

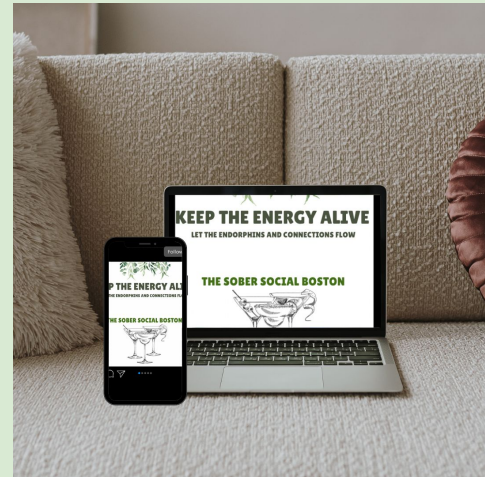
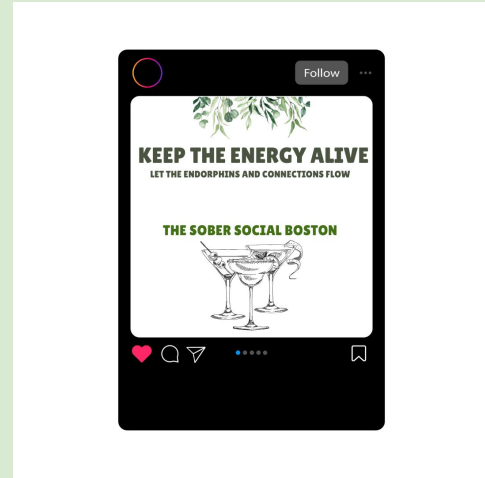
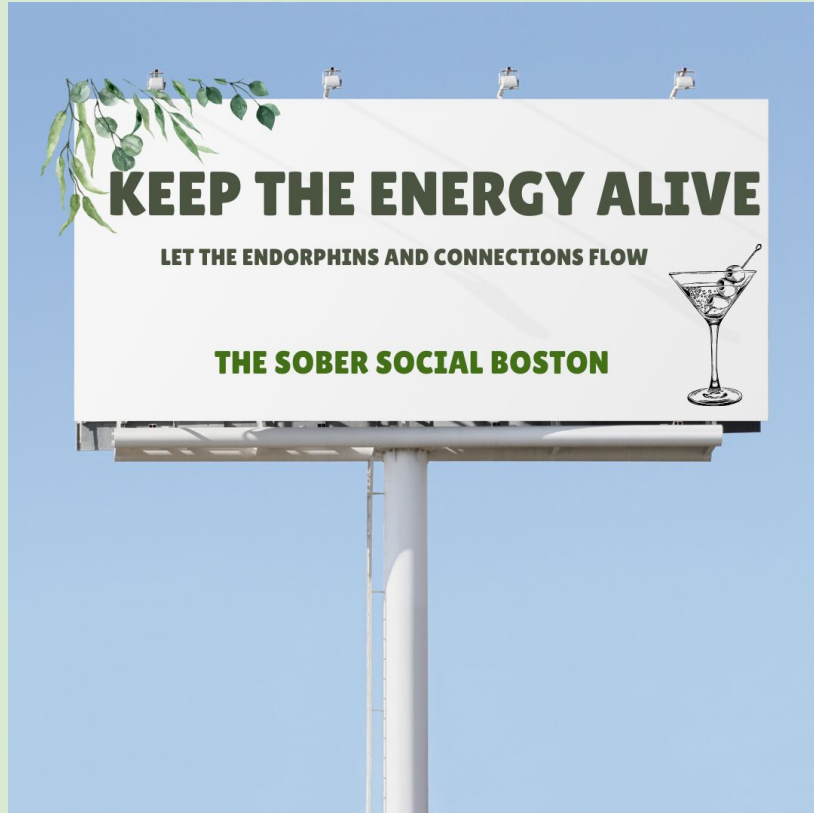
The Sober Social Creative Brief



GOAL	Establish a loyal customer base for The Sober Social in Boston.
TARGET	Energized Endorphin Chasers: 18-25-year-old extroverted Boston residents. These students or young professionals enjoy living an active, healthy lifestyle. Whether they are still on a college budget or working their way up the corporate ladder, they prioritize spending money on health-conscious activities. Energized Endorphin Chasers attend workout classes like Core Power, Solidcore, or SoulCycle or participate in group fitness activities like a school or club sports team. These activities help them feel good about themselves, be comfortable in their own skin, while socializing with people with common interests. To match the aesthetic of their interests, they shop at stores like Lululemon or Alo Yoga. They drink healthy beverage alternatives such as Poppi, Olipop, or Kombucha. They eat at restaurants like Sweetgreen or Cava. Although they spend a lot of time working out, they still like to go out with their friends at night, but there’s a voice in their heads telling them to watch what they are putting in their bodies.
CONSUMER PROBLEM	They are not able to enjoy themselves when going out, nervous about how they will act when drinking.
DESIRED ACTION	Feel like they have finally found a going-out spot that understands them; show up to The Sober Social on a regular basis.
INSIGHT	Energized Endorphin Chasers can’t complete their daily workout endorphin rush if they are stuck feeling hungover from the previous night.
KEY MESSAGE	When looking for a night of clear-headed fun, go to The Sober Social.
SUPPORT POINTS	<ul style="list-style-type: none">- Our drinks are nonalcoholic, so you can enjoy your night out... plus avoid an annoying hangover the next morning or having to find a designated driver- There is a pre-existing established location in Atlanta with strong reviews, citing exciting drink options, an inviting atmosphere, among knowledgeable service- 42% of Gen Z are leading the sober curious trend, citing benefits for both physical/mental health- The Sober Social understands the importance of clear-headed fun

<p>CULTURE</p>	<p>Non-alcoholic drinks have increasingly become a popular trend, including the consumption of mocktails, also using CBD or THC in drinks. The Sober Social capitalizes on this rising trend by including THC or cannabis-infused drinks into their menu.</p> <p>There are multiple TikTok trends to tap into relevant conversations.</p> <ul style="list-style-type: none"> - “Person-on-the-street interviews” are always on people's FYP. Having someone ask students on college campuses about their knowledge of sober bars can help bring awareness while driving interest. - Silent reviews where the individuals shake or nod their heads in reaction to a product are popular, along with ASMR videos. Both of these tactics can aim to show the quality of taste behind the mocktails. - “Do you think she will play 'HOT TO GO!'?” trend. This trend based on Chappell Roan's hit song has taken its own shape. People ask this question in random locations instead of being at the singer's concert. Our video can respond by saying, "No, this is The Sober Social," garnering that audience’s attention which overlaps with Energetic Endorphin Chasers.
<p>CHANNELS</p>	<p>Social media channels will be the most effective way to reach the target audience. Specifically, looking at Instagram Reels where food bloggers often rate places they have been. Similarly, TikTok will be useful because these content creators upload the same content on that platform. Another app that will be useful is Joyraft, an app that is used to advertise events, popular new restaurants, bars, making Bostonians aware of what’s new in the area.</p> <p>Another channel we will target is OOH advertisements around college campuses along with health-focused establishments. We are specifically looking at print posters or digital ads around Boston University, Boston College, the MBTA, along with workout studios. Placement in workout studios opens up the potential for brand partnerships with future sponsored events.</p>

Creative Billboard and Social Media Posts



Creative Mockups

One product concept is creating a canned mocktail line starting with the “Socialite,” a drink on The Sober Social Atlanta menu. At the opening of The Sober Social Boston, there will be a pop-up party that includes free servings of the “Socialite” canned mocktail for attendees to try. A product in select stores will excite people, making them want to experience it in person. This can also lead to pop-up events, possibly on college campuses, featuring the product, encouraging people to visit the actual location.



One event that will be part of our campaign is The Sober Social x SoulCycle. Collaborating with an exercise company directly targets our audience, where you can carry the endorphins you released at your class into your night out with new friends. This partnership can extend to other workout studios in the city, creating a mindful, welcoming environment for groups to go out at night after they workout.



Sources

“About.” *The Sober Social*, www.thesobersocialbar.com/about. Accessed 8 Oct. 2024.

“Alcohol Trends in 2024: Navigating the Future of Social Drinking: Suzy Insights on-Demand.” *Suzy*, Suzy, 3 May 2024, suzy.com/blog/alcohol-trends-navigating-the-future.

Dinarichter. “Non-Alcoholic Beverage Trends in the US.” *NIQ*, 28 Oct. 2022, nielseniq.com/global/en/insights/education/2022/non-alcoholic-beverage-trends-in-the-us.

“How Gen Z’s Are Changing the Alcohol Industry - Think with Google.” *Google*, Google, www.thinkwithgoogle.com/intl/en-emea/future-of-marketing/management-and-culture/diversity-and-inclusion/new-market-new-rules-how-genzs-are-changing-alcohol-industry/. Accessed 8 Oct. 2024.

“Sober Curious and Alcohol Statistics: 2024 Survey Data.” *NCSolutions*, 23 Jan. 2024, ncsolutions.com/the-goods/sober-curious-nation-alcohol-survey/#:~:text=Sober%20Curious%20Movement%3A%2041%25%20of,alcohol%20or%20none%20at%20all.

“The Sober Social Reviews.” *Google Search*, Google, www.google.com/search?q=sober%2Bsocial%2Batlanta&rlz=1C5CHFA_enUS966US966&oq=&gs_lcrp=EgZjaHJvbWUqBggAEEUYOzIGCAAQRRg7Mg0IARAUgK8BGMcBGIAEMgYIAhBFGDkyBwgDEAAyGAQyBwgEEAAyGAQyBwgFEAAyGAQyDQgGEC4YrwEYxwEYGAQyBwgHEAAyGAQyBwgIEAAyGAQyBwgJEAAYgATSAQgxODMyajBqNKgCALACAQ&sourceid=chrome&ie=UTF-8#ird=0x88f50389a6cea923:0x5b18ed3eeb0be382,1. Accessed 8 Oct. 2024.

“Use These Healthy Ingredients for a Refreshing Non-Alcoholic Mocktail.” *Yale New Haven Health Yale New Haven Hospital*, www.ynhh.org/articles/non-alcoholic-mocktail#:~:text=Mocktails%20can%20be%20a%20healthier,and%20pre%2Dmade%20cocktail%20mixes. Accessed 8 Oct. 2024.

Zusel, Yvonne. “Non-Alcoholic Bars and Shops in Atlanta.” *Ajc*, The Atlanta Journal-Constitution, 4 Jan. 2024, www.ajc.com/things-to-do/atlanta-restaurant-blog/try-these-atlanta-bars-stores-and-pop-ups-for-grown-up-nonalcoholic-drinks/4D4CYUQT6NDLBKA3IC2SYF6U6A/.