

Rally

hard alcohol, soft
recovery

Sarah Frey



PRODUCT

Rally is a healthy hard seltzer made to boost hydration, decrease anxiety, replenish energy levels, and eliminate a hangover

PRICE

Individual can: \$3.99, six-pack: \$14.99, 12-pack: \$26.99

PLACE

Rally will be sold at grocery stores and supermarkets, liquor stores, convenience stores, bars and restaurants, online retailers, and events and festivals

PEOPLE

Our target audience will start specifically with college students. Generally, our target audience is Health-conscious individuals, wellness seekers, food and beverage explorers, moderate and responsible drinkers, community and trend followers, younger to middle age demographic, and people who enjoy drinking

PROMOTION

Promote through social media, influencer partnerships, PR events, and online advertising

Design



Low Calories · Non GM

Vitamin A



Assists in breaking down alcohol in the liver

L-theanine



Reduces feelings of anxiety

Vitamin B-12

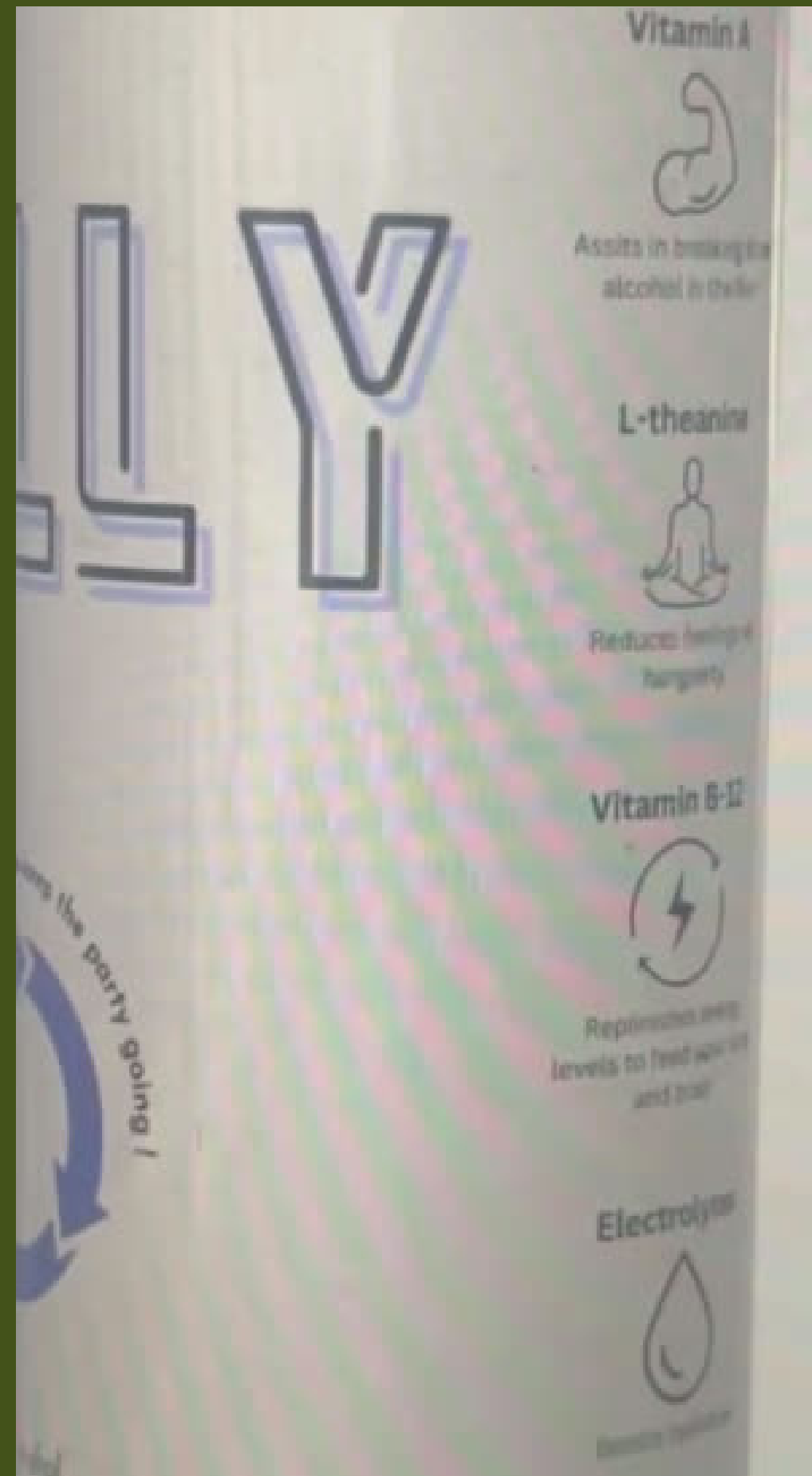


Replenishes energy levels to feed your body and brain

Electrolyte



Boosts hydration



Vitamin A



Assists in breaking down alcohol in the liver

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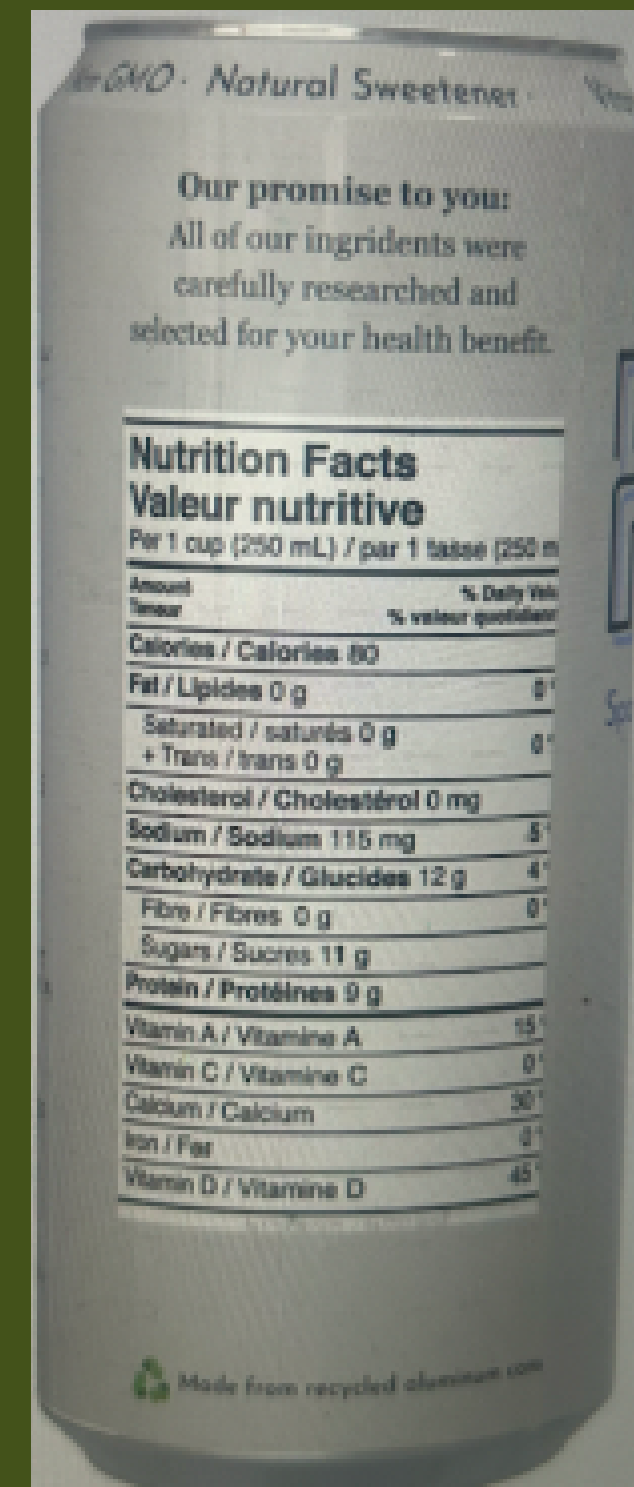


Replenishes energy levels to feed your body and brain

Electrolytes



Boosts hydration



Non-GMO · Natural Sweeteners

Our promise to you:
All of our ingredients were
carefully researched and
selected for your health benefit.

Nutrition Facts Valeur nutritive

Per 1 cup (250 mL) / par 1 tasse (250 mL)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories	80
Fat / Lipides	0 g
Saturated / saturés	0 g
+ Trans / trans	0 g
Cholesterol / Cholestérol	0 mg
Sodium / Sodium	115 mg
Carbohydrate / Glucides	12 g
Fibre / Fibres	0 g
Sugars / Sucres	11 g
Protein / Protéines	9 g
Vitamin A / Vitamine A	15%
Vitamin C / Vitamine C	0%
Calcium / Calcium	30%
Iron / Fer	0%
Vitamin D / Vitamine D	45%

Made from recycled aluminum can



Good ingredients to keep the party going

RALLY

Sparkling Blueberry

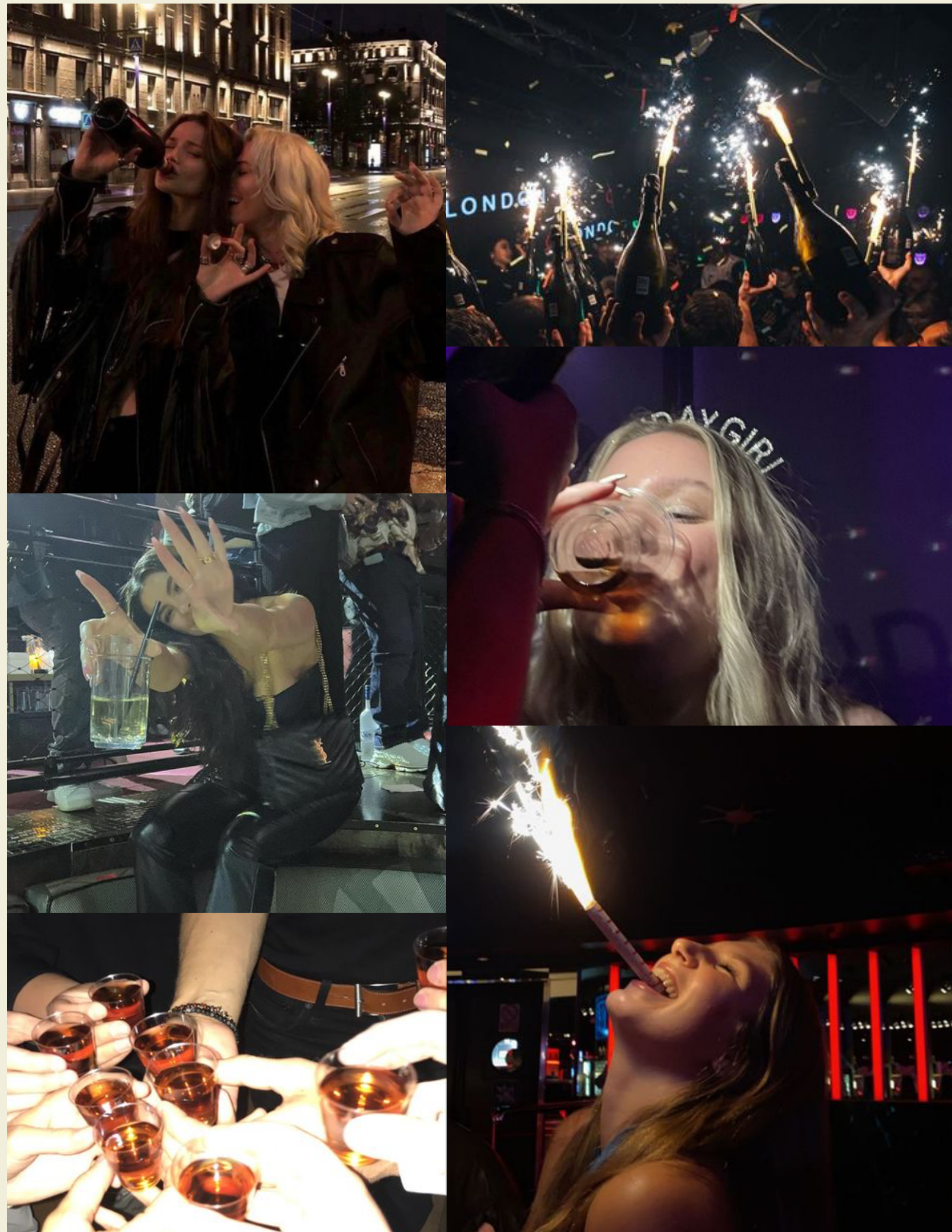
7% Alcohol
Made with natural sweeteners

Personality.

Wellness

Enjoyment

Balance



Product you are recommending

- **how this fits with me**

I am recommending Rally because it fixes a problem that many people face, especially college students. Many college students indulge in excessive drinking, which is unhealthy. This fits with me because I enjoy going out and drinking, but that comes with being unhealthy, dehydration, and feelings of hangxiety the next day. Many people say “Let's rally”, meaning let's keep going even though people are hungover and feel unhealthy. This aims to fix the problem of feeling the consequences of feeling drained and unhealthy during and after a fun time of drinking.

Brand Wheel



Brand Proposition

At Rally, we've reimagined the way you enjoy your favorite libations. We believe that a commitment to health shouldn't mean sacrificing the pleasure of a good drink. That's why we've crafted a line of healthy alcoholic seltzers that offer a new standard in the world of spirits. Rally combines the best of both worlds, catering to those who seek a vibrant and balanced lifestyle without compromising on taste or enjoyment.

"Naturally Delicious"

Rally embraces the flavors of nature, infusing our products with natural ingredients and botanicals. We believe in transparency and strive to keep our ingredients list clean and simple so that you can taste the purity in every sip.

"Crafted with Care"

Our beverages are carefully crafted to ensure that the quality of your drink is as high as your standards for health. We use premium ingredients and innovative processes to create an alcoholic beverage that is better for you and better for your palate.

Rally invites you to raise your glass to a healthier, happier you. Explore our range of beverages, experience the essence of natural flavors, and embrace a lifestyle where health and happiness coexist. We are your partner in the pursuit of well-balanced indulgence, without compromise. Cheers to a brighter, more vibrant you with Rally!

Brand Personality.

Energetic: Infusing a sense of vitality and enthusiasm into the brand.

Innovative: Pioneering new and healthier alternatives within the alcohol industry.

Balanced: Promoting harmony between indulgence and well-being.

Sophisticated: Blending health-conscious choices with a touch of elegance.

Upbeat: Fostering a positive and uplifting atmosphere.

Sociable: Encouraging social connections and shared experiences.

Conscious: Demonstrating mindfulness towards health and lifestyle choices.

Friendly: Approachable and relatable, creating a connection with consumers.

Empowering: Inspiring consumers to make empowered and health-conscious choices.

How the brand makes the buyer *look*

Adventurous

Exploring the world of healthy alcohol options can be an adventure in itself, allowing the buyer to try new flavors, brands, and recipes. This sense of adventure can make the experience more exciting and enjoyable

Balanced

A healthy alcohol can impart a sense of balance, as it allows the buyer to indulge in a drink while maintaining their commitment to a balanced and healthy lifestyle.

Confident/Empowered

Making a choice for a healthier lifestyle can lead to increased confidence and a sense of empowerment, positively influencing how one presents themselves.

How the brand makes the buyer *feel*

Rally can make the buyer feel both physically and emotionally satisfied, allowing them to enjoy their drink without compromising their well-being. It can offer a sense of refreshment, no feelings of guilt, and satisfaction, leading to an overall positive and guilt-free drinking experience.

Refreshing

Rally includes ingredients like natural fruit flavors, herbs, or botanicals. These elements can create a refreshing and invigorating drinking experience, making the buyer feel revitalized.

Guilt-Free

Knowing that the alcohol they are consuming is healthier can provide a sense of guilt-free enjoyment. This can lead to a more relaxed and carefree experience.

Satisfied

Knowing that they are making a choice that aligns with their health goals can leave buyers feeling satisfied and content.

What the brand does for the Buyer

Rally provides the buyer the with the opportunity to have a healthy alternative to drinking. Rally can help enhance lifestyle choices, promote well-being, and allows the buyer to still have fun while feeling hydrated, less anxious, and overall healthier.

How the buyer describes the brand

innovative

Refreshing

Flavorful

Balanced

Trusted

Empowering

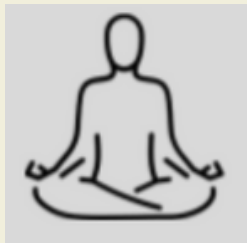
Satisfying

Convenient

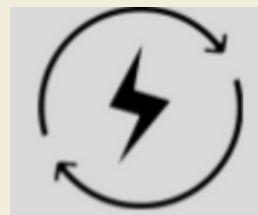
Facts/symbols



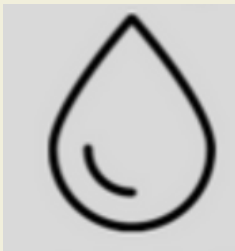
Vitamin A: Assists in breaking down alcohol in the liver



L-theanine: reduces feelings of anxiety



Vitamin B-12: replenishes energy levels to feed your body and brain



Electrolytes: Boosts hydration

**Ethical
Sourcing**

**Hydration
Focus**

**Scientificallly
Validated**

**Natural
Ingredients**

**Funtctional
Benefits**

**Low Calories-
Non GM**

Marketing strategy for introduction into market

Consumer

Health-conscious individuals, wellness seekers, food and beverage explorers, moderate and responsible drinkers, community and trend followers, younger to middle age demographic, and people who enjoy drinking.

Category

“Better for you” or functional alcoholic beverages.

Hard Seltzer

Commercial drink industry

Competition

Bon & Viv

Truly

White Claw

High Noon

PRESS

Trends

Flavor innovation, Functional ingredients, low-calorie and low-sugar focus, health and wellness focus, variety packs, ABV variations, sustainability initiatives, influencer collabs, and innovation in packaging.

Pricing

Individual can: \$3.99

six-pack: \$14.99

12-pack: \$26.99

Media

social media: @rallyhardalcohol

Utilize social media platforms like instagram and tik tok. Frequently post lifestyle, product, and educational visually appealing content.

To reach a broader audience and gain brand recognition, partner with health, wellness, and “party” influencers. Work with influencers who engage with instagram, tik-tok, podcasts, and blogs.

Utilize online advertising, and use online ad platforms like google ads to reach specific demographics interested in health, wellness, and partying.

Partnerships/Collabs

Party Influencers

Alix Earl, Alex Cooper, Bryce Hall

Health and Wellness Influencers

Sarah Stevenson, Hannah Bronfman, Josh Axe

Social Media Engagement Plan

- Utilize platforms like Instagram, TikTok, and podcasts and follow the most recent trends to connect with our audience.
- Encourage user-generated content through giveaways, reposts, and tagging, and create a list of hashtags to use regularly Write your agenda point
- Host social media competitions to boost engagement
- E-commerce Integration:
 - Set up shops on TikTok and Instagram to make the purchasing process seamless for our audience
- Ambassador program and Celebrity Sponsorship:
 - Establish an ambassador program to leverage influential figures who align with our brand values
 - Explore paid celebrity sponsorships to broaden our reach and credibility

Social Media: Example Content

INSTAGRAM: Lifestyle Post



Social Media: Example Content

INSTAGRAM: Product Post

WHAT'S YOUR FLAVOR?

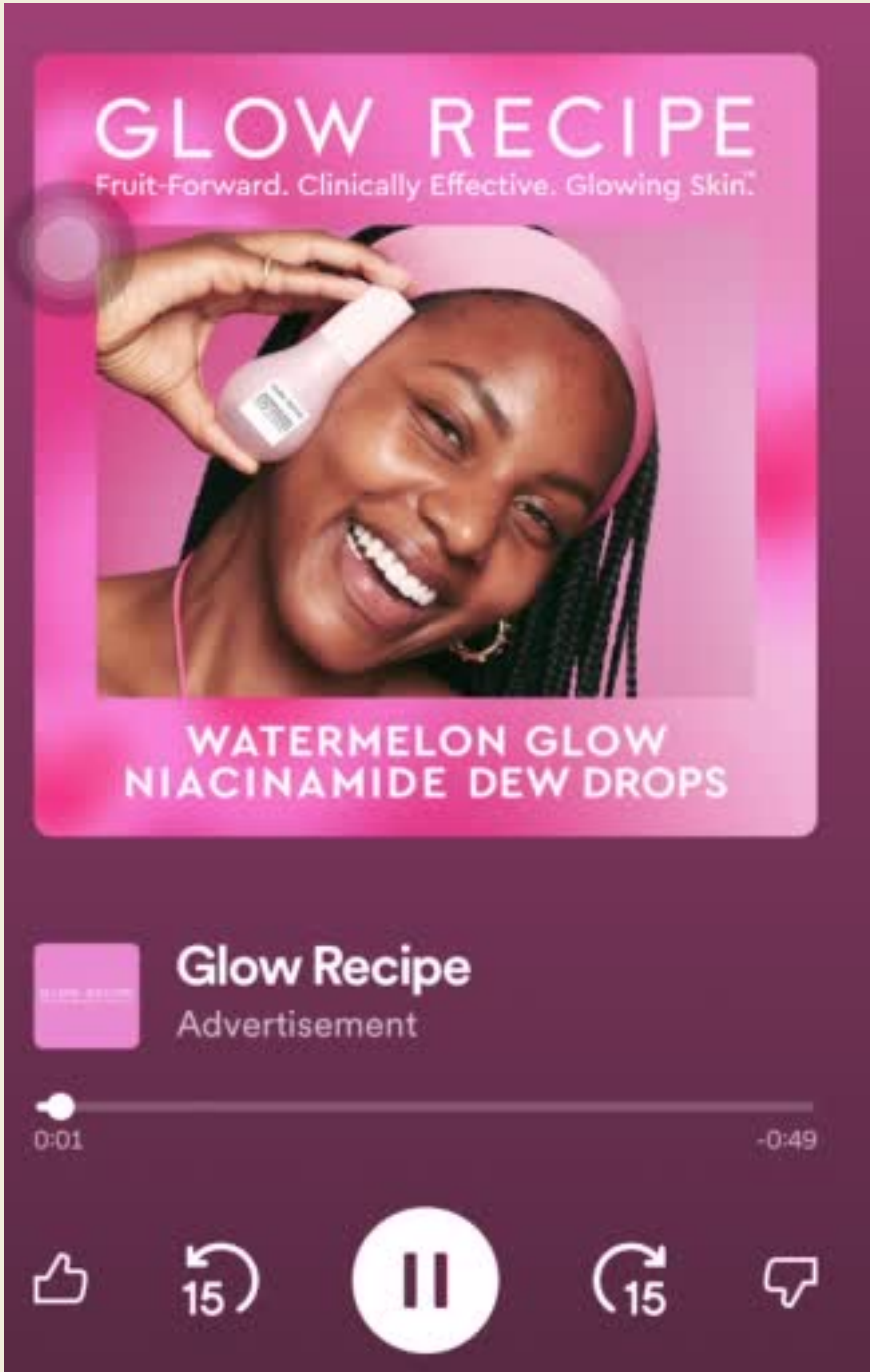
 AQUARIUS WATERMELON	 PISCES SURGE BLACKBERRY	 ARIES SURGE CRANBERRY	 TAURUS PINEAPPLE
 GEMINI RUBY GRAPEFRUIT	 CANCER SURGE NATURAL LIME	 LEO RASPBERRY	 VIRGO NATURAL LIME
 LIBRA MANGO	 SCORPIO BLACK CHERRY	 SAGITTARIUS BLOOD ORANGE	 CAPRICORN TANGERINE



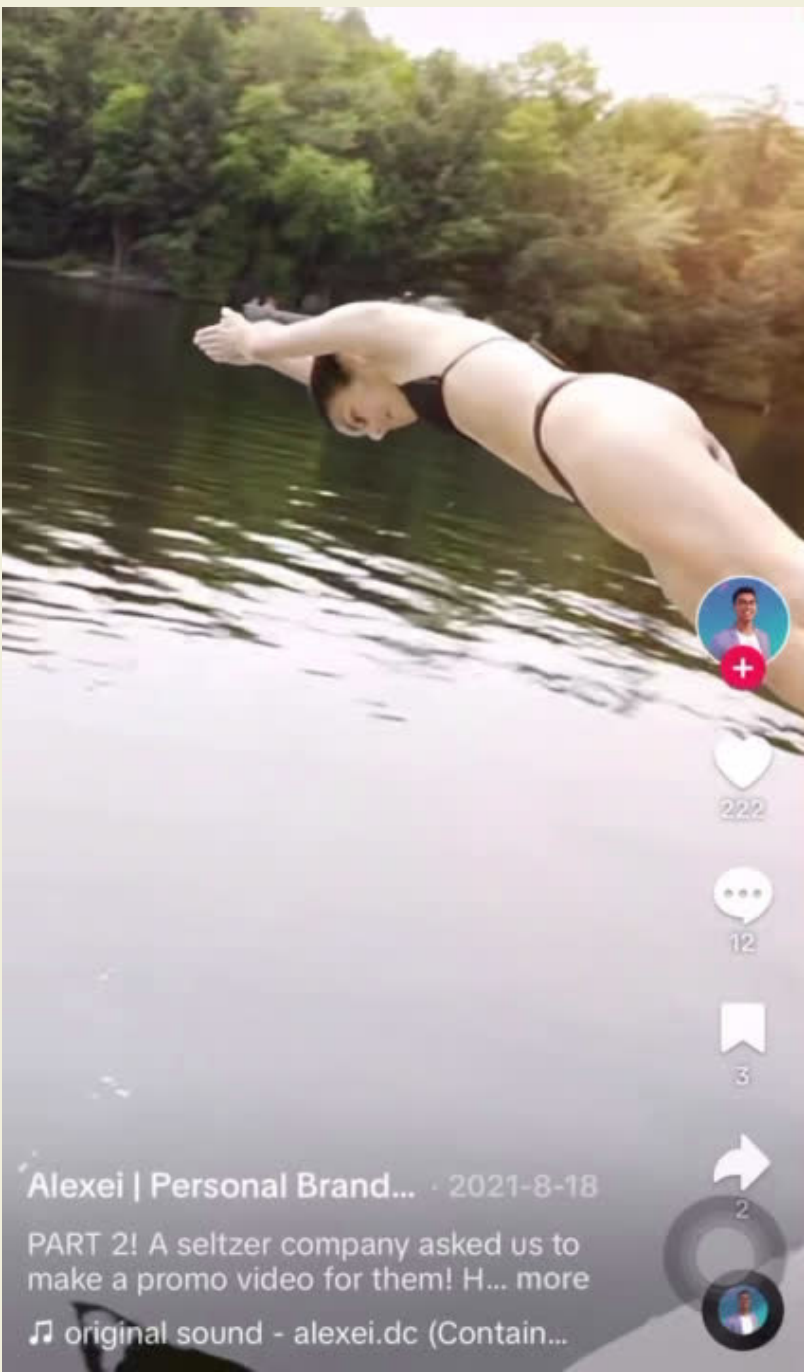
Social Media: Example Content

TIKTOK

Podcast Advertisement



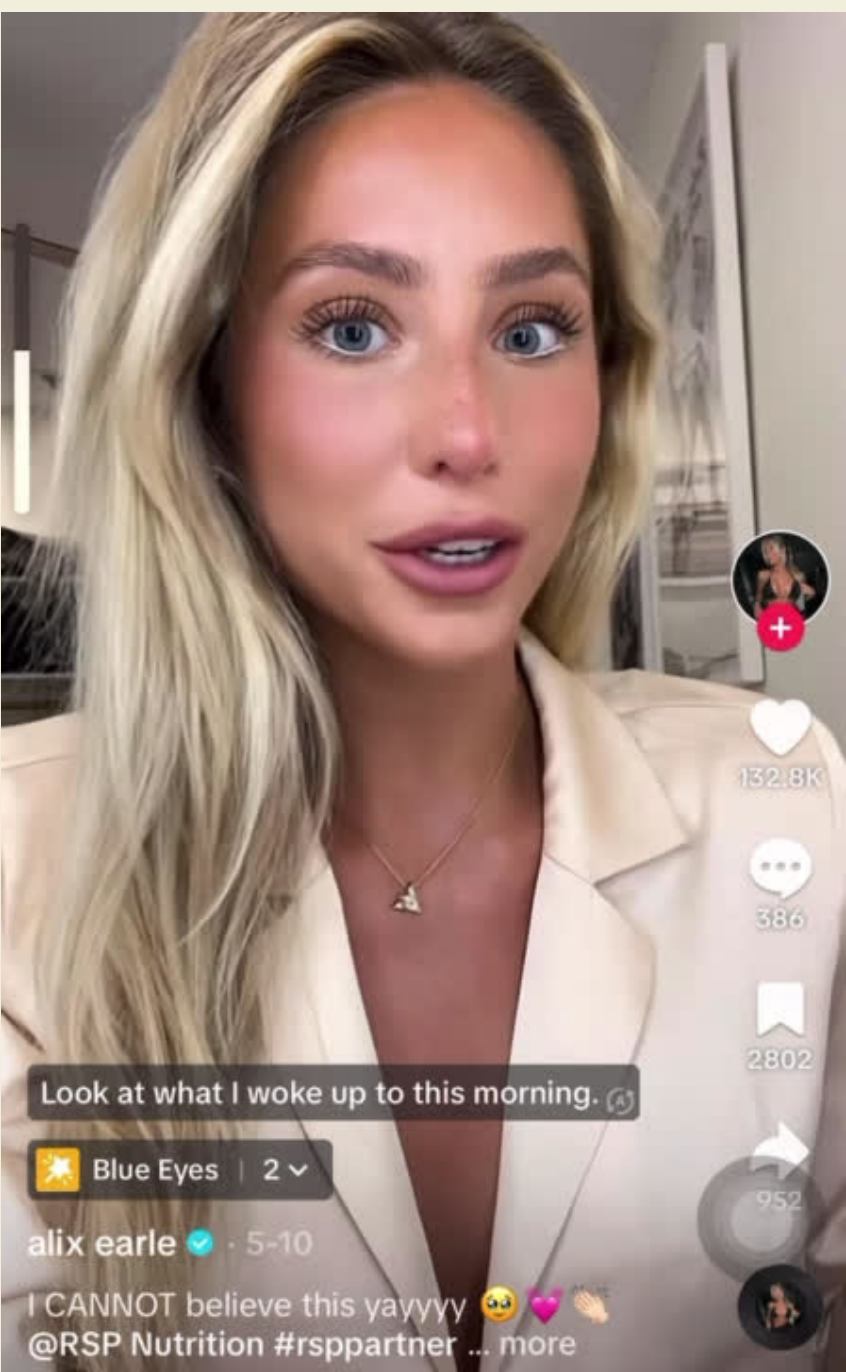
Product/Lifestyle Video



Educational Video



Promotional/Influencer Video





Public Relations

- **Experiential**

To help bring Rally to life we can integrate the brand into sporting events and music festivals. These are two places where people love to drink, and have to “rally”. Also, at these events, it is important to stay hydrated as you can experience very long, hot days. Many music festivals have designated areas/booths for brands to sell their drinks. Bacardi is a very popular example of this. We can make the Rally booth a fun and interactive experience. There can be games, merchandise, rewards, and incentives for spreading the word by posting about the brand. Also, many famous people and influencers typically attend music festivals and sporting events, which could give us potential opportunities for future promotions or partnerships.



Where to find Rally.

Off-premise and On-premise
programming

Grocery stores and Supermarkets
Liquor Stores
Convenience Stores
Bars and Restaurants
Online Retailers
Events and Festivals

Thank you for Rallying with us!



Rally@hardalcohol