art appreciators.

Based on The Art of Distillation written in 1651, a Seedlip cocktail embodies craftsmanship, art, and sophistication.

Gen Z is growing up, and they share many of these same interests. But they aren't leaving the party behind quite yet. Social inclusion is important to them.

## Lifestyle Segments





nearly 2/3 of gen z (ages 18-24) expressed concern about the emotional impact of alcohol; they would like to learn how to drink more moderately.

(Mintel).



# gen z and non/low alc beverages

## How Gen Z is boosting the no- and low-alcoholic beverage category

Gen Z drinks less than other demographics and is also the fastest-growing group of nonalcoholic beverage consumers, new market data shows.

According to Malandrakis, these trends are blurring the lines between the alcoholic and nonalcoholic landscape.

“Mindful drinking and sober curiosity, moderation initiatives, dry venues and events, no-/lo-focused retailers, and a cornucopia of launches and innovation is blurring the definitional lines between the alcoholic and nonalcoholic universes,” he said. “There is little doubt that the once-niche trend is now established, evolving and yet still holds huge untapped future potential.”

(FOOD & BEVERAGE INSIDER)



## Factors that Attract Non-Alcoholic Drinkers, Key Themes (CURIOUS)

### **Social Inclusion (30%)**

Many respondents appreciate non-alcoholic spirits because it allows them to participate in social settings without consuming alcohol:

- "When I want to be around those drinking and can't or don't want to get impaired but want to hang out. It helps you feel involved."
- "I don't always like to drink alcohol so am attracted to non-alcoholic spirits that lend the same complex taste to cocktails as alcohol like a margarita or gin and tonic."
- "I want to feel included when drinking but I don't want to feel the effects of alcohol."
- "It lets me party with others without getting drunk."

### **Health and Wellness (25%)**

A significant number of respondents prefer non-alcoholic spirits because they align better with their health and wellness goals, avoiding the negative effects of alcohol:

- "Non-alcoholic attracts me because does not contain alcohol that interferes with my nutrition and fitness goals."
- "Alcohol is a neurotoxin so I try to avoid it."
- "No next day regrets, I've had enough of those. Plus, I'm too old for hangovers."
- "If I have to drive or don't want to have a hangover but want a spirit to drink."



# curious survey: key takeaways

The pulse aimed to understand consumer interest in personalized recommendations through a quiz for non-alcoholic spirits, revealing that a significant majority (59.48%) are willing to engage in such an interactive feature.

A significant **majority (59.48%)** of respondents are willing to complete a quiz to receive personalized flavor recommendations. This indicates strong interest in personalization among the target audience.

**Preferred taste profiles (63.07%)** and **favorite types of cocktails (50.9%)** are the top factors consumers want considered, emphasizing the importance of taste customization in recommendations.

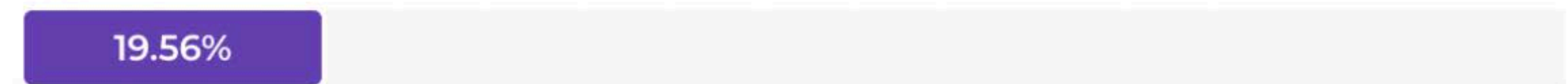
**Creativity** in flavors is highly valued, with suggestions like "Lavender and Ginger syrup," "Basil Strawberry," and "Blueberry Mint Grapefruit" being mentioned, which could appeal to **experimental** and **adventurous** consumers.

Q: If you could receive personalized recommendations for this product, would you be willing to complete a fun and quick quiz to help determine your preferred flavor?

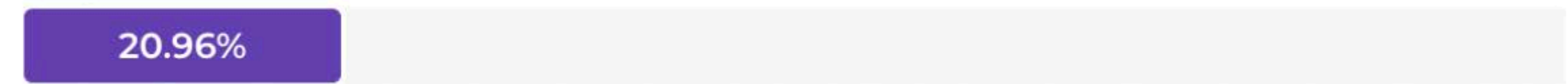
Yes



No



Maybe





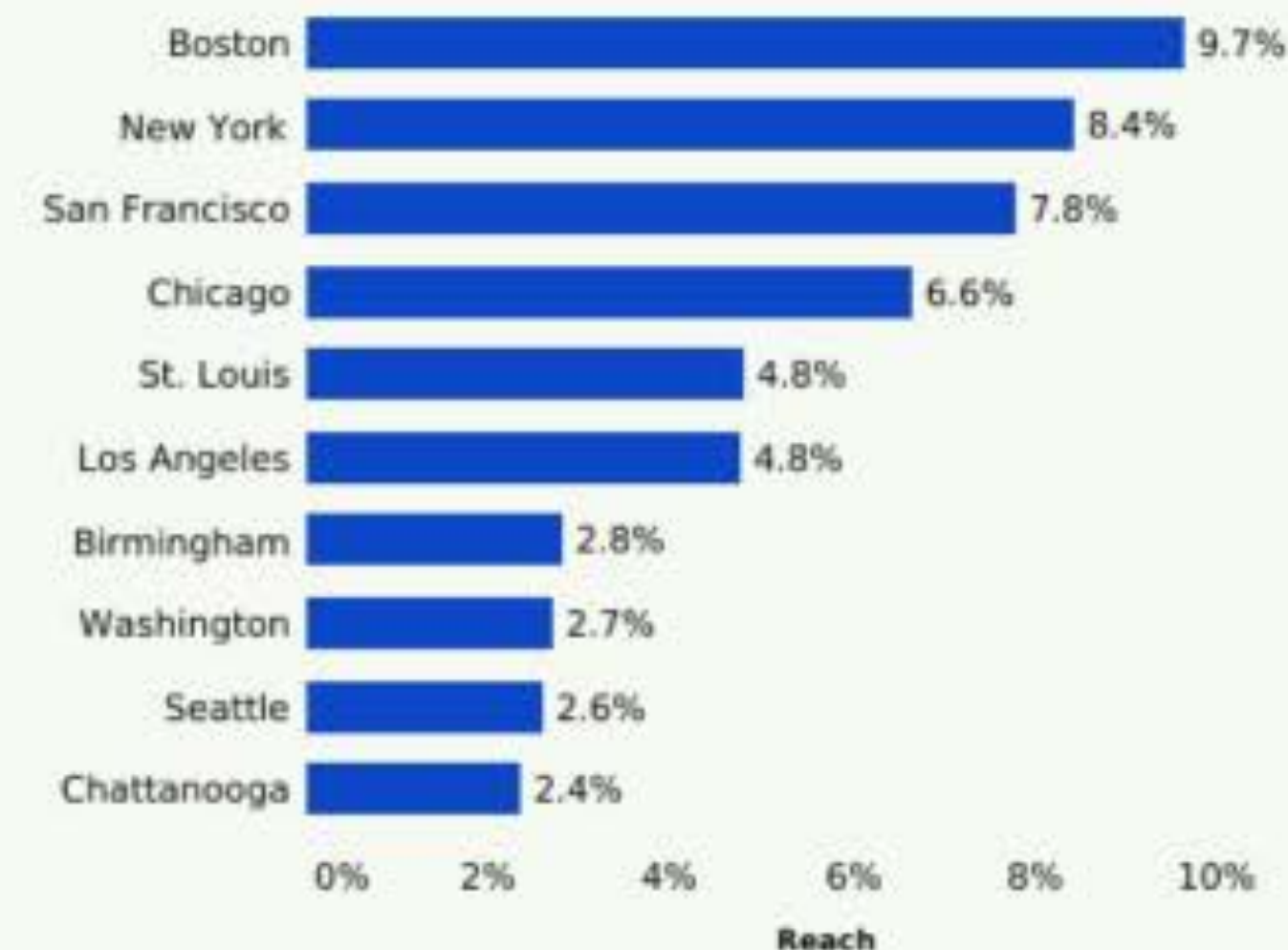
# Seedlip sees the highest reach in the state of Illinois.

State and city of Seedlip digital audiences. Helixa, 8/1/2020 - 1/29/2024.

## Age Group



## Of US cities, Boston is contributing the highest reach.



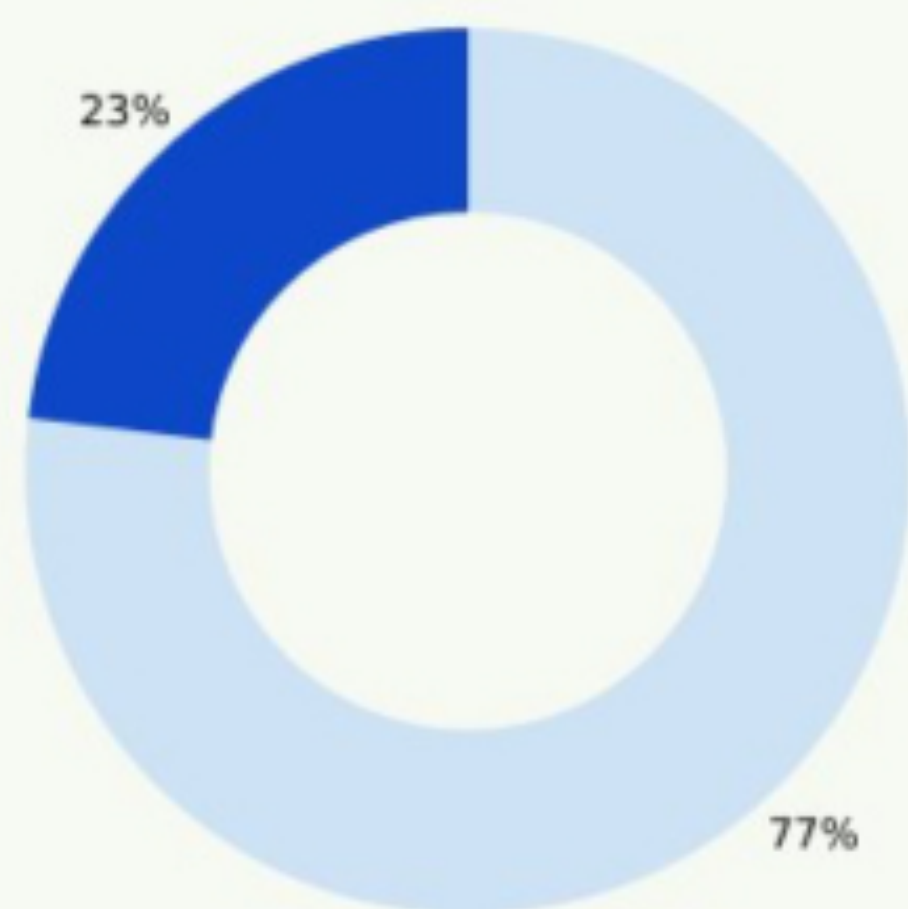


# Mobile visits outweigh desktop visits for Seedlip. Desktop visitors visit slightly more pages than mobile visitors.

Breakdown of traffic and engagement by device type for the Seedlip website. SimilarWeb, 5/1/2022 - 5/31/2024.

## Traffic by Device

Mobile Desktop

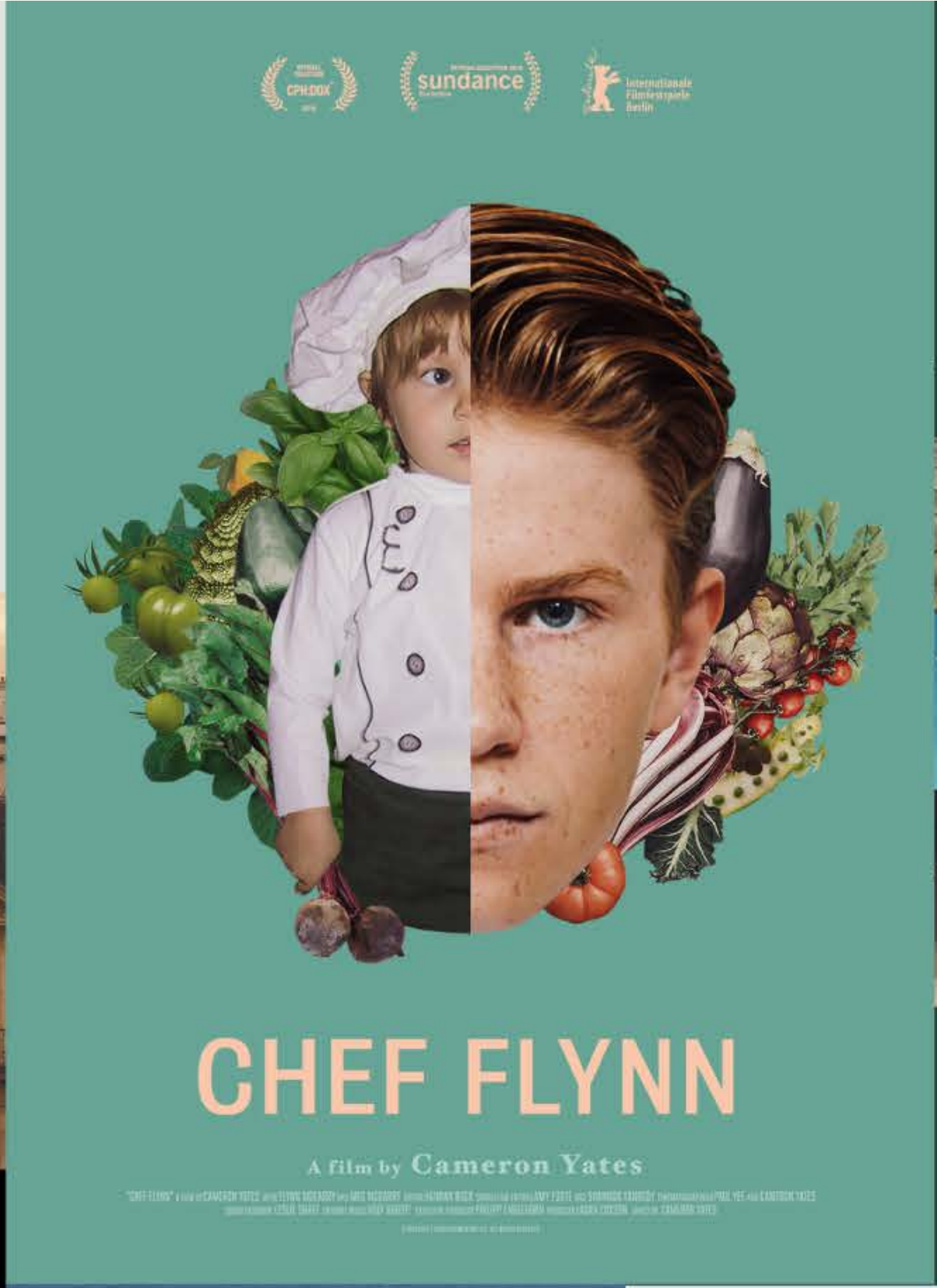


	Monthly Traffic	Monthly Unique Visitors	Avg. Visit Duration minutes	Avg. Bounce Rate	Avg. Pages Per Visit
Desktop	22,957	21,244	2:12	41%	3.4
Mobile	49,116	77,244	2:27	49%	2.8
<b>All Traffic</b>	<b>72,073</b>	<b>98,488</b>	<b>2:19</b>	<b>45%</b>	<b>3.1</b>





"FOR SAUVAGE PARFUM, I IMAGINED THE IMPACT WHEN INTENSE FRESHNESS MEETS THE



# don't mind if i don't

MOLLIE GLASTON

## THE NON-ALCOHOLIC SPIRIT

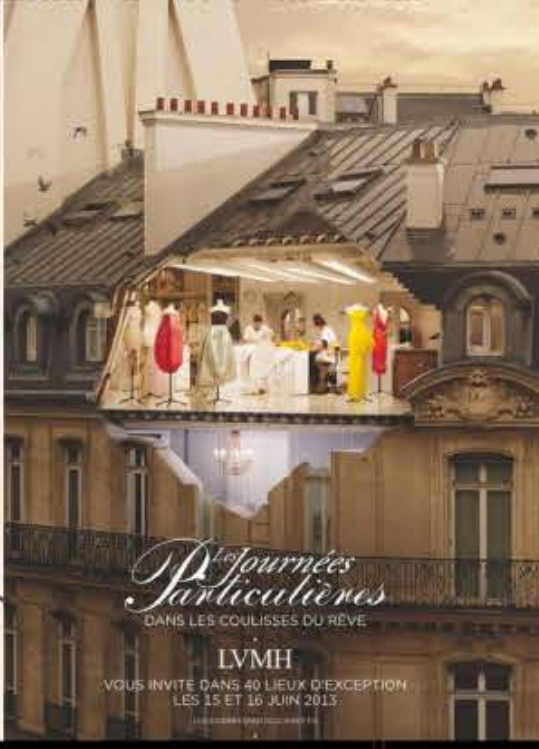
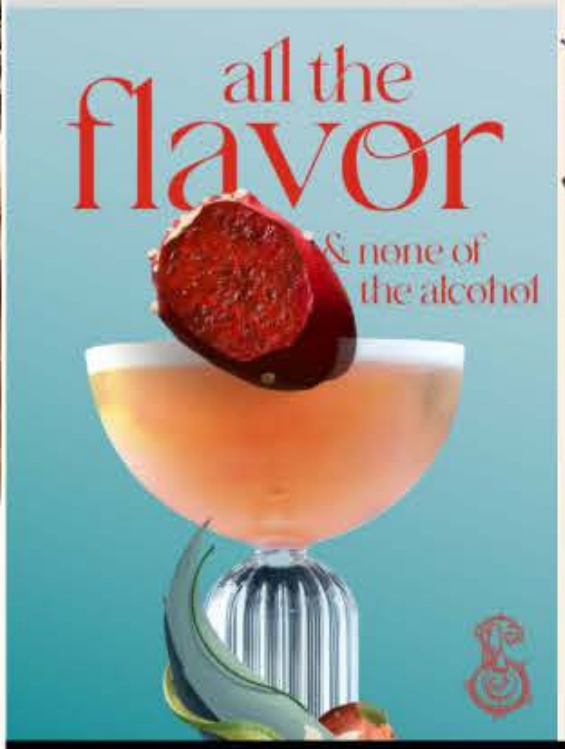
BR CANDOR: BOLD

## THE NON-ALCOHOLIC SPIRIT

BR CANDOR: MEDIUM

Os mollupta qui as si blab imi, sim quaspe maximi, eum velibus verchil in re apis dolor ate simusap iendunt libusdam vellabore ditatec tiorae simus, verore mo iusdae cus eveles et dolut evendae. Lorerspels nonsedipsam doluptam sant et evendit assiti idensequis aliberum fuga. Et ulpa sin nitium fuga.

NERUDA: LIGHT





whimsical  
youthful  
nature  
artistic  
intrigue  
unexpected  
dynamic

don't mind if i don't

MOLLIE GLASTON

THE NON-ALCOHOLIC SPIRIT

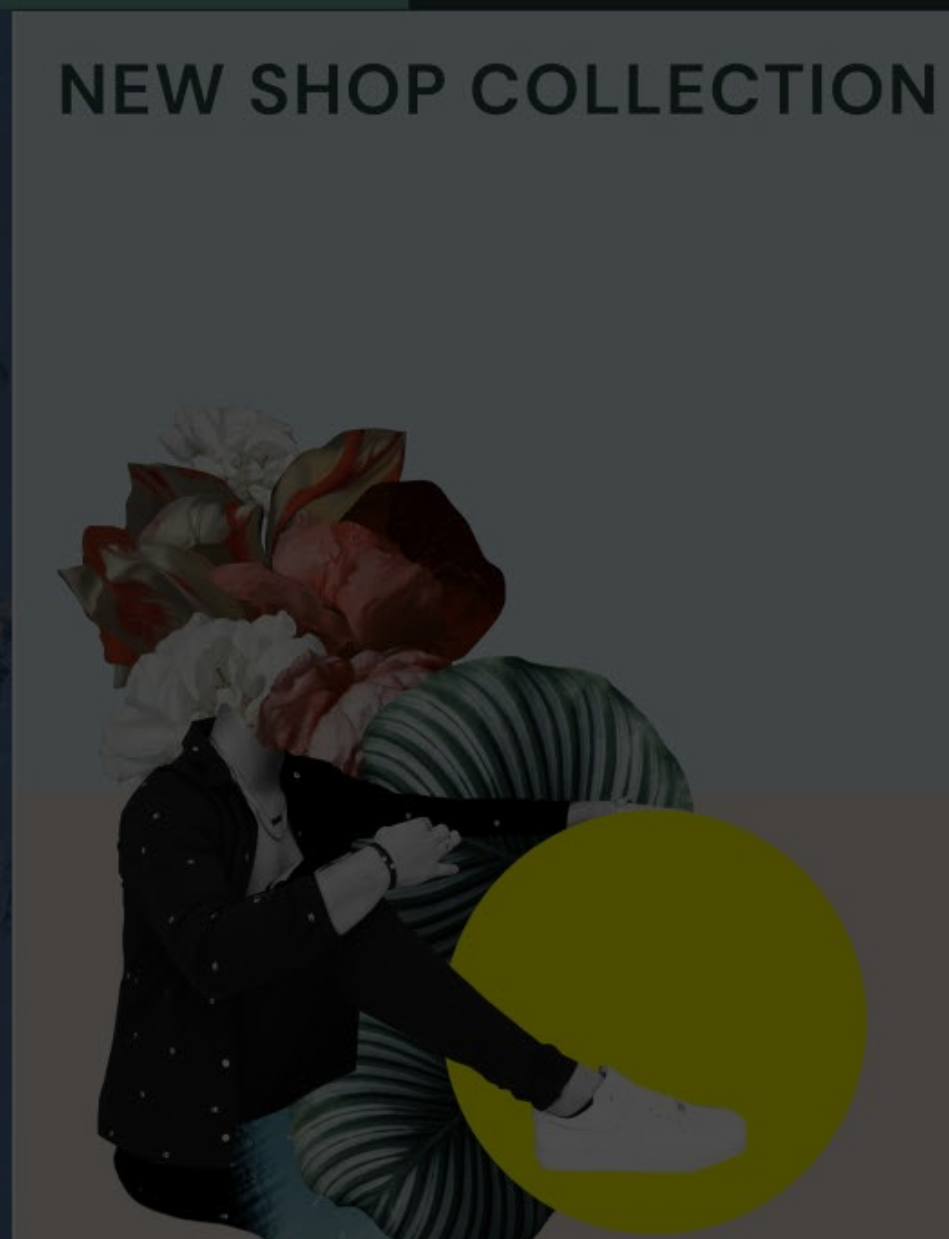
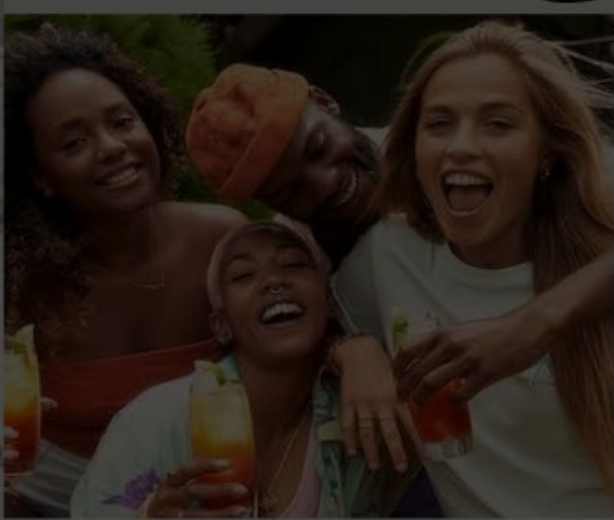
BR CANDOR: BOLD

THE NON-ALCOHOLIC SPIRIT

BR CANDOR: MEDIUM

Os mollupta qui as si blab lmi, sim quaspe maximi, eum velibus  
verchil in re apis dolor ate simusap iendunt libusdam vel labore  
ditatec thrae simus, verore mo iusdae cus eveles et dolut evendae.  
Lorecspelis nonsodipsam doluptam sant et evendit assiti idendesequis  
aliberum fuga. Et ulpa sin nitium fuga.

NERUDA: LIGHT





## Seedlip Report Card

your buzz is the...

# bubbly hummingbird

	<b>DRINK</b>  <i>Paloma, Margarita, Ranch Water</i>
<b>PERSONALITY</b> Social, Energetic, Charismatic	<b>ESTABLISHMENTS</b> <i>Karaoke Bar</i> <ul style="list-style-type: none"><li>• <a href="#">Tradder Todds</a></li></ul> <i>Dance Bar</i> <ul style="list-style-type: none"><li>• <a href="#">Scarlet Bar</a></li></ul> <i>Mediterranean Restaurants</i> <ul style="list-style-type: none"><li>• <a href="#">Aba Restaurants</a></li></ul>
<b>FOOD PAIRING</b> <i>Refreshing, Bright, Crisp</i> Chipotle Burrito Carne Asadas Tacos Queso Fundido	
	<b>ADVENTURE COMPANION</b> <b>logical fox</b> Reach out to this match for a carefully planned night out 

**WEBSITE** **RETAILERS**

# bubbly hummingbird

Much like Notas De Agave, you bring a refreshing energy to any room. Your zest for life is apparent and you can't help but share that sentiment with those around you.

People are attracted to your confidence, so you often find yourself surrounded by new friends. And, because trying new things is your forte, you always have a balanced list of options on standby for any occasion.



## Seedlip Report Card

your buzz is the...

# light-hearted hare



**DRINK**



*Apple Highball, Watermelon Sour, Garden Ginger Highball*

**PERSONALITY**

Flexible, Social, Go with the flow

**FOOD PAIRING**

*Fresh, and Aromatic, Detailed, Zesty flavors*  
Bruschetta, Grilled Asparagus, Caprese salad

**ESTABLISHMENTS**

*Upscale Bar*  
• Celeste

*Crowded Restaurant*  
• Bistro Monadnock

*Casual Bar*  
• The River



**ADVENTURE COMPANION**

### shy squirrel

Reach out to this match for a carefully planned night out



**WEBSITE**   **RETAILERS**

## light-hearted hare

Much like Garden 108, you are vibrant and attention grabbing. You are clever and warm up to people very easily. You go with the flow and are always willing to try new things with your friends and loved ones. Witty is your middle name and you never fail to make a good impressions to other through your caring personality.



## Seedlip Report Card

your buzz is the... shy **squirrel**



**DRINK**



*Citrus fizz, Cosmopolitan, Grove ginger highball*

**PERSONALITY**

Cautious, Independent, Organized

**FOOD PAIRING**

*Spicy, Hearty, Savory, Tangy flavors*  
Flatbread Pizza, Pasta, Grilled vegetable kabob

**ESTABLISHMENTS**

*American Restaurant*  
• The Dearborn

*Subtle Bar*  
• Formentos

*Italian Cuisine*  
• 312 CHICAGO

**ADVENTURE COMPANION**

**light-hearted hare**

Reach out to this match for a carefully planned night out



**WEBSITE** **RETAILERS**

## shy squirrel

Much like Grove 42, you're sophisticated and bright. You enjoy calm nights in, and are relatively quiet and reserved. While you are naturally curious about other people, you can be cautious at first, so it may take some time to get you to open up. When you do, though, people find that you're very loyal and playful.



## Seedlip Report Card

your buzz is the... **logical fox**



**DRINK**



*Espresso Martini,  
Spice Hibiscus Margarita,  
Spice Ginger Highball*

**PERSONALITY**

Prepared, Plans the Night, Adaptive

**FOOD PAIRING**

*Hearty, Rich, Satiating, and Decadent flavors*  
Seafood, Savory Cheese Platter, Grilled Pesto Salmon

**ESTABLISHMENTS**

*Upscale Bar*  
• Violet Hour

*Elegant Restaurant*  
• Longman & Eagle

*Relaxing Bar*  
• Bad Apple



**ADVENTURE COMPANION**

**bubbly hummingbird**

Reach out to this match for a full of energetic night out



**WEBSITE**      **RETAILERS**

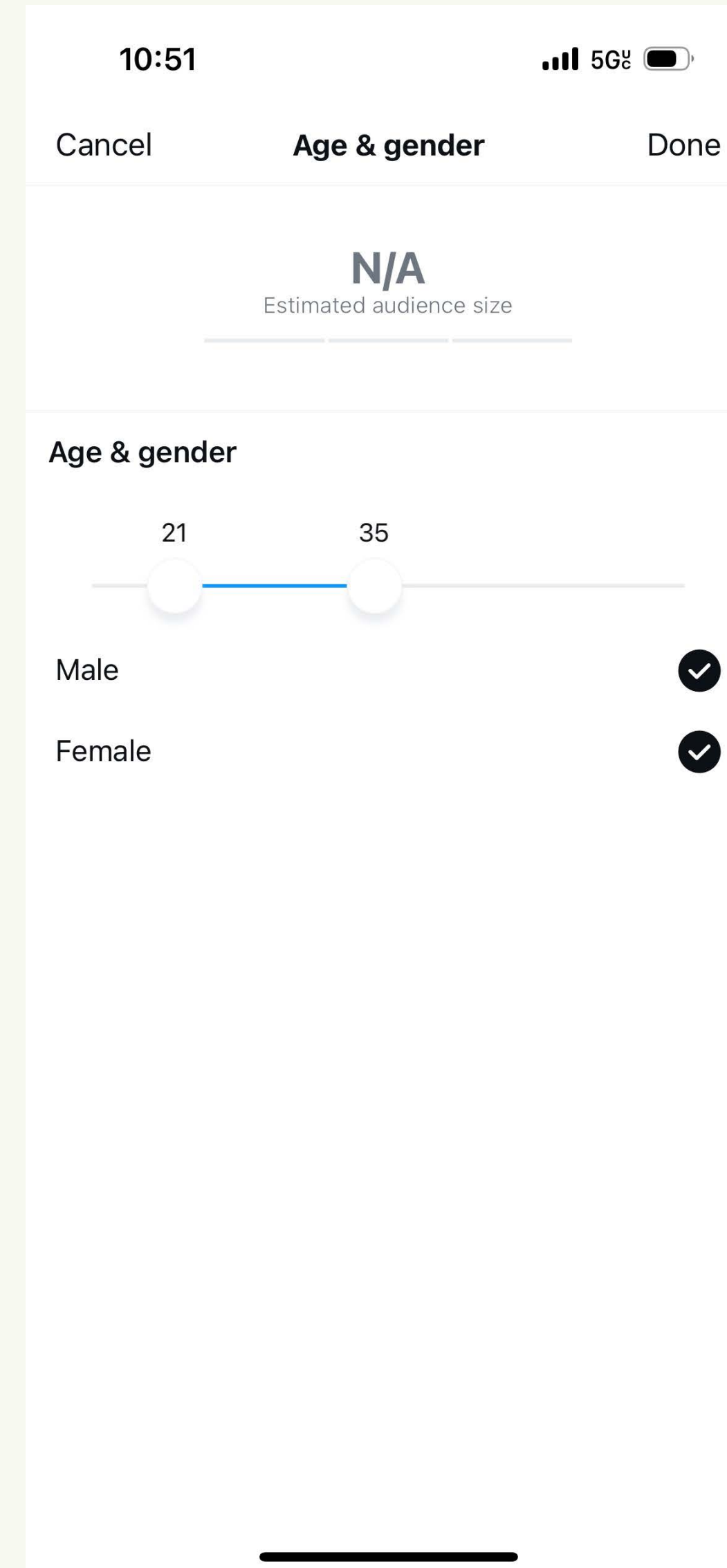
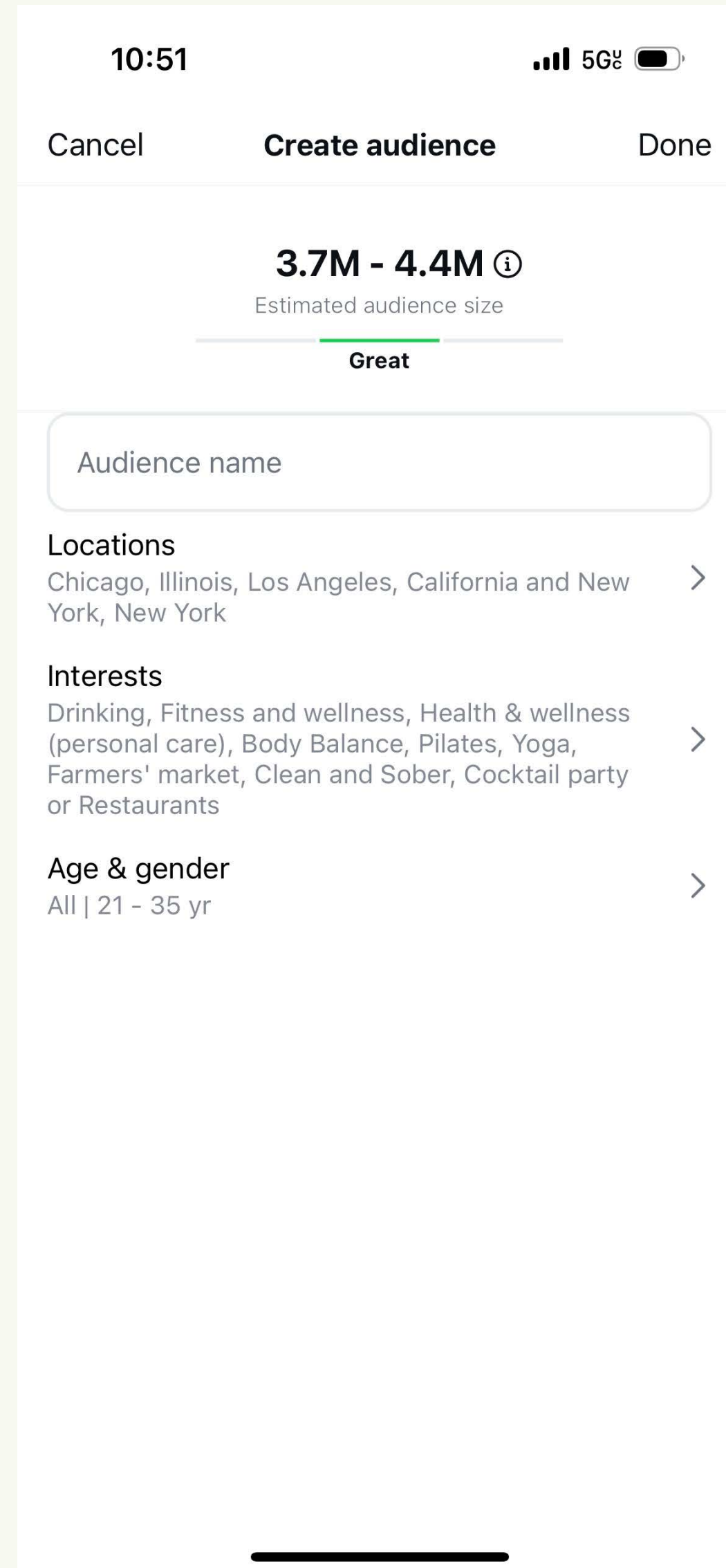
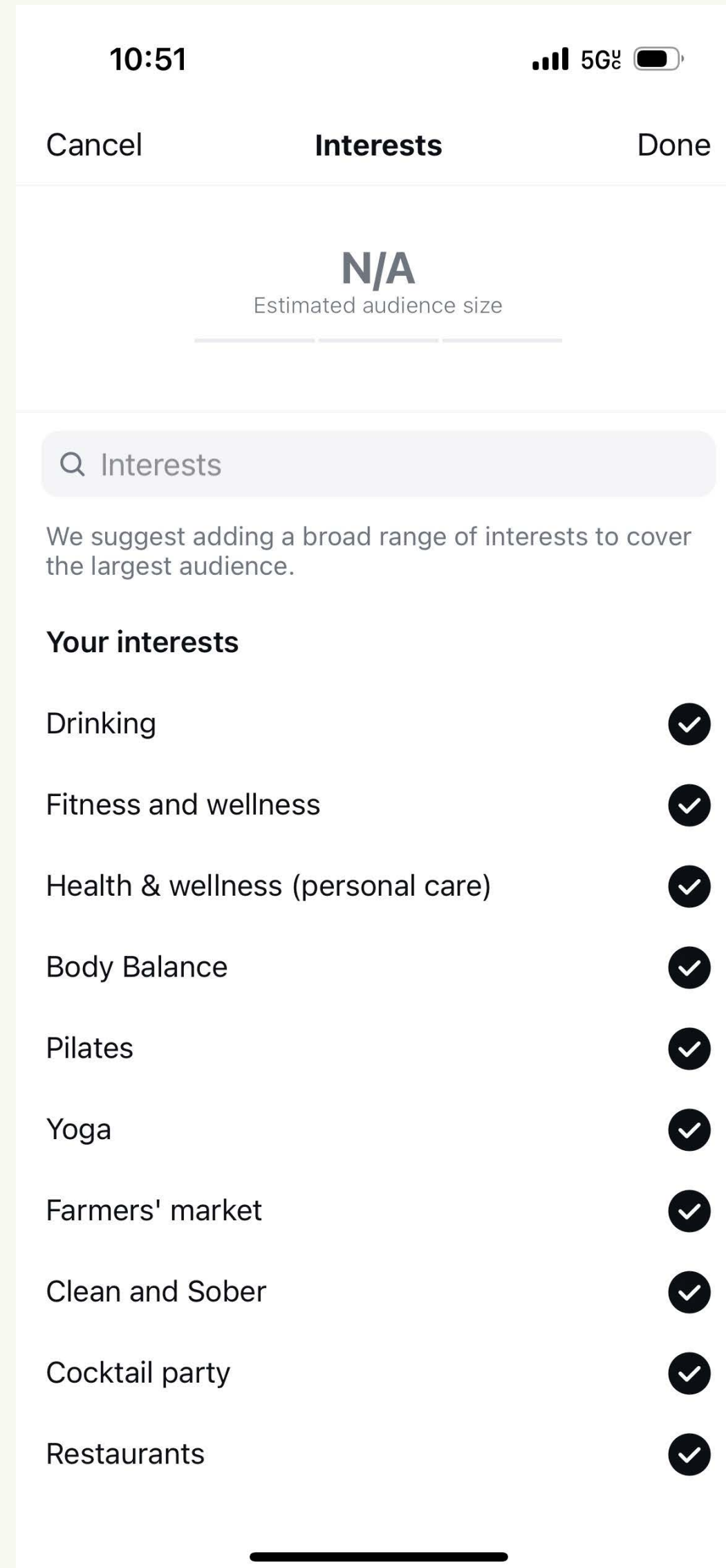
## logical fox

Much like Spice 94, you have a warm, toasty presence. Responsibility and logic come naturally for you, but that doesn't mean you're not adventurous! You crave new experiences, but with a strategic twist. You're the mastermind behind epic adventures, carefully crafting itineraries that balance excitement with comfort.



# Seedlip Appendix

# Paid Social: Instagram





# influencers

MEETING OUR AUDIENCE WHERE THEY ARE



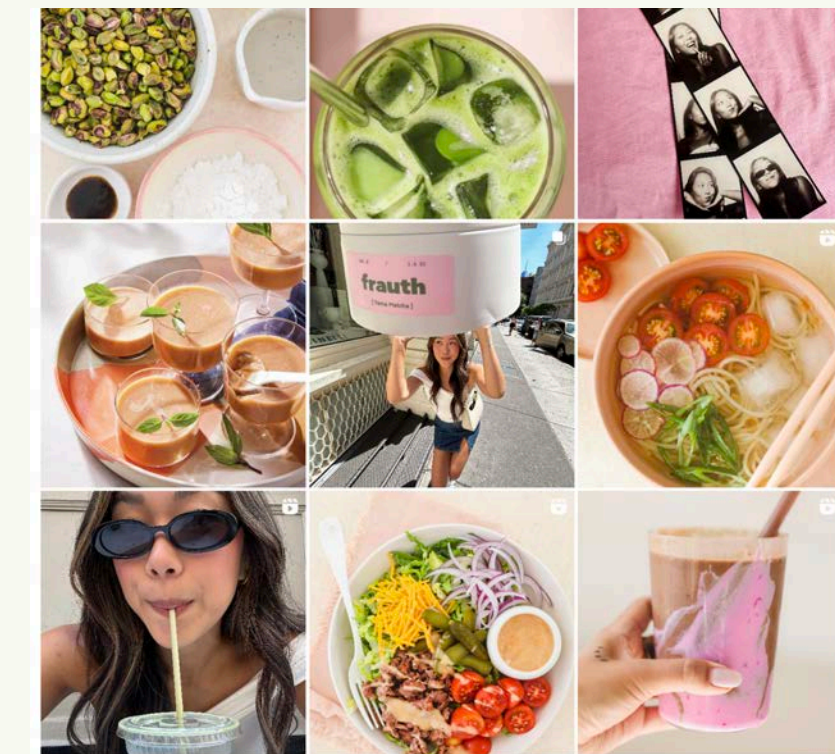
@funonweekdays 84.1K followers

- Posts often include current **pop culture trends**, appealing to our target demographic.
- Promoting **balance** by showing you can have fun any day of the week
- Large reach at 216K followers.



@veggiekins 216K followers

- Vegan and **wellness** content
- Trendy social aesthetic appealing to a **younger** audience.
- Large reach at 216K followers





## AR Experience

- Pros of using 3D models for bottle and rabbit:
  - Better looking in street setting, higher quality
  - Better animation visuals
- Cons:
  - Must anchor to floor for visuals (limits AR functionality to strictly OOH)
  - Animation can be hidden or blocked
- Pros of using 2D models for street and rabbit:
  - Animations can be chained to screen, not to ground
  - Allows for animations to show up at home
- Cons:
  - Slightly worse in a visual looking sense
  - Won't have as much depth perception for some animations

## Instagram Filter

- Easy to implement with random animal designation
- When a user opens the filter, the camera can detect faces and promptly assign a mask to each face, using random decision making to give each face an animal
- Choosing their own animal for the filter requires an extra step of action - Something to move between the animal filters
- <https://spark.meta.com/blog/creating-spark-ar-effects-instagram-reels/>

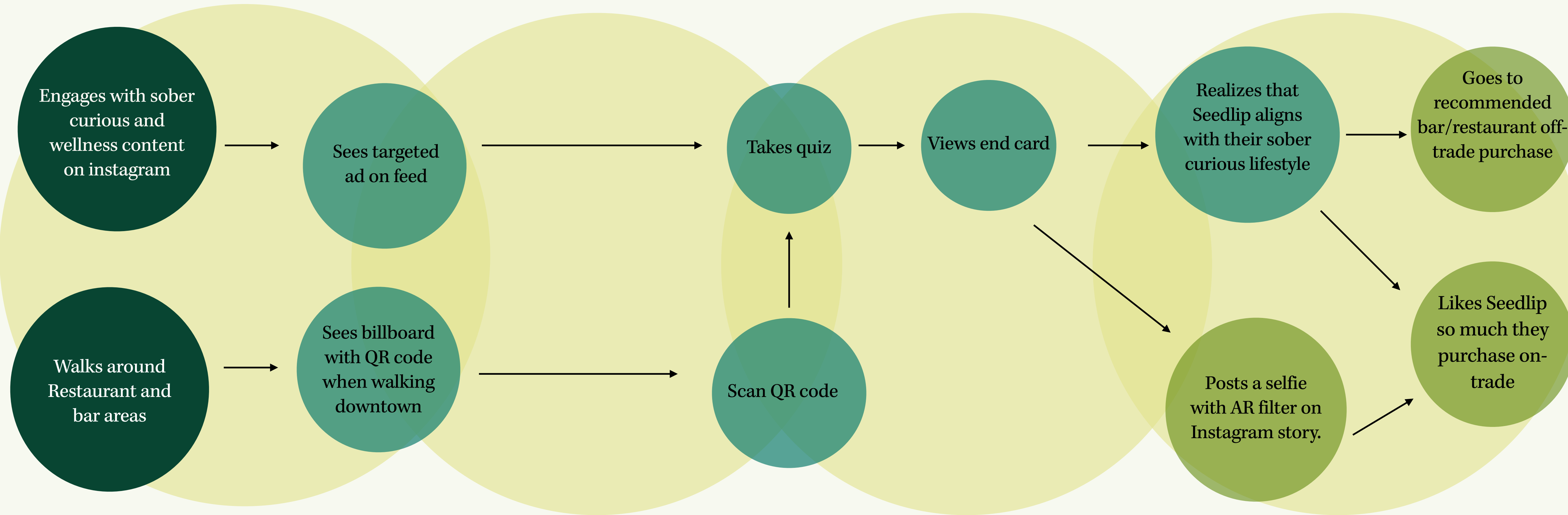


**BUILD AWARENESS**

**CREATE INTEREST**

**FACILITATE ENGAGEMENT**

**CONVERT TO PURCHASE**





## quiz completion rate

Quiz Start %: (First Question Page / Quiz Start Page Visits) \* 100

## quiz completion rate

Instagram Interactions include likes, comments, shares, and saves  
Quiz Completion %: (Quiz Start Page Visits / Quiz Completion Page Visits) \* 100

## interactions

Instagram Interactions include likes, comments, shares, and saves

## impressions

Instagram Impressions = The number of times your content, whether a post or a story, was shown to users.

## reach

Instagram Reach: The number of unique users that saw your Instagram post or story on any given day

## click-through rate (CTR)

CTR % = (Clicks / Impressions) \* 100

## video completion rate

Video Completion %: (Time Spent on Video / Total Video Time Length) \* 100

## site-visiting rate (SVR)

SVR % = (Site Visits / Impressions) \* 100

## engagement

Instagram Reach: The number of unique users that saw your Instagram post or story on any given day

## a/b testing

A/B Testing: a marketing experiment wherein you split your audience to test variations on a campaign and determine which performs better.



# Types of Data in Customer Profiling

## Demographic

Demographic profiling defines customers by **who** they are.

- Age
- Gender
- Martial status
- Ethnicity
- Income
- Job Title
- Education

## Psychographic

Psychographic profiling defines **why** customers buy your products or services.

- Personality traits
- Attitudes
- Opinions
- Values and beliefs
- Lifestyle
- Religions
- Political affiliation

## Behavioral

Behavioral profiling defines **how** your customers interact with your brand.

- Product & Service Usage
- Buying patterns
- Spending habits
- Brand interactions

## Geographic

Geographic profiling defines your customers by their physical location and **where** they shop.

- Physical location
- Rural vs Urban environment
- Climate
- Cultural influences
- Workplace



Role	Name	Rate	Hrs	Cost	0	1	2	3	4	5	6	7	8	9	10	11	12	
Senior Project Manager	Aaron Auckland	190	134	\$25,460	4	16	10	10	10	8	8	8	8	16	16	10	10	
Account Director	Brenda Boston	230	128	\$29,440	8	10	10	10	10	10	10	10	10	10	10	10	10	
Creative Director	Charlotte Chicago	250	100	\$25,000	8	8	8	8	16	8	8	8	8	8	4	4	4	
Designer	Danny Dublin	145	224	\$32,480	0	16	40	40	40	40	8	8	8	8	8	4	4	
Designer	Evan Edmonton	145	186	\$26,970	0	16	40	40	20	30	8	8	8	8	8	0	0	
Copywriter	Francis Frankfurt	145	32	\$4,640	0	8	8	8	0	0	0	0	0	4	4	0	0	
Strategy Director	George Geneva	275	60	\$16,500	8	8	4	4	4	4	4	4	4	4	4	4	4	
Strategist	Hannah Hyderabad	145	128	\$18,560	8	16	16	16	8	8	8	8	8	8	8	8	8	
Developer	Ian Istanbul	145	220	\$31,900	0	0	16	40	40	40	40	16	12	4	4	4	4	
<b>Total Cost</b>				<b>\$235,950</b>														