

Happy Tuesday

BOOZT.COM, APRIL 2021



Brief

Create a new campaign that gives customers a premium offer, and shows that Boozt is a department store.

The campaign should also support the “Happy Shopping” brand identity.

I was the Marketing project lead and main Copywriter.

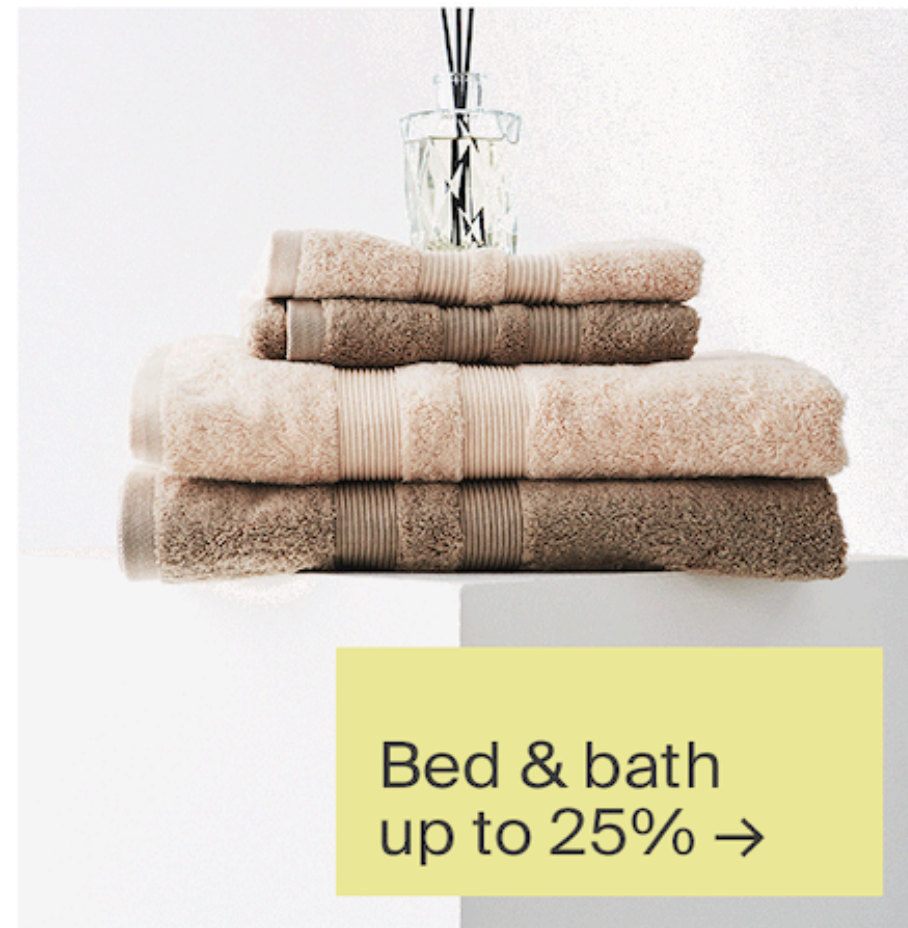
Tuesday is the day in the week when people feel the most sad. The weekend vibe is gone and it's still a long time to next weekend.

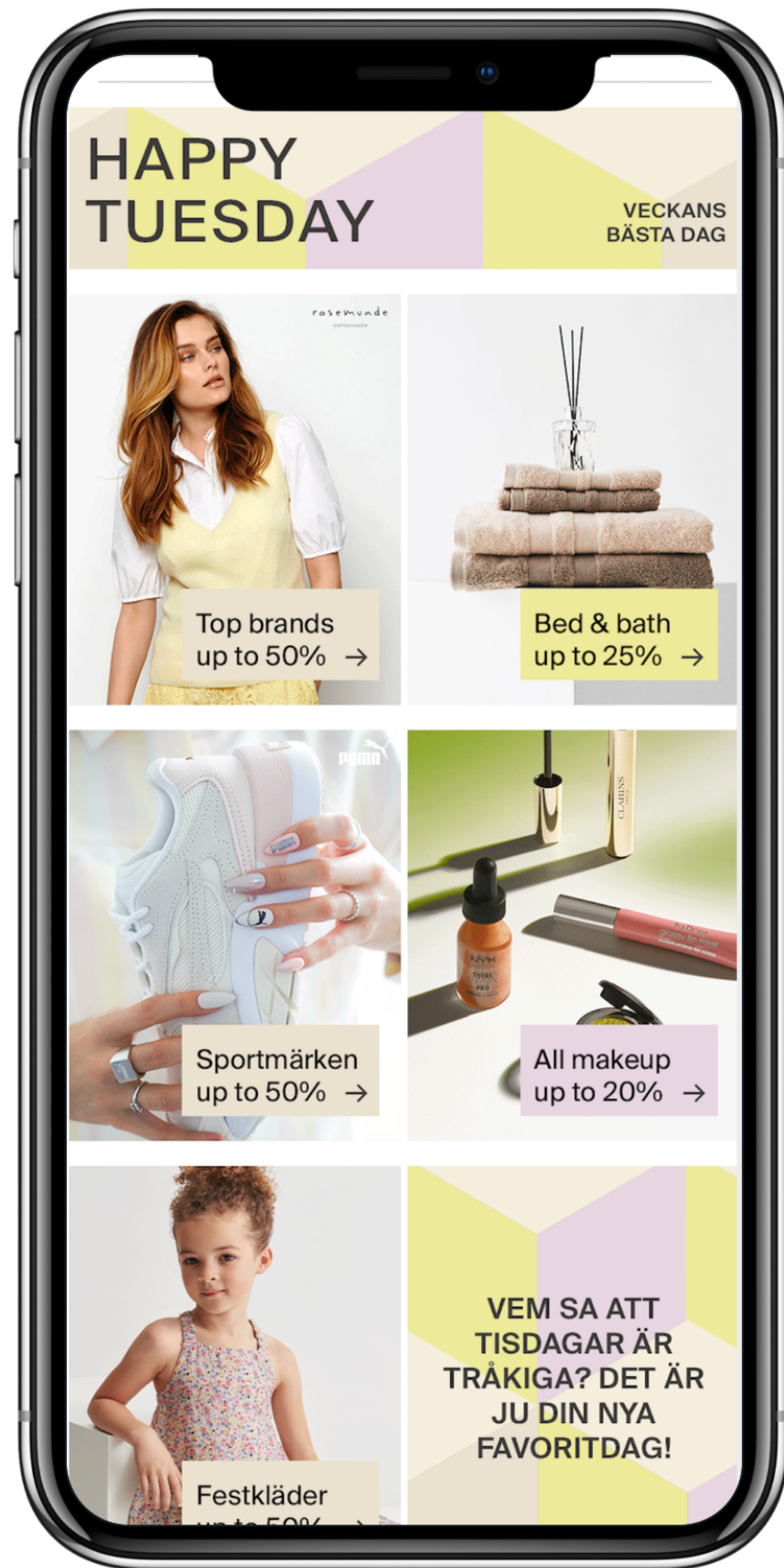
We want to treat our customers with a happy greeting, where we highlight the best from each department - and a nice offer.

ÄNTLIGEN

HAPPY TUESDAY

VECKANS
BÄSTA DAG

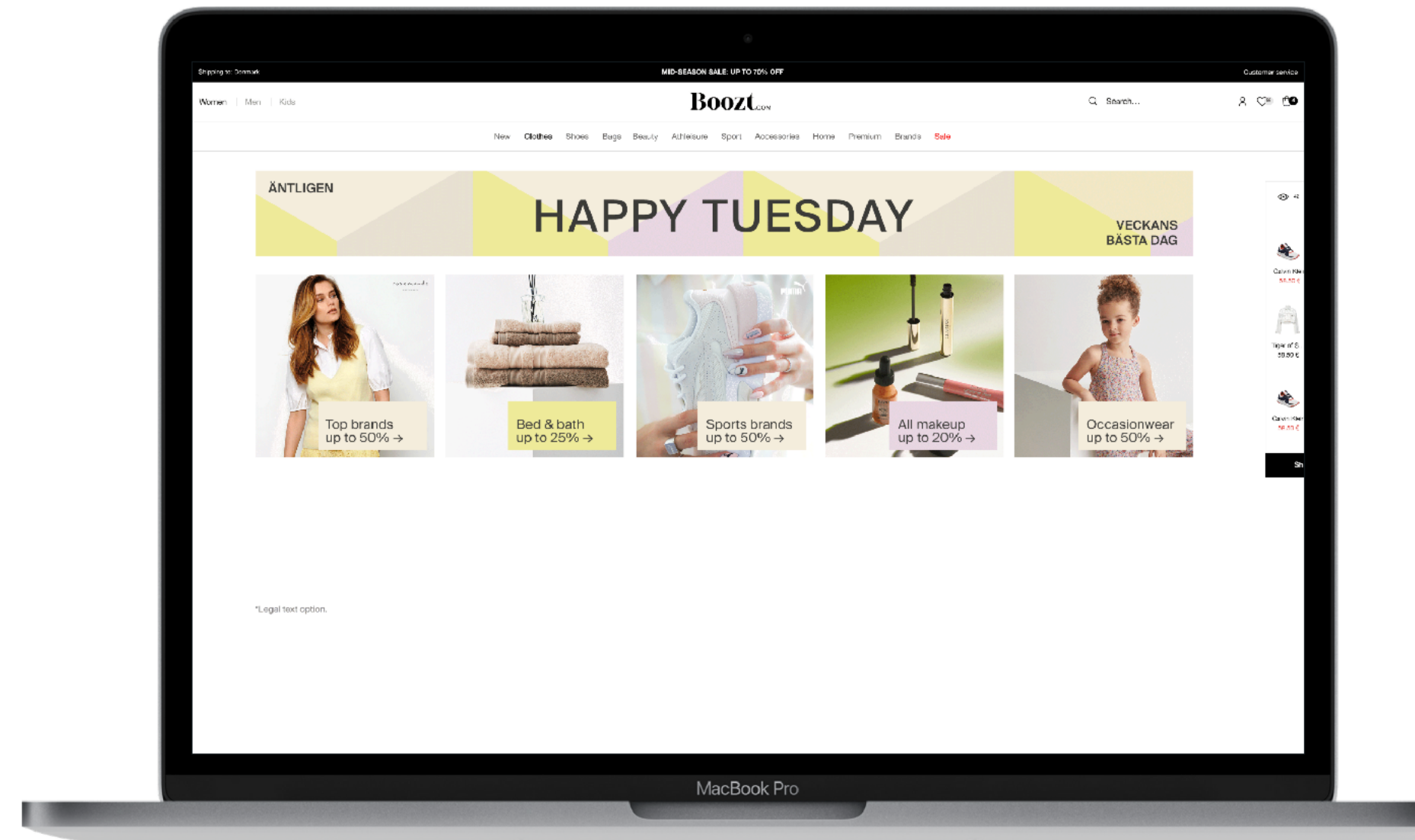




Visual identity

Bright and playful, centered around the greeting “Happy Tuesday”. Inspirational images add a premium look and feel.

A new template was created to give all departments equal visibility.



Copy

To match the bright visuals I chose an informal tone of voice, using direct speech to create urgency.

The copy can be read as genuinely excited or slightly sarcastic. Either way, I'm hoping it replaces your Tuesday blues with a smile.

