

## **CASE STUDY – DIGITAL CONTENT CREATOR**

### **Project – Launching of “Your Home Your Mix”**

#### **1. Background**

How can we take a mocktail/cocktail competition virtual?

Drinking a mocktail/cocktail is an inherently sensory experience. Taste, sight, and smell are all critical to fully appreciating a drink. Or are they?

With our local establishments being closed during the COVID-19 crisis, we are left without the comfort of a craft cocktail/mocktail mixed up by our favorite bartender. What has transpired during the lockdowns faced is that the bar experience we all love to watch and be part of has started within people’s homes.

Therefore, we feel that there is no better time than now to start showcasing their at-home bartending skills for a chance to win cash prizes. This is why we are kicking off the Your Home Your Mix virtual mocktail/cocktail competition.

#### **2. Requirements:**

- a. Develop the key visual for the project “Your Home Your Mix” that delivers the excitement and thrill of a first ever cocktail/mocktail virtual event in Sri Lanka.  
\*This will be the first time that a public comes to notice of such an event and therefore make sure you grab their attention and communicate the nature of the event with your key visual.
- b. One of the steps that go into launching the event is the announcement of it on social media channels.
  - i. Create a series of content to push on the Instagram page as part of the launch plan
  - ii. You will need a minimum of 3 posts a week for posting
  - iii. Get creative with how you announce the event, the details, what it entails for the audience.

#### **Tips**

- Get creative with how you go about this brief and bring in your detail oriented & creative eye to establish the event into the minds of the audience.
- Think about your target audience and make sure you capture their attention via your KVs and posts.
- How you present this to us is entirely up to you. However, we would like to see and hear what went through your head while you develop these artworks!