



SCARLET LETTER BEVERAGE CO.

ELIZABETH HAYEK



This client strategy book was created to present a new, targeted marketing strategy for Scarlet Letter Beverage Co., a growing brand rooted in Northwest Arkansas. As both a student of advertising strategy and a fan of Scarlet Letter, I identified opportunities to enhance its brand image and increase its appeal among its consumers. This book combines in-depth research, creative concepts, and actionable tactics aimed at strengthening Scarlet Letter's identity and connecting more deeply with its target audience

Developed over the Fall 2024 semester in my Creative Strategy course at the University of Arkansas, this project offers insights and ideas designed to elevate Scarlet Letter's presence in its local market and expand its reach through lifestyle-driven marketing.

It is my hope that Scarlet Letter Beverage Co. will be able to use these strategies to amplify its presence in the local market, engage a broader audience, and establish itself as a must-have beverage for those who value both flavor and wellness.



INTRODUCTION

CLIENT RESEARCH

Client Research: Scarlet Letter Beverage Co.

Created by: Elizabeth Hayek



Reasoning: I chose Scarlet Letter Beverage Co. because of their growth potential through targeted demographics, their adaptability as a company, their strong ties to the Arkansas region, and their memorable brand name. The name "Scarlet Letter" is intriguing and memorable, inspired by a historical romance novel. There's an opportunity to influence college-age women, a demographic I relate to, to embrace their product. This audience is increasingly health-conscious, socially active, and appreciates a touch of sultry romance, making them an ideal consumer for Scarlet Letter's beverages. I also admire how the company has demonstrated its openness to change by pivoting from traditional craft brewing to the booming hard seltzer market. Although they have achieved significant growth, further refinements are needed to differentiate themselves in a saturated market. I believe there is an opportunity to enhance Scarlet Letter's brand identity by creating more engaging advertisements and building a stronger connection with consumers. I'm excited to explore creative ideas to help Scarlet Letter stand out in the marketplace and contribute to their continued growth.

Images of Clients Current Advertising:



Customer Research

Product: Scarlet Letter is known for their hard seltzers, which are vodka-based and come in a variety of flavor combinations. The more popular flavors are Scarlet Letter Red, Green, and Purple. The company has also ventured into creating hard cocktails and expanding to non-alcoholic options. They continue to release new flavors and limited editions.

Consumer: Scarlett Letter's target market is made up of health-conscious adults who like to drink but prefer low-calorie options. These consumers are usually between the ages of 21-40, value fitness, wellness, and have a strong following in Arkansas and surrounding states, specifically among younger adults, who value quality local products. The product also appeals to individuals who are trendy and enjoy craft products. With further targeted efforts there is a strong potential to expand/strengthen their customer base among college-age women seeking healthier alternatives in their social drinking habits.

Marketplace: The hard seltzer market is highly competitive with several established brands like White Claw, Truly, and Bon & Viv that attract consumers. Although Scarlet Letter has successfully created a niche by focusing on distinct flavors and maintaining strong regional ties to Arkansas. Their current advertising effectively showcases their innovative approach, but there is room for refinement, particularly in targeting college-age women. As Scarlet Letter expands into national markets through partnerships like Sam's Club, continued creative advertising will be key to differentiate the brand and grow its customer base. Scarlet Letter's change from a craft brewery to a hard seltzer brand shows its adaptability to evolve with consumer trends. The challenge lies in reinforcing its brand identity, expanding its customer base, and maintaining its competitive edge in an evolving market.

CLIENT RESEARCH

Client Research: Scarlet Letter Beverage Co.

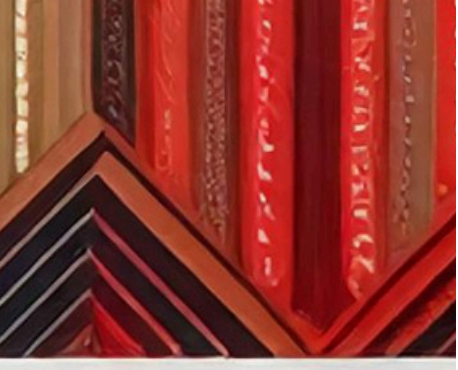
Created by: Elizabeth Hayek



Who are They: Scarlet Letter Beverage Co. originally founded as Core Brewing & Distilling Co. by Jesse Core in 2010, was one of the first craft breweries in Arkansas. The company quickly gained popularity for its craft beers but recognized the need to adapt as the market for craft beer became saturated and consumer preferences shifted toward healthier, lower-calorie alcoholic beverages. In 2018, the company rebranded as Scarlet Letter Beverage Co. and shifted to focus on producing hard seltzers and canned cocktails. Their seltzers are known for creative and refreshing flavor and have quickly gained popularity. Since releasing their first batch in 2019, Scarlet Letter has expanded its product line and has gained significant regional recognition. They are now entering national markets through partnerships with Sam's Club.

Location: Scarlet Letter began as a local brand in Arkansas and has grown into a regional presence, with its products available in states like Arkansas, Oklahoma, Missouri, Kansas, Iowa, and Colorado. In 2023, the brand expanded into national markets, due to the Sam's Club a Sam's Club partnership. This introduced Scarlet Letter products to over 20 states, including Texas, Tennessee, Florida, Louisiana, California, and Illinois. Scarlet Letter operates out of its brewery in Springdale, Arkansas and it is not a chain. The company once had multiple brewpubs across the state but has closed most of them to focus on its hard seltzers and canned cocktails. Their only remaining pub located at the Springdale brewery.

Advertising: Scarlet Letter's advertising showcases its bold approach reflecting the brand's evolution to a hard beverage company. The visuals highlight the sleek design of their cans and the vibrant, modern lifestyle associated with their products, resonating well in regional markets where the brand has strong local ties. However, as Scarlet Letter expands into national markets, there is a need for a more targeted advertising approach, particularly toward the college-age demographic, especially women seeking healthier yet enjoyable alcoholic beverages. To differentiate itself from competitors like White Claw and Truly, Scarlet Letter could benefit from more engaging campaigns that emphasize its unique flavor profiles and regional heritage. This would help the brand stand out in a crowded marketplace and appeal to a broader audience.



SWOT ANALYSIS

Strengths

- Strong regional presence in Arkansas and surrounding states.
- Innovative and unique flavor combinations for hard seltzers.
- Health-conscious product offerings appeal to wellness-focused consumers.
- Adaptability shown by shifting from craft beer to hard seltzers.

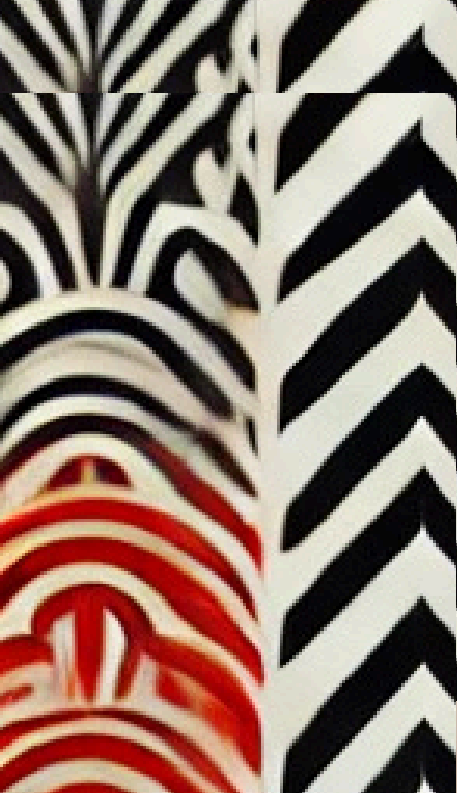


Weaknesses

- Limited national brand recognition compared to larger competitors such as White Claw and Truly.
- Dependency on a specific market niche: college-age women and health-conscious adults. Lack of diversification in advertising strategies across different age groups.
- Limited availability in states outside Arkansas and neighboring regions.

Opportunities

- Expansion into national markets through partnerships such as Sam's Club.
- Growing demand for low-calorie, healthier alcoholic beverages.
- Ability to target college-age women with specialized marketing campaigns.
- Potential to develop more non-alcoholic or low-alcohol options to meet rising trends.



Threats

- Increasing competition from larger hard seltzer brands with more established market share.
- Changing consumer preferences that could shift away from seltzers.
- Potential new entrants into the market offering innovative flavors or healthier alternatives.
- Economic downturns that could affect consumer spending on premium beverages.

CURRENT ADVERTISING ANALYSIS



Advertisement selling:

The advertisement is selling Scarlet Letter, a brand of seltzer. The focus is on the product's placement as an ideal beverage for social, outdoor events.

Strategic approach and how they are using it:

The strategic approach in this ad appears to be Lifestyle. The use of a Yeti cooler, the Razorback gear, dog, and a summer outdoor scene positions Scarlet Letter seltzer as a fun, social drink for gatherings, especially tailgating or outdoor parties in Fayetteville. The imagery appeals to those who enjoy outdoor activities and want a refreshing drink that fits into a laid-back, community-focused lifestyle.

Target audience for this ad:

The target audience appears to be college sports fans, outdoor enthusiasts, dog lovers, mainly adult men (25-55 years old) in the Fayetteville area. The ad targets people who enjoy tailgating, attending Razorback games, or spending time outdoors with friends. Probably with an passion for Arkansas sports, drinking, and dog owners.

Specific need being appealed to customer:

The need being appealed to is Affiliation. The ad highlights the sense of community, shared experiences, and enjoyment with others in a social, outdoor setting. It suggesting the excitement of Razorback sports, Arkansas football and other lively outdoor gatherings with.

Selling Statement:

The selling statement is that Scarlet Letter seltzer is the perfect drink for fun, social outdoor events, like tailgating Razorback games or for college sport fans, dog lovers, and those who value outdoor activities in the Fayetteville area.

Tone of the advertisement:

The tone of the ad is casual, friendly, and fun, with a clear with an emphasis on fun outdoor activities, community, and companionship, especially through the dog and sports fan imagery.

The attention grab and influence:

The first thing that grabs attention is the man wearing Razorback gear and the hog hat. This visual establishes an instant connection with Razorback fans, making the ad more appealing to sports enthusiasts and creating a sense of local pride. It influences the viewer by reinforcing the idea that Scarlet Letter seltzer is a drink for Razorback tailgating and social events. The dog is a close second with the golden retriever softening the tone. It evokes a sense of warmth and companionship, suggesting that Scarlet Letter fits into a friendly setting where pets are welcome.

The design style:

The advertisement for Scarlet Letter seltzer reflects the Late Modern design style. The ad fits the motifs of being simple and non-decorative. The layout is clean, with the main focus on a man, his dog, a Yeti cooler, and the product, creating a straightforward and relatable visual. The use of realistic photography highlights the social, outdoor setting without overwhelming the viewer with unnecessary design elements. The ad effectively uses reductive graphics of the seltzer boxes and emphasizing it being the key components. This design style aligns with the brand's message of casual enjoyment, focusing on the product's appeal without distracting from its core attributes.

Creative Techniques:

The ad uses emotional appeal through the presence of the dog, implying that Scarlet Letter fitting into wholesome gatherings. Color psychology is also at play, using the Razorback red for excitement and community affiliation. The Yeti cooler and outdoor setting further build the sense of an ideal tailgating or outdoor event.

Is the Ad Effective:

Yes, the ad is effective in creating a fun, social atmosphere by combining local sports culture, the outdoors, and a friendly setting, making it relatable to the target audience. The inclusion of the dog reinforces the idea of gatherings where everyone, including pets, is welcome. However, there could be improvement in targeting the right audience. Most men who enjoy college sports don't typically drink seltzers. Focusing more on the primary consumers, young women ages 21-35, would likely make the ad more impactful. Emphasizing the health-conscious, low-calorie aspect of the product could better align with Scarlet Letter's brand and appeal.

PERSONA GRAPHIC



Gracie Smith

CONSUMER PERSONA

Gracie is a college student studying marketing at the UofA. She has a passion for fitness, she regularly participates in activities like yoga. Gracie enjoys exploring trendy health restaurants and healthy recipes. In her free time she is socializing outdoors with friends at festivals and tailgates. Gracie seeks activities that align with her active lifestyle and is drawn to brands that reflect her values and local identity.

Demographics



22 years old



Fayetteville AR



University of Arkansas



Undergraduate in the Walton
College of Business

Interests

- Fitness enthusiast (yoga, pilates, running)
- Health and nutrition (healthy recipes, organic foods)
- Outdoor social activities (festivals, tailgates)
- Trendy experiences (fitness classes, walking trails)
- Active on Social Media (post fitness progress)

Characteristics

- Outgoing and adventurous
- Balance in social life and health
- Confident and focuses on self-improvement

Psychographics

Gracie values health, fitness, and social engagement while balancing her college life. She enjoys outdoor activities and seeks trendy products that align with her goals. Outgoing and confident, Gracie shares her experiences on social media and follows wellness influencers. She prefers brands that reflect her regional identity and values, looking for alternatives for social outings.

Buyer Habits

Gracie has health-conscious lifestyle and values. She prioritizes low-calorie and nutritious products, often choosing local brands with unique flavors. Influenced by health and fitness influencers on social media, she enjoys trying new and trendy health-focused products. As a college student, Gracie is budget-conscious and seeks affordable options that align with her active lifestyle without compromising quality.

CLIENT VECTOR LOGO

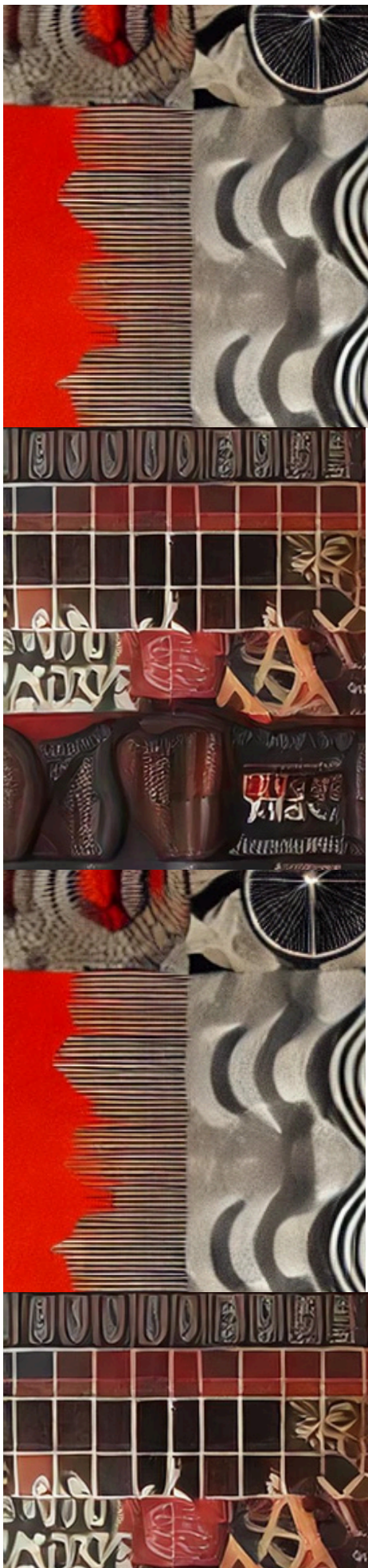
I redesigned the Scarlet Letter logo using Adobe Illustrator and created two vectorized versions. In the first version, I replaced the black background with Razorback red to establish a bold, regional connection. I changed the "S" in the center to white, matching the circle and surrounding lettering for a clean and cohesive look. In the second version, I isolated the "S" to make it the focal point. I adjusted the bright red to Razorback red, further emphasizing the connection to Arkansas. Both designs were crafted to maintain the brand's essence while strengthening its regional identity.



DESIGN STYLE



For Scarlet Letter Beverage Co., I draw inspiration from the Art Deco era of the 1920s and 1930s. The bold geometric shapes, clean lines, and luxurious details of this style convey a sense of sophistication and modernity. These motifs align with the brand's edgy, premium image. This aesthetic can differentiate Scarlet Letter in the crowded hard seltzer market, appealing to its target audience of health-conscious, socially active adults who value both style and substance. Incorporating Art Deco motifs creates an advertising that stands visually and engages a sense of timeless elegance. Art Deco can enhance the brand's unique identity and appeal.



NEEDS & SELLING STATEMENTS

Sexuality:

Scarlet Letter hard seltzers offer a bold, playful, yet sophisticated way for health-conscious individuals to indulge. The product creates a sense of indulgence without guilt with their irresistible flavors and a low-calorie profile. This invites consumers to break the rules and live.

“Taste the Forbidden: Where Bold Flavors Meet Effortless Indulgence.”

Stimulation:

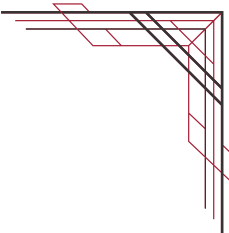
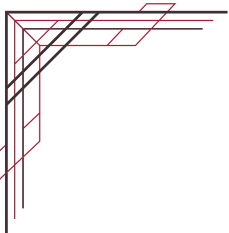
Scarlet Letter hard seltzers can give an exciting and invigorating sensory experience for the consumer. Their product's have vibrant and bold that from the everyday routine. The bold refreshing flavors with innovative flavors satisfies consumers need for stimulation. Scarlet Letter seltzers offers a vibrant and engaging experience for body and mind.

“Ignite Your Senses with Every Sip.”

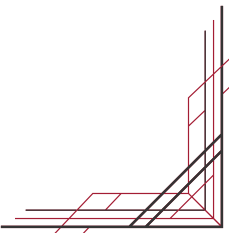
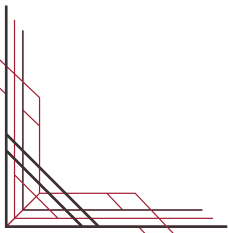
Exhibition:

Scarlet Letter gives drinkers a eye-catching can and unique flavors that make them want to show off at every social gathering. This confidence makes a statement while enjoying their favorite seltzer.

“Raise your can and let the world see your bold taste.”



STRATEGIC AD IDEAS



UNIQUE SELLING PROPOSITION

Need Addressed: Sexuality

Ad Copy: "Irresistible Flavors Without the Guilt."

This advertisement is set poolside during a bright summer afternoon. Two women in their mid-20s are lounging on sunbeds in vibrant bikinis, soaking up the sun. A third woman is in the pool, casually leaning on the edge with a can of Scarlet Letter in hand, laughing with her friends. Around them, colorful fruits like watermelon slices, berries, and citrus are laid out on a small table. A cooler full of Scarlet Letter drinks sits nearby, with cans peeking through the ice. The scene is warm, relaxed, and inviting. The sunlight shimmers on the water, highlighting the inviting atmosphere of indulgence and pleasure.

The ad suggests that Scarlet Letter's low-calorie flavorful seltzers allow you to savor each moment. The ad highlights that you can enjoy life and never compromise on taste or health-conscious values. It shows Scarlet Letter drinks as the ultimate companion for moments of sensual enjoyment. Scarlet Letter enhances confidence and is a bold choice for those who embrace their body and seek a drink that complements their fit lifestyle.

GENERIC CLAIM

Need Addressed: Stimulation

Ad Copy: "Ignite Your Senses with Every Sip."

Ad Design Description: This advertisement is at a summer beach party. The sun shines brightly, reflecting off waves crashing on the shore. In the foreground, friends laugh and run toward the surf, cans of Scarlet Letter in hand. Their vibrant swimwear and playful accessories embody the carefree atmosphere. A young man in his mid-20s stands looking at his friends smiling as he takes a sip from his Scarlet Letter can. The scene has movement of crashing waves, soaring seagulls, and beach balls tossed in the air. Scarlet Letter cans are strategically placed on surfboards, towels, and coolers, their bold colors standing out against the sandy backdrop.

The ad shows vibrant energy, associating the product with a fun day on the beach. The mood is lighthearted and adventurous, capturing the thrill of escape and present-moment enjoyment. This ad targets consumers seeking excitement, positioning Scarlet Letter as their gateway to sensory adventure.

LIFESTYLE

Need Addressed: Stimulation

Ad Copy: "Elevate Your Every Moment"

This advertisement is set at a chic rooftop brunch, views of the city skyline and a blue sky. The atmosphere vibrant, filled with laughter and the clinking of Scarlet Letter cans as three friends to celebrate. They sit at a modern table with fresh flowers and colorful brunch plates. One woman in a sundress raises her can of Scarlet Letter to toast with her friends. Her friends are equally fashionable. Their cans showcase different flavor seltzers. The table is near greenery and bright décor. The friends' body language is relaxed and joyful, with playful interactions as they share stories and laughter, showing a carefree lifestyle. This ad notes commitment to enhancing social experiences. It evokes a sense of sophistication and fun, inviting consumers to embrace a lifestyle that celebrates enjoyment, self-expression, and connection with every sip of Scarlet Letter.

STRATEGIC AD IDEAS

PRODUCT FEATURE

Need Addressed: Stimulation

Ad Copy: "Awaken your sense and sip into adventure."

This advertisement takes place at a vibrant street festival, with colorful lights and a lively crowd. In the foreground, three women in their mid-20s gather around a table with Scarlet Letter hard seltzers, their bright cans reflecting bold flavors. They laugh and toast, capturing the joy of the moment. Musicians play and festival-goers dance in the background, adding to the electric atmosphere. Subtle fruit illustrations highlight the natural, refreshing flavors of the seltzers and positions Scarlet Letter as the perfect drink for fun social gatherings.

The ad focuses on the stimulating experience of enjoying Scarlet Letter seltzers, appealing to consumers seeking a fun, energetic beverage to elevate their social gatherings.

POSITIONING

Need Addressed: Sexuality

Ad Copy: "Taste the Forbidden: Where Bold Flavors Meet Effortless Indulgence."

This advertisement is set in a lush garden at dusk, drawing strong parallels to the iconic Garden of Eden. The setting is rich with deep green foliage, blooming flowers, and soft sunlight filtering through the trees casting a warm glow. A couple in their mid-20s sits on a wooden bench in intimate proximity. The woman, wearing a sundress in deep red, reaches out to clink her can of Scarlet Letter with her partner's. He is dressed in a casual yet sophisticated outfit, with a slight smirk on his face as they prepare to indulge in their seltzers. The couple are in a secluded corner of the garden. The background surrounded by greenery and stone arches that creates a sense of intimacy.

The ad is designed to evoke a sense of indulgence, desire, and the thrill of breaking the rules. The couple's body language is flirtatious and playful, leaning towards each other as if sharing a secret, embodying the feeling of surrendering to temptation without guilt.

BRAND IMAGE

Need Addressed: Stimulation

Ad Copy: "Sip in Confidence. Bask in the Moment."

The advertising is set on a sunny day at a lake. Five fit young adults in their mid-20s enjoying a fun day on a boat. One person water skis across the shimmering water, one drives the boat and others share laughs and refreshing sips from their Scarlet Letter seltzers. A vibrant cooler brimming with Scarlet Letter cans sits next to them in the back of the boat. The bright sunlight reflects off the lake, creating an uplifting ambiance that highlights the joy of outdoor gatherings.

The ad evokes a sense of adventure and community, inviting viewers to envision themselves enjoying a day of fun and fitness with Scarlet Letter by their side. With its bold packaging and innovative flavors, Scarlet Letter becomes synonymous with lively summer experiences, appealing to health-conscious consumers who seek both excitement and refreshment in their drinking choices.

ATTITUDE

Need Addressed: Exhibition

Ad Copy: "Savor Every Sip, Embrace Every Moment."

This advertisement captures a lake beach bonfire scene at sunset, where a group five fit female and male friends in their mid 20s gathering around a fire. They are all laughing enjoying each others company. Two are toasting marshmallows and three are talking while they all sip on Scarlet Letter hard seltzers. This emphasizes the joy of indulgence in a health-conscious way. In the foreground, a can of Scarlet Letter in the sand, glistening with the sunset symbolizing vitality. Friends are depicted playfully talking by the fire and sharing stories with carefree expressions that reflect a spirit of adventure. The backdrop features a stunning sunset casting warm golden hues across the sky, enhancing the feeling of connection and celebration.

This ad conveys that Scarlet Letter is not just a drink; it's a catalyst for creating unforgettable memories, inviting consumers to live boldly and enjoy life's simple pleasures while embracing their wellness goals.

Short Story & Mock Twitter Post

Original Composition by Elizabeth Hayek



visual communication 
@creativestrategy



Hard seltzers born in Arkansas. Crafted with bold flavors and none of the guilt. It's indulgence reimagined, one refreshing sip at a time. Scarlet Letter



Indulgence Reimagined



1



1



11



1 Retweet 11 Likes

Short Story & Mock

Twitter Post Information

The mockup post for Scarlet Letter was designed using Adobe Photoshop, with the image generated through Adobe Firefly AI to achieve a visually striking result. The post caption reads: "Hard seltzers born in Arkansas. Crafted with bold flavors and none of the guilt. It's indulgence reimagined, one refreshing sip at a time. Scarlet Letter." This messaging emphasizes the product's origin, bold flavors, and health-conscious appeal, aligning with Scarlet Letter's brand identity.

The image features three women toasting Scarlet Letter cans against a view of the foliage of Arkansas hills. The women are smiling and dressed casually. They represent the target audience of young women ages 21-35. This group values social connection, wellness, and local pride. The Arkansas backdrop highlights the product's regional roots. The joyful tone of the image shows moments of fun and relaxation tied to the brand.

Photoshop was used to create a polished design with balanced typography and seamless integration of the caption and visual elements, ensuring clarity and readability. Firefly AI allowed for the generation of an idealized, high-quality scene that evokes authenticity while maintaining control over composition, lighting, and color palette. The result is a professional and engaging post that reflects Scarlet Letter's commitment to bold, refreshing, and guilt-free indulgence.

POTENTIAL HEADLINES & TYPOGRAPHY

Elevate Your Scene: Taste the Adventure
Adventure

**Dare To Taste Boldness- Scarlet Letter Is Your Road To
Refreshment**
NiagaraEngraved

**TASTE THE FREEDOM
WITHOUT THE SETBACKS**
Adorn Serif

JOIN THE REFRESHMENT REVOLUTION
Finos Sans Bold

**For a Seltzer That Fits your
Lifestyle**
LTC Broadway Engraved

For Scarlet Letter Beverage Co., the typeface choice aligns with the brand's bold, sophisticated, and playful personality. I chose LTC Broadway Engraved as my final typeface because of its clean, modern lines to reflect the health-conscious and sleek lifestyle associated with the product. The typeface feels contemporary, while maintaining a sense of elegance and indulgence with the Art Deco style making it stand out visually in a competitive market.

CREATIVE STRATEGY & TACTICS

Target Customer: Adult Men 25-55 years old who are sports fans, outdoor socializers, specifically Razorback fans in the Fayetteville Area.	Target Customer: Young adult women 21-35 years old who are health conscious, enjoy socializing outdoors, razorback fans, college aged, and live in Northwest Arkansas
Strategic Approach: Brand Image	Strategic Approach: Lifestyle
Customer Need(s) Addressed: Affiliation	Customer Need(s) Addressed: Stimulation

Creative Strategy Statement:

We seek to position Scarlet Letter Beverage Co. as the ultimate beverage choice for health-conscious young women aged 21-35 in Northwest Arkansas who enjoy outdoor socializing and are passionate Razorback fans. This demographic seeks refreshing experiences that stimulate their senses and align with their active lifestyles and wellness goals. By empowering them to embrace their individuality and foster social connections, our marketing will showcase the bold, flavorful hard seltzer that enhances every tailgate, outdoor gathering, and social event. Through lifestyle-focused campaigns that promote outdoor adventures and community engagement, as well as wellness-oriented product features, Scarlet Letter aims to establish itself as the go-to beverage brand for this dynamic audience. This strategy will satisfy their need for both the demographics need for stimulation and address their lifestyle.

Tactics:

- 1. Bold Flavor Exploration:** Introduce a series of seasonal flavors inspired by local ingredients, allowing customers to enjoy refreshing options that resonate with their health-conscious choices.
- 2. Outdoor Adventure Sponsorships and Pop-Ups**
Partner with local outdoor events such as hikes, yoga sessions, and Razorback tailgates to host pop-up Scarlet Letter bars where attendees can sample the seltzer. By aligning with active and social events, Scarlet Letter can highlight its role as the perfect refreshment for outdoor enthusiasts who prioritize wellness and fun.
- 3. Influencer Marketing & Health Challenges**
Collaborate with local fitness influencers and wellness bloggers who resonate with young women in the area. Launch social media fitness challenges, such as "Seltzer & Sweat," where participants are encouraged to post their workout routines and end the day by sharing a Scarlet Letter seltzer as a guilt-free reward. This will boost brand visibility while promoting health and enjoyment.
- 4. Scarlet Letter Tailgate Kits**
Create customizable tailgate kits featuring Scarlet Letter seltzers, branded coolers, and other Razorback-themed accessories. These kits can be promoted during the Razorback football season, tapping into the fan base's and offer ready-made solution for socializing.

DESIGN BRIEF

Creative Strategy Statement

We seek to position Scarlet Letter Beverage Co. as the ultimate beverage choice for health-conscious young women aged 21-35 in Northwest Arkansas who enjoy outdoor socializing and are passionate Razorback fans. This demographic seeks refreshing experiences that stimulate their senses and align with their active lifestyles and wellness goals. By empowering them to embrace their individuality and foster social connections, our marketing will showcase the bold, flavorful hard seltzer that enhances every tailgate, outdoor gathering, and social event. Through lifestyle-focused campaigns that promote outdoor adventures and community engagement, as well as wellness-oriented product features. Scarlet Letter aims to establish itself as the go-to beverage brand for this dynamic audience. This strategy will satisfy their need for both the demographics need for stimulation and address their lifestyle.

Problem

Scarlet Letter Beverage Co. faces challenges in differentiating itself from larger, established hard seltzer brands in a competitive market. The primary advertising issue is that its current target audience does not fully align with the product's health-conscious and wellness-focused appeal. While the brand has made a name for itself in the hard seltzer market, it primarily attracts older male customers. Young, health-minded women seek low-calorie alcoholic options that resonate with their lifestyle. This disconnect between product perception and consumer need must be addressed to attract the right audience. To succeed, Scarlet Letter must enhance its image and outreach by offering unique, flavorful options that prioritize wellness and social engagement, thereby better connecting with younger consumers.

Customer info

The target customer is a health-conscious woman ages 21 to 35 living in Northwest Arkansas. She is socially active, enjoys outdoor adventures, and participates in Razorback fan culture. She prefers products that align with her fitness and wellness goals, avoiding sugary or mainstream drinks. Scarlet Letter offers a bold, low-calorie hard seltzer that allows her to enjoy her social life without compromising her health. By targeting her need for stimulation through engaging her mind, body, and senses Scarlet Letter positions itself as a lifestyle brand that enhances her active lifestyle.

Solution / Objective

The goal is to reposition Scarlet Letter as the ideal beverage for health-conscious women who seek flavorful, guilt-free alcohol options while enjoying outdoor activities and social events. This will be executed through wellness-driven advertising campaigns, influencer partnerships, and pop-up bars at local events to directly engage with the target market. The desired effect is to boost brand visibility among young women and create a connection with their lifestyle, prompting them to choose Scarlet Letter as their go-to beverage for social occasions.

Tone Statement

The tone of the campaign will be bold, energetic, and modern, reflecting the active and health-focused lifestyle of the target audience. The visuals will be inspired by Art Deco, emphasizing clean lines, geometric patterns, and a sense of elegance and modernity. This style conveys sophistication, aligning with the premium and bold image of Scarlet Letter, and appeals to young women who appreciate both style and substance.

Mandatories and Limitations

Ad executions must include the Scarlet Letter logo, website, and any legal requirements related to alcohol advertising. Creatives should adhere to the Art Deco design style and ensure that visuals reflect the brand's upscale yet approachable personality. Additional instructions include utilizing a color palette inspired by local Arkansas themes, with typography that complements the modern aesthetic.



MOOD BOARD



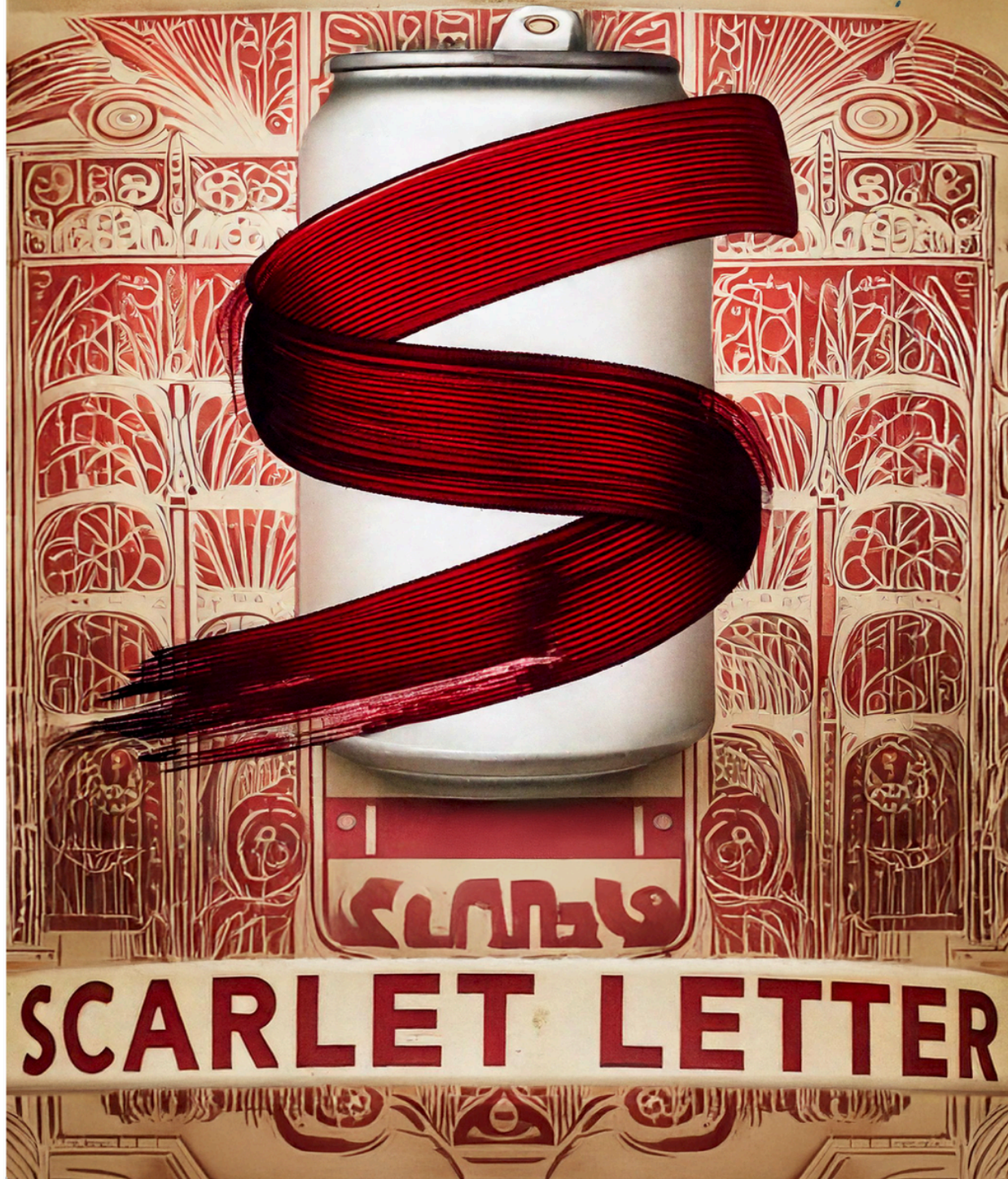
ONLINE BANNER AD



PRINT READY MAGAZINE AD

magazine ad book.pdf 1 12/2/24 12:00 PM

**Hard seltzers born in Arkansas.
Crafted with bold flavors and none of the guilt.
It's indulgence reimagined, one refreshing sip at a time.**



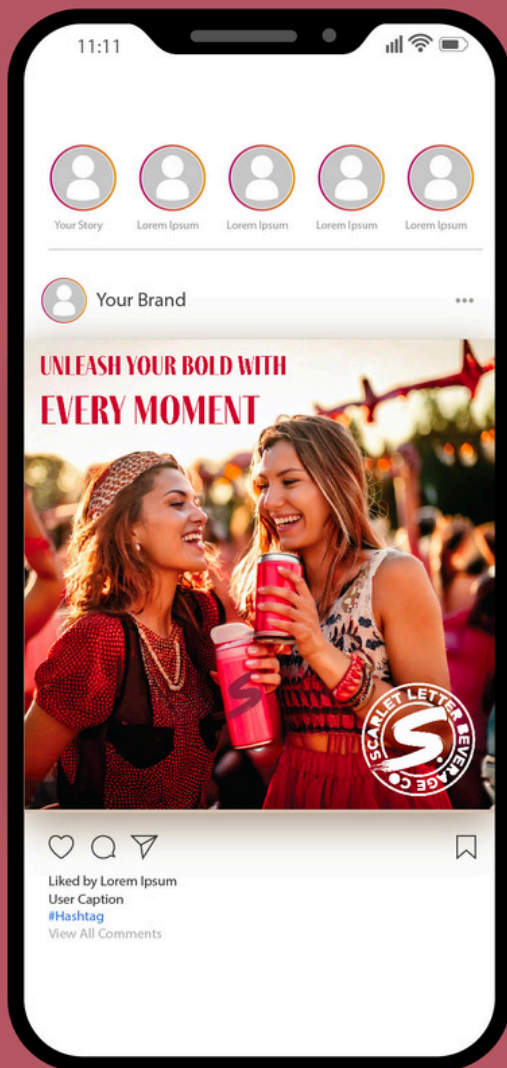
MOCK-UP MAGAZINE AD



DIGITAL AD SERIES



DIGITAL AD AD MOCK-UP



PRINT READY POST CARD

Untitled-2.pdf 1 11/2/24 3:49 PM

ELEVATE
YOUR SCENE
TASTE THE
ADVENTURE



-SCARLET LETTER
@SCARLETLETTERBEVCO

POST CARD MOCK-UP



FINAL PROJECT SUMMARY

This client strategy book outlines a comprehensive approach to elevating Scarlet Letter Beverage Co.'s brand presence and refining its advertising efforts. It focuses on engaging health-conscious young adults, particularly college-aged women, by emphasizing the company's distinctive offerings and bold, adventurous image.

The book features extensive client research, including an in-depth analysis of trends and consumer behavior. From this research, a detailed customer persona was developed to illustrate Scarlet Letter's ideal consumer. This persona informed the creation of targeted marketing strategies designed to resonate with the brand's core audience.

Key deliverables include print-ready materials such as a postcard and magazine ad, along with a cohesive digital ad series. These assets, designed using Adobe Illustrator and Photoshop, align with the brand's Art Deco-inspired aesthetic, featuring sleek typography, geometric motifs and a rich color palette. This visual language reinforces Scarlet Letter's position as a premium, innovative choice in the beverage market.

The strategy is focused to incorporate messaging to highlight the product's low-calorie appeal and unique flavor profiles, catering to consumers seeking balance between indulgence and wellness. By combining research-driven insights with visually striking design, this project equips Scarlet Letter with the tools needed to strengthen its market presence and foster deeper connections with its target audience.

