



CREATIVE BRIEF

DAIRY BOY

This creative brief will talk you through our work on the Dairy Boy advertising campaign. Our mission is to create a welcoming, engaging, and memorable brand experience that captures the essence of Dairy Boy's Americana identity.

PROJECT OVERVIEW

Project summary

This project aims to develop an advertising campaign for Dairy Boy that elevates it beyond just influencer merchandise and instead fine-tunes it as a cohesive lifestyle brand. The campaign will analyze the brand's identity, target audience, and cultural relevance while making strategic messages. The goal is to build a compelling narrative that aligns Dairy Boy with the trending Americana aesthetic.

Why this matters

Dairy Boy is a blend of slow living, country core, and appealing aesthetics, which makes now the perfect time to expand its brand presence worldwide. By creating an intentional campaign, the brand can strengthen its image, increase loyalty, and grow past Paige Lorenze's existing audience. This matters because compelling storytelling can turn a niche brand like this one into a long-lasting label.

The big picture

The bigger vision is to position Dairy Boy as a leading Americana lifestyle brand that connects with its consumers not just aesthetically, but emotionally too. This campaign aims to create a world that consumers want to buy into.

ABOUT *the* CLIENT

WHO THEY ARE

Dairy Boy is a cozy Americana lifestyle brand founded by creator Paige Lorenze. It blends vintage country charm with a touch of modern femininity. Although the brand is known for its timeless clothing basics, Dairy Boy isn't just about clothing. It is a whole lifestyle built around the idea of slowing down and finding beauty in the simple things life has to offer.

MISSION & VISION

The mission of Dairy Boy is to become the leading lifestyle brand, redefining modern Americana. Where comfort, simplicity, and authentic living shape a new generation's version of the good life.

TARGET MARKET

Dairy Boy's target market is primarily Gen Z women aged 15-30 who are drawn to the appeal of cozy, aesthetic fashion along with the romanticized "slow living" lifestyle movement. These women enjoy social media platforms that produce content like this. This audience values brands that represent a whole lifestyle, not just clothing.



Paige Lorenze

PROJECT OBJECTIVES



Strengthen Brand Identity

My goal is to make Dairy Boy feel like a complete lifestyle brand rather than just being influencer merch to some. I want the identity to be clear, consistent, and cohesive. When the brand feels intentional, it becomes something people will connect with.

Build Emotional Connection by Storytelling

For me, the heart of this project is creating an overall feeling, not just a look. I want this campaign to showcase the cozy, slow-living energy that appeals to so many. This way, the brand will become something they genuinely relate to. When someone feels understood, they typically stick around.

Expand Audience

Right now, a lot of Dairy Boy's traffic comes directly from Paige's platforms. I want this campaign to push the brand beyond this pattern. By using creative storytelling and wider-reaching content, I'm aiming to introduce Dairy Boy to those who love the brand for what it is at its core. This gives the brand room to grow in a natural way.

Shift to Full Lifestyle Brand

I want people to see Dairy Boy as a whole lifestyle, not just as a hoodie or a sweat set they like. Through all the content and messaging, the brand becomes part of everyday routines. That opens the door to long-term growth and future brand expansion.

WHO *we're* SPEAKING *to*

Age 15-30

Location- Urban OR Suburban

Income level- Upper-Middle

Gender- Female



SHOPPING PREFERENCES

They shop online constantly, love curated, visually pleasing aesthetics, and tend to buy pieces that are timeless, cozy, and straight from a Pinterest board.

ENGAGEMENT PATTERNS

They spend a lot of time on TikTok, Instagram, and Pinterest. They engage with content and creators that feel warm, personal, and the aesthetic they crave.

MOTIVATIONS

They are driven by comfort, routine, and romanticizing their daily lives. When a brand resonates with what they romanticize, they are hooked.

AUDIENCE NEEDS AND DESIRES

This audience wants basics that feel comfortable, timeless, and connected to a lifestyle they crave. They desire routine and a sense of calm in their day-to-day lives, so they look for brands and creators that help them live that way. They want clothing and content that feels like an escape.

WHY THEY CARE ABOUT THIS PROJECT

They care because this campaign creates the life they want to live, full of cozy, slow mornings, simple routines, farmer's market weekends, and even watching one of Paige's vlogs. Consumers are more likely to engage, buy, and see themselves as part of this lifestyle when Dairy Boy really leans into the Americana vibe through creative marketing.



KEY MESSAGES

Quality

Our products are designed to last using cozy, durable materials that have held up in real life and the everyday routines of our customers.

Innovation

We bring a fresh, modern take to a classic Americana style, turning simple basics into something more.

Sustainability

Dairy Boy values mindful production and encourages a slower, more intentional approach to consuming that aligns with the lifestyle we are promoting.

Inclusivity

We are building a brand that welcomes everyone into the soft, slow-living world by creating meaningful pieces and messaging that are relatable to a niche group of people.

SWOT ANALYSIS

✓ Strengths

- Big influencer following via Paige
- Cohesive branding aesthetics
- Majority Gen Z women consumers
- An up-and-coming rural lifestyle in an online/urban world

Weaknesses ✓

- The brand is very reliant on Paige, which limits brand independence
- Very niche
- Pricing may be a little high for the majority of Gen Z consumers base

SWOT analysis

✓ Opportunities

- Expansion into more lifestyle (like done in the bedding, kitchenware, and candles section)
- Increased romanticized marketing from appeal
- Country/Americana aesthetic is trending

Threats ✓

- Fast fashion dupes (Shein, Temu, etc.)
- Competing lifestyle creators or brands launching apparel lines
- Influencer backlash (if Paige were to be in a controversy)

CREATIVE INSPIRATION & MOOD BOARD

The goal of this campaign is to create a visual space that feels welcoming and structured, in line with Dairy Boy's soft Americana vibe. The aesthetic should reflect the brand's focus on comfort and simplicity, while remaining innovative and modern. Every visual element should support Dairy Boy's core values as a brand.

Color Palette

The color palette leans toward warm neutrals and soft earth tones, including creamy whites, warm browns, soft cherry reds, faded denim blues, and muted sage greens. Everything feels natural and grounded in that classic Americana vibe.

Photography Style

The photography typically looks like it was taken in direct natural light, sometimes with a film-inspired edit. It seems like most shoots are taken during golden hour or mid-afternoon. The overall vibe is nostalgic, effortlessly aesthetic, and of course, Americana.

Typography

The typography combines simple serif fonts with subtle vintage additions to match the brand's personality. It has a classic feel without looking old-fashioned, and instead feels editorial.

Imagery

Imagery revolves around farmers' markets, horse stables, slow mornings, rustic accents, and soft fabrics. Every visual tells a story of warmth, routine, and the little beauties of life.

Design Trends

Design trends are definitely minimalism with a twist. It draws inspiration from trends like cottagecore, country, and Pinterest-style "soft-living" aesthetics, but in a more elevated way. The overall trend is authenticity.



TIMELINE & MILESTONES

Brand Launch

Expansion to Lifestyle Goods

First Full Fall Collection Drop

Community Growth

JULY 2021

Description: Dairy Boy officially launches its first appeal drop and establishes the brand’s signature Americana-inspired look. This phase focused on creating awareness, building the first audience, and setting the tone for the brand as a whole

Milestone: First collection sells out, confirming early demand and strong brand interest.

MARCH 2022

Description: The brand enters into a new market beyond just clothing by introducing lifestyle pieces such as mugs, market bags, and home goods. This phase strengthened Dairy Boy’s identity as a whole lifestyle brand rather than just an influencer clothing merch line.

Milestone: First lifestyle collection dropped and promoted across social platforms

SEPTEMBER 2023

Description: Dairy Boy launches its first cohesive and complete fall collection that features new colors, materials, and a more intentional creative direction. This step marked the brand’s shift to seasonal drops.

Milestone: Fall collection sells out within days and becomes the most popular launch.

JANUARY 2024

Description: The brand experiences significant growth as customers begin seeing Dairy Boy as part of their daily routines and aesthetic identity. This stage focused on community and storytelling.

Milestone: Dairy Boy reaches new social milestones and earns broader lifestyle brand recognition worldwide.

AD CAMPAIGN

DAIRY BOY

This advertising campaign introduces a new chapter of Dairy Boy by transforming the brand's classic Americana, mixed with a country/cottage core aesthetic, into a launch featuring sky-blue and navy crewnecks. This campaign uses visuals of the little things in life, along with modern storytelling, to advertise the launch. Through emotional branding and aesthetic, cohesive content, we've created a drop that feels intentional and meaningful.

CHALLENGE & OPPORTUNITY

Challenge

Dairy Boy is known and loved for its comfortable, classic, subtle patriotic appeal, but some still see it as just an influencer merch line. This limits the brand's ability to stand alone as a whole lifestyle brand without the backbone of Paige's following and support.

Opportunity

The current trends of slow living, country aesthetics, and nostalgic Americana give Dairy Boy the perfect opportunity to expand as an entire brand. By leaning into compelling storytelling and strategic lifestyle positioning, the brand can broaden its audience. People seeking comfort, simplicity, and aesthetically pleasing visuals will be attracted to Dairy Boy.

CULTURAL FUEL



ROMANTIZING YOUR LIFE MOVEMENT

People crave brands that make their everyday life feel aesthetic. Even if their own is not. *People are the content they consume.*

NOSTALGIA MARKETING

A mix of film photography, vintage tones, and rustic country visuals is very appealing to specific demographics.

SOFT LIFE CULTURE

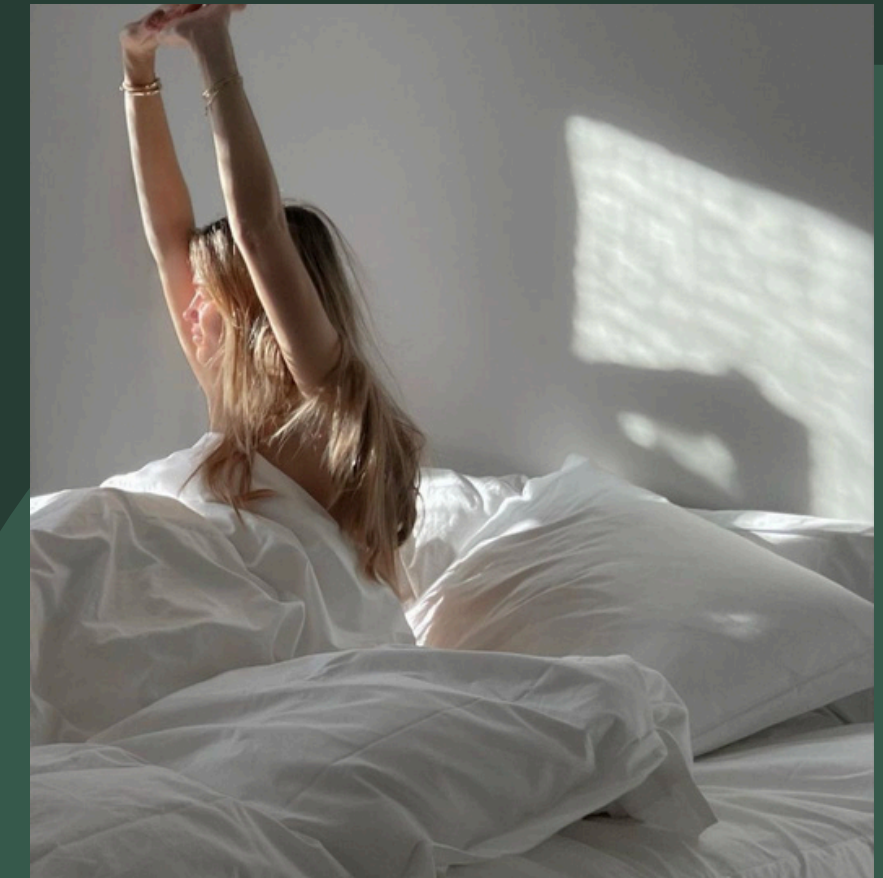
Life is chaos. People turn to comfort in chaos. Dairy Boy is that comfort. The Dairy Boy lifestyle is what people should turn to for emotional simplicity and ease.

THE RISE OF SLOW LIVING

Gen Z is tired of the hustle-and-burnout culture and craves a routine that feels grounded and intentional.

COUNTRY & AMERICANA TRENDING

Cowboy boots, barn weddings, rustic textures and patterns, denim, and farmers' markets are all trending topics and searches.





BRAND PURPOSE

Our Puroise

“Dairy Boy is an American lifestyle brand rooted in heritage and built for modern life. We create clothing, home goods, and everyday essentials that celebrate ease, comfort, and timeless design.” @dairyboy



BIG *Creative* IDEA

Campaign Concept

The navy + sky blue camo crewnecks are the launch centerpieces for introducing a new drop. The mood board showcases classic, patriotic, slow-living moments through pickup trucks, film cameras, and various red, white, and blue clothing. Dairy Boy has already released other colors of this camo design, such as pink and brown. Currently, in the fashion world, blue is a trending color, and it fits this campaign perfectly.

“The Soft American Dream”

POSITIONING STRATEGY



Get To Buy

Target Gen Z women who love comfortable basics, classic Americana, and slow-living routines, and encourage them to buy items from this drop to make them their everyday go-tos. The goal is to get them from admiring the online aesthetic to embracing it as their own. This drop fits into the routines these women already romanticize.

Product Insight

Camo, as a pattern, has been making a comeback over the years, so releasing it in an atypical color makes it unique. These items are for girls who enjoy the simple moments of life and live in comfort. Whether it's journaling on the porch or making a vanilla latte, these girls are always wearing their camo crews.

Cultural Insight

Currently, there has been a massive cultural shift toward a slow, simple life, alongside the soft American Dream aesthetic. Women are shifting their routines to ones that feel peaceful and warm. They want clothes that reflect this way of living.

Brand Insight

This audience doesn't just buy the clothing for the clothing. They buy the feeling it gives them as well. They want staple pieces that make everyday feel intentional, simple, and comforting. This drop feeds that desire by mixing nostalgic designs with soft materials.

CREATIVE EXECUTION: LAUNCH VIDEO

30-45 Second Ad Video Concept:

The launch video will be captured on film, resulting in a bit of grain and warm tones while remaining vintage-inspired. The video will open with a girl in a navy crewneck sitting on the tailgate of a pickup truck, an American flag subtly blowing in the wind behind her. There will be cuts to clips of the slow, simple moments of her day. The espresso shot she brewed in the morning, her morning breakfast, her farmers market tote, and of course, her in the crewneck. The product becomes part of her daily routines.

Tone & Look

The tone will be warm, full of natural sunlight, nostalgic, patriotic, classical Americana, cozy, and quiet.



CREATIVE EXECUTION: SOCIAL MEDIA

Instagram & TikTok

- Unboxing videos featuring the drop
- Aesthetic & cohesive PR packages
- Content wearing the drop
 - Farmers markets, barns, New England, Popups, etc
- Photo-dump style posts with chill vibe
- Partnerships

Hashtags

#SoftAmericanDream
#DairyBoy
#LiveSlow
#CamoCrew
#AmericanSweetheart



CREATIVE EXECUTION: YOUTUBE/TIKTOK /SPONSORS

Creator Type

We will look to partner with creators whose niche resonates with Dairy Boy. That involves creators with a classic slow-living, cozy, country/cottage-core aesthetic. These creators are also typically women. They are the type of women who like to wear their sweatsets while they drink their morning coffee.

Sponsored Concept

Creators may style the pieces from the drop however they please. Popular ways to style the Dairy Boy apparel include pairing pieces with denim shorts, cowboy boots, or cozy UGG minis.



CREATIVE EXECUTION: OOH MEDIA



Billboards

- A giant shot of a model wearing the camo crewneck.
- A plain backdrop to ensure attention is on the model.
- Plain, simple wording to the right of her saying "Live Slow. Live Dairy Boy." OR "The Soft American Dream."
- Branding is the same cohesive minimalism used in other Dairy Boy campaigns.

City Posters/Regular Posters

- Posters to be posted up around the city at least 1-2 weeks before the pop-up to let the public know
- Simple, but cohesive designs that go with other Dairy Boy campaigns.
- When the QR code is scanned, it will open a pop-up that lets them add the event to their Apple/Google calendar and turn on notifications to remember the event.



CREATIVE EXECUTION: POP UPS

POP UP THEME: THE COZY AMERICAN DREAM DROP

The event will take place in a classic American mini-market featuring flags, old film cameras, cherry red and navy blue accents, embroidered Dairy Boy hats, denim banners, and the classic Dairy Boy soft serve, with a cherry on top.

Experience Goals

- Make the audience feel cozy, welcome, and truly part of the lifestyle the brand offers.
- Ambiance should be warm, nostalgic, and like a Pinterest board came to life



MEDIA *Channels & Strategy*

Instagram & TikTok

Instagram & TikTok

The launch will primarily be showcased on social media platforms Instagram and TikTok. The camo-textured photographs look nice in natural lighting, making it the perfect clothing for aesthetic outfit videos, slow morning routines, and “American Sweetheart”- inspired content. Short-form content will feature the clothing alongside other Americana elements and/or typical props in a slow-morning routine, like coffee, a book, a kettle of tea, etc.

Youtube

Youtube

We will partner with lifestyle vloggers, country/cottage core creators, and any other creators who align with Dairy Boy’s brand identity. These creators will then incorporate the drop into their videos by doing PR unboxing hauls, day-in-the-life vlogs, or any part of their day that shows Dairy Boy is part of their daily routine. By doing this, it further pushes the narrative that Dairy Boy is a lifestyle, not just a brand.

Popups

Popups

The pop-up for this drop will be themed American Sweetheart and will feature a farmers-market style shop where shoppers can see and browse the launch, take Polaroids, and share content live. There will be cherry red and navy denim blue accents throughout the market.

Pinterest Campaign

Pinterest Campaign

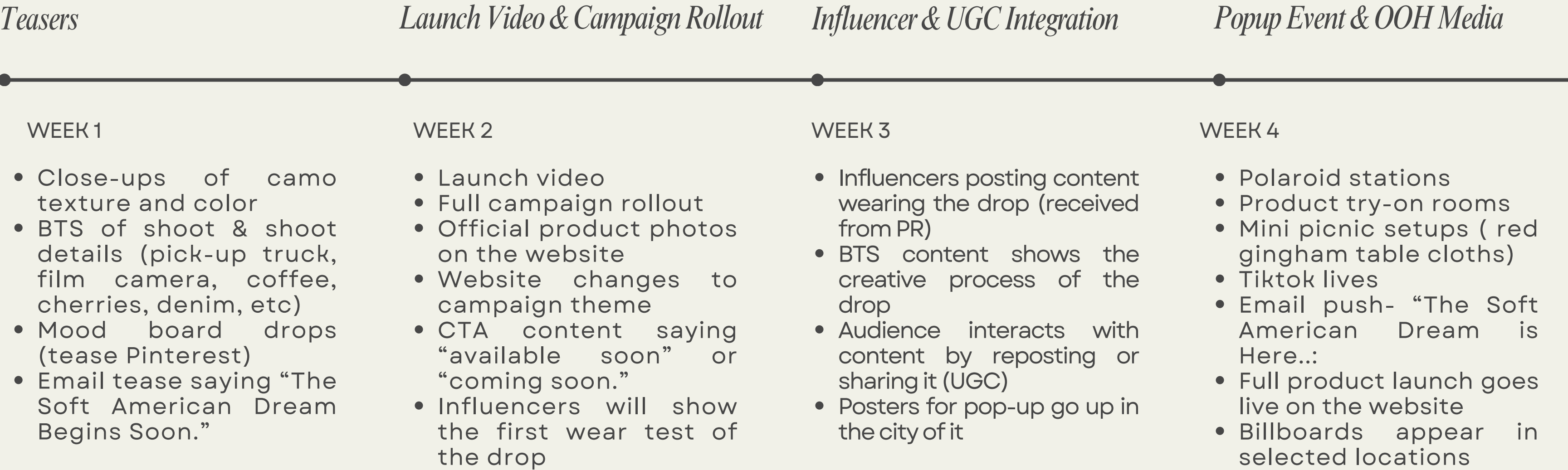
Pinterest is the home of finding classic Americana, slow living, and cottage/country core content. Putting shoot content on Pinterest, along with other mood-board imagery, will make it more likely that the Dairy Boy drop is seen by anyone looking up those taglines. It will generate long-term traffic.

OOH Billboards & Posters

OOH Billboards & Posters

Place billboards featuring models wearing the drop, with plain backgrounds and bold, simple lines such as “Live Slow. Live Dairy Boy.” in popular cities like New York, Los Angeles, Chicago, and San Diego. These billboards should be located near shopping areas, college towns, or cute coffee shops to make sure the target audience is informed.

ROLLOUT TIMELINE



WHY THIS CAMPAIGN WILL WORK

Currently, the soft, classical Americana, nostalgic, and cozy girl aesthetic is trending. Dairy Boy embodies this aesthetic, but this drop takes it to a whole new level. This camo crewneck color brings a fresh look to the brand. The drop remains true to the core lifestyle Dairy Boy promotes.

The visuals, messaging, and style all address what Gen Z consumers are craving. They crave comfort, emotional connection, routine, and a sense of belonging to an aesthetic world. By using storytelling, compelling narratives, and strong lifestyle content, this campaign positions this crewneck a must-have.

Dairy Boy isn't just merch. It is a lifestyle brand with emotional pull, creative direction, and aesthetic dominance.



CLOSING SUMMARY

This campaign brings the Dairy Boy vision to life by creating a product line that embodies the brand's warm, nostalgic, Americana personality. The navy and sky blue camo crewnecks give us the perfect anchor to build a drop around. We use slow mornings, daily routines, farmers' market runs, and film-style visuals to craft a compelling narrative around the product drop.

NEXT STEPS & OPEN DISCUSSION

Our goal is to walk away with a shared vision and a clear path for bringing the Dairy Boy campaign to life. I want us to be focused on creating something that will really express all the brand has to offer.



Review & Feedback

We'll take time to review the entire campaign direction and gather any feedback needed to refine the overall aesthetic. We'll pay special attention to the visuals that are paired with the blue camo pieces.

Assign Roles & Responsibilities

Everyone involved in the process will receive clear roles and tasks so we know exactly who's handling what. This organization keeps the workflow organized and efficient.



Schedule Regular Check-Ins

We'll set consistent check-in times to review progress, keep the project on track, and if needed, adjust ideas.

Start Concept Development

Once the groundwork is approved, we will move on to develop creative concepts, such as sketches and moodboards, and test fabrics. This is where the campaign really starts to get real.

THANK YOU

Thank you for taking the time to review my Dairy Boy campaign concept. I'm excited about the creative direction of this launch. I appreciate your insight, feedback, and perspective. I look forward to continuing to build this next chapter for Dairy Boy.

Disclaimer: The moodboard, mockup designs, poster design, PR box, and billboard design featured in this presentation were created by me for this campaign concept. I independently made all design compilations and mockups, and they are not official Dairy Boy products. Although they do draw visual inspiration from the pre-existing established aesthetics of Dairy Boy.

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