

# TWRL

## POPPING BOBA

ADVERTISING CAMPAIGN





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# ABOUT TWRL

Twrl, founded by two moms, Pauline and Olivia, combines convenience, innovation, and sustainability in their boba milk tea products. Their plant-based, low-calorie milk teas are paired with instant boba toppings, making it easy to enjoy cafe-style boba in under a minute. Twrl uses single-origin teas and nitro-infusion technology to ensure creamy, flavorful milk tea with every sip.

Committed to health and sustainability, Twrl uses plant-based ingredients and pea milk, which is eco-friendly and requires less water and carbon emissions. They also support local and AAPI communities through collaborations that benefit nonprofits.



# CAMPAIGN OVERVIEW

## THE AUDIENCE:

The campaign is aimed at consumers who live in the United States and are between the ages of 18 - 28 years old.

## THE IDEA:

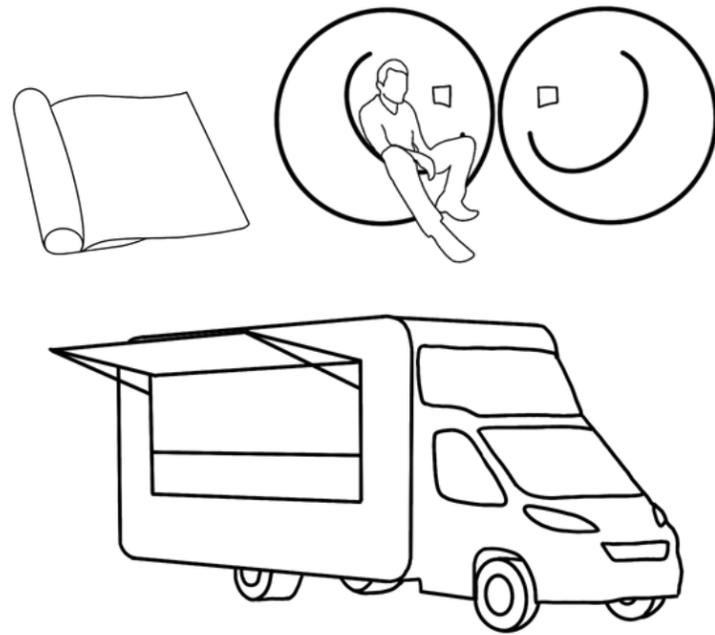
The campaign is focused on the concept of "Pop Your Bubble" - a message that encourages people to get out of their comfort zone and trying something new. The concept of this campaign revolves around Twrl's bright and fun branding and the fact that with Twrl's popping boba the possibilities are endless in how we enjoy Twrl and how we decide to live our lives.

## THE STRATEGY:

Twrl's campaign inspires people to step out of their comfort zones through the concept of **POP. SHARE. SHINE.** Consumers engage in fun experiences, share their bubble-popping moments on social media with Twrl's popping boba, and are celebrated for daring to try something new.

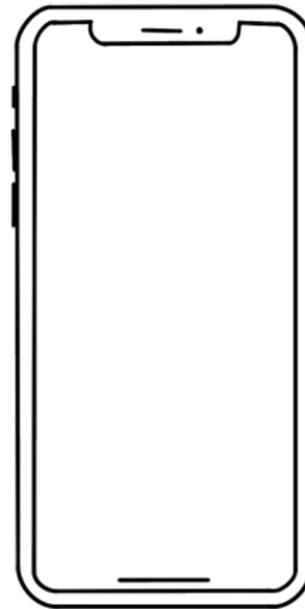


## CAMPAIGN STRATEGY



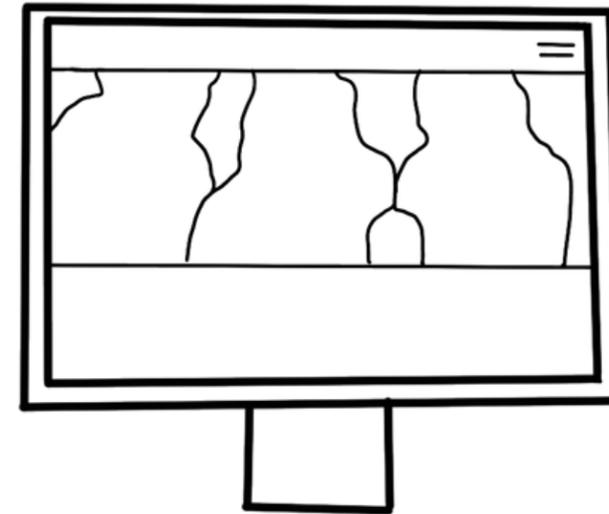
## POP

Consumers "pop their bubble" by engaging in interactive experiences that inspire stepping out of comfort zones.



## SHARE

Participants are encouraged to share their bubble-popping moments on social media by tagging Twrl and using #POPYOURBUBBLE.



## SHINE

Those who embrace the challenge have the chance to featured on Twrl's "Find Your Pop Star" website page and in a commercial.

PRINT ADVERTISING

# MAGAZINE ADVERTISEMENTS

The magazine ads for Twrl's popping boba, featured in Glamour and Delish, highlight its playful versatility in elevating both taste and presentation. They showcase creative pairings with unexpected foods, encouraging readers to experiment with bold flavors and textures. By inviting consumers to think outside the box, the ads position Twrl's popping boba as a fun and unique addition to everyday meals and snacks.





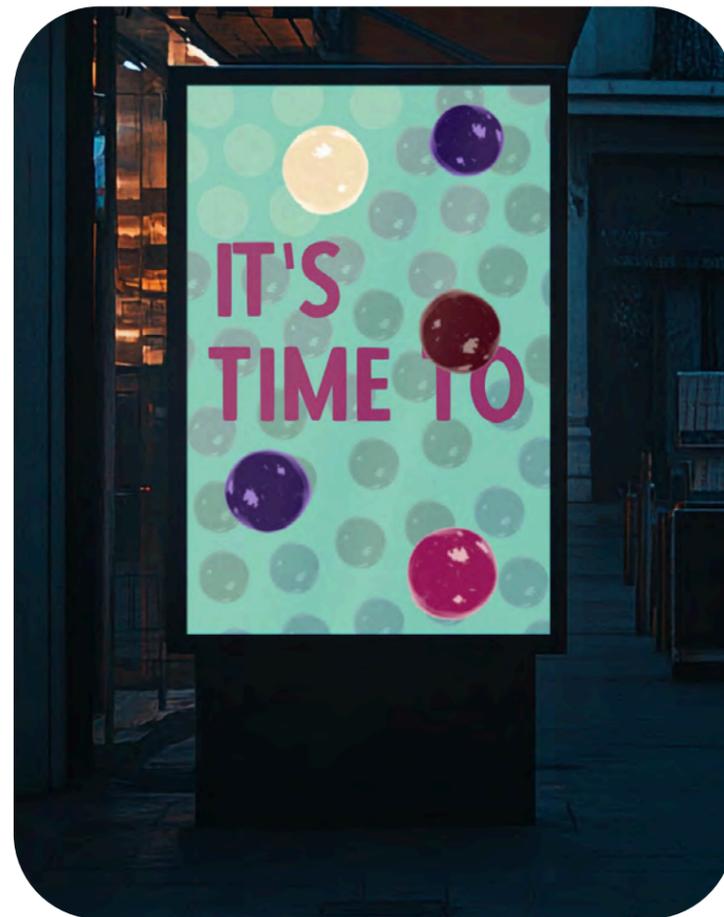


OUTDOOR ENVIRONMENTAL ADVERTISING

# OUTDOOR KIOSK

Twrl's outdoor kiosks are placed in busy locations like bus stops, parks, and campuses, making it easy to connect with the brand. Interactive screens guide users through playful animations highlighting Twrl's popping boba. The experience ends with the #POPYOURBUBBLE hashtag and a QR code linking to Twrl's Find Your Pop Star page.







OUTDOOR ENVIRONMENTAL ADVERTISING

# POP-UP PARTY

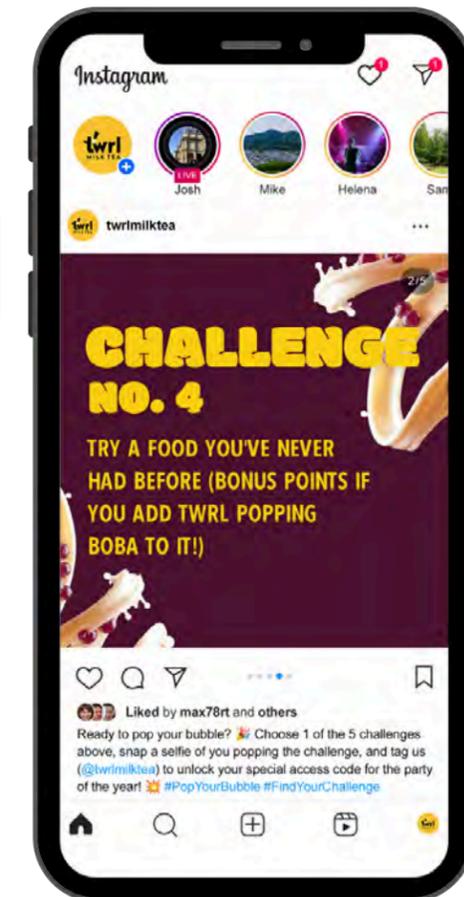
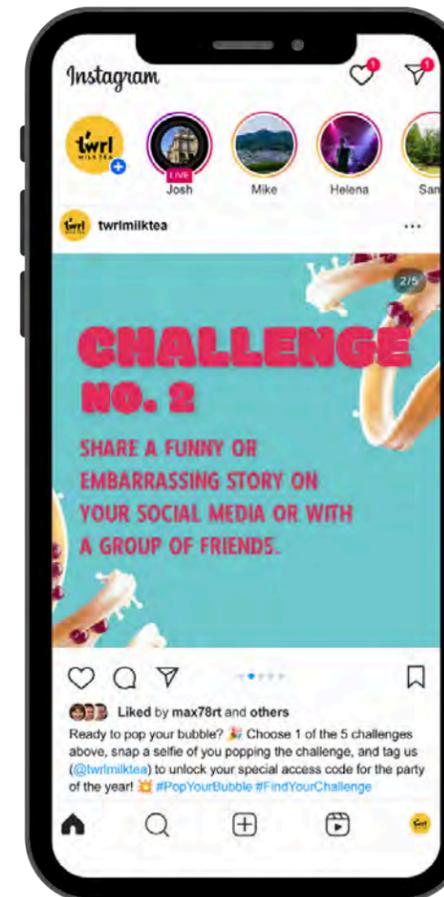
## “POP IT LIKE IT’S HOT”

Twrl's "Pop It Like It's Hot" pop-up party is a surprise event announced on Instagram, traveling across cities to spread fun and excitement. Featuring a food truck with creative popping boba treats and interactive social games, it's designed to bring people together. Attendees also get exclusive party merchandise, making the experience even more memorable.



# EVENT ADVERTISING

Event advertising will be done exclusively on Instagram. A week before the event, Twrl will post challenges for followers to complete, tagging Twrl with #POPYOURBUBBLE and #FINDYOURCHALLENGE. Those who participate will receive the event location via direct message. On the day of the party, Twrl will share snapshots of the party via their Instagram Story, and encourage followers to complete a challenge to discover the party location and join the fun.



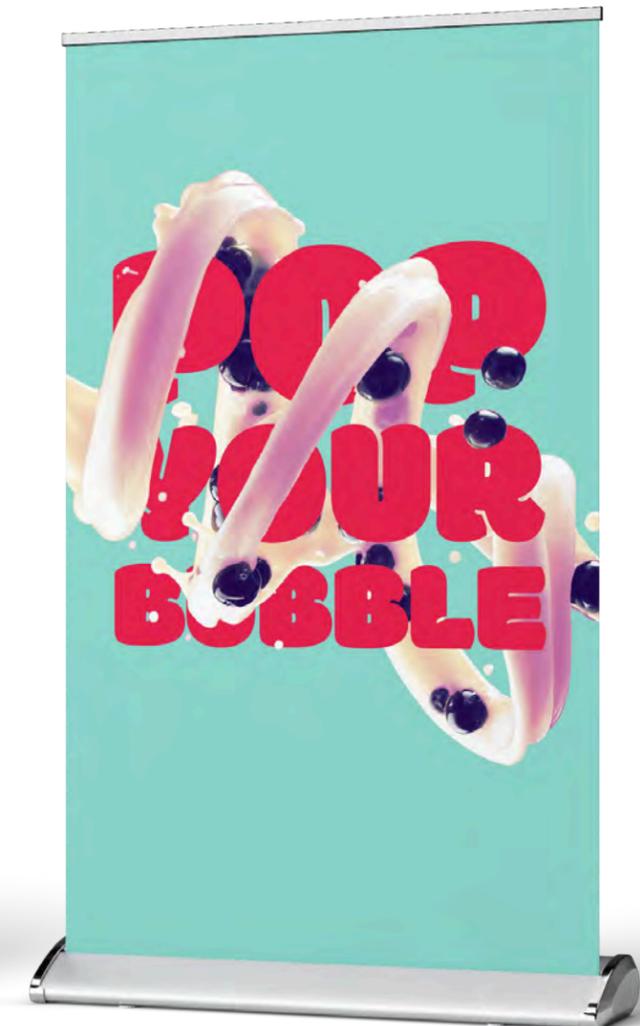
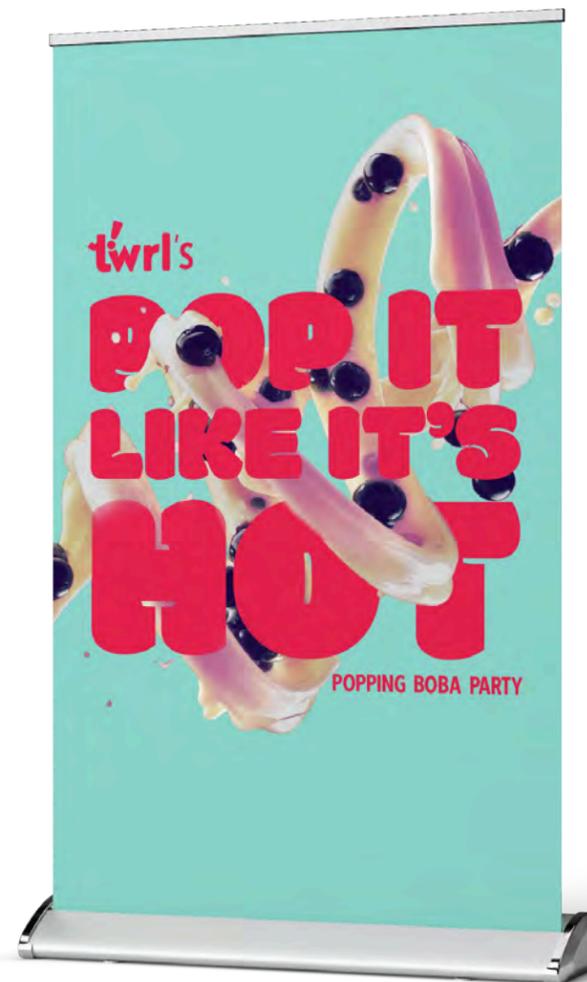


## EVENT FOOD TRUCK

The Pop It Like It's Hot event will feature a Twirl food truck offering a variety of foods and drinks that incorporate Twirl's popping boba, available for purchase to all attendees.

## EVENT SIGNAGE

The event will feature easily set-up signage, with different signs displaying the party name and the signature POP YOUR BUBBLE slogan, creating a vibrant and cohesive atmosphere throughout the event.





## CONVERSATION CARDS

The Boba Talk Conversation Cards are the ultimate icebreakers for Twrl's Pop-Up Party, inspired by the theme of "Popping Your Bubble." Each card encourages guests to share fun, adventurous, and thought-provoking stories while enjoying popping boba, turning every sip and chat into a memorable moment.

## EVENT MERCH

The event will offer exclusive Pop It Like It's Hot merchandise, including a reusable bubble tea drinking glass, a can of Twrl flavored milk tea, a packet of Twrl flavored popping boba, rubber bracelets, and two magnets for attendees to enjoy and take home.



INDOOR ENVIRONMENTAL ADVERTISING

# SWIRL SCULPTURE & AR FILTER

The Swirl sculpture is an immersive installation debuting at the Mall of America, designed as a tunnel inspired by the swirling motion of milk tea. Inside, visitors can scan a QR code to access a hidden Snapchat AR filter that brings the Milk Tea Swirl to life through animation. The experience allows guests to record videos and take photos, blending physical exploration with digital creativity.

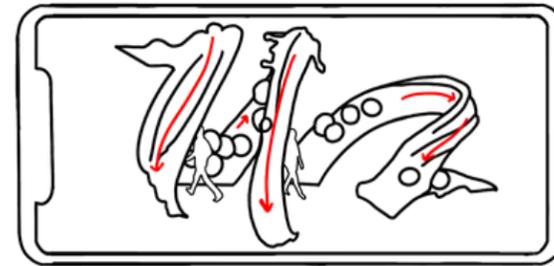


## SWIRL SCULPTURE & AR FILTER



### SCAN

Scan the QR code that is located on the interior of the sculpture. The code pulls up an AR filter on your phone.



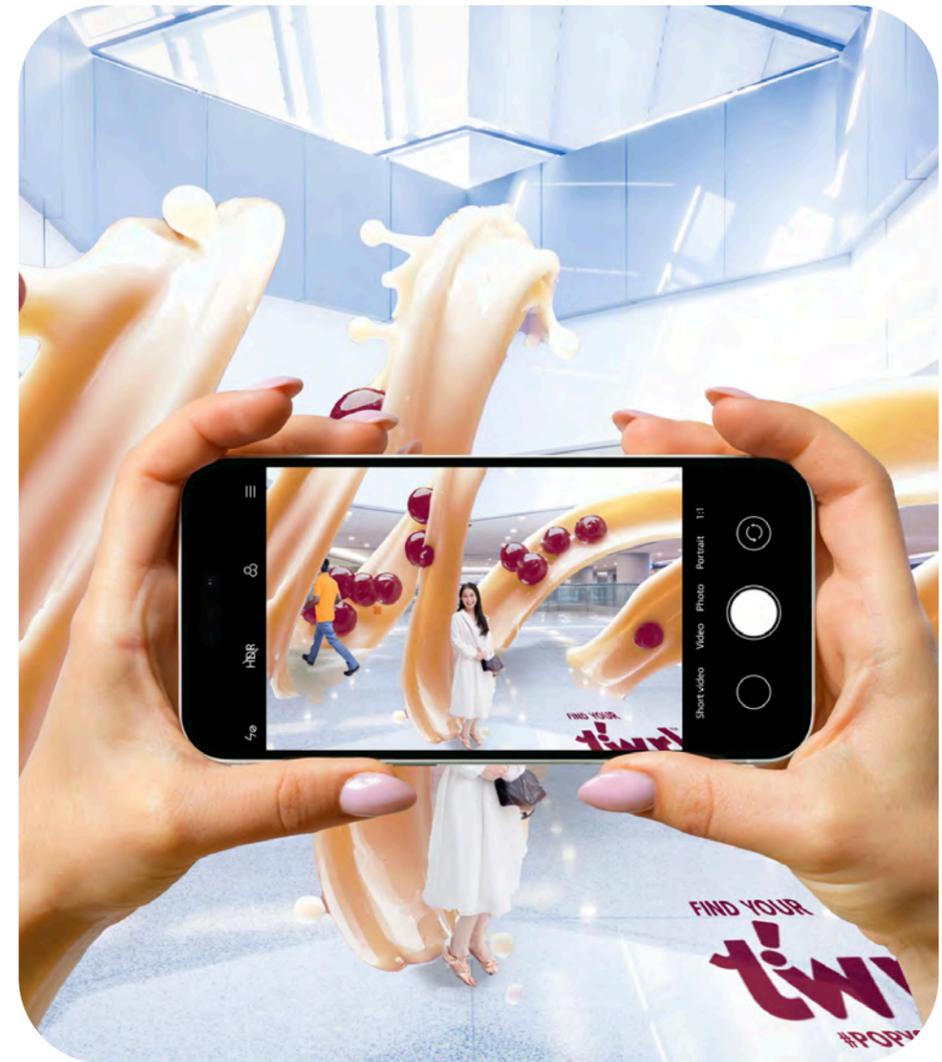
### EXPLORE

Explore the sculpture using the filter to see the milk swirl animate.



### SHARE

Snap a picture or take a video of you or your friends in this animating milk swirl and share it on social media.



INDOOR ENVIRONMENTAL ADVERTISING

# CONVERSATION BOBA PODS

Twrl's Boba Conversation Pods are designed to bring conversations to traditionally quiet spaces, such as libraries, study lounges, and art galleries. A nearby mini fridge stocked with Twrl's signature milk teas and popping boba offers a convenient way for users to enjoy a refreshing treat while engaging in dialogue. These pods transform quiet zones into hubs of connection and curiosity.





SOCIAL MEDIA ADVERTISING

# #POPYOURBUBBLE

The #popyourbubble campaign is central to Twrl's "Pop, Share, Shine" strategy, focusing on connecting consumers by encouraging them to share moments of stepping outside their comfort zones. Through photos, videos, and personal stories, it fosters a vibrant community that celebrates individuality and inspires curiosity. This shared experience turns each Twrl moment into a collective celebration of discovery and connection.



# BRAND AMBASSADORS

Twrl's Social Media Brand Ambassadors include Michelin Star chef Gordon Ramsay, actor Simu Liu, and social media chefs Rosanna Pansino and Joshua Weissman. They share their enthusiasm for Twrl's popping boba with their large audiences, creating engaging content that showcases the fun and versatility of the products. This collaboration boosts Twrl's brand visibility and excitement on social media platforms.



**Gordon Ramsay**



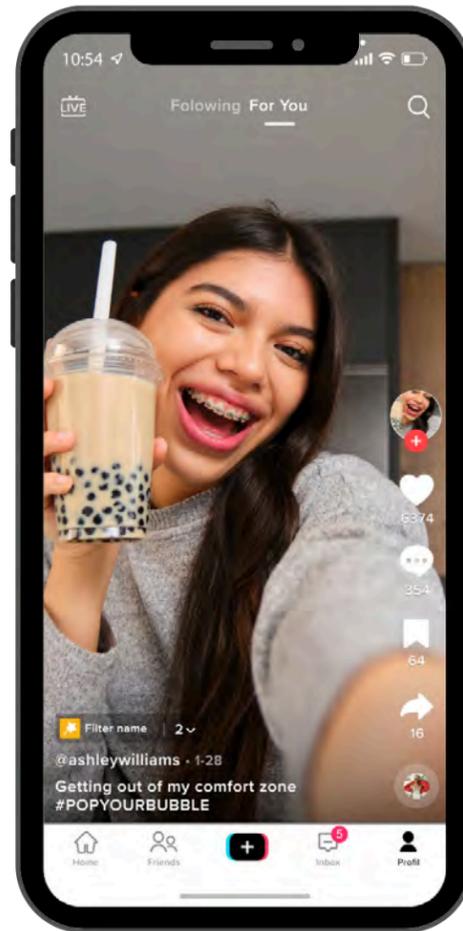
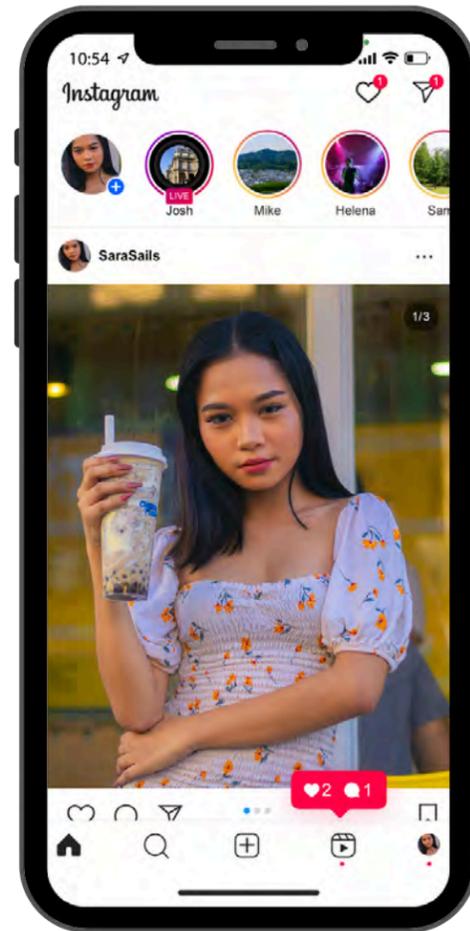
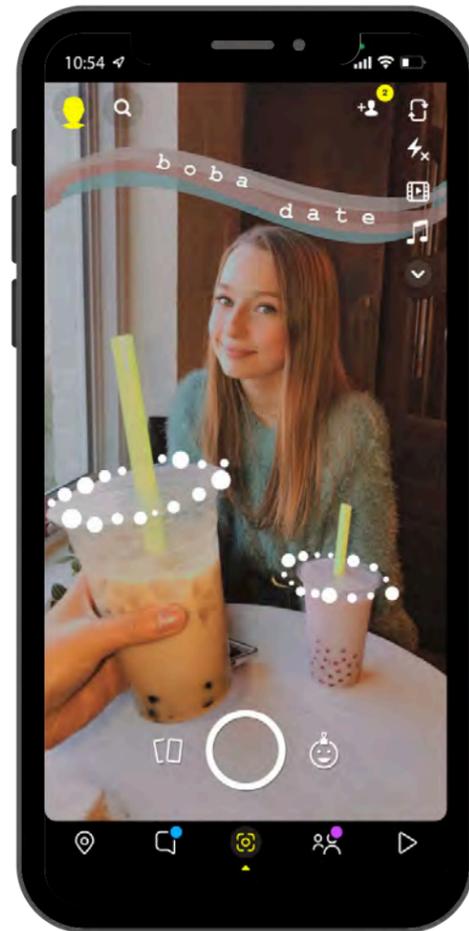
**Joshua Weissman**



**Simu Liu**



**Rosanna Pansino**



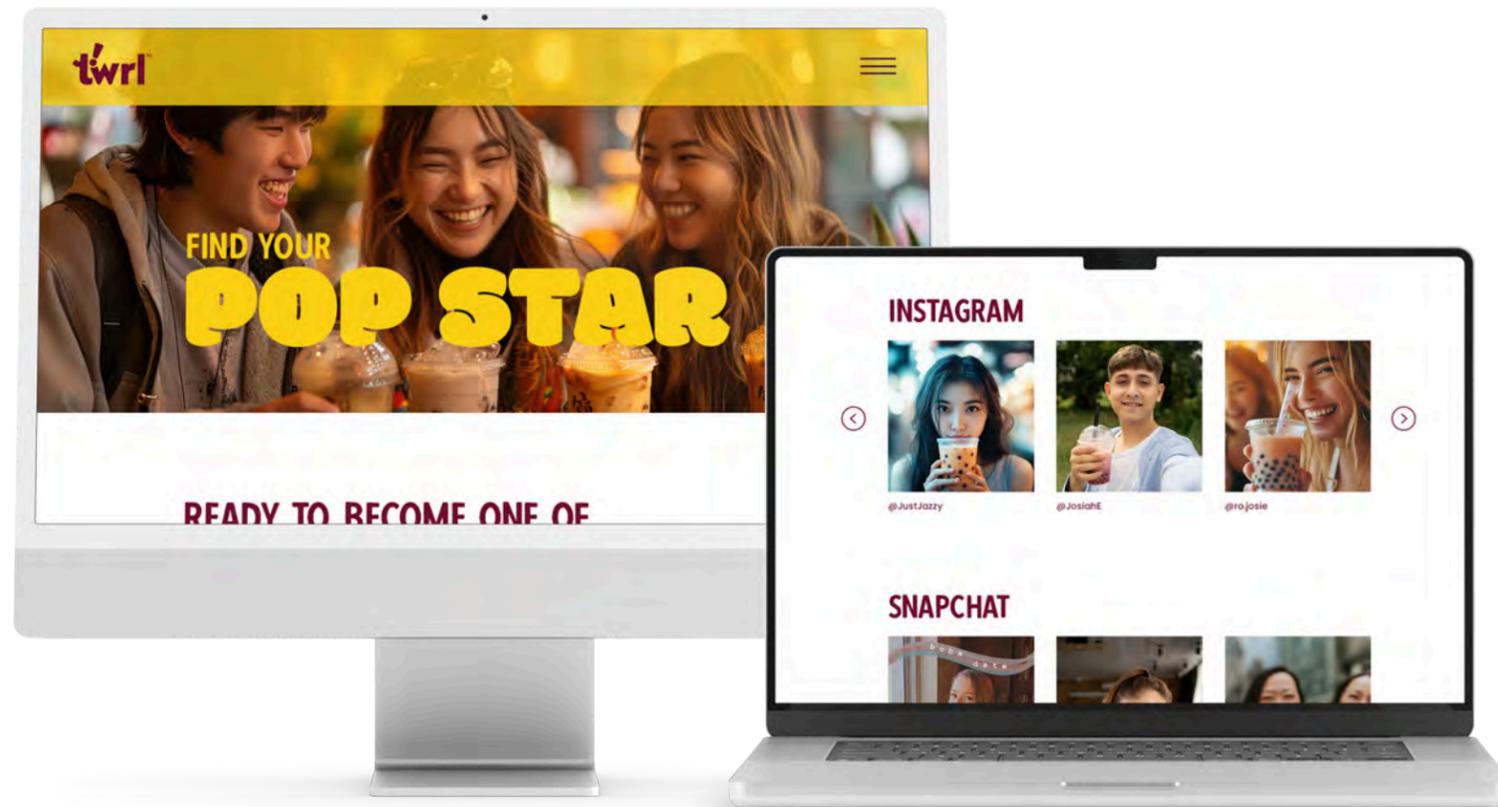
## SHARE YOUR STORY

Consumers are invited to share their experiences of stepping out of their comfort zone with Twrl's popping boba on TikTok, Snapchat, and Instagram using the hashtag #POPYOURBUBBLE. This encourages them to showcase their unique moments while engaging with the Twrl community and beyond.

## GET FEATURED ON SOCIAL MEDIA

By sharing their moments of stepping out of their comfort zone with Twrl and using the hashtag #POPYOURBUBBLE, consumers have the chance to be featured in Twrl's weekly highlight video, showcasing the best bubble-popping moments. This video will be shared on Twrl's TikTok, Instagram Reels, and Snapchat Story, giving participants a spotlight across multiple platforms.





## BECOME A POP STAR

Each month, one lucky consumer who was featured in one of the weekly highlight videos that month will be crowned that month's Twrl Pop Star. They'll be showcased on Twrl's Find Your Pop Star page, where their winning image will link to their social media profile. The Pop Star will also receive a Twrl sampler pack as a prize.

SOCIAL MEDIA ADVERTISING - MINI-CAMPAIGN

# TWRL x MICHELIN FIND YOUR CHEF

Twrl's mini-campaign, Twrl x Michelin - Find Your Chef, is all about inspiring friends, families, couples, and others to step away from their screens and try something new together. Participants are encouraged to create an original recipe featuring Twrl's popping boba, turning the kitchen into a space for creativity and fun.

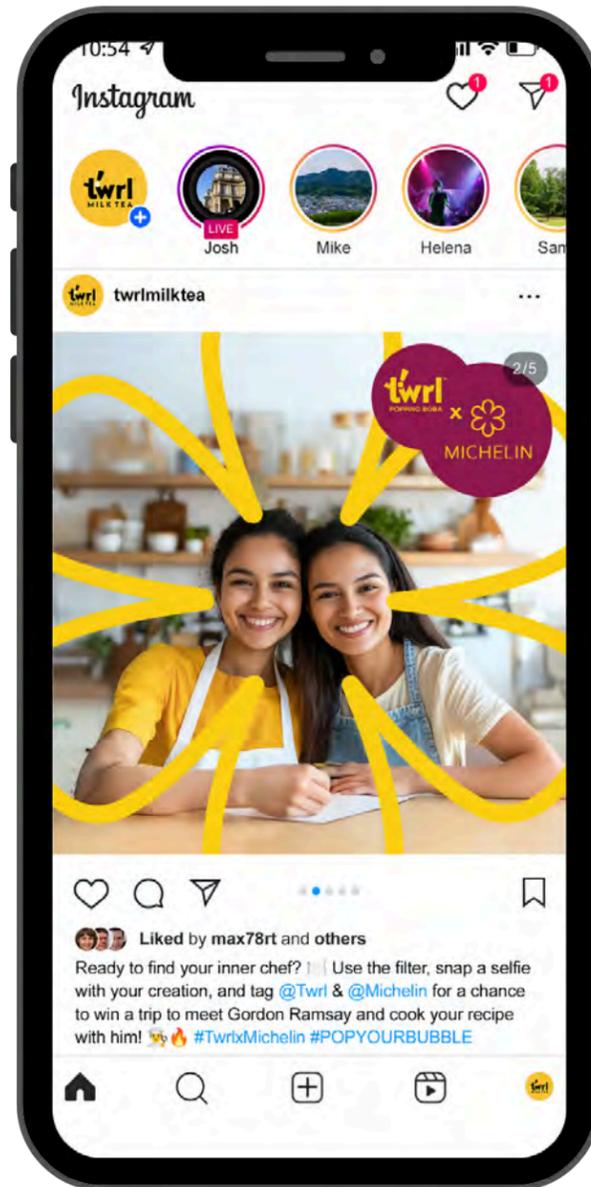
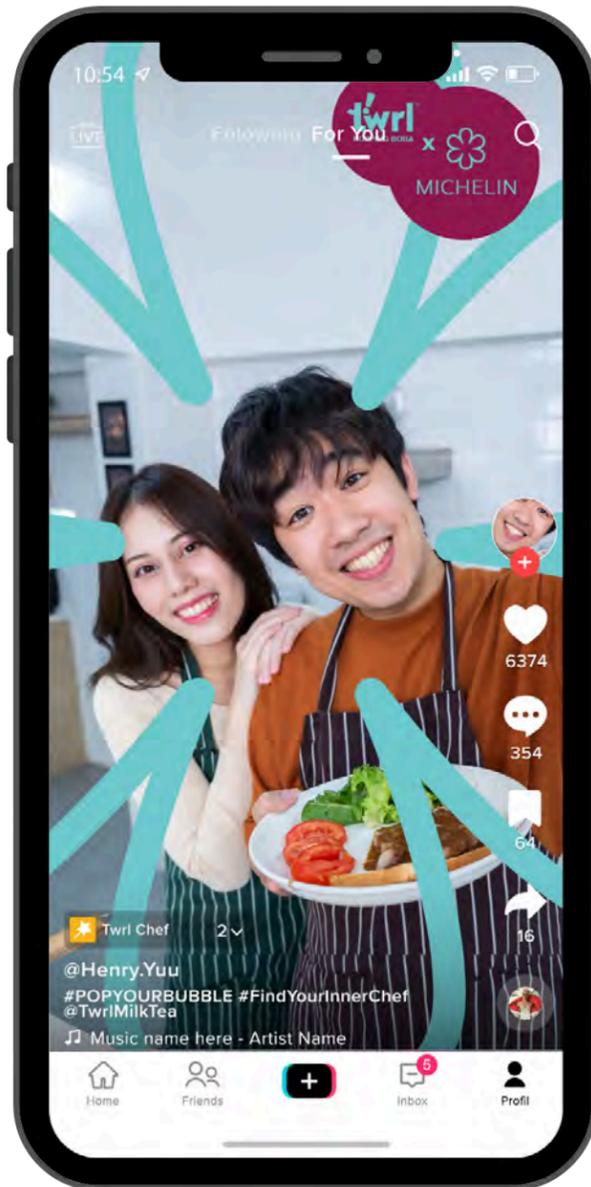


## CAMPAIGN AMBASSADOR

The ambassador for the Twirl x Michelin Find Your Chef mini-campaign is Gordon Ramsay, who brings his culinary expertise and star power to showcase unique ways of incorporating Twirl's popping boba into creative dishes.

The campaign will have a giveaway where one lucky person will get the opportunity to meet Gordon Ramsay and cook their recipe with him!



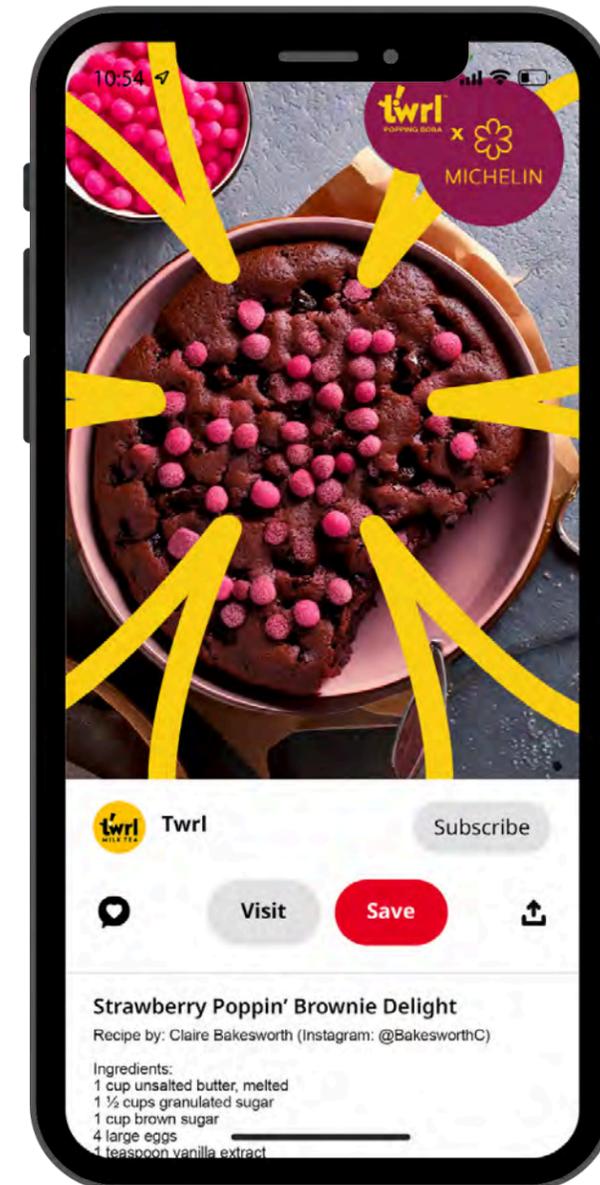
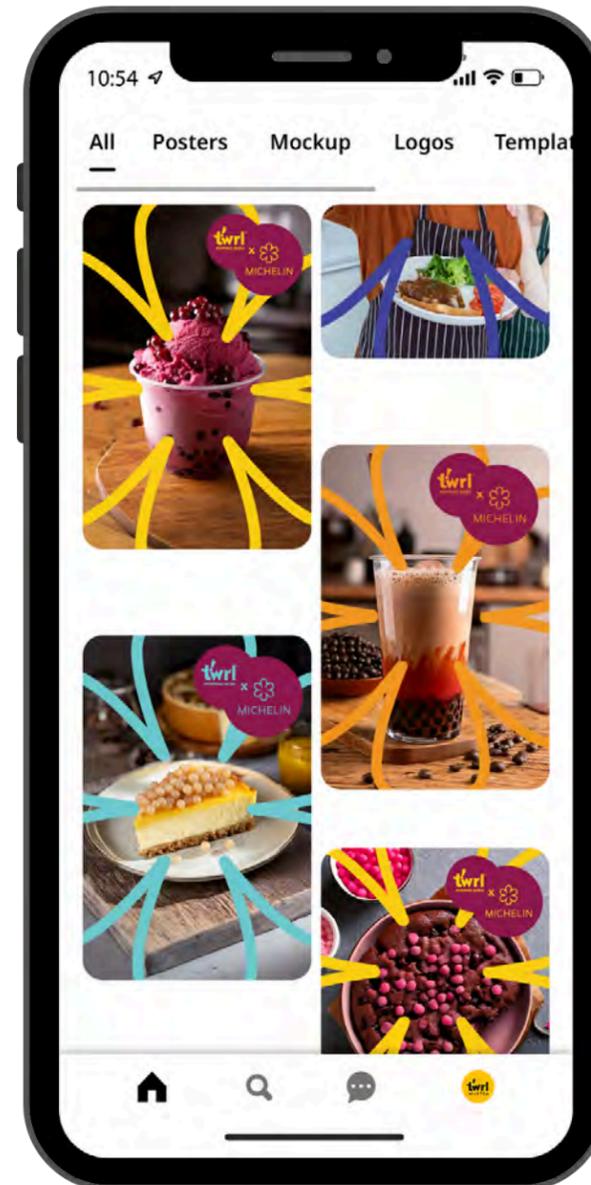


## TIKTOK & INSTAGRAM FILTERS

The Find Your Chef campaign invites users to showcase their creative popping boba recipes using TikTok and Instagram filters resembling an enlarged Michelin star. By tagging Twrl and Michelin and using #POPYOURBUBBLE and #TwrlxMichelin, participants can enter for a chance to have their recipe featured on Twrl's Pinterest and win a chance to meet Gordon Ramsey.

# PINTEREST FEATURED RECIPES

Twrl's Pinterest account will spotlight the most creative popping boba recipes from the mini-campaign. Each featured pin includes a complete recipe and links to the creator's TikTok or Instagram, creating an engaging and free digital cookbook for everyone to explore and enjoy.



DIGITAL ADVERTISING

# COMMERCIAL

Twrl's latest commercial starts with a dramatic black screen that bursts into life as vibrant social media clips of real people "popping their bubble" with Twrl take over. From adventurous taste tests to stepping into new experiences, each recording radiates excitement and joy. The camera zooms out, revealing a mosaic of all the moments together which encourages the viewer to #POPYOURBUBBLE.

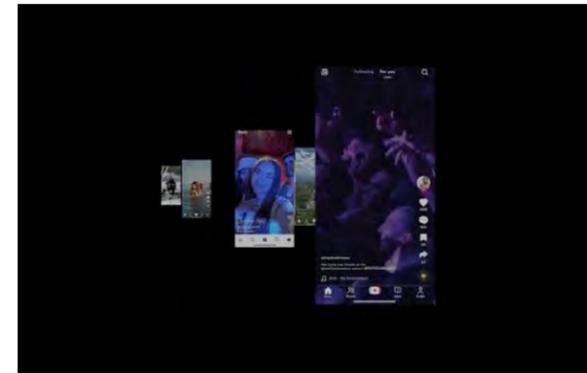




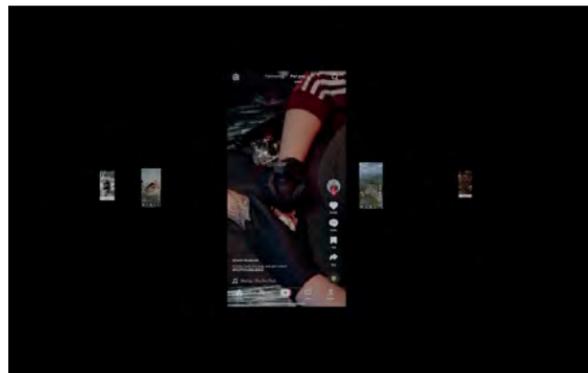
Shot 1: A blank screen with a voice-over that states "Imagine if you were to pop your bubble."



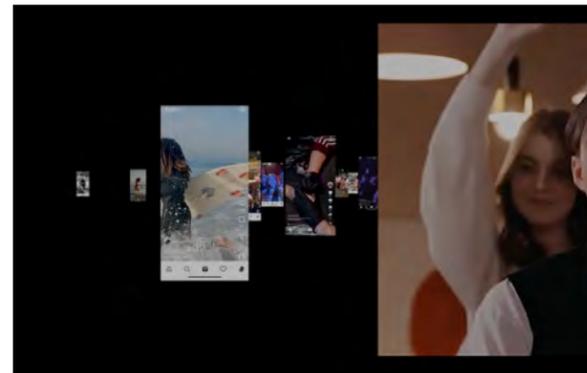
Shot 2: A bubble-popping sound happens as a social media video of someone getting out of their comfort zone appears.. Music fades in.



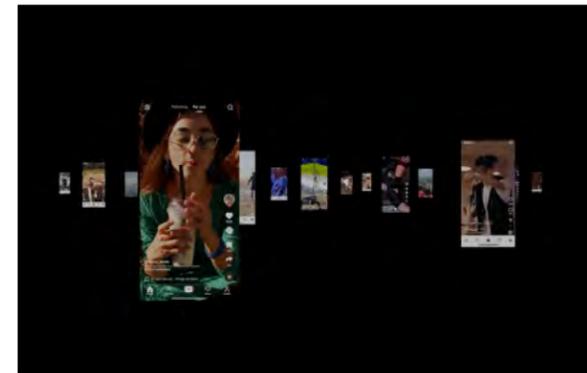
Shot 3: Camera starts moving out, revealing more screens as the voice-over continues.



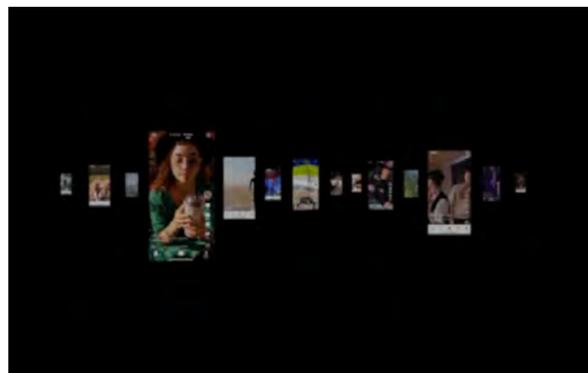
Shot 4: Camera continues to move out, but slows down here and there to highlight certain videos. Voice-over continues.



Shot 5: Camera continues to move out, but is speeding up to reveal more videos.



Shot 6: Camera slows down as all of the videos are being revealed to the audience. Voice-over continues.



Shot 7: Camera stills. Videos become blurry. Voice-over encourages the viewer to stop saying what if and to pop their bubble.



Shot 8: #POPYOURBUBBLE comes onto screen.



Shot 9: Music stops and a bubble popping sound plays as the Twrl logo comes onto screen.