



# BOLD ROCK®

CAMPAIGN BOOK | SHAPED COLLECTIVE

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# MEET SHAPED COLLECTIVE



“Shaped” is the combination of each of our first names. We wanted to create an brand for our agency that had a piece of us yet tied in our creative collaboration with “Collective”.



**Paityn Aunapu**  
**Hometown: Yorktown, Virginia**

“Throughout this project, I’ve been fortunate to be part of such a hard working and dedicated team. I believe our collaborative effort produced a campaign in which we are all proud of. We worked together seamlessly throughout the project and I am particularly pleased with our ability to coordinate and find time to meet, whether it be for research like our focus group or filming content for the commercial, viral video, and social media posts. My primary contribution, aside from brainstorming, was in the social media category, including the creation of Instagram reels and posts.”



**Emma Donnelly**  
**Hometown: Doylestown, Pennsylvania**

“In this project we all worked hard together on all parts of the research, but the primary research is something I really took pride in. I really wanted to conduct a focus group to see our targets’ live reactions. I’m very detail oriented, so planning the focus group and how to conduct it was a role for me. I also helped the execution of making the commercial and viral video. Gathering the facts from our research, then brainstorming big ideas and ways to implement that into our campaign was what I most enjoyed.”



**Elizabeth Helmich**  
**Hometown: Plymouth, Minnesota**

“I’m grateful to have enjoyed this collaborative experience making this campaign come to life with each of us fulfilling a role which required us to expand our creative horizons. I created much all of the graphic design portion of the campaign including: this book, the hand-drawn elements, print ads, some social media ads, the out of home ads, and the guerilla marketing. My strengths in Adobe Creative Suite were tested and expanded during this campaign and I thoroughly enjoyed creating the visual elements.”



**Heather Opie**  
**Hometown: Virginia Beach, Virginia**

“The collaboration from all members in our group played such a strong role in our successful completion of this campaign. We all stepped up in various areas that we felt stronger in where another member might not have as much experience. My largest contributions came in the form of three videos that we created. One was for the Lemon 8 platform, one was the viral video, and the commercial. I filmed and edited these videos and was able to bring our visions to life. This was enjoyable for me as I am passionate about video editing.”



**Emma Sweterlitsch**  
**Hometown: Bethlehem, Pennsylvania**

“Working with this team for this project has been a fantastic experience. We have all helped each other to bring our initial vision to life utilizing each of our own unique skills. Brainstorming and collaborating as a team is where we found the most impactful ideas were created. I helped with conducting our focus group, creating content for our social media posts, shooting for the viral video, and bringing our commercial to life.”

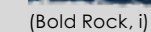
## BACKGROUND

Bold Rock Hard Cider

## Alcohol

## June 2012 (Bold Rock)

Bold Rock Hard Cider is mass-distributed in 18 states including: Alabama, Connecticut, Delaware, Florida, Georgia, Illinois, Kentucky, Maryland, Michigan, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, South Carolina, Virginia, Washington D.C., and West Virginia.



A six-pack of core ciders cost \$11.99

After a thorough examination of Bold Rock's official brand materials, including their website, social media profiles, and past product campaigns, the identified target audience currently appears to be Gen-Z young adults within the age range of 21 to 23 (Bold Rock, a).

This conclusion is drawn from an analysis of the language, imagery, and thematic elements prevalent across these platforms. It is also evident that there is a large presence of a collegiate consumer base reflected across the brand's social media platforms, brand ambassador engagements, and promotional events.

**Strengths:** One of the main strengths of Bold Rock is the locally brewed component of their brand. With their headquarters being “nestled in the Blue Ridge Mountains of Virginia and North Carolina,” they offer an element that some of their competitors cannot. They also have “ $\frac{1}{3}$  fewer calories than competing ciders” (Bold Hard Rock Cider, e).

**Weaknesses:** A weakness of Bold Rock is visibility and awareness. Due to their local roots, they are not as nationally recognized as some of their competitors. According to an article by Liquor 10, they are not included in the The Top Hard Ciders of 2022 (Denig, 2021).

**Opportunities:** Bold Rock has the opportunity to target individuals in the older Gen Z age range who may not be aware of their products. According to Statista, 45% of Gen Z likes to buy products locally. Although Bold Rock is distributed to over 18 states, if consumers are aware that their ciders are sourced only in VA and NC this could give them an advantage over competing cider brands. (Shahbendah, 2023).

**Threats:** A threat to Bold Rock is their limited distribution. Due to its products not yet being distributed throughout the entire United States, they are reaching a smaller demographic of consumers than some of their mainstream competitors.



# PERSONAL IMPRESSIONS

## Paityn Aunapu

**Strengths:** Bold Rock has a diverse range of cider flavors, appealing to many different consumer preferences. The brand also has a strong presence in specific regions that's effective in building a loyal customer base and strong community support. I was already a huge fan of Bold Rock's imperials because of the taste and its 8.2% ABV. I also frequently visit and enjoy their nearby cideries with friend

**Weaknesses:** There are only two weaknesses I can personally think of, one being the fact the brand is not nationally known. Many of my friends that live outside the east coast have never heard of Bold Rock, let alone tried their products. The other weakness I know of is that some people are not huge cider drinkers or do not fully enjoy specific Bold Rock products such as the imperials or crushes.

## Emma Donnelly

**Strengths:** Bold Rock to me is a brand that is easily accessible on the east coast, and seems like it is a "go to" drink for many including myself. It is a company that has a variety of products from vodka drinks, spirits, and different flavored ciders. The price point is pretty affordable for me, especially for the ones that are a higher ABV. The clean ingredients they use, and the real spirits in the cocktail drinks is something I look for when choosing a beverage.

**Weaknesses:** Bold Rock has breweries, which sets them apart from others competitors. However, breweries are only in North Carolina and Virginia which aren't always accessible for me as I'm from Pennsylvania. Certain targets might gravitate more towards wineries instead of breweries, personally I would pick a winery unless its night time.

## Elizabeth Helmich

**Strengths:** Personally, I believe Bold Rock is an appealing brand because I choose to drink it myself. I can easily recognize its branding in grocery stores and am naturally intrigued by the color scheme and packaging.

**Weaknesses:** Hard cider isn't necessarily the alcoholic beverage of choice for those of drinking age. Bold Rock hardly markets its other products that appeal to a wider range of beverages including cocktails and spirits. The ciders can also be hard to have multiple drinks of and can get old quickly.

## Heather Opie

**Strengths:** I am a personal fan of Bold Rock products and have tried various flavors prior to starting this campaign. I find the taste to be light, refreshing, and a great alternative to beer which I do not prefer. I believe they have strong brand recognition and visibility and their packaging stands out from competitors.

**Weaknesses:** Since this brand was started only about 10 years ago, it is not recognized as nationally as its competitors like Angry Orchard. Additionally, from a personal perspective it is not my first drink of choice on a night out and I am more likely to drink it in only casual settings.

## Emma Sweterlitsch

**Strengths:** I have tried and enjoyed Bold Rock prior to taking part in this campaign. The packaging is aesthetically pleasing and stands out on the shelves. The flavor assortment is another huge strength of this brand due to its variety.

**Weaknesses:** The brand is newer which has its pros and cons, but the company has been expanding over the past few years which I see as a good sign. Another weakness I can think of is people associating cider with beer and not giving the brand a fair shot.

# COMPETITORS & PAST CAMPAIGNS

## Primary Competitors

### Angry Orchard Hard Cider

- Six-pack of cider costs \$11.99 (Target)

### Woodchuck Hard Ciders

- Six-pack of cider costs \$9.99 (Busters)

### Blake's Hard Cider

- Six-pack of cider costs \$11.99 (The Liquor Book)

## Shelf Space Comparison

Bold Rock is currently in the process of expanding and securing shelf space in new states. As previously mentioned, Bold Rock is only available in stores in 18 states. Bold Rock's primary competitor, Angry Orchard, is available in all 50 states at a variety of locations. Due to the significant rise of sales in the hard seltzer category, over 100 brands are looking to secure shelf space in stores (Furnari, 2019).



(Bold Rock, 2024a)

## Bold Rock's Differential Features

The main feature that differentiates Bold Rock from competitors is its ability to cater to various dietary preferences and restrictions. The exclusion of wheat, spelt, barley, rye, or malts in these cider varieties accommodates consumers with gluten sensitivities or those seeking gluten-free options. By also offering a range of vegan options, Bold Rock positions itself as a brand that addresses diverse dietary needs. Although their competitors may have some similar options regarding these dietary restrictions or preferences, it is rarely included through their advertisements and materials while Bold Rock puts more of an emphasis on this factor (Bold Rock, e).

## Prosecco Cider Campaign

Bold Rock most recently advertised its seasonal Prosecco Cider in celebration of the holiday season. Before their December 1st announcement, they included multiple teaser posts throughout November as to what the seasonal flavor would be. This gained engagement and interaction on social media as users speculated in the comments.



(Bold Rock, 2023)

## Crush Crate Campaign

A notable past campaign include the introduction to their Crush Crate Variety Pack this past summer season. This product campaign stands out as the brand ventures away from its traditional cider offering to focusing on their new innovative line of canned cocktails. The products also featured a color palatte unique from the core ciders and away from the brand's traditional blue and green.



(Bold Rock, 2024b)

# PRIMARY RESEARCH

## SURVEY

### Purpose

We sought to gain insights from individuals ranging in age, gender, lifestyle, and other demographics, on their drinking habits and preferences. We aimed to get an understanding of the role that alcohol plays in the respondents' life and more specifically the role that Bold Rock plays.

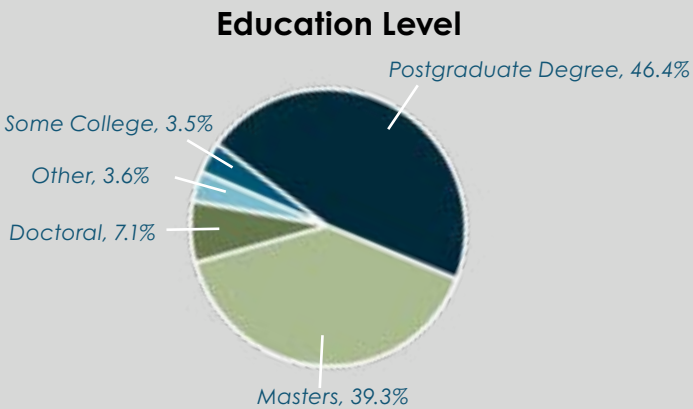
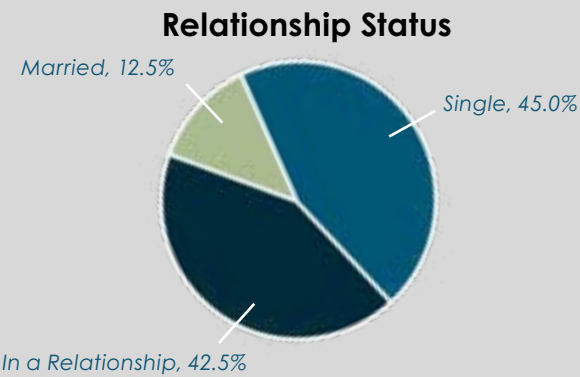
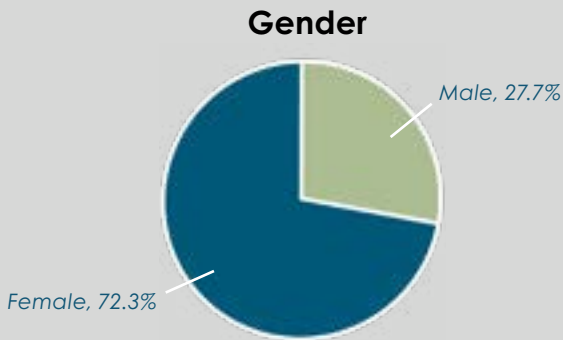
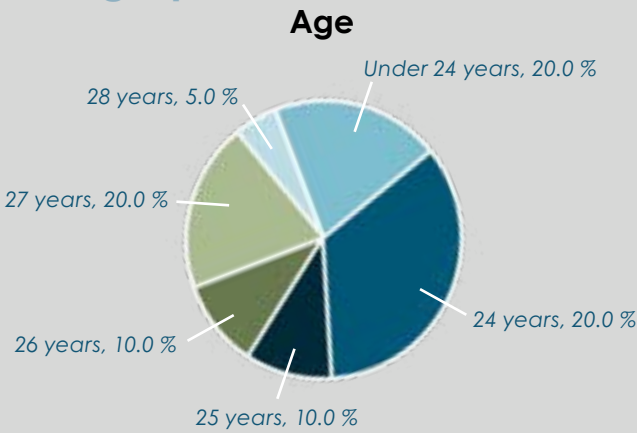
### Procedure

We created a survey using Qualtrics composed of a variety of questions about lifestyle habits and alcohol preferences. We distributed these surveys with graphic promotions and word of mouth and got 42 responses.

### Insights

Our survey findings say over half of the participants said they only consume between 1-3 drinks when consuming alcohol. Seventy percent of respondents were between “moderately” to “extremely” familiar with Bold Rock Hard Ciders. Seventy-three percent of respondents associated the words “refreshing taste” with hard cider. The majority of respondents were most willing to pay \$10-15 on a six pack of ciders.

### Demographics



## SURVEY FINDINGS

### Prefered Drink



Beer  
39%



Hard Cider  
31%



Other  
24%

### Prefered Time of Day to Consume Alcohol



2%



17%



71%



85%

### Average \$ Spent Per Weekend



More than \$40, 10%  
\$30-\$40, 10%  
\$20-\$30, 37%  
\$15-\$20, 24%  
Less than \$15, 20%

### Typical Days\* Alcohol Consumed

SUN	MON	TUE	WED	THU	FRI	SAT
26.8%	7.3%	7.3%	14.6%	19.5%	75.6%	90.2%

\*many participants noted that special occasions could change the days they drink on.

### Preffered Events to Consume Alcohol



Bar or Nightclub  
91%



Sporting Event  
70%



Concert  
77%



# INTERVIEWS

## Purpose

We wanted to learn about drinking habits based on lifestyle choices. The interview gave us knowledge on where our target audience likes to drink and what. We gathered that the experience and ambiance of where they are enjoying a beverage is more important than the beverage itself.

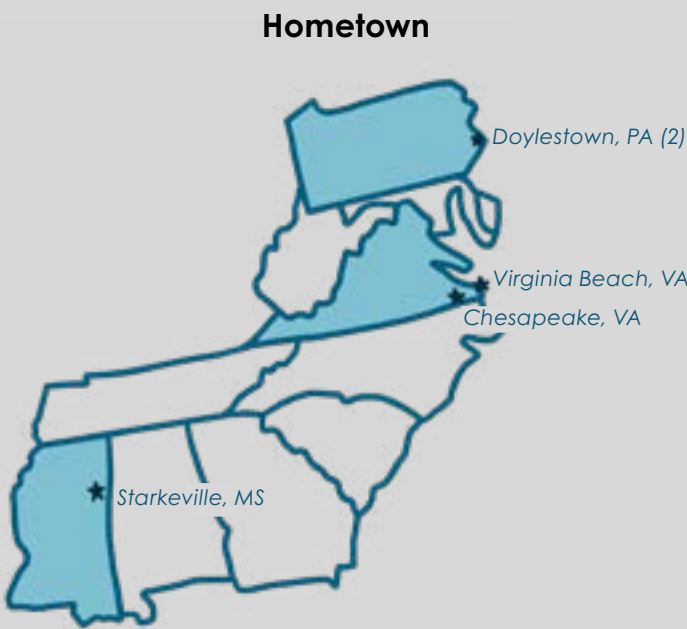
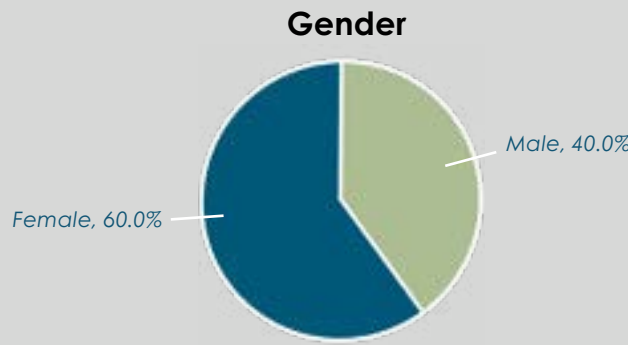
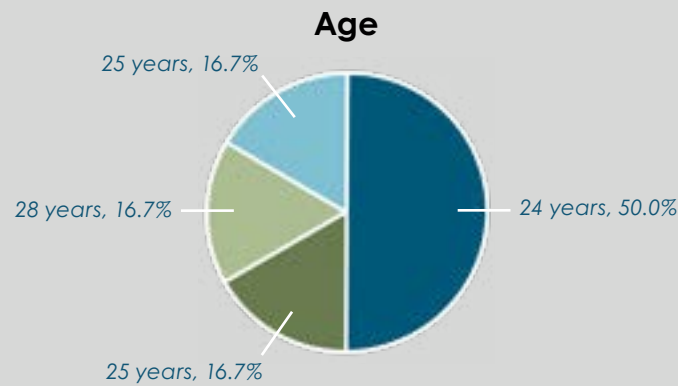
## Procedure

We conducted in-depth interviews virtually over Zoom. We asked six different participants questions about their opinions and perceptions of Bold Rock as a brand to gain personal insights.

## Insights

From what interviewee's said, the majority drink is hard cider occasionally. When it comes to a flavor, a sweet, apple flavor is preferred. As many participants are familiar with Bold Rock, the product that was most recognized was the Apple Bold Rock cider. All participants somewhat regularly drink alcohol each month. A typical weekend for participants includes more laid-back outings that involve drinking. Most participants spend their free time with their friends or significant other. When it comes to what drinks, local drinks are preferred over national brands for most.

## Demographics



# INTERVIEW FINDINGS

## Most Recognizeable Competitors



## Brand Association



## Environment



## Product Familiarity



# FOCUS GROUP

## Purpose

We sought to get in person feedback and see live reactions of different demographics by trying Bold Rocks and similar tasting beverages. We were able to conduct a tasting and observe the reactions to looking at, sipping, and smelling Bold Rock Cider next to their biggest competitor, Angry Orchard. The participants were not aware that this focus group was for research on Bold Rock to gauge their true opinions on this brand and the others.

## Procedure

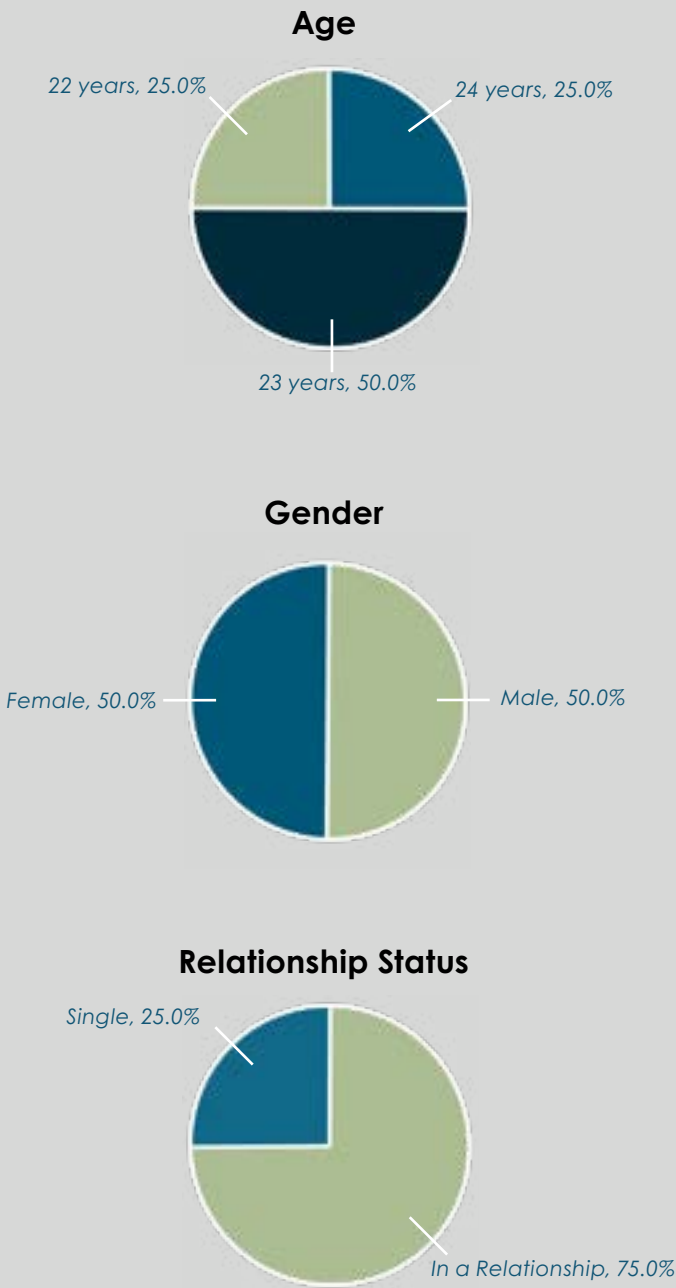
We conducted a blind taste test which consisted of five different beverages: **apple juice, Bold Rock Apple Cider, non-alcoholic sparkling cider, Angry Orchard Cider, and Bold Rock Imperial Cider.** We had each participant taste each beverage one at a time and hand write their initial thoughts and opinions on sticky notes. We then had the participants rank the beverages in order from their favorite to least favorite and guess what each drink was. Finally, we told the participants what each beverage was and gauged their opinions and thoughts on the various drinks.

## Insights

We sought to get in person feedback from 4 individuals and see live reactions of different demographics by trying Bold Rocks and similar tasting beverages. We were able to conduct a tasting and observe the reactions to looking at, sipping, and smelling Bold Rock Cider next to their biggest competitor, Angry Orchard. The participants were told that they were involved in a hard cider tasting, not aware that this focus group was for research on Bold Rock. We wanted to do this to gauge their true opinions on this brand and the others without knowing which each beverage was. We were sure to tell participants alcohol was involved.

Disclaimer: We are not reporting or analyzing specific data collected from the non-alcoholic beverages tasted because they are not relevant competitors to our brand.

## Demographics



(Opie, 2024)

# FOCUS GROUP FINDINGS

## Bold Rock Apple



### Observations

• Smell like champagne, Taster like wine  
• taste like champagne, wine  
• Taste like a fall drink  
• Thanksgiving Vibes, yummy!

### Ranking



### Keywords

“Sweet”  
“Fall”  
“Thanksgiving”  
“Crisp”

## Bold Rock Imperial Cider



### Observations

• Strongest, Sweet  
• Thin, Worst one out of the 5  
• Taste like wine, bland  
• taster bitter

### Ranking



### Keywords

“Strong”  
“Wine”  
“Bitter”  
“Ripe”

## Angry Orchard Crisp Apple



### Observations

• Bitter, Not a fan  
• tastes most like alcohol  
• bitter like beer  
• Taste Terrible, Bitter taste

### Ranking



### Keywords

“Bitter”  
“Beer”  
“Hard”  
“Sour”



# PERSONA

## Name

Alyssa

## Age

26

## Characteristics

Extroverted, adventurous, open-minded, ambitious, career-driven, and friendly.

## Biography

After finishing her undergrad at Virginia Tech, Alyssa relocated to Charlotte, NC, at the age of 24 to pursue her career. With her family in New Jersey and college friends working in other states, Alyssa immediately sought to meet new friends. Over her first two years in Charlotte, she quickly formed a close-knit friend group who actively seek out activities to enjoy during weekends and after work.

## Frustrations

Alyssa's main frustration is her budget because the cost of living is higher in her area even though she lives in the suburbs of the city. Due to the diverse income range of her friend group, they seek out activities and experiences that are somewhat budget-friendly.

## Needs

Alyssa craves excitement and fun-loving experiences. She is looking for social activities that provide opportunities to bond with friends.

## Goals

Although career-driven, Alyssa highly values a work-life balance. She aims to climb ranks in her finance career, but also desires a strong and stable social life.



## Location



Charlotte, North Carolina

## Drink of Choice



## Favorite Bar

Charlotte Beer Garden

# CREATIVE BRIEF

## Brand & Company Name

Bold Rock Hard Cider

## Category

Alcohol

## Target Research

### Demographics:

Our target audience is older members of Generation Z, specifically male and females between the ages of 24-28. With this in mind, we created our persona, Alyssa. Alyssa is a 25 year old currently living in Charlotte, NC. Those in our target have a lower annual household income than other generations as they are new to the workforce and still establishing themselves as financially independent. Some of our target audience has received an upper secondary education and have either completed or are eligible for collegiate studies. The majority of individuals within our target are not married. Individuals that fit within our target consist of a range of ethnicities and sexual orientations.

### Geographics:

Our target is more likely to reside in a rural area than an average consumer. Living in Charlotte, Alyssa gets the best of both worlds with a city and a rural area close by.

### Psychographics:

Alyssa stands out with diverse interests, activities, and opinions. Some of her top interests include movies, TV shows, music, food and dining, fashion and beauty, health and fitness, and travel. As our target is more open-minded than older generations, the majority have strong opinions on social movements.

### Behaviors:

Alyssa is spontaneous and enjoys spending money on experiences. Her buying behaviors rely heavily on social media as "digital natives". As a shopper, she faces the dilemma of being 'confused by over-choice', but she often eliminates this worry by using

the filtering feature on e-commerce sites to narrow her choices.

### VALS:

Our target is divided between Experiencers and Strivers. Experiencers are the first in and out of trends, go against the current mainstream, see themselves as very sociable, and have a heightened sense of visual stimulation. Strivers tend to desire to better their lives but have difficulty realizing their desires, wear their wealth, and are more intimate.

### Frustrations:

Alyssa often has stress and anxiety about their spending, college debt, and major life steps such as applying for jobs. Over 50% of our target said they are "extremely worried about not having enough money".

### Motivations:

Our target is divided into four cohorts based on their shopping habits and motivations. 1. 'Economic-quality seekers' (25%) 2. 'Convenience shoppers' (14.3%), 3. 'Deal hunting-convenience seekers' (30.3%) and 4. 'Brand and quality-conscious shoppers' (30.3%).

### Social Media Activities:

The top three social media platforms used by our target are TikTok, Instagram, and Snapchat. 59% of Gen Z uses TikTok and Instagram at least once per day. 38% of our target spends over 4 hours on social media daily.

## Current Mindset

Our target is generally aware of Bold Rock as a brand but they don't know of the variety of ciders Bold Rock offers. Bold Rock is not their first choice alcoholic beverage or go to cider when visiting a brewery or spending time with friends.



## Desired Mindset

We want to position Bold Rock as our target's go-to when creating memorable experiences and looking for a variety of flavors. We want them to think of Bold Rock first when they are looking for a memorable drinking experience.

## Competitors

Angry Orchard is our top competitor and is better recognized by our target due to its national reach. Other competitors include Woodchuck Hard Cider and Blake's Hard Cider.

## Message Objectives

- Increase awareness of cider variety
- Position Bold Rock as a brand that values experiences.

## Creative Strategy Concept

Create core memories in each season of life.

## Evidence

- The brand prioritizes the experiences their consumer has with their products
- Work never stops so our target values year-round experiences and life changes
- The phrase “core memories” is relevant right now in the media

## Creative Execution

We plan to showcase different scenarios where you create memorable experiences drinking Bold Rock. Additionally, we are planning to incorporate an apple core as a play on words.

## Tone

- Uplifting
- Inspiring
- Lighthearted
- Heartfelt
- Camaraderie
- Novelty
- Eager

## Mandatories

- 3 print ads
- TV commercial ad
- 2 social Media ads
- 2 OOH ads
- 1 guerilla marketing ad
- 1 viral video
- Branded product placement

## Deliverables

- Bold Rock logo
- Same tagline

# PRODUCTION



# PRINT ADS

## Headlines

1. The stories you tell at work on Monday start with us
2. No matter what season Bold Rock creates core memories
3. Be bold in your own way
4. Get to the core of your friendships with Bold Rock
5. Like natural ? So do we.
6. Sip natural, experience nature
7. The drink that makes experiences
8. Make memories, drink Boldrock
9. The taste of together
10. Good memories, great taste
11. Tastes the experience
12. Enjoy the taste, cherish the memories
13. Experience life with Bold Rock
14. Creating Crisp Memories
15. Small town feel, BIG flavor
16. Go there, with Bold Rock
17. The healthiest and boldest option
18. Dare to be Bold
19. We rock with it
20. Be Bold, Be You
21. Feels local, tastes awesome
22. Dare to try something new
23. How about them apples
24. Create core memories
25. Create bold memories
26. A drink to remember
27. Mark your moments with Bold Rock
28. Memories you can taste
29. Discover your core
30. Savor each season

## Taglines

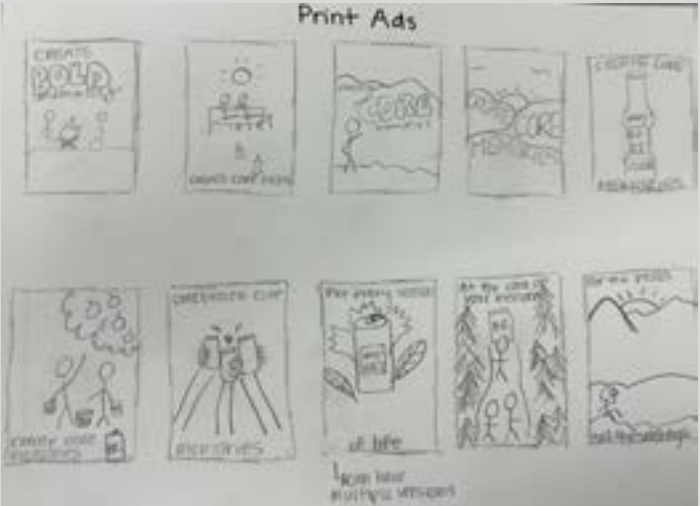
1. Who are you at your core?
2. Blues never tasted this good
3. The drink for each season of life
4. Core memories in each season
5. How crisp are your core memories?
6. What do you rock with?
7. Create crisp and core memories today.
8. Apple juice elevated
9. Making memories with Bold Rock in hand
- 10.Changes with the seasons
- 11.Enjoy Bold Rock at each peak of life
- 12.Refreshing taste and bold flavor
- 13.You change, why can't we?
- 14.Sip naturally
- 15.Keep making core memories
- 16.Rock solid friendships
- 17.Sippin' slow, living in the moment
- 18.Everything happens for a reason, find out what happens with us
- 19.Creating exceptional experiences
- 20.What memories are you going to make?
- 21.Tastes like summer all year
- 22.The drink of friendship
- 23.Bold taste, bold memories
- 24.Elevate your experiences
- 25.Your gateway to bold
- 26.Stay bold, stay gold
- 27.We'll be the apple of your eye
- 28.The drink of clinks
- 29.Bonding made bold
- 30.Sit, sip, salud!

# THUMBNAIL SKETCHES

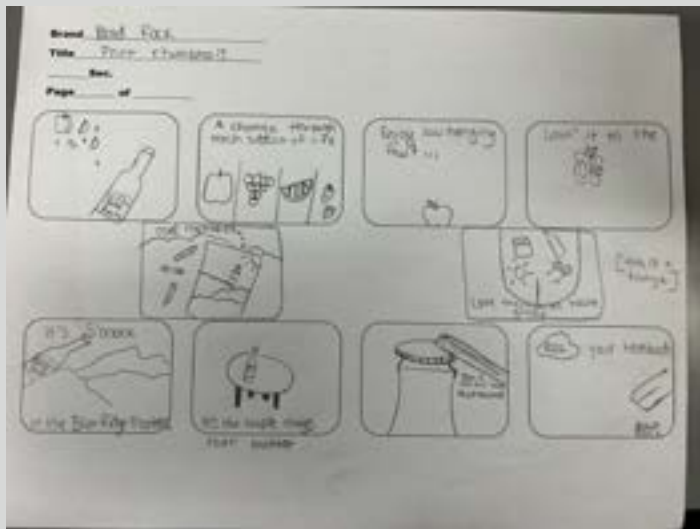
## Paityn Aunapu



## Elizabeth Helmich



## Emma Donnelly



## Heather Opie



## Emma Sweterlitsch





PRINT ADS

“Written In The Stars”

This ad depicts friends creating a core memory by stargazing on a camping trip. It has the outdoor element for our target audience and shows a Bold Rock constellation and that it helps create core memories.



“Mountain Memories”

This ad contains another outdoor core memory by showing friends reaching the summit on a hike. The mountain has the words “Create Core Memories” carved out to signify that with Bold Rock you can have memorable experiences anywhere.



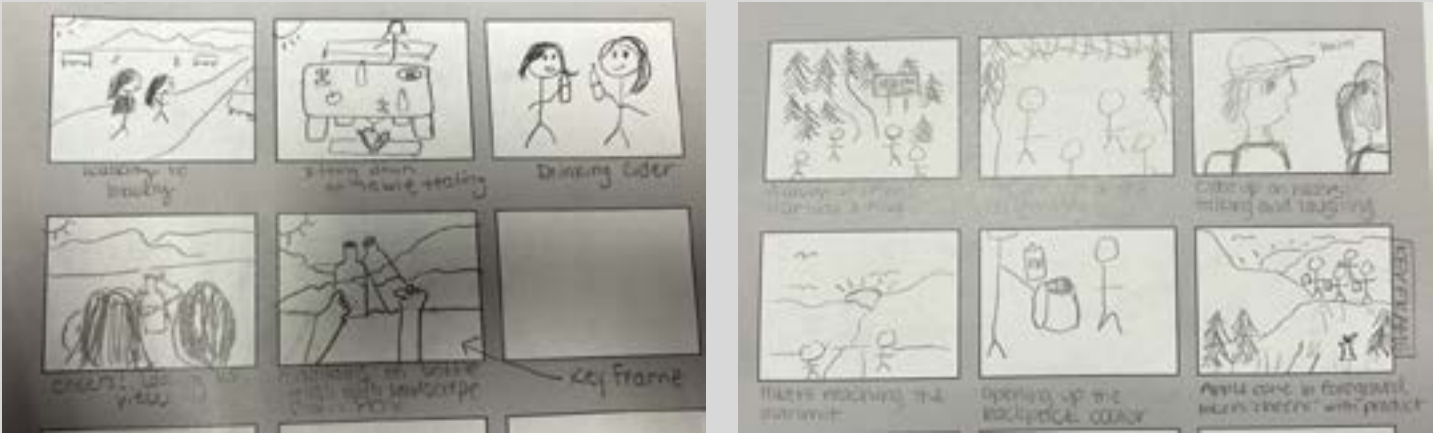
“Apple Core Memories”

This ad focuses on the apple flavor of the product. The can split in half with an apple core illustrates a literal portrayal of our big idea of “core memories”.

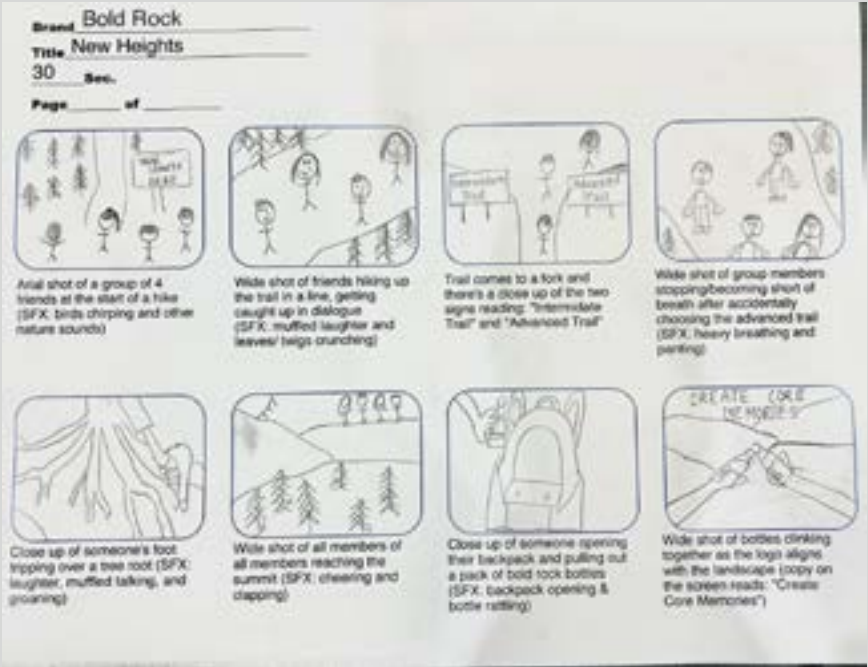


TV COMMERCIAL

Brainstorming



Storyboard



Casting & Location Specs

The location we chose for the commercial is a hiking trail in the Shenandoah Valley. We cast three friends who would be hiking this trail as this is an activity that our target audience enjoys doing and they also enjoy spending time with friends.





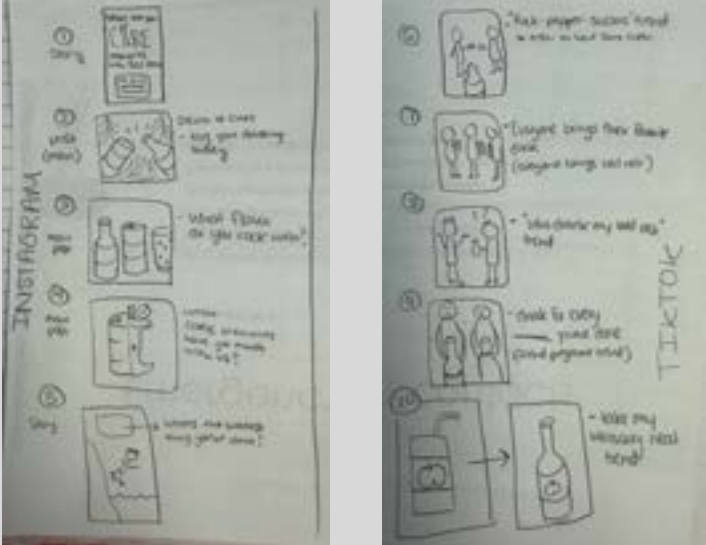
Key Frame



The key frame captures the essence of our campaign and provides a visual for a core memory experienced by the actors. Our target audience likes to spend time outdoors and the key frame shows a gorgeous view of the mountains and the copy displayed on the screen reminds the audience that Bold Rock wants its users to "Create Core Memories" with their brand.

# SOCIAL MEDIA THUMBNAIL SKETCHES

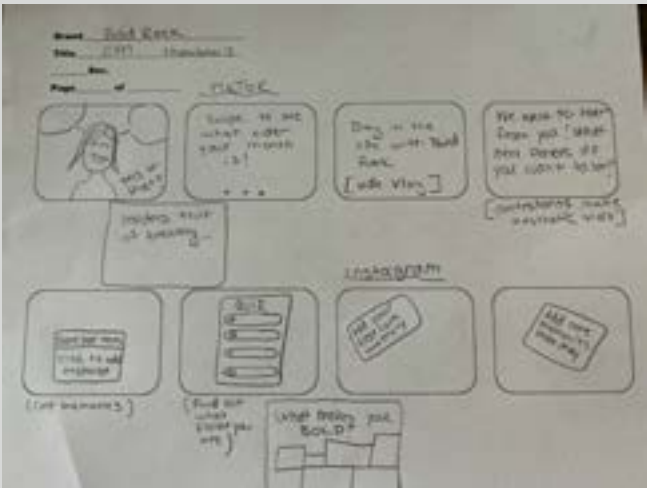
Paityn Aunapu



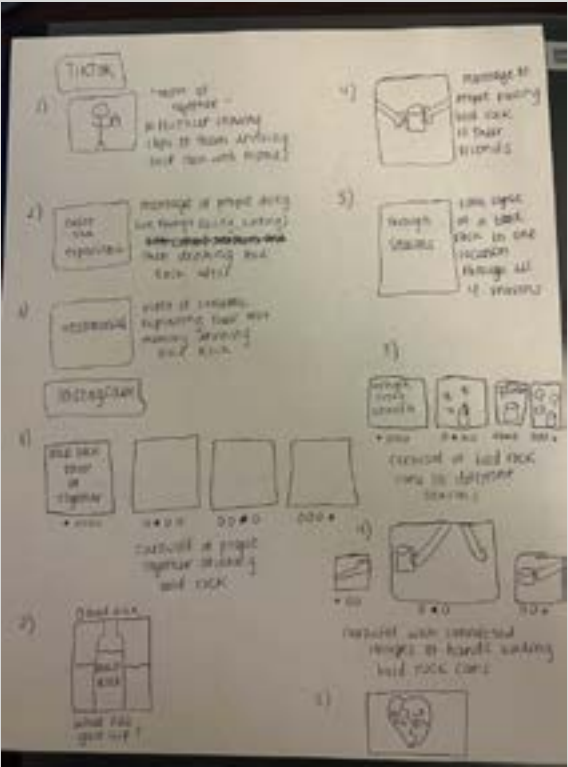
Elizabeth Helmich



Emma Donnelly



Heather Opie



Emma Sweterlitsch





# LEMON8

We chose to use the up in coming app Lemon8 because of style and format. It seems like a mix of Pinterest and Instagram, and it would be a great platform to display the Bold Rock Campaign. On our feed we featured 5 posts varying from videos, to carousels, and graphics.

## Post #1



## Post #2



## Post #3



[Link to video](#)

## Post #4



[Link to video](#)

## Post #5





# INSTAGRAM

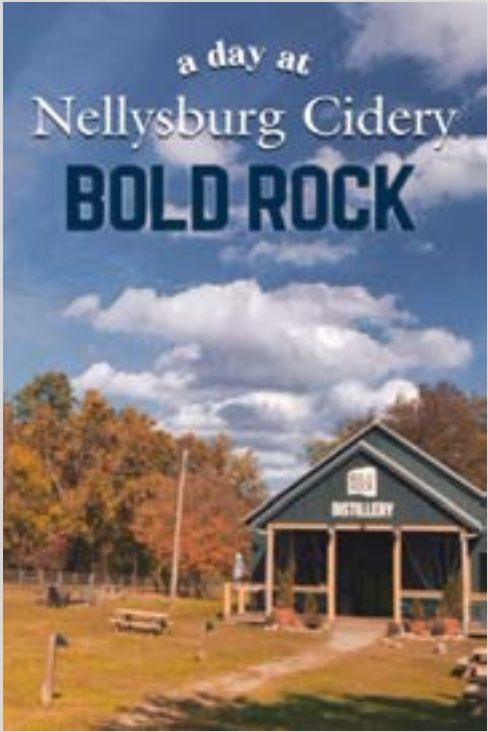
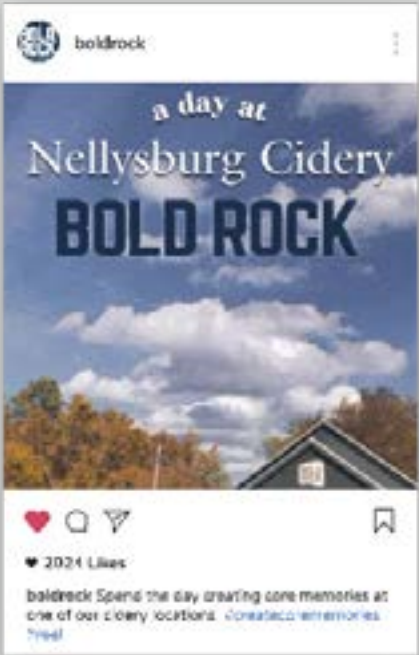
We decided to use the popular social media app Instagram because we believe it is a great platform to visually showcase our brand's campaign. Instagram can produce a variety of posts such as static photo posts, reels, and stories.

Post #1



[Link to video](#)

Post #2



[Link to video](#)

Post #3



Post #5



Post #4



[Link to video](#)





# OUT OF HOME (OOH)

## BILLBOARD THUMBNAIL SKETCHES

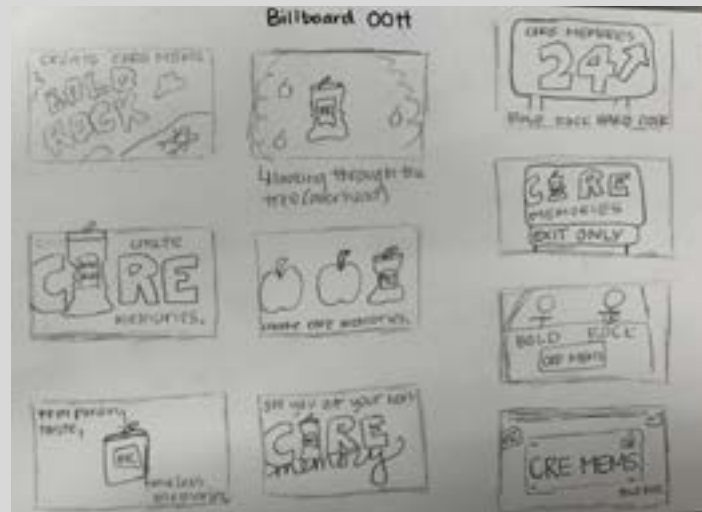
## Paityn Aunapu



## Heather Opie



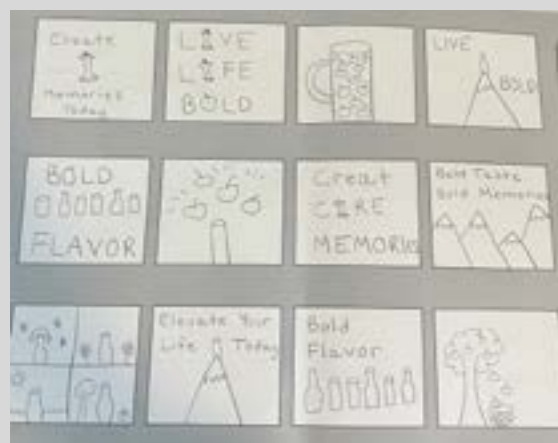
## Elizabeth Helmich



# Emma Donnelly



## Emma Sweterlitsch



# OUT OF HOME (OOH)

## AIRPORT DISPLAY THUMBNAIL SKETCHES

## Paityn Aunapu



## Heather Opie



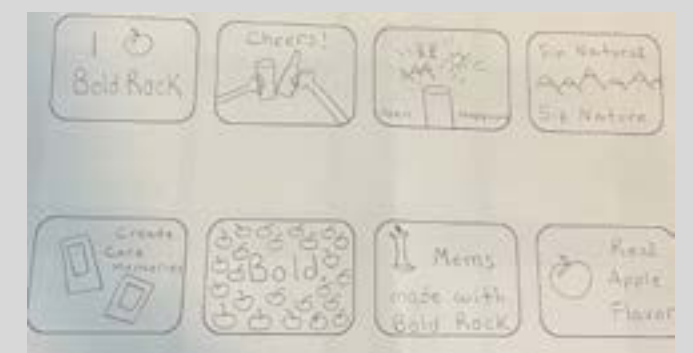
## Elizabeth Helmich



## Emma Donnelly



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Billboard

The “CORE MEMS” license plate focuses on simplicity. Bold Rock drinkers are adventurous and enthusiastic travelers and are always seeking out new destinations and experiences. It is placed on the bumper along with a Bold Rock sticker matching the theme of the plate. The plate itself includes blue and white writing with the background featuring Bold Rock’s blue mountain range, a distinct part of the logo.



Digital Airport Display

For this ad we decided on designing a digital screen display located in an airport terminal. The display will have a QR code that will allow people to submit photos of them creating their own core memories and they will be projected onto the board. We wanted to include an interactive element and a call to action to get people involved with the brand.



[Link to video](#)

VIRAL VIDEO

Bold Rock Challenge

For our viral video we wanted to incorporate different yard game activities while holding a Bold Rock, making it “The Bold Rock Challenge”. The challenge is to be holding/drinking a Bold Rock while enjoying your favorite games, while trying not to spill. For our video we chose physically demanding and popular activities such as Spikeball and CanJam. We encourage our followers to try this in safe ways at home and share their own videos online. The interactiveness and humor factor of this trend is what we believe will make it viral. The experience of this challenge also ties in perfectly with our campaign's main theme of making core memories.



[Link to video](#)





# GUERILLA MARKETING

For our Guerilla Marketing, we decided to place a bold rock graphic on a wooden bench located at an look-out point of mountain scenery. We chose this location because it ties in with both the Bold Rock brand aesthetic and our campaign’s outdoor and adventurous theme. Serving as the backboard of the bench is a bold rock bottle graphic morphed with an apple core. The apple core was included to reinforce the campaign's tagline of “creating core memories” with the “core” referencing the traditional Bold Rock apple flavor. To further engage our audience, we incorporated an interactive element into the design—an integrated bottle opener for the audience to utilize.



# BRANDED PRODUCT PLACEMENT

We decided to place Bold Rock into an episode of the television show New Girl. We wanted the placement to feel natural and authentic so we decided to place the product into a scene of the cast playing the drinking game “True American”. Placing the product in an experience like this helps emphasize the theme of making core memories with friends. This show is a great way to connect with our target audience and increase brand awareness as it’s a feel-good show.

LIVING ROOM- NIGHT

Jess, Nick, Schmidt, Winston, Coach, and CeCe are playing a game of True American.

JESS  
We're all adults, what's the harm? We can do this with dignity, self restraint, and dare I say honor.

WINSTON  
The game is True American...

SCHMIDT  
WAIT. Please tell me we have some **Bold Rock!**

Coach lifts up a case of Bold Rock apple cider

SCHMIDT (cont'd)  
Let's go! I knew I could count on you Coach.

CECE  
I'll take a **Bold Rock** over a Busch Light any day!

NICK  
1,2,3,4! JFK

JESS, SCHMIDT, WINSTON, COACH, & CECE  
FDR!

They all begin to chug Bold Rock cans

JESS  
King of the castle baby!

She begins to pour a Bold Rock into Nick's mouth

NICK  
Woah woah woah, I never thought I'd say it but that's too much **Bold Rock** for me!







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