

Iconic



Crisp

Refreshing

SPRITE

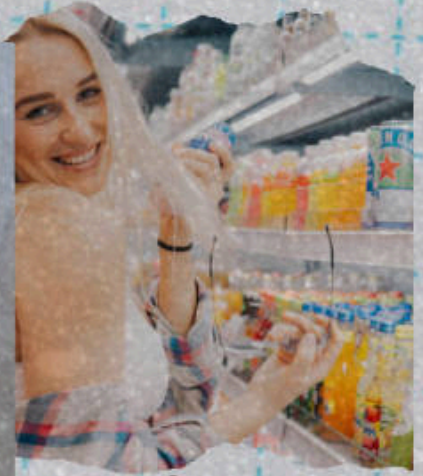
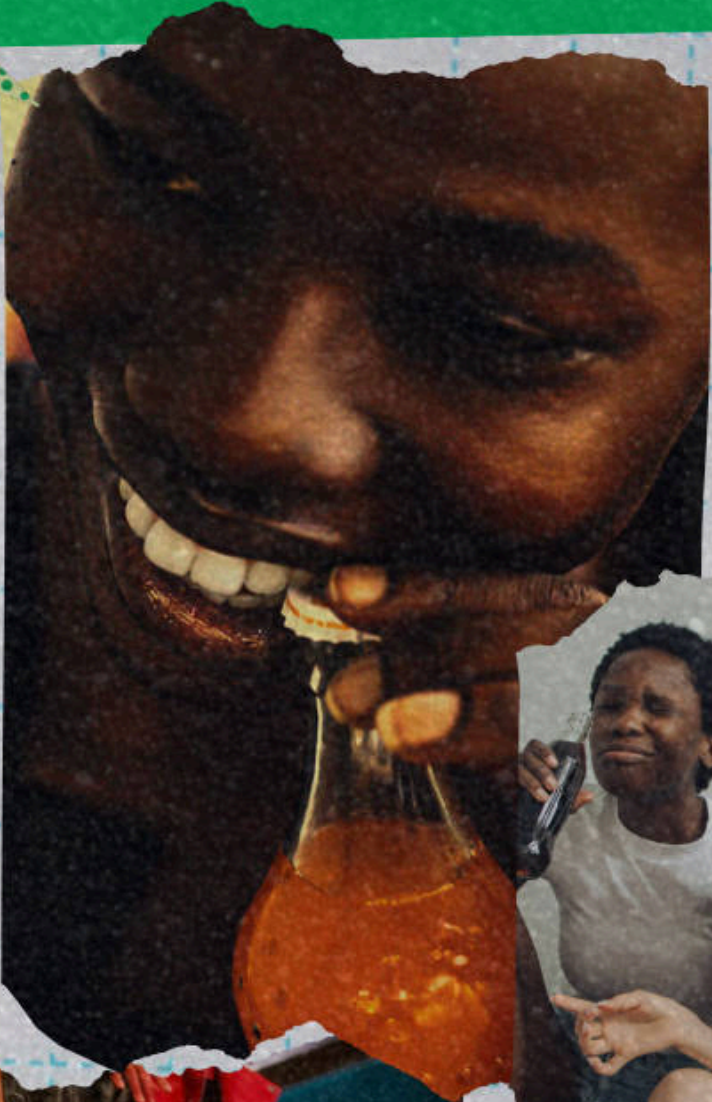


Who's Mid?!

BY GRACE WILLIAMS

MOCK SPRITE
BRAND
CAMPAIGN

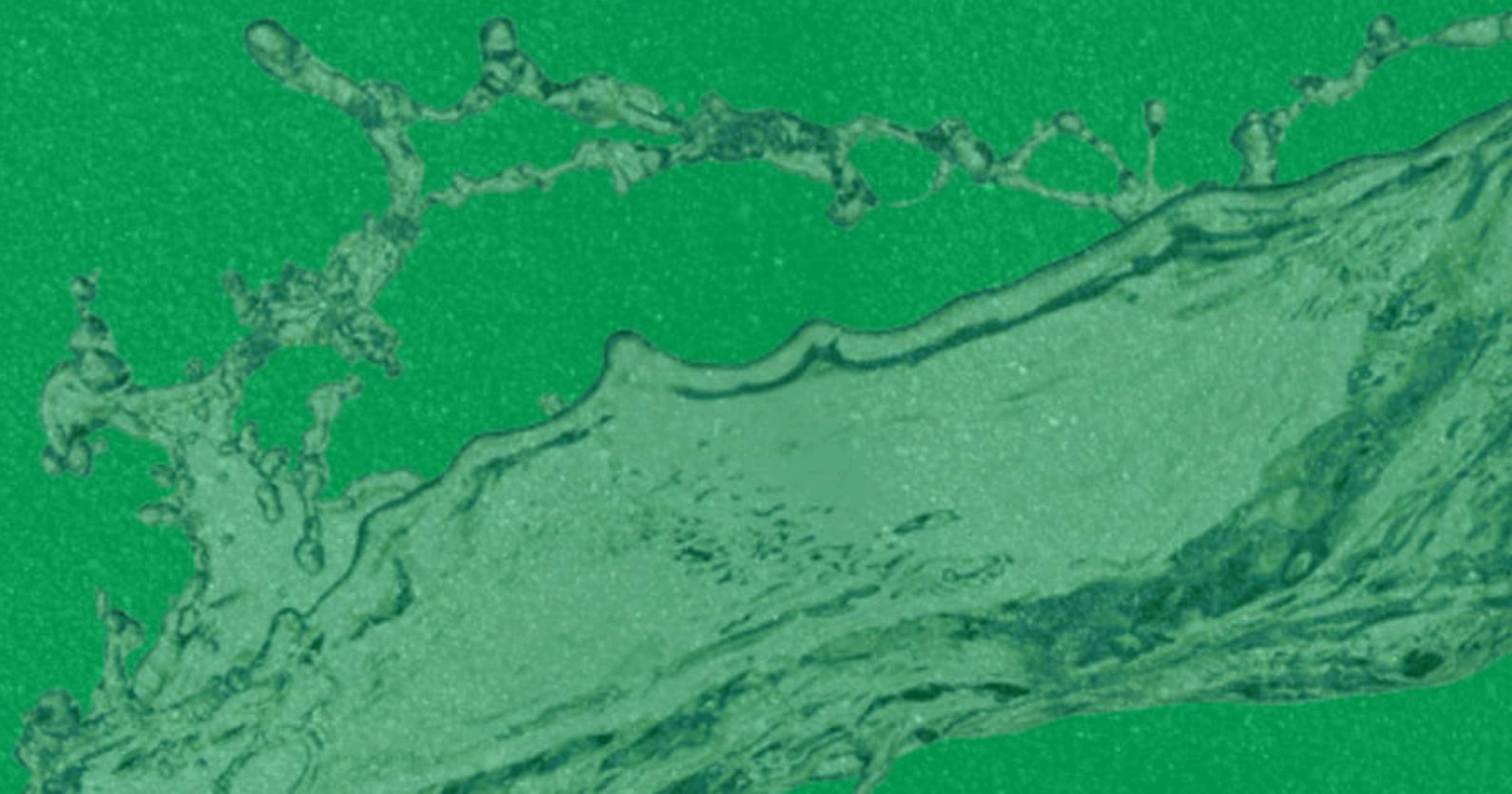
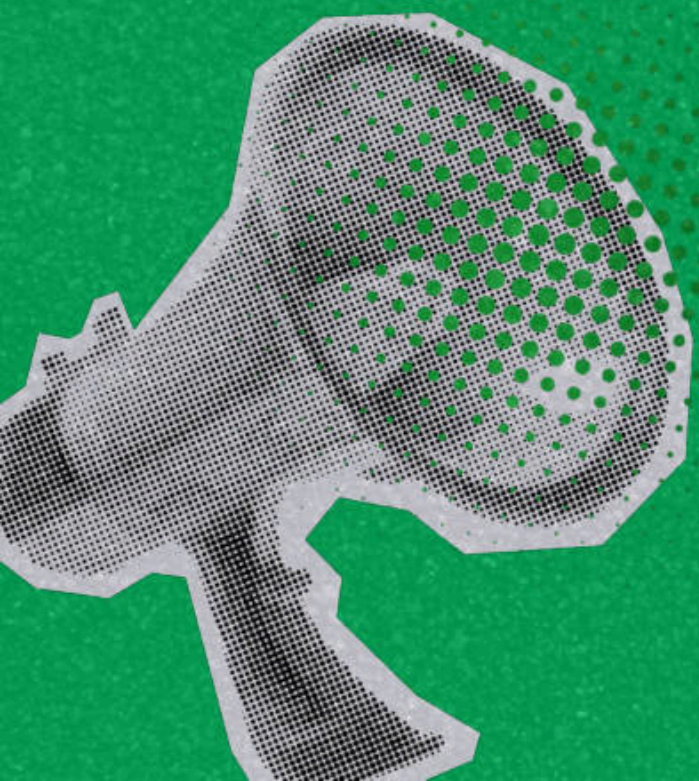
Moodboard



The Big Idea

Sprite has been called
“basic” because it is simple,
familiar, and everywhere,
but that is exactly the point.

Best lemon-lime in the game
Basic? Please. Classic.



The Problem/ Frustration

SPRITE IS ICONIC, BUT IN A CULTURE OBSESSED WITH “NEW,” “AESTHETIC,” “FUNCTIONAL,” AND “DIFFERENT,”

CLASSIC SODAS CAN GET LABELED AS BORING OR BASIC.

The Tension:

GEN Z LOVES TO CALL THINGS “MID,”
BUT WE ALSO SECRETLY LOVE THE DEPENDABLE CLASSICS.

The Question:

HOW DO WE MAKE SPRITE FEEL FRESH AGAIN
WITHOUT CHANGING WHAT MAKES IT SPRITE?

Target Audience:

GEN Z AND YOUNG MILLENNIALS, AGES 16–28.



"I WANT SOMETHING
THAT HITS WITHOUT
DOING TOO MUCH."

This Sprite Lover:

LOVES NEW TRENDS AND HOT TAKES, BUT THEY STILL TRUST THE CLASSICS.

THEY MAY CALL SPRITE "BASIC," BUT

THEY ALSO KNOW IT IS THE DRINK THAT ALWAYS HITS WITH FRIES, LATE-

NIGHT FOOD, MOVIE NIGHTS, AND CHAOTIC EVERYDAY MOMENTS.

Cultural Insight

“Mid”

HAS BECOME THE INTERNET’S FAVORITE INSULT, BUT MOST PEOPLE USE IT FOR ANYTHING THAT FEELS TOO POPULAR, TOO FAMILIAR, OR TOO SIMPLE.

SPRITE FLIPS THAT LOGIC.

SIMPLE DOES NOT MEAN BORING.

FAMILIAR DOES NOT MEAN FORGETTABLE.

BASIC DOES NOT MEAN BAD.

Truth:

SOMETIMES “BASIC” IS JUST ANOTHER WORD FOR UNDEFEATED.



Brand Positioning

Sprite's Role:

THE CRISP, NO-DRAMA, LEMON-LIME REFRESHMENT THAT CUTS THROUGH CHAOS.

Positioning Statement:

FOR A GENERATION DROWNING IN OVERCOMPLICATED CHOICES, SPRITE IS THE CLASSIC REFRESHMENT THAT DOES NOT NEED TO PROVE ITSELF.

Brand Personality:

CONFIDENT

PLAYFUL

SELF-AWARE

COOL WITHOUT TRYING

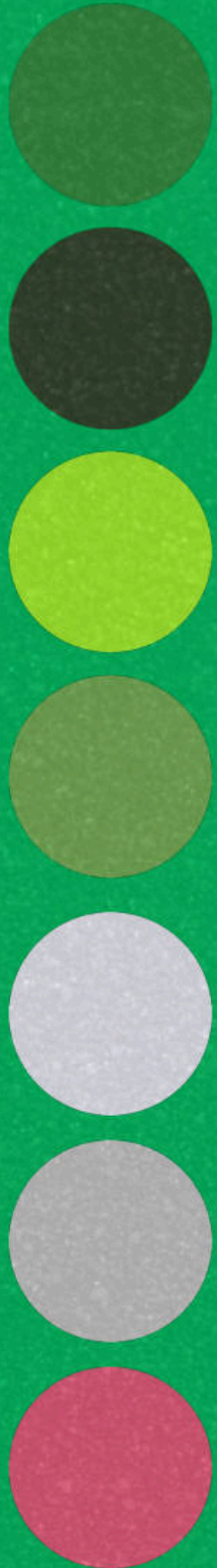
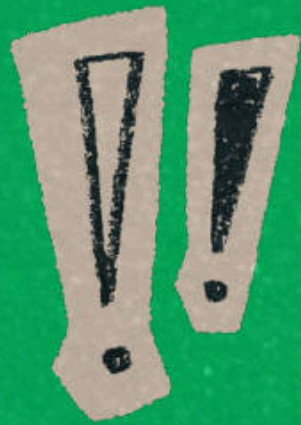
A LITTLE PETTY IN THE BEST WAY

Campaign

FUNNY, DRAMATIC, UNSERIOUS, AND SELF-AWARE.



Visual Identity



- FIZZY OVERLAYS
- CUTOUT PRODUCT PHOTOGRAPHY
- REACTION MEMES
- OVERDRAMATIC REVIEW
- GRAPHICS
- CHROME OR GLOSSY
- DETAILS
- GRADIENTS



Font Identity Ideas:

Dingos

Instrument ~~Stamp~~ Serif
BUNGE

BEBÆ NUE
EXTENDA 30

chillink
HEADING NOW

KNOCKOUT FEATHERWEIGHT



Hero Commercial Concept:

Sprite on Trial

EXAMPLE SCRIPT:

ORDER IN THE COURT.

TODAY, SPRITE STANDS ACCUSED OF ONE THING...

BEING MID.

THE PROSECUTION CLAIMS IT IS "JUST A LEMON-LIME SODA."

BUT LET THE RECORD SHOW...

EXHIBIT A: THE CRACK OF THE CAN.

EXHIBIT B: THE ICE-COLD FIZZ.

EXHIBIT C: THAT CRISP LEMON-LIME HIT THAT MAKES YOUR TASTE BUDS SIT UP STRAIGHT.

WITNESSES DESCRIBE THE EXPERIENCE AS REFRESHING, ELECTRIC,

ABSOLUTELY NOT AVERAGE.

THE DEFENSE WOULD LIKE TO REMIND THE JURY...

MID DOES NOT SPARKLE LIKE THIS.

MID DOES NOT HIT THIS CLEAN.

MID DOES NOT MAKE THE WHOLE ROOM GO,

"YO...WHAT WAS THAT?"

SO, AFTER REVIEWING THE EVIDENCE

THIS COURT FINDS SPRITE...

NOT MID.

NOT EVEN CLOSE.

CASE CLOSED. WHO'S MID?! NOT SPRITE



DREAM PARTNERSHIP/
JUDGE ROLE - LATTO



Social Extensions

X/Twitter-style posts:

“CALLING SPRITE MID WHEN YOU KNOW IT SAVED YOUR
COMBO MEAL IS WILD.”

TikTok / Reels:

TASTE TESTS, SKITS, MOCK DEBATES, POV
VIDEOS

Pinterest / Moodboard:

GREEN FIZZY AESTHETIC, DINER FOOD, CHROME CANS,
LEMON-LIME VISUALS, Y2K-ISH BEVERAGE EDITORIAL.

Instagram Stories:

POLL: “IS SPRITE MID?”

SLIDER: “HOW HARD DOES SPRITE HIT WITH FRIES?”

QUIZ: “COMPLETE THE SENTENCE: SPRITE IS BASICALLY
_____.”

UGC Strategy

LET CREATORS DEFEND SPRITE IN THEIR OWN FUNNY, PERSONAL
STYLE.

Creator prompts:

“DEFEND SPRITE LIKE YOUR REPUTATION DEPENDS ON IT.”

“REVIEW SPRITE LIKE IT IS A LUXURY BEVERAGE.”

“SHOW THE MOMENT SPRITE STOPPED BEING MID.”

“PAIR SPRITE WITH YOUR MOST BASIC BUT ELITE MEAL.”

Why it works:

IT INVITES JOKES, OPINIONS, DUETS, STITCHES, AND REPEATABLE FORMATS.



Experimental/ Activation Idea:

"The Mid Court"

A POP-UP BOOTH WHERE PEOPLE PUT FOODS, DRINKS, AND TRENDS "ON TRIAL" FOR BEING MID.

Interactive moments:

SPIN THE "MID OR ICONIC?" WHEEL
RECORD YOUR SPRITE DEFENSE
PHOTO BOOTH WITH COURTROOM PROPS

Custom cans with verdict labels:

"NOT MID," "BASICALLY PERFECT," "CASE CLOSED"



Campaign Success Metrics

Awareness



- VIEWS
- REACH
- IMPRESSIONS
- UNIQUE REACH

Video Performance



- AVERAGE WATCH TIME
- COMPLETION RATE
- THRUPLAYS

Brand Perception



- POSITIVE MENTIONS
- CONVERSATION THEMES
- SHARE OF VOICE

Engagement



- COMMENTS
- SHARES
- SAVES
- STITCHES & DUETS
- ENGAGEMENT

RATE

Activation Performance



- BOOTH FOOT TRAFFIC
- CASES SUBMITTED
- SAMPLES DISTRIBUTED
- VOTES CAST
- QR SCANS

UGC Participation



- UGC VIDEOS CREATED
- UNIQUE CREATORS
- HASHTAG USES
- PROFILE VISITS

Hashtags

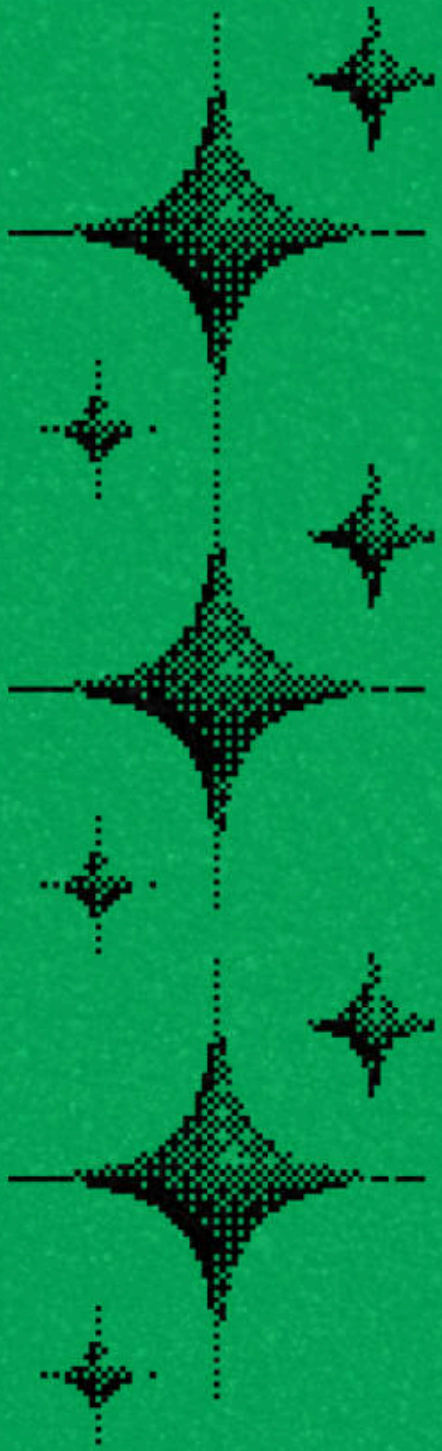
PRIMARY: #WHOSMID?!

#BESTLEMONLIMEINTHEGAME

SUPPORT: #BASICALLYPERFECT #SPRITEDEFENSE #NOTMID

#CASEDISMISSED

Mock Posts



Final Campaign Statement:

SPRITE DOESN'T NEED TO PROVE IT IS DIFFERENT.

JUST A REMINDER WHY IT HAS ALWAYS WORKED.

WHO'S MID?! NOT SPRITE.

YEAH, IT'S BASIC. BASICALLY PERFECT.

PHOTO BY GRACE WILLIAMS

THANK YOU FOR VIEWING!