

CREATIVITY THAT'S A PERFECT FIT

Direct mail delivers cool to sneaker influencers, spreading flavour across the internet.

How do you get to be the seltzer of choice for the cool kids, the downtown creative class? Truly Hard Seltzer wanted to stand out from the crowd of competitors – brands like White Claw and Bud Light Seltzer, who were doing everything they could to blend in with masses of homogenous drinkers.

To get sneaker influencers – the coolest of the cool influencers – to share the experience of Truly's new, crisper, fresh-tasting hard seltzer with their followers, the beverage brand turned to proven media that predated this chill generation. They mailed bespoke packs that looked like sneaker boxes. Using the tangible visual language they were familiar with, this vocal audience was wowed by world-renowned illustrators, who were briefed to bring Truly's unique flavours to life.

Participating talent included Alex Trochut, Bang Sangho, Alva Skog, Eero Lampinen, Justyna Stasik, La Boca, Mike Willcox, Rich Tu, Sophy Hollington, Shawna X, James Dawe and Sean Freeman.

In addition to generating in-depth unboxing videos and flavour reviews from each of the targeted influencers, *Truly Flavor Drop* started conversations around the brand's willingness to embrace the creative class. Setting the stage for future collaborations, Truly Hard Seltzer infuses marketing with a dose of customer experience that truly kicks.



COMPANY: Truly Hard Seltzer | PRODUCT: Hard seltzer | COUNTRY: U.S. | AGENCY: 360i | TEAM: Chief Creative Officer: Menno Kluin | Executive Creative Directors: Sam Shepherd, Frank Cartagena | Group Director, Social Creative Lab: Peter Wood | Creative Directors: Doug Murray, Andrew Hunter | Senior Copywriter: Robert George | Art Directors: Taylor Roberts, Brittany Ellison | Copywriters: Christian Napolitano, Sage Lucero

