

For my project i am
going to design a new
range of alco-pop

Profession



**ASSIGN
BUSTER**

For my project I am going to design a new range of Alco-pop. I choose this idea as I feel there is room in the current market to introduce a new brand. The current and most popular Alco-pops at present would be drinks such as Bacardi breeder, WKD and red square. These products are available in a range of flavours and have a volume on average of about 5.5% alcohol; prices vary depending on where the product is purchased.

The product I will be basing my advertising campaign around will be a new range of Alco-pop available in five different florescent flavours and designed to glow in the dark, the product will be un-missable due to the bold colours so I will be using this to my advantage to capture public attention. However my project is new to the market and the brand name and product is unknown, this will make introducing the product difficult therefore the advertising campaign will need to be effective.

The audience I am aiming the product at will be young outgoing eighteen to thirty year olds. This age is the younger age of clubbers that will be more willing to experiment with new products on the market where as the older audience will be more set in there way as to what they drink. Also the audience will be drinking in more trendy modern bars and clubs in which I plan to match with the product image.

The product will be named "Gloe" due to its obvious glow in the dark stature, with the name of the product being "Gloe" and the product being new on the market I need a name that people can remember therefore if they realise the drink glows in the dark the name will relates to the product. I have also removed the "w" and replaced it with "e" I have done this to

imprint the brand with product recognition. The product will be available in a glass bottle, with the product name stuck on at the front. The label of the product will be mainly transparent with just the letter arrangement of "Gloe" in bold capital letters.

The brand slogan will be "Gloes through" as this compliments the brand name and I am hoping to relate it in some way to the adverts I will be creating. The image I would like the product to be associated with is that of a new, modern, trendy product with slight individuality, a carefree drink that looks good, tastes great and is the only solution to a healthy night out. For the campaign I will be creating three advertisements one will be a billboard poster another will be an advertisement in a magazine and the third will be a large bus-stop poster.

I have chosen these three types of media as the billboard is a large advertisement that is difficult to miss I will be placing it around the city centre where most of the nightlife will be and it will also be busy during daytime. The magazine article will be placed in magazines for men like FHM and women in magazines such as Cosmopolitan, New Look, More and 19 these are the younger trendy magazines that appeal to the target audience of the product and have discovered similar advertisements in these whilst researching.

The bus-stop poster will be used as a lot of younger people use public transport due to convenience and also the cost of cars and petrol. The poster will be placed in a bus station as they can become extremely busy during everyday rush hour. Each of my adverts will display the product and slogan

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in the top right hand corner of all of the adverts. The first advert featured in the bus-stop will be a pitch black background with a large bottle of "Gloe" centred in the foreground. The bottle will have a glowing light around it in one of the florescent colours I will use.