

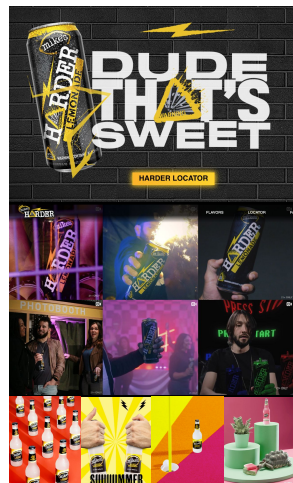
— *The Original* —

CLUBTAILS™

DIGITAL STRATEGY



CLUBTAILS COMPETITOR LANDSCAPE



Mike's Hard
Lemonade

TURN UP
LIFESTYLE



Twisted Tea

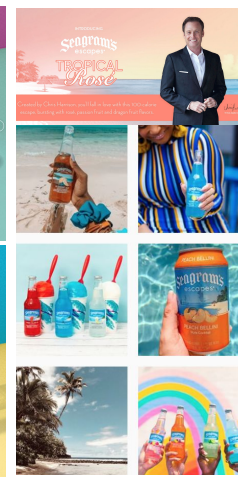
FLAVORFUL PARTY VIBES WITH
INDIVIDUAL MOMENTS FOR
LETTING LOOSE



White Claw



Smirnoff



Seagrams

FLAVOR +
RELAXATION

The Unapologetic Partier

Age: 21-50 | Gender Neutral



71%
agree they choose what to drink
in the moment.

73%
agree occasions drive their drink
choices. The most common
reason for increasing alcohol
consumption is socializing more.

#1
reason for consuming alcohol is
relaxation and unwinding.

STAND OUT ON SHELF

Let's **enable impulse purchases** with a disruptive, attention-grabbing idea that puts the product packaging front and center.

BE THE LIFE OF ANY PARTY

There's a time (BBQs, tailgating, house parties, to name a few) for every Clubtail and personality. Keep the booze flowing because these party animals are always RTD, aka **ready to drink (and dance!)** .

CONNECT WITH THE TRUE YOU

Kicking back and enjoying a good time with friends is always a **BFD** . No negative vibes, please.

**There's nothing a Clubtail
can't do, from striking up a
conversation to bringing out
your alter ego. *(Thank you, 10%!)***

One sip and ...



IS FLOSSING LIKE A PRO



**HAS A LINE OF
SUITORS FIGHTING
FOR THEIR
ATTENTION**



SPILLED SOME GOOD-ASS TEA



TALKED DIRTY TO THE LAST SLICE OF PEPPERONI

**EVERY CLUBTAIL
HAS A TALE TO TELL**

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CLUBTAILS™

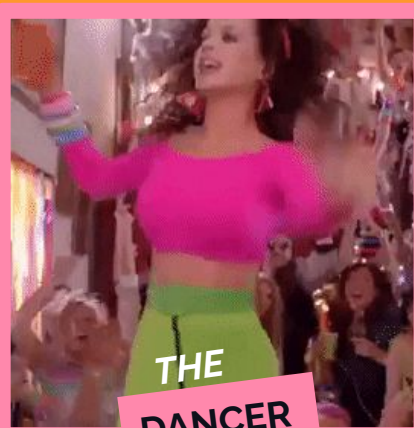
**DISCOVER YOUR
#CLUBPAL**



**THE
MIDNIGHT
SNACKER**



**THE
FLIRT**



**THE
DANCER**



**THE
INSTIGATOR**

THE DRAMATIC THE COMEDIAN THE MOM THE PHILOSOPHER TH
DAREDEVIL THE IRISH GOODBYER THE ANIMAL WHISPERER THE
SLEEPING BEAUTY THE HUGGER THE CHILLEST THE SMOOTH TAI

OUR CONSUMER

TOUCHPOINTS

SOCIAL

Facebook, Instagram, Snapchat,
Pinterest, Reddit, and GIPHY

CONNECTED TV

Roku, Sling, and more

INFLUENCERS

Paid and Earned

OLV

YouTube and Twitch

NATIVE

Buzzfeed

PAID SOCIAL

FACEBOOK + INSTAGRAM

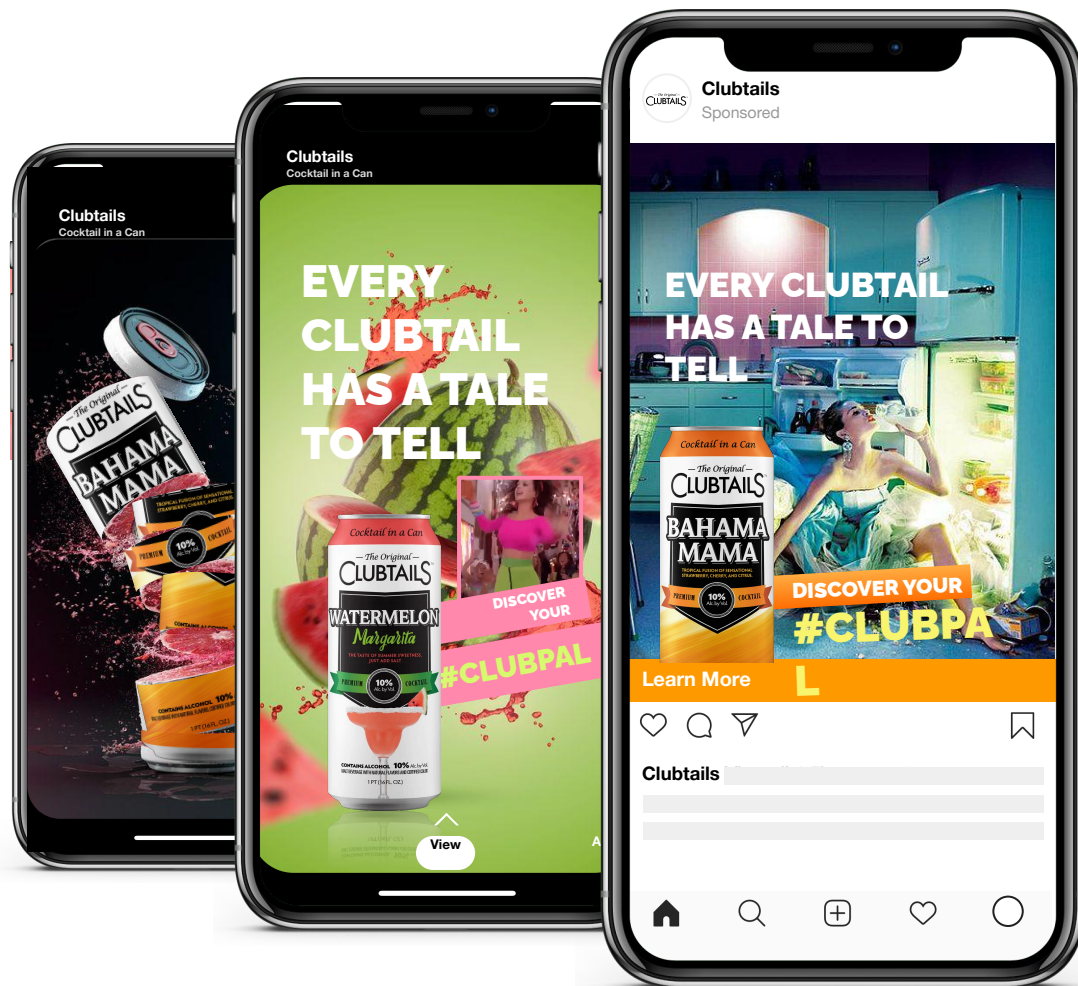
Showoff flavor profile by filling a glass up with ingredients then spinning to reveal a Clubtails can.

Campaigns will use branded, colorful atmospheres with club-like gel lighting to show off the product in studio and lifestyle settings. Formats will include a mix of stills, video, cinemagraphs, stop motion, and more.

SNAPCHAT

Create a **lens** where when you open your mouth, the Clubtail pours in, and the alter ego is revealed.

Run a **Discover Story Ad**: "Lil Wayne's daughter had a good night out, here's what happened." as she discovers her #ClubPal.



ORGANIC SOCIAL MEDIA

FACEBOOK + INSTAGRAM

Memes

Play off of relatable #ClubPal moments.

UGC: Overheard #ClubPal Quotes

To encourage user engagement content, we'll ask consumers to submit favorite quotes from friends overheard at their latest get-together. Clubtails will share our favs! Examples:

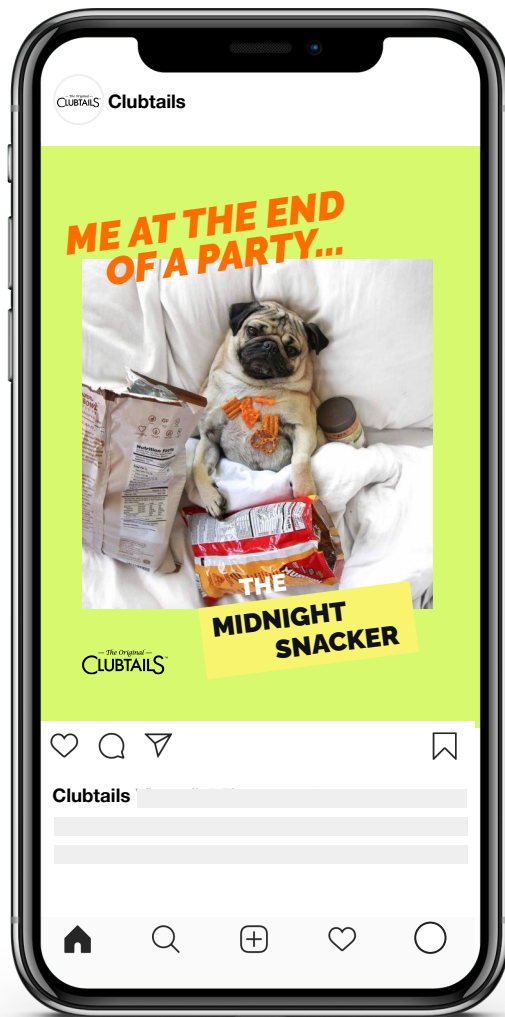
"Feel my shirt. Know what it's made of? Boyfriend material." —The Smooth Talker to every girl at the bar

"I've got her purse and phone. Someone hold back her hair!" —The Mom taking care of her crew

Interactive IG Stories with Polls

How many Clubtails does it take to find a new #ClubPal? Consumer moves Clubtail can along the spectrum.

—The Original—
CLUBTAILS



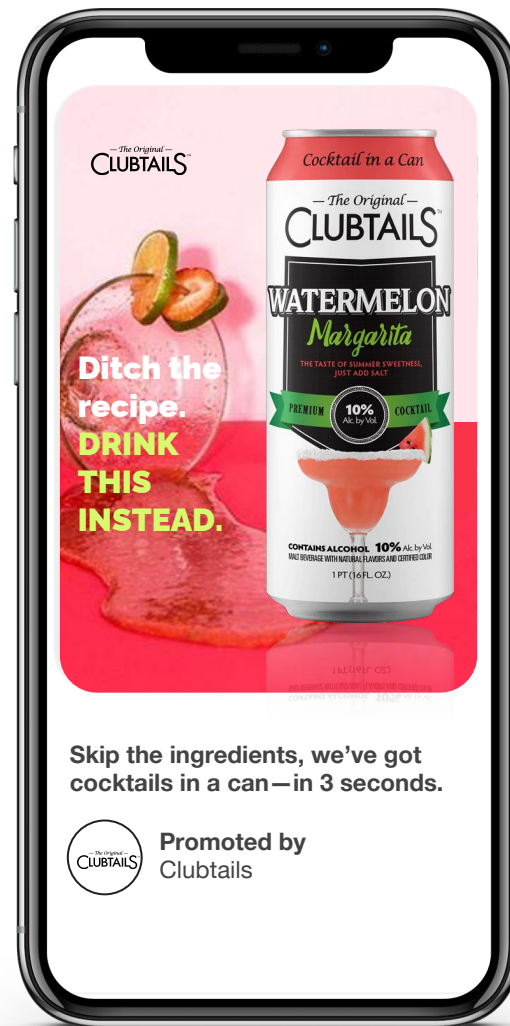
PAID SOCIAL

REDDIT

Reach consumers on subreddits (forums) when they're already looking at fun, alcohol-related content. For example, r/holdmybeer has over **1.1 million** members and r/holdmycosmo has **1.3 million** members.

PINTEREST

Promote **Recipe Pins** around celebratory "drinking" holidays like Cinco de Mayo, Memorial Day, and the 4th of July.



GIPHY STICKERS

Uploading the stickers to GIPHY allows fans to incorporate Clubtails into their everyday lives, including via:

- Texting
- Dating, social, and cash apps

Occasions we suggest: pre-game invites, party fouls, next-day regrets.

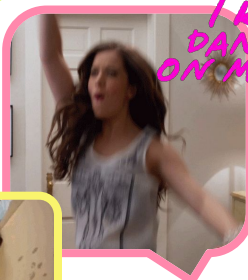
MODERATION

We'll capture the #ClubPal alter egos performing different reactions to commonly asked questions and comments like "Sex on the Beach is my fav!"

DISCOVER YOUR # CLUBPAL GIFS



hangry



FEELING IT



CLUBTAIL STICKERS

FRIDAY NIGHT



Cheers!

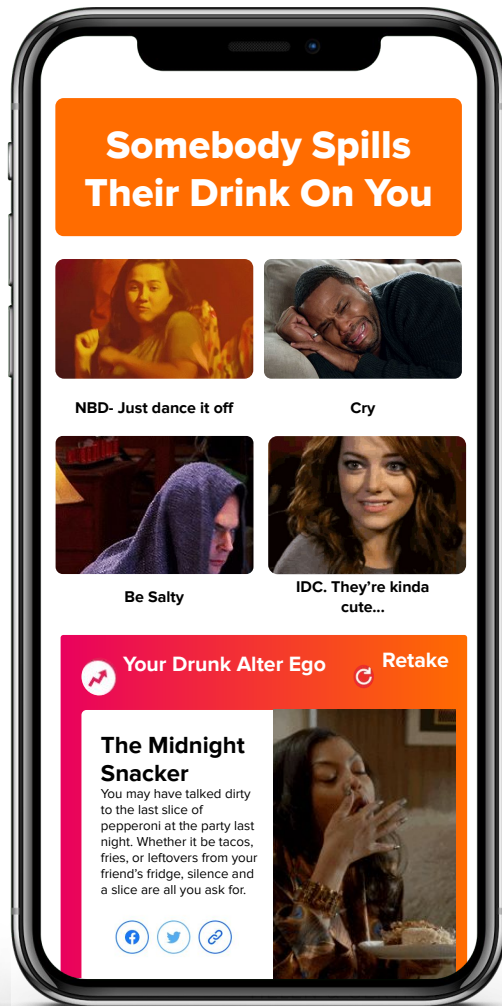
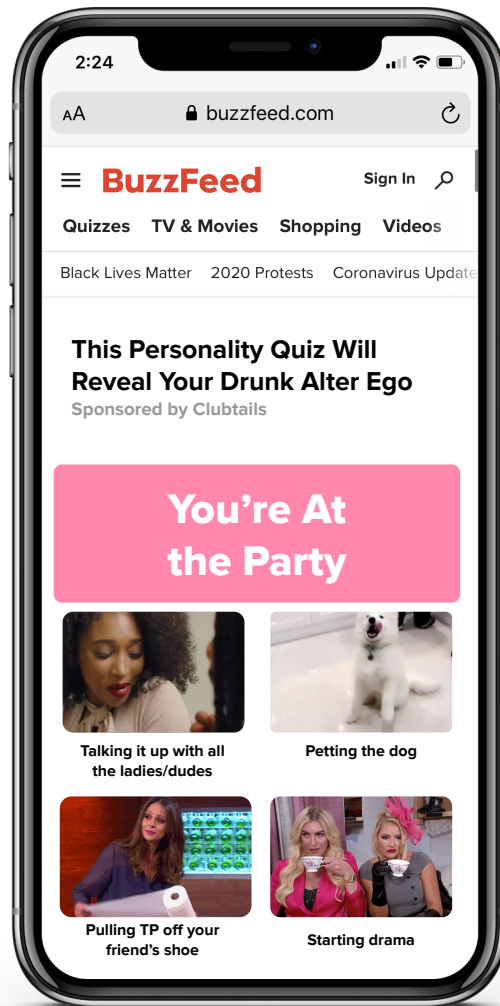
HAPPY HOUR



NATIVE AKA BUZZFEED

QUIZZES

Create entertaining BuzzFeed quizzes to help consumers discover their #ClubPals.



ONLINE VIDEO

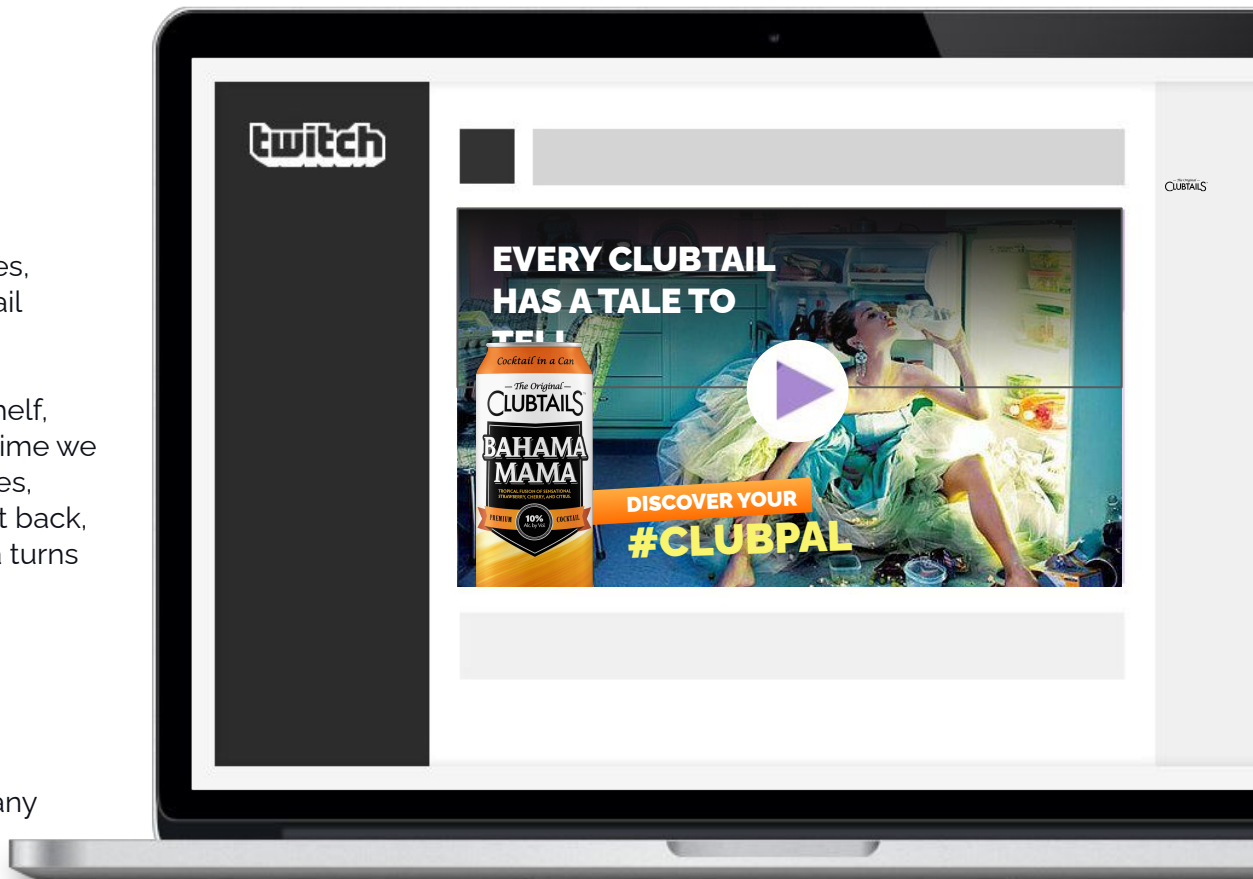
YOUTUBE

We'll make these talking cans catch your eyes, please your taste buds, and associate Clubtail flavors with fun memories. For example:

A Bahama Mama can call out from a store shelf, "Hey MAMA, over here! Remember the last time we let loose? Those were some smoooooth moves, honey." The consumer pops the tab, throws it back, and then sees where Clubtails takes her, aka turns into a #ClubPal alter ego: The Dancer.

TWITCH

Let's incorporate sponsored videos in to live streaming broadcasts, so Clubtails can be associated as the drink to get hyped up for any gaming session or streaming viewing party.



CONNECTED TV

Let's combine the addressability of digital with the power of TV. We'll extend the reach of Online Video with full episode players and streaming video.

Using intent data, modeled audiences, and first-party data, we'll reach your most valuable audiences across connected devices.



INFLUENCERS + CONTENT CREATORS

CAPTURE ALL OF THE #CLUBPALS

Work with a variety of influencers who represent different personas, but also reflect diversity and inclusivity.

Create engaging experiences where fans can actively connect with your product

Partner with key influencers to host a **virtual “#ClubPal Crew” happy hour** where they drink with fans via Instagram Live.

Distribute **personalized, fully stocked Clubtail-branded fridges** to relevant influencers with a #ClubPal VIP Card for refills.



Note: Influencers are directional