

go to karaoke song?

window seat or aisle?

biggest green flag?



CRUMBL
PROVO LOCATION
ACTIVATION PITCH

154 W 1230 N

PROVO, UTAH

crumbl®

INSIGHT

INTIMATE CONNECTION BEGINS THE MOMENT YOU MAKE THE FIRST MOVE.



HERO IDEA

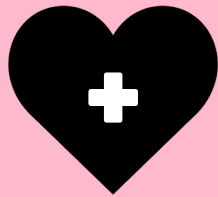
CRUMBL DATE CUPS



**DATE PROMPTS THAT APPEAR
AS YOU SIP**

ACTIVATION

100 FILM CAMERA DATES



=





X





**CRUMBL PUTS ON GALLERY AT THE
FIND LAB IN PROVO**

**LOCAL PHOTOGRAPHERS SUBMIT
PHOTOS THEY HAVE CAPTURED WITH
THE THEME "LOVE"**

CRUMBL COOKIES PROVIDED

DJ PLAYING MUSIC THEMED "LOVE"

ADDITIONAL MARKETING ASSESTS

CRUMBL DATE FILM PHOTOS



**CLICK PHOTO
FOR
REFERENCE
TIK TOK**

USE FILM PHOTOS FROM FILM CAMERAS (DEVELOPED AT FIND LAB)

HAVE FIND LAB KEEP PHOTOS FROM PINK CAMERAS DEVELOPED AT STORE

OFFER DISCOUT FOR BRINGING PINK CAMERA TO FIND LAB

ACTIVATION

100 FILM CAMERA DATES



**CRUMBL COOKIE STAND ON BYU
CAMPUS TO PROMOTE FIND LAB
PHOTOGRAPHY GALLERY**

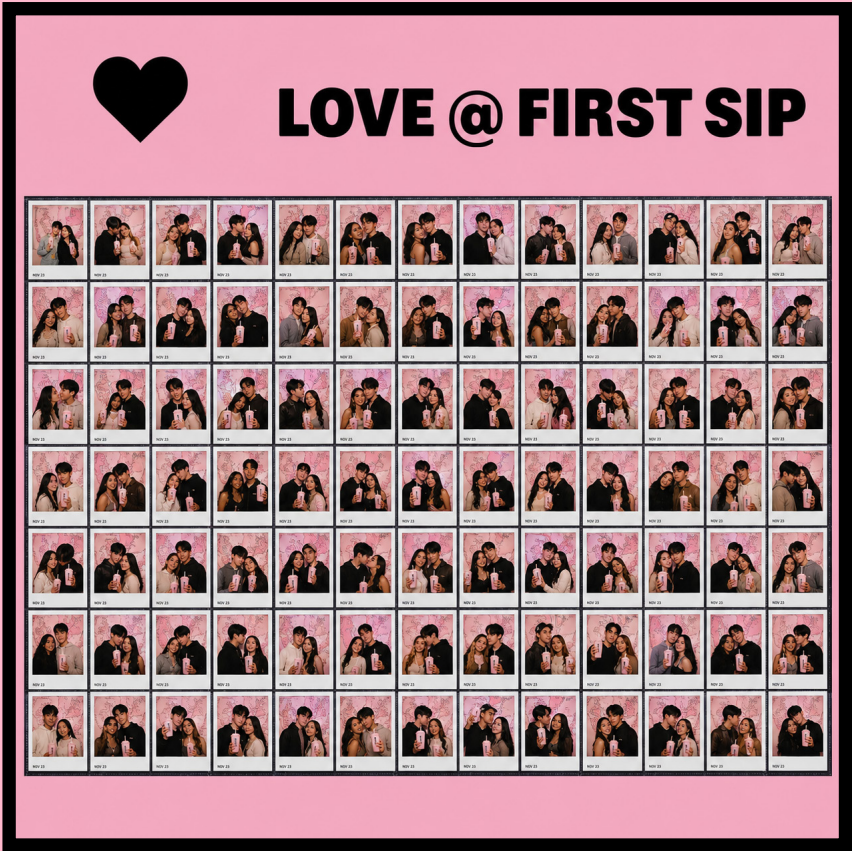
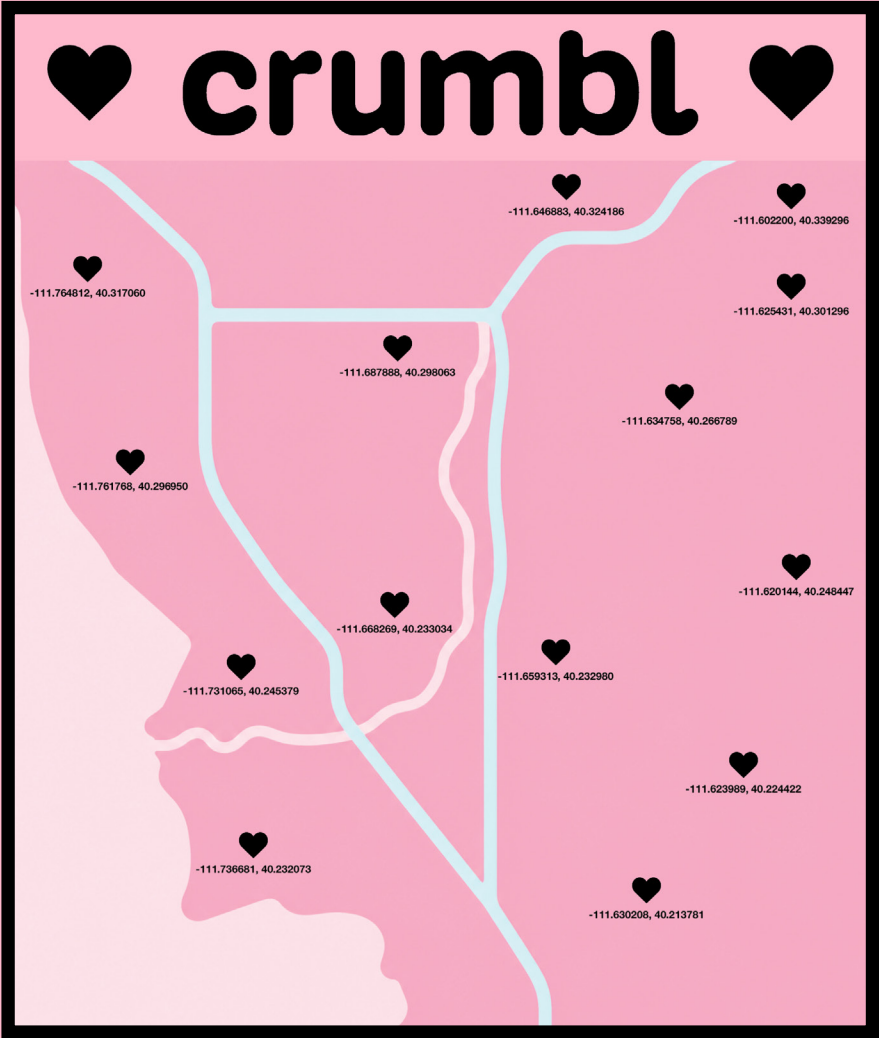
**BOOTH WILL HAND OUT
BUSINESS CARD SIZE FLYERS**



**BRING THIS CARD TO THE PROVO CRUMBL
FOR FREE CRUMBL DISPOSABLE FILM CAMERA
WITH PURCHASE OF TWO DIRTY SODAS**

IN STORE

MAP & POLAROID WALL



TWO 5 FT X 5 FT IN STORE INSTALLATIONS

TAKE POLAROID POINTING TO DATE LOCATION THEY DECIDE TO TAKE THEIR DIRTY SODAS TOO

PUT POLAROID IN POLAROID WALL



OUT OF HOUSE ADVERTISEMENTS



OUT OF HOUSE ADVERTISEMENTS

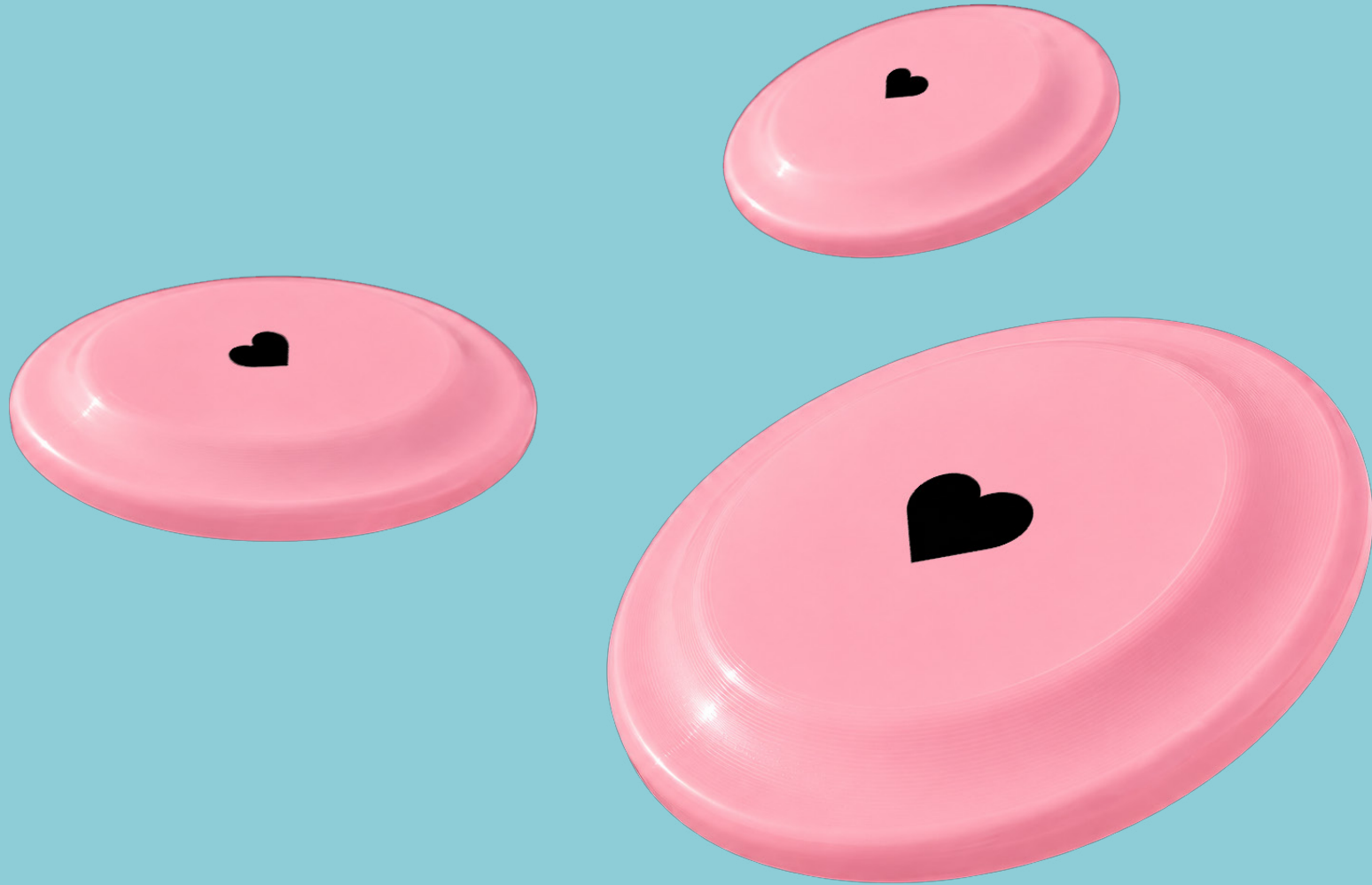


OUT OF HOUSE ADVERTISEMENTS



OUT OF HOUSE ADVERTISEMENTS

THE CRUMBL FRISBEE



154 W 1230 N
PROVO, UTAH

8 AM
9 / 5 / 26

GIVE AWAY FRISBEE'S IN MONTH LEADING UP TO RELEASE DATE

SUMMER BYU STUDENTS CREATE SOCIAL BUZZ RIGHT AS THE INFLUX OF STUDENTS ARRIVE

EASY DATE IDEA:

SEE REEL > SEND TO GIRL > "U DOWN?"

PROVO = HEAVY DATING CULTURE

PEOPLE ARE LOOKING FOR EASY WAYS TO ACCESS HUMAN INTERACTION

**CRUMBL IS BRINGING "FEEING" BACK INTO DATING
(HOLDONG FRISBEE, USING POLAOID CAMERA, FILM PHOTOGRAPHY)**

CRUMBL = GATEWAY TO ROMANTIC CONNECTION







UNIVERSITY AVE. INTERSECTION BILLBOARD LOCATION

ALL STUDENTS ARRIVING FOR SCHOOL THROUGH SLC AIRPORT WILL SEE IT