

think<sup>®</sup>  
C R E A T I V E

# DOT SHOT

Mumbai Launch.

# HANGOVER!

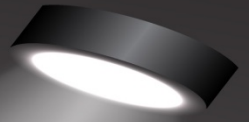
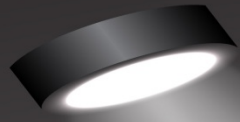
An inevitable enemy to most drinkers.

It just appears right in the morning when you are about to start your day or when you are in rush to an important meeting.

You feel like killing your friend who forced you to gulp those extra drinks.

You are now fearful on awful things going to happen to you throughout the day

Fear not, We present you...



# DOT SHOT

WHAT IT IS?

WHAT WE NEED TO DO

**A GRAND PRODUCT  
LAUNCH IN MUMBAI.**

# HOW DO WE DO IT?

Here's the Plan...

Step :1

Communication  
Strategy

Step :2

Product Launch

Step :3

Brand Execution  
Activities

# COMMUNICATION STRATEGY

Our TG is 24 + people, who are a habitual drinkers and suffer an hangover in morning which affects their behavior at work their commitments and moreover their day to day life

He/She is following traditional method of having Soda / lemon water etc to get rid of hangover. However these methods are not fool proof and bringing Dot Shot to this category serves the purpose amicably

Considering the TG who likes to drink and is well versed with its after effects like 'Hangover' the positioning should be direct and not layered. We have kept the positioning 'to the point' of what Dot shot does



# POSITIONING

Dot Shot :

**HANGOVER... IT'S OVER!**

# TG PROFILE

## **Main TG:**

Drinker. He is aware of the pain for the Hangover and will be rejoiced after concluding that there is a product as a solution

## **Audience Type 2- Care Factor :**

He / She can be a Friend / Girl friend / Wife/Mom / Host. These people are influential. They may be a waiter bar tender or a promotional guy. They act as a catalyst to induce buying behavior.

# A GRAND LAUNCH IN MUMBAI.

A Launch...in a literal sense!

Like a rocket that hurls in space and everyone sees and wonder about the beautiful thing going towards the sky with a swag.

Our aim should be to get every Mumbaikar talk about it. It should be perceived as most talked about event in the B-Town.

People should be made aware about the new and unexplored category in Anti Hangover drinks market.

# COMMUNICATION



# PRESS ADS





# HOARDING



**HANGOVER...  
ITS OVER!**  
Get ready for the next party!







# CAB BRANDING

**DIMAG KA  
SHOT? HAVE  
DOTSHOT.**

**think**  
CREATIVE

Advertising | Digital | Events

**HANGOVER...  
IT'S OVER!**



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DIMAG KA  
SHOT? HAVE  
DOTSHOT.

HANGOVER...  
ITS OVER!





# COASTERS

# AAKHRI JAAM... NO HANGOVER KE NAAM

HANGOVER...IT'S OVER!



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HANGOVER KO  
KARNA HAI BYE,  
DOTSHOT HAI  
EK HI UPAAAY

HANGOVER...IT'S OVER!

think  
CREATIVE

Advertising | Digital | Events



**PUSHPA... I HATE  
HANGOVERS RE!**

**HANGOVER... IT'S OVER!**

**think**  
CREATIVE

Advertising | Digital | Events





**KAUN KAMBAKHT  
HANGOVER KE LIVE  
PEETA HAI!**  
**HANGOVER...IT'S OVER!**

**think**  
CREATIVE

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**STANDEE**

**DOTSHOT**  
**AFTER FEW**  
**SHOTS IS ALL**  
**YOU NEED!**  
**HANGOVER... IT'S OVER!**

**think**  
CREATIVE

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# TENT CARD



**DOTSHOT  
AFTER FEW  
SHOTS IS ALL  
YOU NEED!**

**HANGOVER... IT'S OVER!**



**think**  
CREATIVE

Advertising | Digital | Events



**HANGOVER... IT'S OVER!**

**think**  
CREATIVE  
Advertising | Digital | Events



**DOTSHOT**  
**AFTER FEW**  
**SHOTS IS ALL**  
**YOU NEED!**

**HANGOVER... ITS OVER!**



**DOTSHOT**

**HANGOVER... ITS OVER!**



# RADIO / RAILWAY ANNOUNCEMENT

Can create a funny campaign at the Radio and Trains by associating with Film songs for Eg:

## Script 1

**Song playing** “Hangover teri yaadon kaa, hangover teri baaton ka”

**Voice over** – Baaton ka aur yaadon ka toh pata nahi, Hangover bhagega raat ki party ka “

**CTA** – Lijiye Dot Shot.....Hangover, Its over

## Script 2

**Voice over** “kya kabhi kisi ne tum se kahan hai”

**Song playing** “Raat ka Nasha abhi aankh se gaya nahi“

**Voice over** – “Ab nahi Kahega “

**CTA** – Lijiye Dot Shot.....Hangover, Its over !

# BRAND EXECUTION ACTIVITIES

Tie up with Mumbai top college festivals like Malhaar and umang and do sponsorship and conduct a relative consumer engagement event at the fests

We can do a digital campaign online announcing the Mumbai Launch event and communicating the product launch

# CLUBS AND BARS

Tie up with the famous clubs and pubs and can conduct sampling activity there

Communication at bars can be casual as it helps in better connect with the TG

An innovative standee with lenticular printing can be done in bars and pubs wherein from one angle one see's hazy shot of the product and from one angle one actual product shot is visible

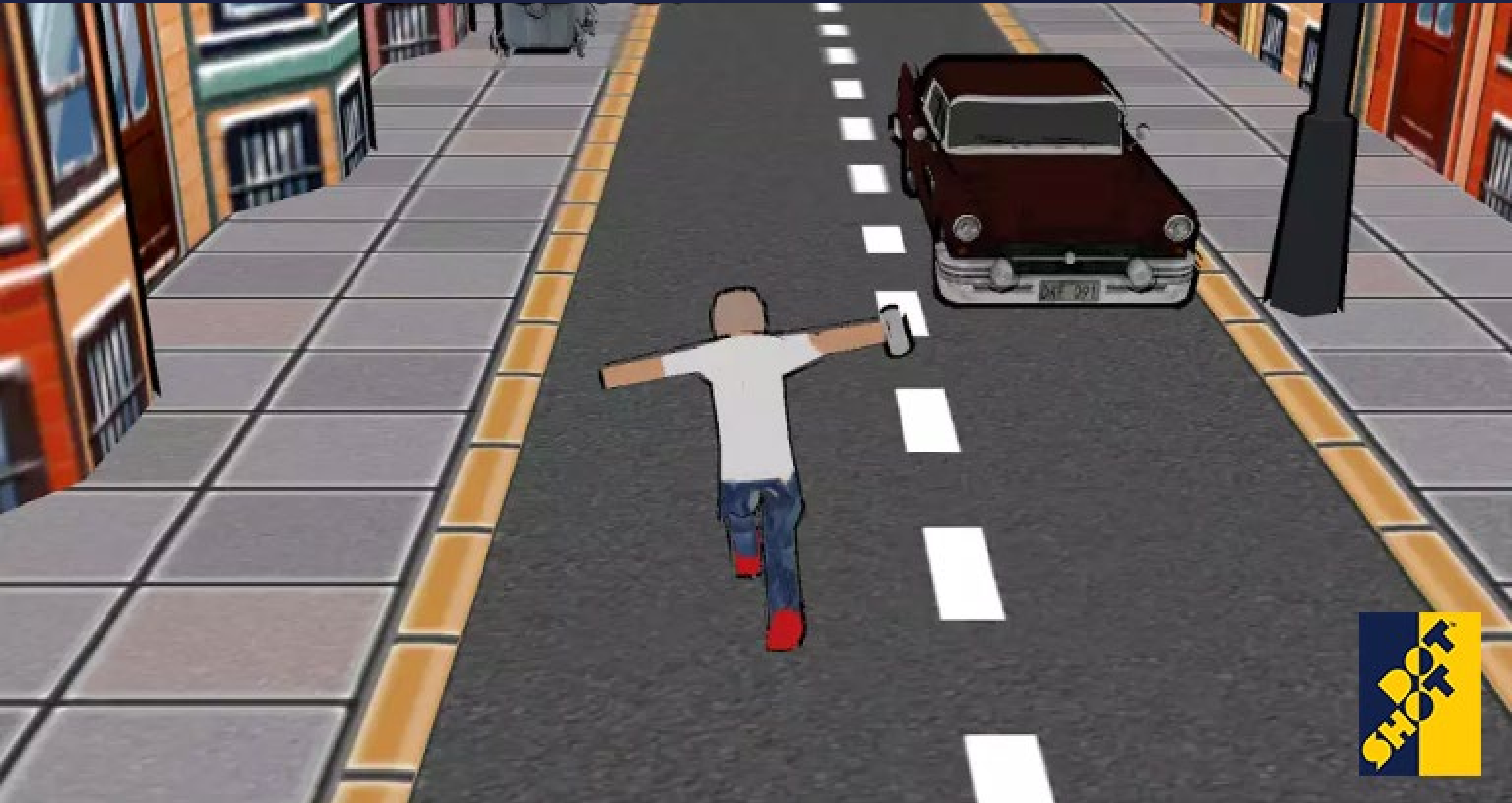
Branding at wash rooms of the bar as it is the place where people generally realize they are high

# BE A GOOD HOST

Its wedding season around. Series of communications targeting the person who is hosting a big cocktail party just before the marriage day can uplift the brand

Tie ups with the best wedding planners in the city as they are responsible for the success of these weddings

# GAME DEVELOPMENT



For consumer engagement, an interesting game can be developed which they can play while they are tipsy.

The mission of the game is to carefully guide the Drunk customer to his destination without him falling down

After few steps he regains balance as he consumes Dot - Shot.



**THANK YOU**