



Approach:

Sprite had developed the tagline “Obey Your Thirst” and had been using it for several years around the world. Traditional advertising was very expensive and difficult to implement especially on a global basis, so Sprite was looking for a way to better connect with their target audiences. They wanted to implement a guerilla advertising campaign and turned to GIRVIN for help. GIRVIN set out with the Sprite brand team to determine where the messages should be placed and what the messages should say.



| Packaging



| Print

Strategy |

Result:

GIRVIN determined the areas where Sprite drinkers would hang out: areas focused on sports, entertainment, music and transit. GIRVIN then wrote messages that spoke to the target audience depending upon the brand’s maturity in the marketplace the message was to be used in. The result was a flexible campaign that could be used across the world in many different environments. The messages could appear on garbage cans, bus stops, manhole covers, basketball courts, soccer fields, music stores and clubs.