

# Dead Sober Voice & Copy – Case Study

**Disclaimer:** This is a fictional brand concept created by Gianna Ortega for portfolio purposes. All copywriting, brand development, and creative direction were developed independently as a demonstration of tone, strategy, and voice.

## Brand Overview

**Brand Name:** Dead Sober

**What it Sells:** Nonalcoholic mocktails that taste like bad decisions, bottled. Fizzy, emotionally fluent, and just chaotic enough to feel like a Friday night out without the hangover.

**Who It's For (Ideal Customer):** Dead Sober is for the girls who swore they were “never drinking again” — and meant it this time. She’s the one romanticizing her healing era with sparkling drinks and better decisions (mostly). She still sends voice notes she’ll regret and cries during reruns of *Euphoria*, but now she does it with a cold can of clarity in hand. Whether she’s sober curious, completely off the sauce, or just looking to hydrate while spiraling — Dead Sober is for the girls who want the ritual without the regret.

**Brand Mission:** Dead Sober is here to make staying in control feel as chaotic, flirty, and emotionally unhinged as blacking out ever did — minus the hangover. We craft nonalcoholic drinks that taste like the night out and feel like the morning after (but in a good way). It's the mocktail for your messiest, most self-aware self.

## Brand Voice - Voice Pillars

Dead Sober: anything but dead serious.

| Voice Pillar             | Description                                                                                                                  | Example                                                                                               |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Unapologetically chaotic | Impulsively intoxicatingly, sprinkled with chaos. The most unapologetic, straightforward, calling your best friend out tone. | "Crack this open when you're one text away from emotional relapse."                                   |
| Flirtatiously deadpan    | Dry humor with a wink. We're funny, but like, hot girl funny. Think sarcasm with lip gloss.                                  | "No, this isn't champagne. Yes, it still pairs well with questionable choices."                       |
| Sensual & Cinematic      | Every sentence sets a scene. Copy that reads like the opening line of your favorite movie.                                   | It's sweet, spicy, and just unhinged enough to flirt with your ex <i>without</i> following them back. |

## Brand Voice - Format-Based Tones

| Format                                                                               | Tone of Copy                                                                                                                        |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Brand Identity Copy (homepage, about pages, tagline)                                 | Bold & brutally honest – admitting you miss the chaos but not the hangover.                                                         |
| Product & Packaging Copy (candle names, scent blurbs, labels & product descriptions) | Sleek and sober, storytelling of a chaotic night with no blackout to be embarrassed of.                                             |
| Social Media Copy (IG Captions, Reels, Tik Toks)                                     | Unhinged, flirty, and chaotic. Mimics texting your failed tinder match just to feel something.                                      |
| Marketing & Email Copy (launch emails, promos, banners)                              | Support, bundled, swaddled, makes you feel completely seen and heard. Sobriety can be hard – we're here to soften the sharp points. |
| Campaign/Ad Copy (IG Ads, billboards, and digital campaigns)                         | All drama, all cinema, and completely self-aware. Pointedly perfect and emotionally gripping in the most unhinged, polished way.    |

## The Problem

Dead Sober had everything – packaging, cute names, and a killer mission. All that was missing was the brand identity, something that attracted the ideal customer. Sobriety is hard, and with the stigma surrounding it, it can be even harder. Dead Sober needed to cater to the emotionally self-aware, the ones who recognize that sobriety isn't always the sterile, clean environment that the media makes it out to be.

It's sharp, it's pointed, and it's messy: exactly like Dead Sober.

Dead Sober was built for the girls who still want the drama, just without the next-day dread. But their original copy didn't reflect that. It was too quiet, too cautious, too "new year, new me." The brand needed a voice that could flirt, spiral, and still hold itself together — something equal parts cinematic and self-aware.

## The Strategy

The mission was simple: make *Dead Sober* feel like a night out with the most evolved version of yourself.

This meant stepping away from "health and hydration" (all the sterile stigma had to go) and diving headfirst into chaos and character. Each mocktail became a moment. A plot twist. A lesson you only learn the hard way. I built the brand voice around three core pillars — *Unapologetically Chaotic, Flirtatiously Deadpan, and Sensual & Cinematic* — and made sure every sip sounded like it belonged in a voice note you'll regret later.

I treated each flavor like a friend you make bad decisions with. The product copy had to be a vibe check. Email marketing? Emotional support. The social captions? Problematic in the best way.

Dead Sober had to feel exactly like the comfort you'd want during sobriety.

## The Execution

**Brand Tagline:** The vibe of a cocktail. The payoff of a mocktail.

**Packaging Copy:** Can Copy + 12-Pack Copy

**Product Description:** The Emotional Support Pack

**Product Type:** Variety 12-pack - Dead Sober Signature Collection

Functional chaos, without the next day hangover.

Dead Sober brings you the sober without sacrificing the fun. With the four flirty, fruity flavors, you've just unlocked your next era of emotional stability.

Inside this 12-pack, you'll find:

- **Bad Decisions & Bitter Lime** – tastes like a margarita, hold the tequila
- **Closure & White Peach** – soft, floral, and elegantly delusional
- **Hot Mess & Strawberry Hibiscus** – bright, messy, and (almost) ready by 9 p.m.
- **Boundaries & Pineapple Punch** – sweet, spicy, and emotionally unavailable

You don't need a drink to spiral, just emotional support.

Dead Sober: still chaotic without the hangover.



***Launch Email:***

**Subject Line:**

The Emotional Support Pack has entered the villa

**Preview Text:**

Hydration without hangover consequences.

You don't need alcohol to spiral – just your newest flirty, fruit best friends in an emotionally supportive 12- pack.

Take a sneak peek on the inside:

- Bad Decisions & Bitter Lime — tastes like a margarita, hold the tequila
- Closure & White Peach — floral, soft, and a little delusional
- Hot Mess & Strawberry Hibiscus — chaos in a can
- Boundaries & Pineapple Punch — sweet, spicy, emotionally unavailable

Thirst traps welcome, hydration included.

[ Shop the Pack ]

*Still chaotic. Just better hydrated.*

## Flavor Lineup - Dead Sober Signature Collection

*Choose your coping mechanism.*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p><b>Product Name:</b> <i>BAD DECISIONS &amp; BITTER LIME</i></p> <p><b>Flavor Notes:</b></p> <ul style="list-style-type: none"><li>● Key lime juice</li><li>● Green tea</li><li>● Fresh mint</li><li>● Lingering regret</li></ul> <p><b>Emotional Vibe:</b> Loud group chats. Hungover epiphanies. Unread texts and very real consequences.</p> <p>Matcha in the morning. Bad decisions and bitter limes after dark.</p> <p>She tastes like you asked for a margarita – hold the tequila.</p> <p>With a punch of key lime that has you booking a flight to Florida and a whisper of green tea that makes you miss your 9 a.m. matcha, she's made for the girl who's ready for a beach vacay in the Bahamas — no boys allowed, just unread texts and SPF 50.</p> <p>Make better choices, or don't. We don't judge.</p> | <p><b>Product Name:</b> <i>Hot Mess &amp; Strawberry Hibiscus</i></p> <p><b>Flavor Notes:</b></p> <ul style="list-style-type: none"><li>● Strawberry</li><li>● Hibiscus</li><li>● Lemon zest</li><li>● Flashbacks to last weekend</li></ul> <p><b>Emotional Vibe:</b> You didn't plan on going out. You were "just grabbing dinner." Now it's 2:47 a.m., your lashes are on the sink, and your ex's name is trending in your Notes app. No shots were taken — but mistakes were made.</p> <p><b>Body Copy:</b> It's 9 p.m. and you're still a hot mess. You've got the red lip, the curlers, and the leather pants — but you are nowhere near ready.</p> <p>Strawberry &amp; hibiscus hit first, as bold and as bright as your lipstick and as quick as you send the "be there in 5 text". As quick as the flashbacks from last weekend comes, there's an unexpected lemon zest, lingering just like you did after last call.</p> <p>You're a hot mess and you embrace it.<br/>Just like Dead Sober embraces you for you.</p> |
| <p><b>Product Name:</b> <i>Closure &amp; White Peach</i></p> <p><b>Flavor Notes:</b></p> <ul style="list-style-type: none"><li>● White peach</li><li>● Jasmine tea</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>Product Name:</b> <i>Boundaries &amp; Pineapple Punch</i></p> <p><b>Flavor Notes:</b></p> <ul style="list-style-type: none"><li>● Pineapple</li><li>● Coconut water</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

- Orange peel
- Sweet delusion

**Emotional Vibe:** You didn't need to check their story.

You didn't need to reread the texts.

You didn't need closure — but you opened the chat anyway.

**Body Copy:** Dressed to the nines, but still worried about his newest downgrade.

You thought checking his Instagram story would bring you closure — instead, it drove you to drink.

Luckily, you traded whiskey for white peach.

This one's soft, floral, and dangerously smooth. White peach meets jasmine tea and sweet delusion, with a twist of orange peel and the closure you *swear* you don't need.

It's elegant denial in a can.

- Cayenne
- Emotional stability (in theory)

**Emotional Vibe:** You're not going out. You said no this time. You meant it... until someone offered you a ride, free fries, and a little attention. You have boundaries — they're just a bit *flexible*.

**Body Copy:** For the girls who love Pina Coladas and getting caught in the rain, this one's for you.

Drinking was never for you, but a frozen piña colada on the beach? That was something nobody could say no to.

Until *Boundaries & Pineapple Punch* came along.

Bright pineapple, soft coconut water, and a kick of cayenne remind you that saying “no” can still taste like “absolutely yes.” It's sweet, spicy, and just unhinged enough to flirt with your ex *without* following them back.

Boundaries = intact, bubbly and ready to go.

## Ad Campaign: Zero Proof. Zero Chill.



**Campaign Concept:** The concept behind this campaign stems from trying to reel in girls who still want to feel connected to the party scene, without the consequences. The copy for this campaign is bold, almost regrettable, but confident to the point where it doesn't matter. Everything needs to lean into a chaotic confidence and hot girl delusion, because being sober doesn't mean playing it safe.

### Slide One:

Still spiraling, but sober-curious?

### Slide Two:

Choose your coping mechanism:

- 🍹 *Bad Decisions & Bitter Lime* – your unhinged mockarita
- 🍑 *Closure & White Peach* – a baddie's bellini-adjacent moment
- 🍓 *Hot Mess & Strawberry Hibiscus* – the daiquiri for before 5 o'clock, anywhere
- 🍍 *Boundaries & Pineapple Punch* – piña coladas to stop you from pining over him

### Slide Three:

Your emotional support beverages 🗨️

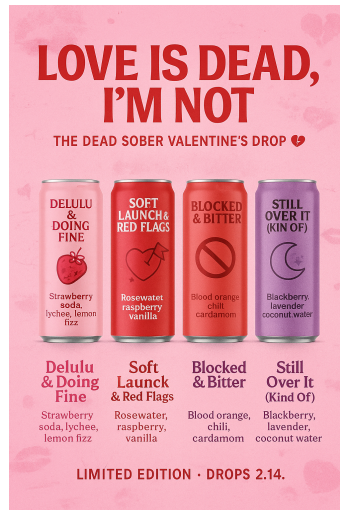
For the girls who need a little chaos without consequence.

### CTA:

Hydration starts now. Shop the Emotional Support Pack.

#DeadSober #SoberCurious #EmotionalSupportMocktails #ZeroProofZeroChill

## Ad Campaign: Love is Dead, I'm Not



**Campaign Concept:** Valentine's Day can be hard when you're single and sober, but the goal of this ad campaign is to show that you don't need to drink to get over someone, all you need is Dead Sober. The creative concept behind this was to show that creating a line of limited edition drinks and copy can expand a brand further.

From product names to packaging to ad copy, every element leans into chaotic confidence, romantic delusion, and the kind of clarity only canned closure can provide.

### LOVE IS DEAD, I'M NOT THE DEAD SOBER VALENTINE'S DROP ❤️

You're healing while he's posting gym selfies.  
You're journaling while he's texting his ex.  
You don't need champagne.  
You need closure, in a can.

#### MEET THE FLAVORS:

- 🍓 Delulu & Doing Fine – Strawberry soda, lychee, lemon fizz
- 🌹 Soft Launch & Red Flags – Rosewater, raspberry, vanilla
- 🍊 Blocked & Bitter – Blood orange, chili, cardamom
- 💜 Still Over It (Kind Of) – Blackberry, lavender, coconut water

Zero proof. Zero shame.  
Limited Edition: Drops 2.14

[Shop the Valentine's Drop]  
#LoveIsDeadImNot #DeadSober #ZeroProofZeroShame

## The Outcome

The Dead Sober case study shows how a voice-first approach can transform a product into a personality. What started as a concept for nonalcoholic mocktails became a fully realized brand experience, complete with unapologetic tone, layered product storytelling, and emotionally fluent campaigns.

From the emotional support 12-pack to the limited-edition Valentine's drop, every asset was built to resonate with the girls who spiral, self-reflect, and still want to have fun without the hangover. The copy doesn't just describe the drink. It channels the mindset, the memory, and the moment you crack it open.

This project proves that strategic branding isn't just about what a product is. It's about how it feels, what it sounds like, and who it's for.

Dead Sober isn't just sober.

It's soft chaos in a can, and a brand that finally drinks like it thinks.