

MAKE YOUR MOVE



FLIRTY SUMMER
CAMPAIGN PITCH

MOSES HUISH
05 /21 / 2025

INSIGHT

**INTIMATE CONNECTION BEGINS THE MOMENT
YOU MAKE THE FIRST MOVE.**



COLLABORATION IDEA



X



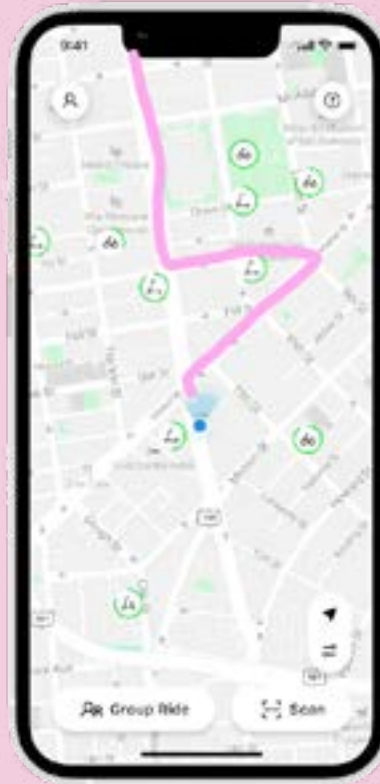
BIKES PLACED AT

ICONIC LANDMARKS

(EX: NATIONAL GALLERY IN LONDON)

PARKS

OTHER LOCAL PICTERESQUE LOCATIONS



**PINK BIKES MUST BE RENTED
AND RIDDEN AS A PAIR**

**ROUTES ONLY TO JOE &
THE JUICE AND A NEARBY
LANDMARKS, PARKS, AND
OTHER PICTERESQUE
LOCATIONS.**

(DESIGNATED "DATE" BIKES)



USER JOURNEY

COUPLE SCANS BIKE

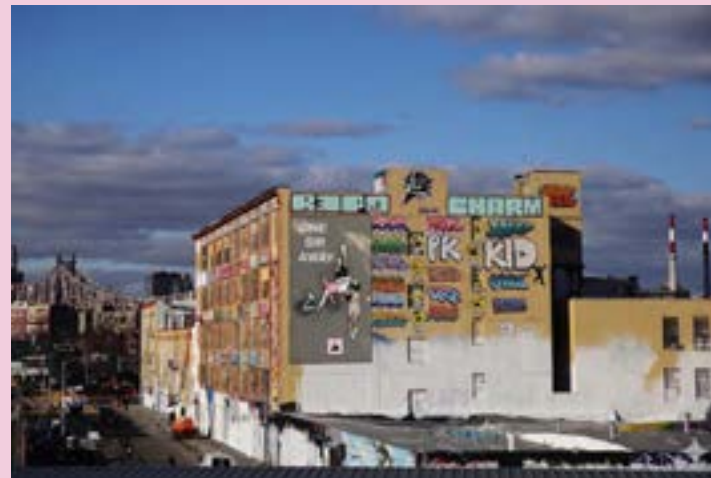
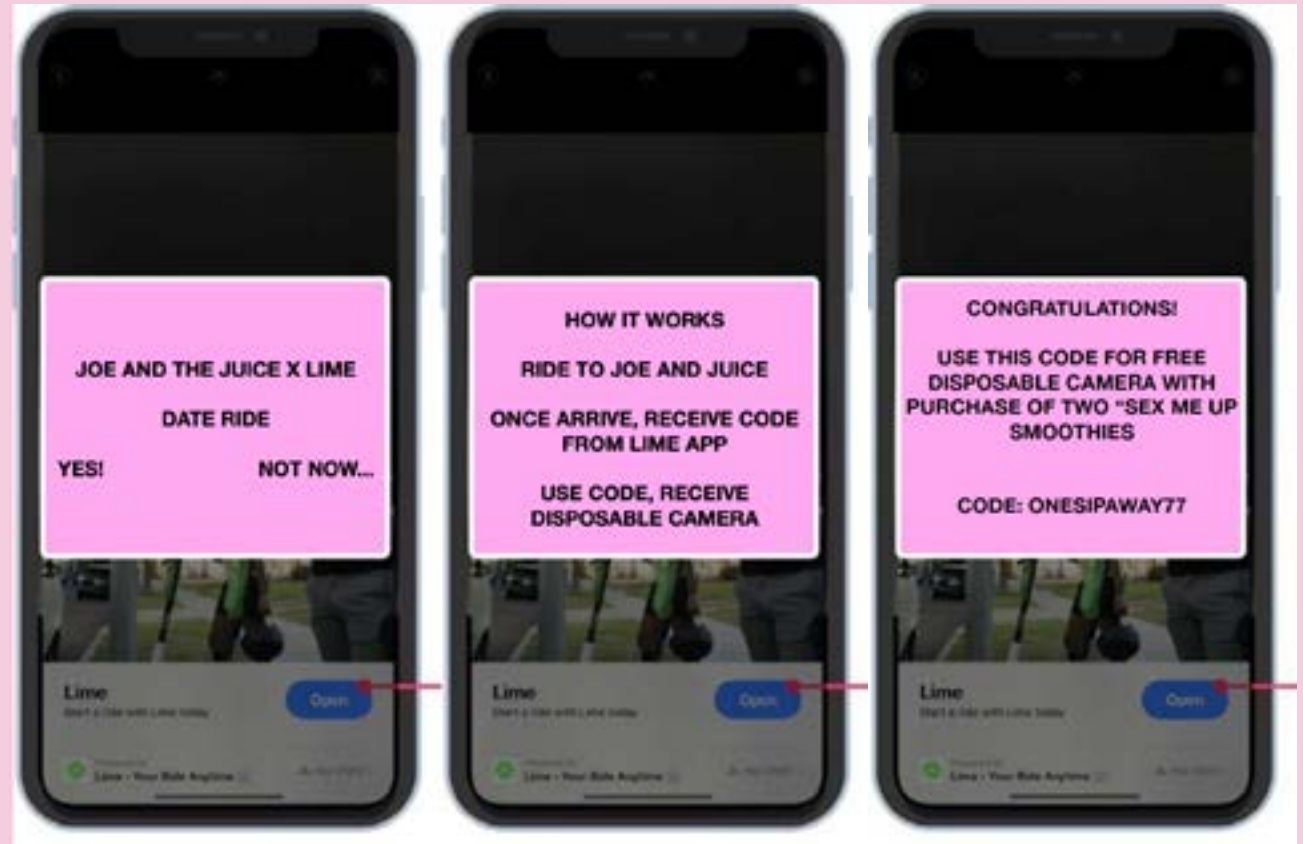
PROMPTED TO GO ON DATE

INSTRUCTIONS GIVEN

BUY ONE GET ONE FREE, BIKE AND “SEX ME UP” + FREE BRANDED DISPOSABLE CAMERA

BUY TWO RIDES AND TWO “SEX ME UP” DRINKS AND RECEIVE FREE BRANDED DISPOSABLE CAMERA

OUT OF HOUSE MOCKUPS PLACED ALONG ROUTES AND IN HIGH FOOT TRAFFIC LOCATIONS





**POLAROID WALL FOR COUPLES TO PIN
PICTURE WITH IN HOUSE JOE AND THE JUICE
BRANDED POLAROID CAMERA**

**MAP OF NEARBY LANDMARKS, PARKS,
AND OTHER PICTERESQUE LOCATIONS TO
CONTINUE THE DATE**

GOAL

WITH INFLUENCER ACTIVATION

**GUIDE COUPLES TO TAKE “ SEX ME UP “ OUT
OF CAFE AND INTO PUBLIC LOCATIONS, WHILE
USING THE BRANDED DISPOSABLE CAMERA ON
THE DATE**

#MAKEYOURMOVE

INFLUENCER ACTIVATION



INFLUENCERS LIKE

@MADAGRAVIET

@MANANAMARIEE

@GMCASO

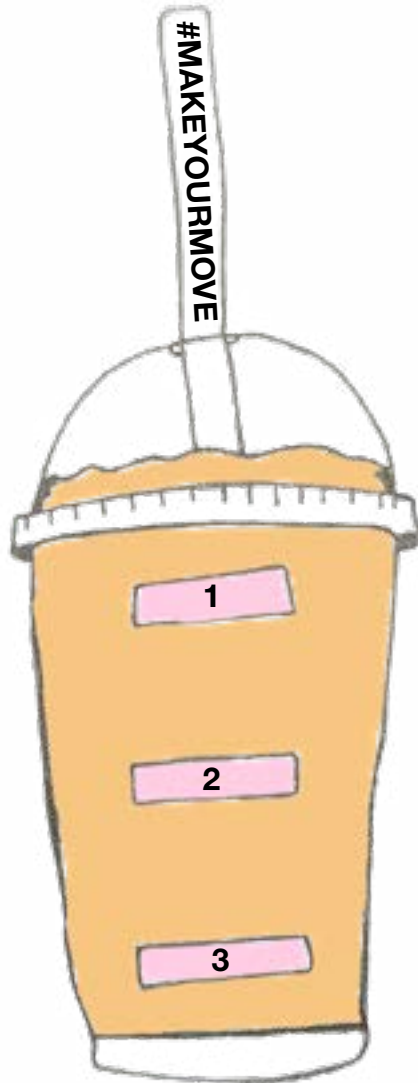
BUT IN LOCAL CITIES

IDENTIFY KEY INFLUENCERS IN SELECTED CITIES

PROVIDE THEM A SCRIPTED JOURNEY TO DOCUMENT

INCENTIVIZE VIA UNIQUE INFLUENCER CODES

BACK / STRAW



INSIDE OF CUP

DATE QUESTIONS APPEAR AS
YOU SIP "SEX ME UP"

EXAMPLE
(TEXT ON INSIDE OF CUP)

1

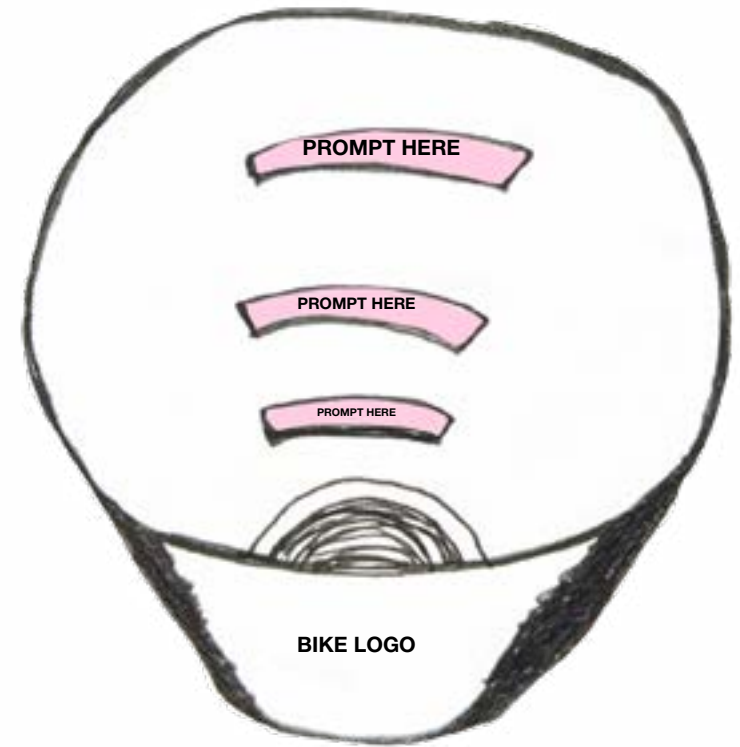
WHAT IS YOUR FAVORITE
SONG RIGHT NOW AND WHY ?

2

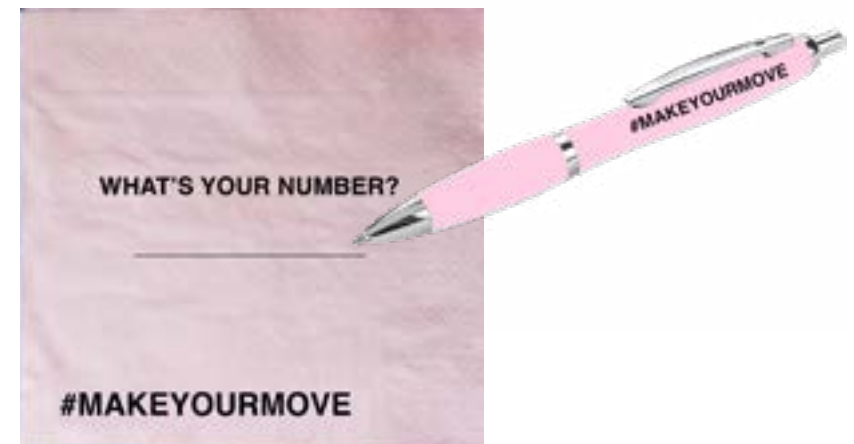
WHAT ARE YOU THE MOST
PASSIONATE ABOUT ?

3

WANNA GO TO A PARK ?



FRONT

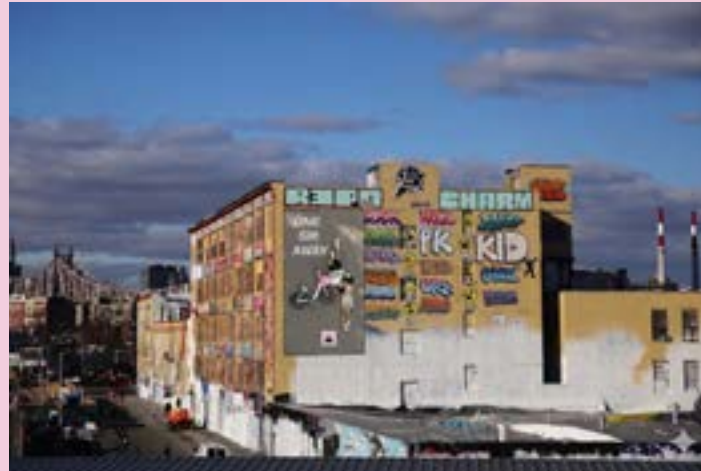


OUT OF HOME

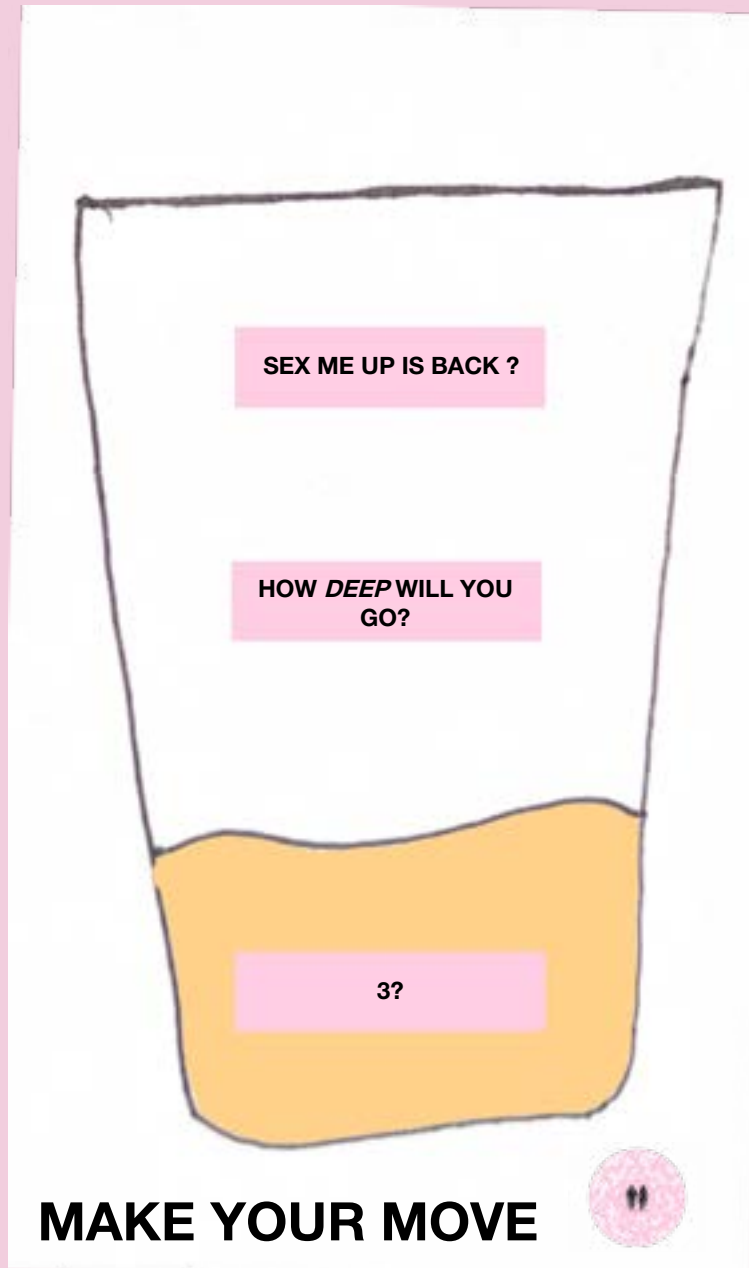
LARGE PRINTS ON BUILDINGS

PUBLIC TRANSPORTATION POSTERS

WHEATPASTE



STYLED LIKE MARATHON ENCOURAGEMENT BANNERS: "ONE SIP AWAY."



**CUP SPLIT IN HALF FOR MORE OUT OF
HOUSE / METROPOLITAN ADS**

LARGE CUP, FLIRTATIOUS LEANING COPY

**3? COVERED BY JUICE SPARKS
CURIOSITY**



JUICE AFTER DARK

SPECIAL LATE-NIGHT JOE & THE JUICE EVENTS WITH DJS,
PINK LIGHTING, AND A MORE PROVOCATIVE VIBE.



“ SEX ME UP ” BUT ADD SHOT OF LIQUOR



VARYING PROVOCATIVE
PROMPTS



POTENTIAL COLLABORATION
[KNIGHT CHESS CLUB](#)

HASHTAG AND SOCIAL CALL TO ACTION

ENCOURAGE USERS TO POST PHOTOS WITH #MAKEYOURMOVE



HYPERLINKED SOCIAL MEDIA CONTENT



USING CUSTOMER PHOTOS, CREATE SUMMER HIGHLIGHT REELS TO SHOW FLIRTATIOUS ENERGY “ SEX ME UP ” SPREAD OVER THE SUMMER



HERO IDEA

FLIRTATIOUS BIKING DATE

ARTISTIC PHOTO / VIDEO SHOOT

**MODELS RIDING PINK BIKES, GETTING
“ SEX ME UP ” AND BRANDED
DISPOSABLE CAMERA**

**FLIRTY, CUTE, ENTICING THE THOUGHT
OF LOVE, SUMMER FLING**

**TO BE PLAYED ON DIGITAL BILLBOARDS,
IN STORE, AND DIGITAL PUBLIC
TRANSPORTATION SPACES**

REFERENCE FOR ARTISTIC STYLE

(NO VOICEOVER, JUST MUSIC)

[HTTPS://WWW.INSTAGRAM.COM/P/DQUQ0THICT8/?IMG_INDEX=1&IGSH=B2Y1DWRYYM82EWZ3](https://www.instagram.com/p/DQUQ0THICT8/?img_index=1&igsh=B2Y1DWRYYM82EWZ3)

ACTIVATION TIMELINE

May 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23 Send campaign idea to the creative director.	24	25 Contact Lime for collaboration approval.	26	27
28	29	30	31 Lime approval expected.			

June 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat		
		1	2	3	3	4	5	
				Start influencer outreach and contracts.			Design and produce cup packaging.	
		Design and produce cup packaging.						
8	10	11	12	13	16	17		
	Finalize influencer contracts.	Customize Lime bikes in pink.						
16	17	18	19	20	20	24		
	Final logistics —bikes and posters ready.							
22	22	23	24	24	25	26	27	31
	Final prep week.	Campaign launch—bike drop and influencer Reels	Campaign runs, social posts, and hashtag follow-up.					
			31	1	2	3	4	

July

4	5	5	6	6	7	7	8	8	9	9	10	10	11
Campaign runs, social posts, and hashtag follow-up.													

PROJECTED NUMBERS AND STATISTICS / BUDGET

NEED MORE INFORMATION FOR ACCURACY

