

HOXTON

SPIRITS LONDON

PROJECT/CAMPAIGN NAME:

EDINBURGH COCKTAIL WEEK

PROJECT/CAMPAIGN TIMELINE:

5 OCT 23 - 15 OCT 23

PROJECT OVERVIEW:

BRANDED VAN IN MARIJUANA.

PROJECT DELIVERABLES & SCOPE:

10 DAYS OF £5 COCKTAILS. THOUSANDS OF PEOPLE OVER THE PERIOD. WEBSITE IS - edinburghcocktailweek.co.uk
TIED WITH TIGERLILY BAR/RESTAURANT/HOTEL, tigerlilyedinburgh.co.uk

TARGET AUDIENCE:

LADIES 25-45

tone OF VOICE:

PINK AND FLUFFY

CREATIVE DIRECTION:

AS MENUS FOR SIDES OF VAN OPENING.
A3 OR A2 FOR A-BOARD/EASEL
T-SHIRTS CO-BRANDED 4 XL, 4 L, 4 M, 1 XS
BRIEF DESCRIPTION OF FLAVOURS OF COCKTAILS.

MENU - PINK GIN FROSE } HOXTON/EMPORIA
GINA COLADA }
LONDON SPRITZ }
FLAMING TIGER }
CARIBBEAN LILY }
SLUSHY OF THE DAY }



FLAMING TIGER - HOTTON SPILED WHISKY, PASSIONFRUIT, CITRUS
AND GINGER ALE

CARIBBEAN LILY - HOTTON BANANA RUM, FALENUM, CITRUS AND SODA

[Faint handwritten notes]

[Faint handwritten notes]

[Faint handwritten notes]

[Faint handwritten notes]

[Faint handwritten notes]

[Faint handwritten notes]

[Faint handwritten notes]