

A vibrant, colorful background featuring silhouettes of a diverse group of people dancing in a club. The scene is illuminated with bright, multi-colored lights (blue, yellow, red, green) and lens flares, creating a dynamic and energetic atmosphere. The silhouettes are dark against the bright background, and their arms are raised in various dance poses.

NYC FLASH MOB

DIVERSIFY OUR DANCE

RACHEL CROSS



THE EVENT

- **5 BOROUGHES WIDE**
- **5 SONGS**
- **5 DOLLARS**
- **5 MILLION MEMORIES TO BE MADE**

MORE DETAILS



PARTICIPANTS WILL BE NOTIFIED OF THE EVENT AND ASKED TO SIGN UP VIRTUALLY

- CHOREOGRAPHY**
- LOCATIONS**
- SPONSOR**

DIFFERENT LEVELS OF PARTICIPATION WILL BE AVAILABLE DEPENDING ON HOW MUCH DANCERS ARE WILLING TO SPEND

FREE- DANCE TO THE SONGS

\$5- DANCE TO THE SONGS, FREE BOX OF CRYSTAL LIGHT MIX AND A REUSABLE ONE OF A KIND NYC FLASH MOB WATER BOTTLE

\$15- DANCE TO THE SONGS, WATER BOTTLE, 2 FREE BOXES OF CRYSTAL LIGHT SENT TO YOUR HOME EVERY MONTH FOR 12 MONTHS

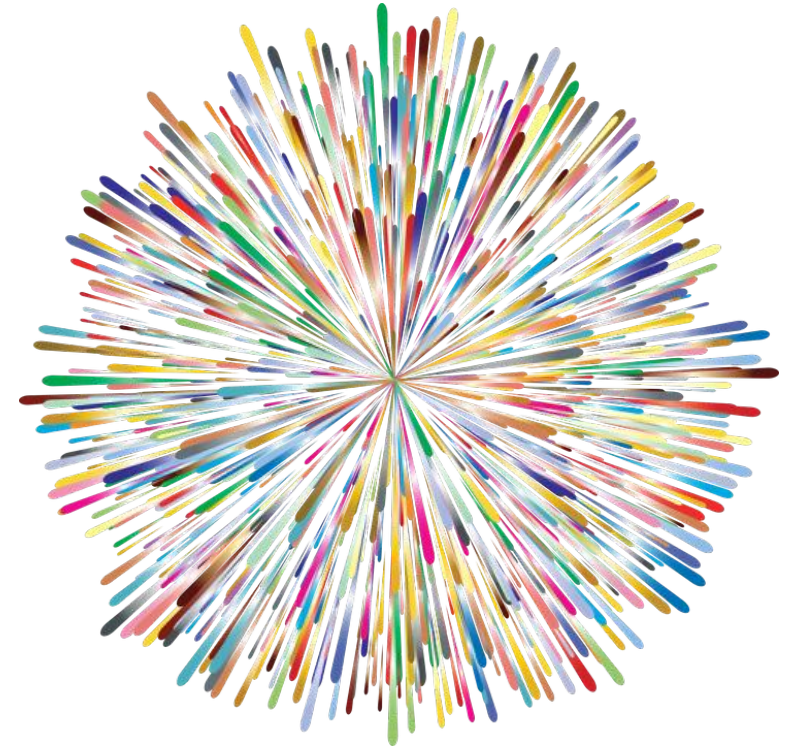
PARTICIPANTS ARE ENCOURAGED TO LEARN THE CHOREOGRAPHY, PRACTICE THEIR MOVES WITH OTHER DANCERS, AND REMEMBER TO HYDRATE THEMSELVES THROUGHOUT THE PROCESS WITH CRYSTAL LIGHT!

THE CAUSE

CRYSTAL LIGHT AND NEW YORK CITY ARE PARTNERING TO PROMOTE DIVERSITY AND MULTICULTURAL EMBRACEMENT WITHIN THE BOROUGHS

ALL ARE WELCOME TO PARTICIPATE NO MATTER YOUR RACE, GENDER IDENTITY, ABILITIES OR DISABILITIES, AGE, INCOME, OR LOCATION WITHIN NYC

PROCEEDS FROM THE EVENT WILL GO TOWARDS THE PLANNING AND IMPLEMENTATION OF FUTURE MULTICULTURAL EVENTS THROUGHOUT NEW YORK CITY AND OTHER MAJOR CITIES ACROSS AMERICA SUCH AS LOS ANGELES AND CHICAGO.



THE PRODUCT

Crystal Light.



WHY CRYSTAL LIGHT?

CRYSTAL LIGHT RECOGNIZES THAT WITHOUT WATER, THEIR PRODUCT IS UNUSABLE. HOWEVER, ADDING WATER TO THE CRYSTAL LIGHT MIX DOES NOT TAKE AWAY FROM THE INDIVIDUAL FLAVORS OF THE MIX, IT ONLY ENHANCES IT.

IN TERMS OF SOCIETY, HUMANS SHOULD REALIZE THAT ADDING WATER (OR OTHER CULTURES) INTO THEIR LIFE WILL NOT DIMINISH THEIR OWN CULTURE, BUT RATHER CREATE A BEAUTIFUL MIXTURE OF THEM ALL.

CRYSTAL LIGHT HAS LAUNCHED A NEW CAMPAIGN CALLED, *DIVERSIFY THE DRINK*, WHICH EMPHASIZES THE IMPORTANCE OF MULTICULTURALISM IN SOCIETY. THIS CAMPAIGN WILL PROMOTE SEVERAL MULTICULTURAL EVENTS SUCH AS THE ALL-INCLUSIVE NYC FLASH MOB.

TARGET MARKET

ALTHOUGH THIS EVENT WELCOMES PEOPLE OF ALL AGES AND DEMOGRAPHICS, ADVERTISING MESSAGES WILL BE CATERED TOWARDS MILLENNIALS, PARTICULARLY COLLEGE STUDENTS AND RECENT COLLEGE GRADUATES LIVING IN ONE OF THE BOROUGHS OF NEW YORK CITY.

CONSUMER RESEARCH

- I WOULD GO TO THE EVENT AND MOST LIKELY PURCHASE THE \$5 PACKAGE. I FELL LIKE THE WATER BOTTLE AND THE ONE BOX OF CRYSTAL LIGHT WOULD BE ENOUGH FOR SOMEONE WHO ISN'T A HUGE FAN OF THEIR DRINKS BUT STILL WANTS TO DO A FLASH MOB.
- I'D BUY THE FIRST PACKAGE BECAUSE FOR \$5 IT SEEMS WORTH IT TO DANCE, RECEIVE A WATER BOTTLE, AND A FREE BOX OF CRYSTAL LITE.
- I PROBABLY WOULDN'T BUY THE 15 PACKAGE BECAUSE I DON'T NEED A GREAT SUPPLY OF CRYSTAL LITE AND CAN STILL GET MOST OF THE BENEFITS FROM THE \$5 PACKAGE. .
- I'D EXPECT THE EVENT TO BE A FUN GET TOGETHER WHILE BEING ABLE TO BUST OUT A COUPLE MOVES AND ENJOY MYSELF. MAYBE MEET SOME NEW FRIENDS WHO ALSO PARTICIPATE IN THE EVENT.
- THIS IS A VERY COOL IDEA. I WOULD ATTEND AND PAY THE \$15 DEAL.
- I LIKE THE MEANING BEHIND THE EVENT THAT EMBRACES DIVERSITY, AND THAT'S WHAT WOULD PROBABLY MAKE ME WANT TO GO THE MOST
- I WOULD PURCHASE THE \$15 ONE BECAUSE THE VALUE OF WHAT YOU GET US WORTH A LOT MORE THAN THAT, PROBABLY WOULDN'T BUY THE \$5 ONE BECAUSE I MIGHT AS WELL GET THE \$15 ONE IF I'M GOING TO PAY
- I WOULD HOPE THAT THERE WOULD BE A LOT OF SECURITY AND ORGANIZERS TO TELL PEOPLE WHAT TO DO OR WHERE TO GO BECAUSE IT COULD GET UNORGANIZED QUICKLY AND THEN EVERYONE WOULD THINK ITS A WASTE OF TIME.
- I WOULD ABSOLUTELY GO TO THE EVENT AS IT SOUNDS FUN. I WOULD MOST LIKELY GET THE \$5 PACKAGE AS I DON'T DRINK CRYSTAL LIGHT TOO OFTEN SO A YEAR SUPPLY MAY BE A WASTE FOR ME.. I LIKE HOW THIS EVENT HAS DIFFERENT PACKAGES SO THE CUSTOMER FEES LIKE THEY HAVE SOME CHOICE AND SAY IN THE EVENT.
- I APPRECIATE THAT PARTICIPANTS CAN VIRTUALLY SIGN UP AS IT IS EASIER AND CAN FIT BETTER INTO EVERYBODY BUSY SCHEDULES.

CONCLUSIONS FROM RESEARCH

- **\$5 PACKAGE WAS THE MOST POPULAR AMONG THOSE SURVEYED AS MANY PEOPLE WERE NOT REGULAR CRYSTAL LIGHT DRINKERS**
- **SECURITY AT THE EVENT WAS A CONCERN**
- **THOSE SURVEYED SEEMED HIGHLY INTERESTED IN THE EVENT AND CLAIMED THAT THEY WOULD ATTEND**
- **LIKED THE ABILITY TO SIGN UP VIRTUALLY**

COMPETITION

CRYSTAL LIGHT COMPETITORS

- **POWERADE**
- **ARNOLD PALMER**
- **GATORADE**
- **MINUTE MAID**

FLASH MOB EVENT COMPETITORS

- **NYC DANCE WEEK FESTIVAL**
- **FLASH MOB AMERICA**

***THESE FLASH MOB ORGANIZATIONS DO NOT SUPPORT A CAUSE; THEY ARE SIMPLY TO HAVE FUN AND ALLOW PEOPLE TO DANCE.**

ADVERTISING STRATEGY

FEATURES	BENEFITS	NEEDS SATISFIED
<ul style="list-style-type: none">• EXERCISE/ HYDRATION	<ul style="list-style-type: none">• HEALTH	<ul style="list-style-type: none">• PHYSIOLOGICAL
<ul style="list-style-type: none">• MEETING NEW PEOPLE	<ul style="list-style-type: none">• DEVELOPING NEW CONNECTIONS OR RELATIONSHIPS	<ul style="list-style-type: none">• LOVE AND BELONGING
<ul style="list-style-type: none">• MUSIC	<ul style="list-style-type: none">• HAPPINESS	<ul style="list-style-type: none">• ESTEEM
<ul style="list-style-type: none">• UNIQUE	<ul style="list-style-type: none">• TAKING PART IN SOMETHING THAT HAS NEVER BEEN DONE BEFORE	<ul style="list-style-type: none">• LOVE AND BELONGING/ SELF ACTUALIZATION

CREATIVE STRATEGY

- **MARKETING OBJECTIVE- INTRODUCE AN EVENT THAT WILL UNITE VARIOUS CULTURES THROUGHOUT NEW YORK CITY IN A UNIQUE WAY THAT IS HIGHLY ENJOYABLE FOR PARTICIPANTS.**
- **COMMUNICATION OBJECTIVE- ALLOW PEOPLE OF ALL KINDS TO MEET AND INTERACT IN ORDER TO FULFILL A COMMON GOAL.**
- **TARGET MARKET- COLLEGE STUDENTS AND RECENT COLLEGE GRADUATES OF ALL RACES, ETHNICITIES, OR NATIONALITIES LIVING IN THE NEW YORK CITY AREA**
- **BENEFIT- DEVELOP NEW CONNECTIONS WITH PEOPLE THEY MAY HAVE NEVER MET OTHERWISE**
- **SUPPORT- 40% OF NEW YORK CITY'S POPULATION WAS BORN OUTSIDE OF THE UNITED STATES, YET RACIAL DISCRIMINATION STILL OCCURS REGULARLY**
- **TONE- POSITIVE, INCLUSIVE, WELCOMING, FRIENDLY, WARM, PURPOSEFUL**

ADVERTISING STRATEGY

ATTITUDE

LOOKING TO MAKE A CHANGE IN SOCIETAL CONSTRUCTS AND STEREOTYPES

WOULD APPEAL TO TARGET MARKET BECAUSE YOUNGER PEOPLE (MILLENNIALS AND COLLEGE STUDENTS) ARE OFTEN MORE OPEN TO CHANGE AND ADVOCATE FOR THEIR BELIEFS MORE THAN OLDER GENERATIONS

TARGET MARKET WILL EMBRACE CULTURAL DIFFERENCES AND UNDERSTAND THE CAUSE OF THE EVENT

ADVERTISING TACTIC

METAPHOR

THE PROCESS OF MIXING CRYSTAL LIGHT POWDER WITH WATER WILL SERVE AS METAPHOR TO EXPLAIN THE POTENTIAL BENEFITS THAT HUMANS COULD EXPERIENCE IF THEY WERE TO EMBRACE MULTICULTURALISM

WATER ENHANCES THE TASTE OF THE CRYSTAL LIGHT POWDER AND WITHOUT ONE ANOTHER, THE DELICIOUS CRYSTAL LIGHT DRINK WOULD NOT BE POSSIBLE

IF WE ACCEPTED THE LIFESTYLES AND IDEAS OF CULTURES OTHER THAN OUR OWN, WE COULD MAXIMIZE SOCIETAL PROGRESS

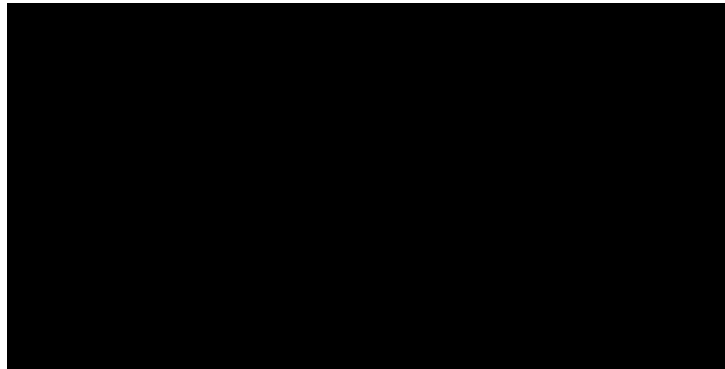
TELEVISION COMMERCIAL

FRAME 1- OPEN ON FLASHING COLORFUL LIGHTS, FIGURES DANCING IN THE BACKGROUND, HIGH ENERGY MUSIC



ANNOUNCER: DANCING IS HOW WE EXPRESS OURSELVES. ITS HOW WE CONNECT WITH ONE ANOTHER. ITS HOW WE FEEL ALIVE.

FRAME 2- CUT TO BLACK SCREEN WITH POP OF DANCING PEOPLE AT THE END



**ANNOUNCER- DO NOT DENY OUR DIFFERENCES.
DIVERSIFY THE DANCE.**



**FRAME 3- CUT TO PEOPLE RUNNING TOWARD A LARGE, OPEN AREA,
HOLDING CRYSTAL LIGHT DRINKS**



**ANNOUNCER- TAKE PART IN NEW YORK CITY'S
FIRST ANNUAL MULTICULTURAL DANCE MOB.**

FRAME 4- CUT TO PANNING VIDEO OF PEOPLE STANDING IN A LINE SMILING, HOLDING HANDS, INTERACTING WITH ONE ANOTHER



ANNOUNCER- ALL ARE WELCOME AT NYC'S FIRST ALL INCLUSIVE EVENT WHICH WILL HAVE LOCATIONS IN ALL 5 BOROUGHES. SIGN UP ONLINE, LEARN THE CHOREOGRAPHY, SHOW UP, AND DANCE IT OUT.

FRAME 5- CUT TO PEOPLE DANCING WHILE HOLDING CRYSTAL LIGHT DRINKS



ANNOUNCER- ENTIRELY SPONSORED BY CRYSTAL LIGHT, REFRESH YOURSELF SO YOU CAN DANCE WITH YOUR PEERS WHILE CREATING MEMORIES AND RELATIONSHIPS THAT WILL LAST FOREVER

FRAME 6- CUT TO VISUAL OF POSSIBLE PACKAGES THAT CAN BE PURCHASED FOR THE EVENT

Dancing	Dancing, Water Bottle, Crystal Light	Dancing, Water Bottle, Unlimited Crystal Light
Free	\$5	\$15

ANNOUNCER- DANCING IS FREE BUT FOR ONLY \$5 YOU CAN RECEIVE A REUSABLE, ONE OF KIND NYC FLASH MOB WATER BOTTLE ALONG WITH A PACKAGE OF CRYSTAL LIGHT. BUT FOR ONLY \$15 YOU CAN GET THE WATER BOTTLE AND AN UNLIMITED SUPPLY OF CRYSTAL LIGHT FOR A WHOLE YEAR

FRAME 7- CUT TO AERIAL PANNING OF NEW YORK CITY BOROUGHS



**ANNOUNCER- YOU DO NOT WANT TO MISS THE
BIGGEST DANCE EVENT NYC HAS EVER SEEN**

FRAME 8- CUT TO INDIVIDUAL FACES OF A DIVERSE RANGE OF PEOPLE



PERSON: I WILL DIVERSIFY THE DANCE

**(REPEATED TEN TIMES WITH DIFFERENT PEOPLE,
SPEED INCREASING)**

FRAME 9- CUT TO GROUP OF 1,000 PEOPLE FROM AERIAL VIEW



PEOPLE: WILL YOU?

CUE MUSIC, PEOPLE DANCE

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FRAME 10- CLOSE ON BLACK SCREEN WITH INFORMATION ABOUT THE EVENT

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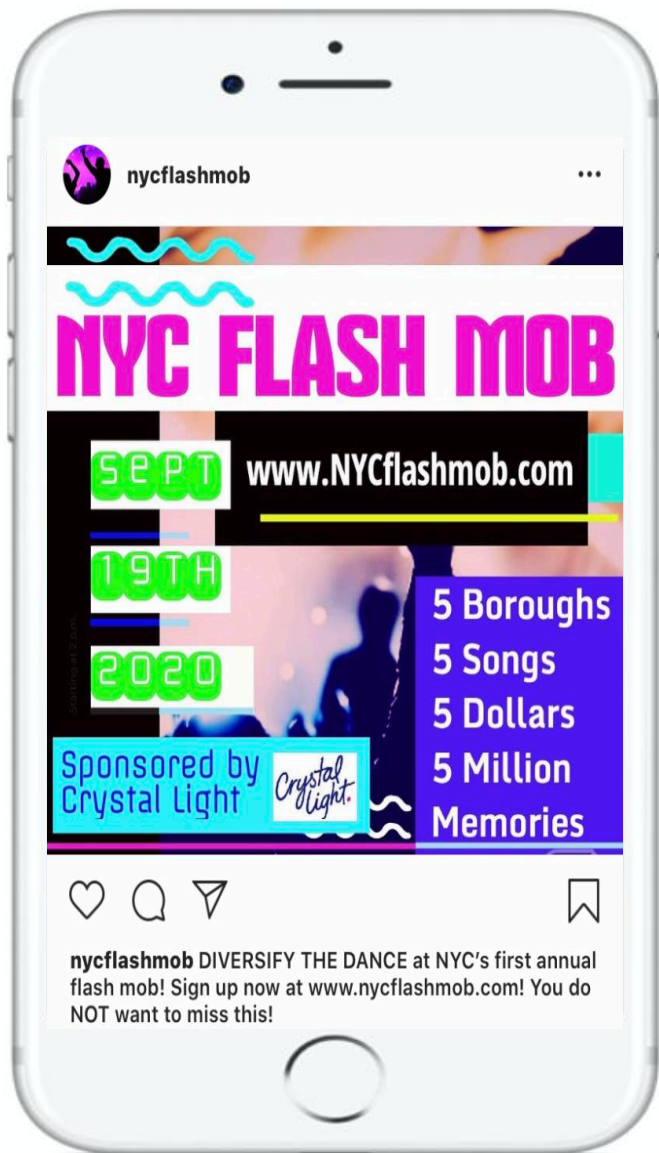
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ANNOUNCER- FOR TICKETS VISIT

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INSTAGRAM POST



DIRECT MAIL ADVERTISEMENT

DIVERSIFY THE DANCE

NEW YORK CITY'S FIRST ANNUAL FLASH MOB

Join thousands of your peers as we dance for a cause and make NYC history!

Did you know that nearly 40% of New York City's population was born outside of the United States?

Yet racial discrimination still occurs regularly.

How can we call ourselves a melting pot if we don't support nearly half of our people?

New York City is partnering with Crystal Light to change this. Various multicultural events are in the making and you are invited to the very first one!

Participate in New York City's first annual flash mob taking place on September 19th, 2020. Its easy.

Sign up, learn the choreography, put on your sneakers, grab your Crystal Light, and dance it out.

Locations will be set up in all 5 boroughs.

Participants can sign up online at www.NYCflashmob.com. Different purchase packages are available.

Dancing is free. For \$5 the dancer receives a free box of Crystal Light and a free reusable one of kind NYC flash mob water bottle. For \$15 the dancer receives a free water bottle and an unlimited year supply of Crystal Light.

This event is all inclusive. No prior dance experience is necessary. Just come with a smile on your face and a non-judgmental attitude!

Sign up today!

FOLLOW US ON SOCIAL MEDIA @NYCFASHMOB

Crystal Light.



BENEFIT

DEVELOPING NEW CONNECTIONS AND RELATIONSHIPS

MAY HAVE NEVER MET PEOPLE IF THIS EVENT DID NOT TAKE PLACE

ATTENDEES ARE ENCOURAGED TO BRING FRIENDS BUT ALSO MAKE NEW FRIENDS

EVENT ALLOWS FOR PEOPLE TO WORK TOGETHER TOWARD A COMMON GOAL

SLOGAN

DIVERSIFY

THE

DANCE

Crystal Light Campaign Slogan:

Diversify the Drink

SOURCES

- [HTTPS://WWW.GREATAMERICANCOUNTRY.COM/PLACES/LOCAL-LIFE/CULTURAL-DIVERSITY-IN-NEW-YORK-CITY](https://www.greatamericancountry.com/places/local-life/cultural-diversity-in-new-york-city)
- [HTTPS://WWW.MEETUP.COM/DANCING-FLASH-MOBS-NYC/](https://www.meetup.com/dancing-flash-mobs-nyc/)
- [HTTPS://WWW.EVENTBRITE.COM/E/NYC-DANCE-WEEK-FESTIVAL-2019-FLASH-MOB-TICKETS-62522287846](https://www.eventbrite.com/e/nyc-dance-week-festival-2019-flash-mob-tickets-62522287846)