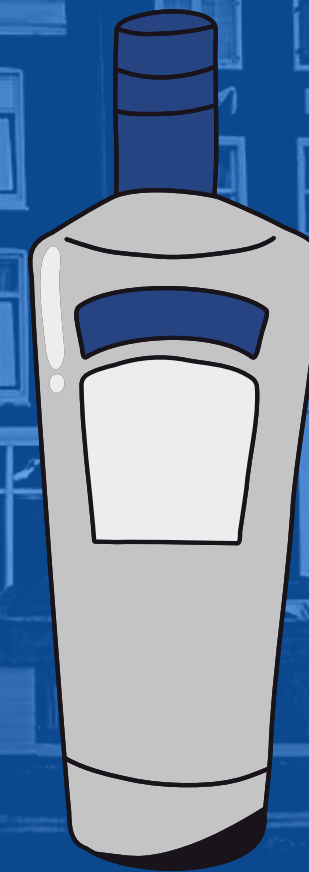


# NEW AMSTERDAM



Boston University COM CM 443

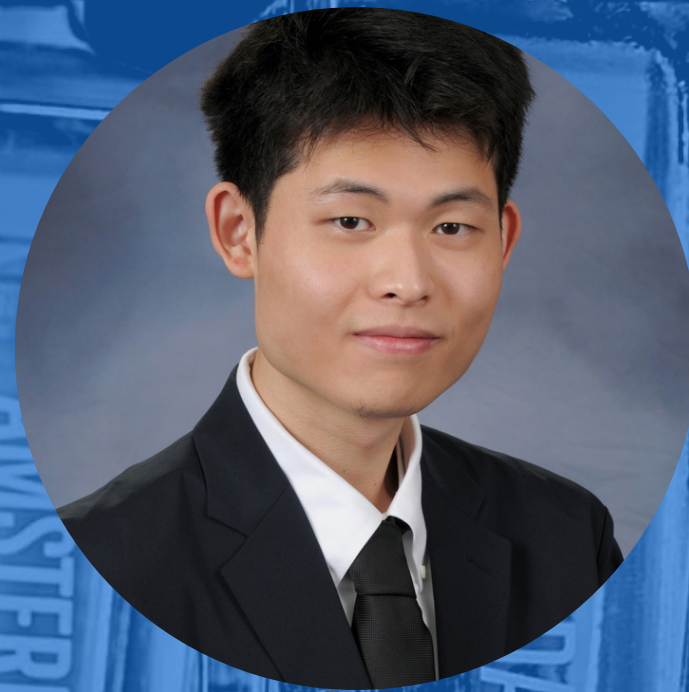


# PR CAMPAIGN OVERVIEW

## NEW AMSTERDAM VODKA



Swani Shah



Jiaxin Tong



Julianna Tramosch



Lillian Yuen



# BACKGROUND



2007



2011



2019



# BACKGROUND (continued)



*Good Boy*  
ORIGINALS



# RESEARCH

5x Distilled | 3x Filtered



Find Your Wins<sup>TM</sup>



# RESEARCH (continued)

## ITEM

Original Vodka | 750mL

Pink Whitney | 750mL

Flavored | 750mL

## PRICE

\$9.99

\$10.99

\$16.99

ADD TO  
🛒 CART

# Millenials



# PROBLEMS

- Bottle design, feature, and flavors
  - X : aesthetically attractive
  - X : convenient in size
  - X : enough interesting flavors





# PROBLEMS (continued)

**X:** Only domestic customer base

**X:** Not as much popularity as competitors for young customers (age 21 - 26)



# GOALS

By the end of **2030**,



Increase social media engagements (likes, shares, and comments) of **50K**



Reach **1 billion dollars** in revenue



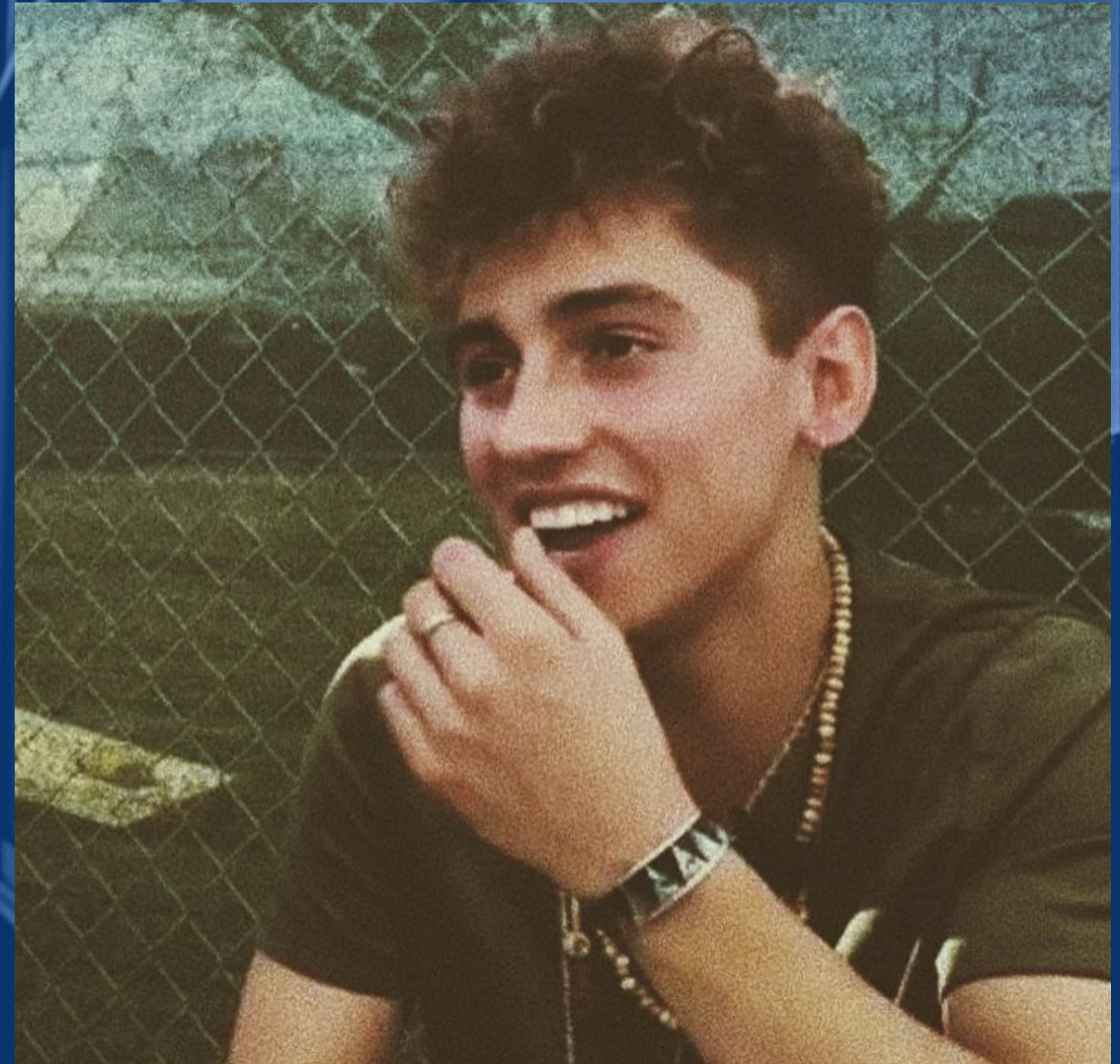
Increase total social media followers of **100K**



# TARGET AUDIENCE BUYER PERSONA

## *Meet* JOSH

- Loves sports but doesn't play sports
- Finance major
- 21 Years Old
- ESTJ personality
- Basement parties
- From California
- Wants to take shots all night
- “Yo, make a pledge get ten handles for CEOs & Office Hoes tonight.  
It’s gonna be lit”





# TARGET AUDIENCE BUYER PERSONA

*Meet* **LISA**

- Studying hospitality in college
- 22 Years Old
- INFP personality
- Very active on social media
- Likes taking pictures of her food and drinks
- Loves Pilates
- Spends a lot of time in city, at cafes and libraries
- "I've had the longest week but cant wait for girls night out!"





# OBJECTIVES

Raise Awareness and Expand Market in Young Customers (Age 21 - 30):

**GAMING**  
**SOCIAL EVENTS**  
**SPORTS**

**FESTIVALS**  
**SHARING**  
**ARTISTIC**



# STRATEGY (JOSH)

Increase Popularity in Male Customers:



Gaming



Sports



# TACTICS - "The New Friday"

## Partnership with Epic Games and Nike

- *Fortnite* Tournament every Friday in one month
- Top three players with highest scores of the day
  - First Place: Newly customized weapon in *Fortnite*
  - Second Place : Nike Air Force 1
  - Third Place: Nike sport T-shirt





# STRATEGY (LISA)

## Collaboration Campaign with COACHELLA

- "Cap The Lottery" event
- Buy New Amsterdam to get free tickets!
- Prize = Two tickets for the Coachella





# TACTICS (LISA)

## New Amsterdam New Design





# KEY MESSAGES and CTA

- New Amsterdam makes your Friday nights better.
  - New Amsterdam makes you look good on social media.
  - New Amsterdam is the key to share the fun times with your friends.
- 
- Join New Amsterdam For The Best Time of Your Life
  - Drink Now, Sober Later
  - Let's make your Fridays memorable with New Amsterdam





# DIGITAL CAMPAIGNS

1

NEW BOTTLE DESIGN



2

MARKETING PHOTOGRAPHY



3

INSTAGRAM MOCKUP



4

TIK TOK





15 cm

7.5 cm





# THE *New* FRIDAY







# NEW AMSTERDAM







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131 views

newamsterdamvodka

New Amsterdam Cocktails, made with our signature original vodka are [#UltraSmooth](#). Comment below your favorite drink!! [#FindYourWins](#)





TikTok  
@swanbon

Ice  
New Amsterdam Vodka  
Lime/ MILO

[https://www.tiktok.com/@swanbon/video/7089117206683897131?  
t=8Rq8AKfuzco& r=1](https://www.tiktok.com/@swanbon/video/7089117206683897131?t=8Rq8AKfuzco&r=1)





# THANK YOU FOR YOUR TIME!

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