

# WHAT IS STARRY?

LEMON LIME SOFT DRINK  
CREATED IN JANUARY 2023  
REPLACES SIERRA MIST





# DESIGNED FOR THE NEXT GENERATION

VISUAL IDENTITY  
MATCHES THE ENERGY

ZESTY YELLOW & CRISP GREEN

**MEET**


**LEMON**



**MEET**

**LIME**



The background is a vibrant yellow with faint, stylized illustrations of characters and the word "MEET" repeated in a light, semi-transparent font. The characters appear to be from a children's show, with one character holding a drink and another making a peace sign. The overall aesthetic is playful and energetic.

**LEM and Lime are the stars  
of the show! Inspired by  
fashion and streetwear,  
starry introduced them to  
bring a splash of fun!**

# STRENGTHS



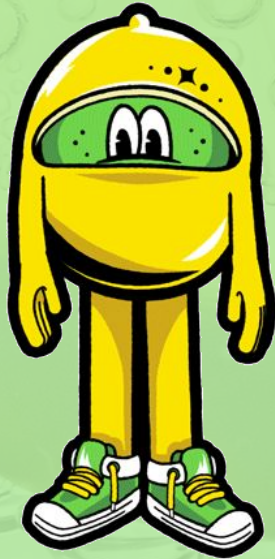
## **FRESH**

BRIGHT, OPTIMISTIC, AND FUN

## **NEW BUT KNOWN**

GREAT SOCIAL MEDIA PRESENCE

# WEAKNESSES



## **LOYALTY**

SOME FANS ARE STILL LOYAL TO  
COMPETING AND WELL-KNOWN  
BRANDS

## **STILL NEW**

STARRY IS STILL FRESH IN THE  
MARKET WITH ITS RELEASE IN 2023



ECLIPSE  
ORDINARY



# WHAT IS AN ECLIPSE?

## WHAT'S THE DEAL?

When the Moon passes between the Sun and Earth  
A Total Solar Eclipse completely blocks the face of the Sun

# WHAT'S THE DEAL?

## TIMING

There hasn't been an eclipse in North America since 2017  
The next total solar eclipse won't come till 2044

# INSIGHT

Other brands “eclipse” their flavor with fizz

# CREATIVE DRIVER

Starry has the perfect fusion of FIZZ and FLAVOR



# **OUT OF HOME BILLBOARD**

**Prepare for Liftoff  
Campaign Countdown**

PHASE #1



ECLIPSE  
ORDINARY

Starry



# **TV SPOT**

## **FLAVOR BEYOND FIZZ**

Two astronauts run into a fizz powered  
problem where flavors collide.

PHASE #2



# **SOCIAL SERIES**

## **ECLIPSE TIPS**

Influencers

PHASE #3

# MAIN INFLUENCERS

Bill Nye The Science Guy  
Entertaining & Nostalgic  
Humor Infused Science



Education & Entertainment  
NASA & STEM Background  
Cross-Generational Appeal

PHASE #3



# MAIN INFLUENCERS



Bill Nye (Science Guy)  
@TheRealBillNye  
138K Subscribers  
@BillNye  
9.9M Followers



Mark Rober NASA  
Engineer + YT  
@MarkRober  
41.4M Subscribers

# SOCIAL 1/2

## REEL/TIKTOK

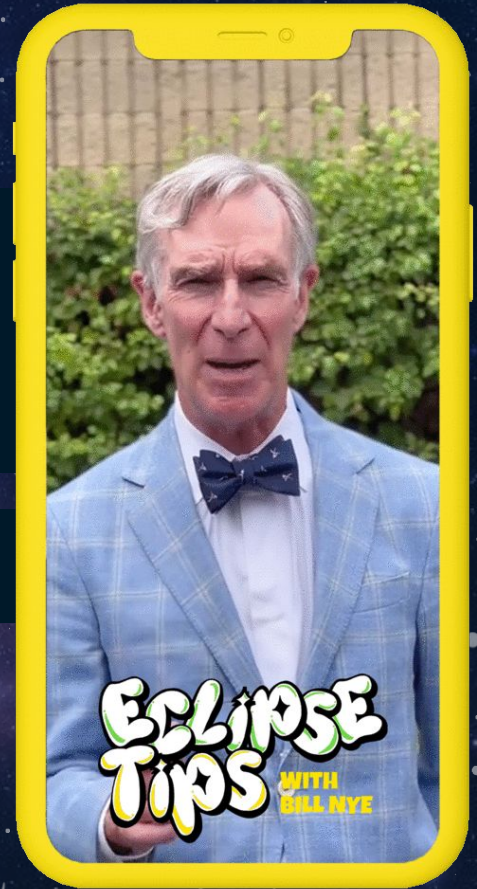
What is a Total Eclipse?



# SOCIAL 2/2

## REEL/TIKTOK

Why do we need Eclipse Glasses?



# SOCIAL SUB INFLUENCERS



**Michael Stevens**  
AKA Vsauce  
Educator + Youtuber  
@vsauce  
21.3M subscribers



**Hank Green**  
Science Youtuber  
@CrashCourse  
15.4M Subscribers



**Neil deGrasse Tyson**  
Astrophysicist  
@neildegassetyson  
2M followers



**Emily Calandrelli**  
MIT Engineer  
@thespacegal  
642K followers



**Katya Echazarreta**  
Engineer  
@Katvoltage  
435K followers

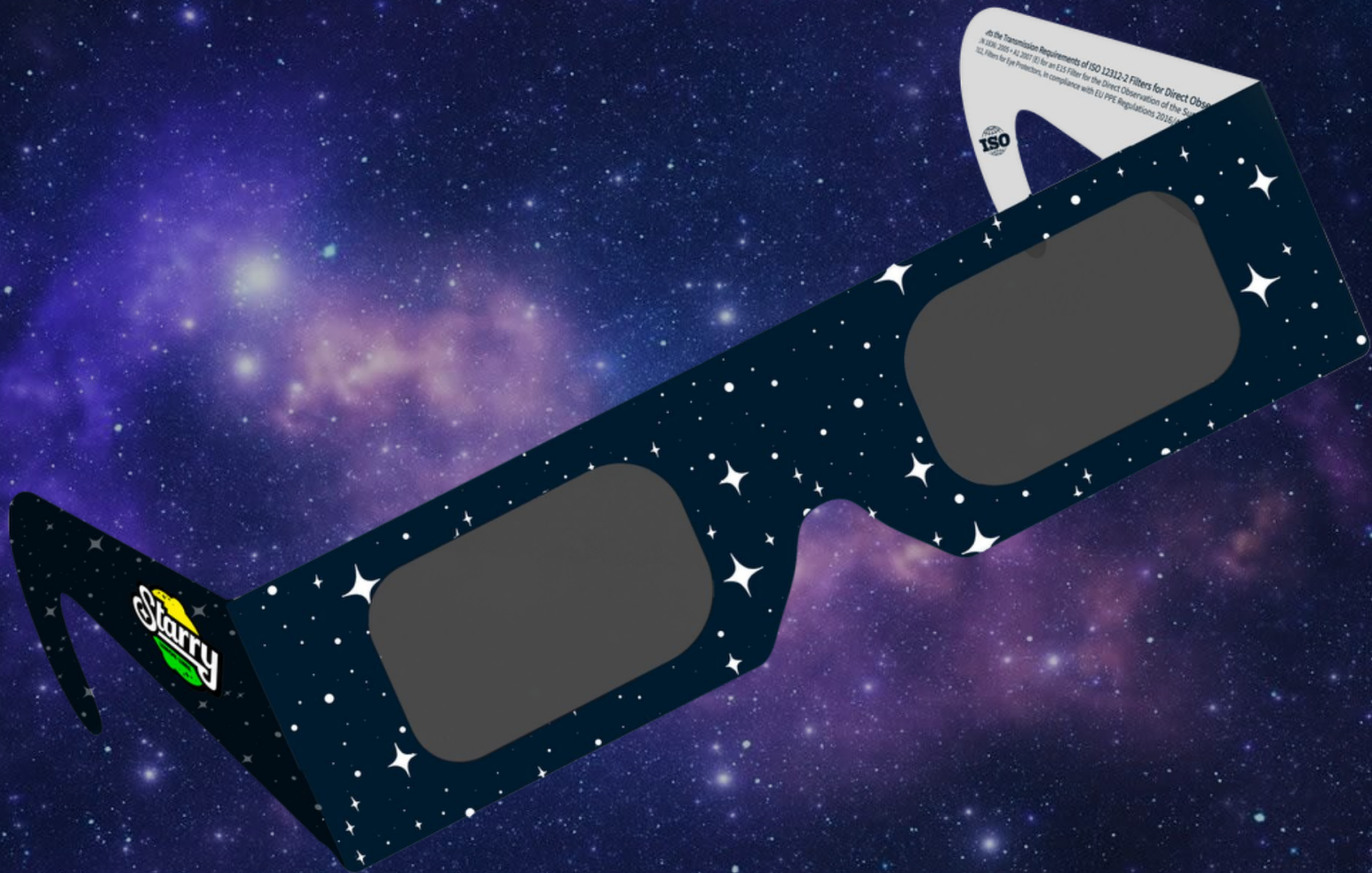


# PRODUCT/PACKAGE INNOVATION

Eclipse Ordinary Campaign Line

PHASE #4





Starry

ISO

to the Transmission Requirements of ISO 12312-2 Filters for Direct Observation of the Sun  
in 2002 and A1 2007 01 for an E15 Filter for the Direct Observation of the Sun  
12 Filters for Eye Protection, all compliance with EU PPE Regulations 2016

The background of the entire image is a dark blue, starry night sky. It is filled with numerous small, white, four-pointed stars of varying sizes, some with soft halos, and larger, more prominent white stars. The stars are scattered across the dark blue background, creating a sense of depth and a celestial theme.

# **EXPERIENTIAL ECLIPSE WATCH PARTY**

Proceeds go towards the FIRST Foundation

PHASE #5





**Starry**  
**LEMON LIME**





ECLIPSE  
ORDINARY

```
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  --white:   □ #fff;
  --lime:    ■ #71d54c;
  --lemon:   ■ #fde300;
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  text-color inverse: ■ var(--lime);
  background-color: ■ var(--lemon);
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    serif;
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    system,BlinkMacSystemFont,avenir
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    neue,helvetica,Cantarell,Ubuntu,roboto,noto
    serif;
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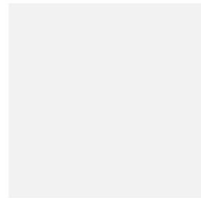
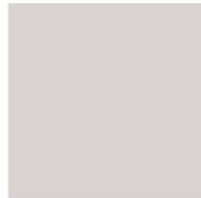
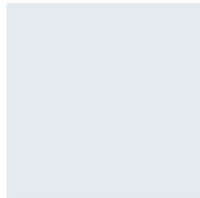
a few tv/production ideas, a few social ideas,  
a few print ideas, a few OOH ideas, a dew  
experiential ideas

# **DOLCE FAR NIENTE**

SWEETNESS OF DOING NOTHING

THE GOAL OF THIS SHORT FILM IS TO SHOW THE MINUSCULE YET  
ENJOYABLE THINGS ABOUT RELAXING AND DOING NOTHING

THINK ABOUT HOW THERE IS POWER IN RELAXATION  
SHOWING THE MOMENTS OF CALM IN THE STORM



<https://www.youtube.com/watch?v=xAXg5eVkYSc>

<https://www.youtube.com/watch?v=gFfJN7GSNHg&list=PL1nPdcy8kGpk7ySb7z5GRizZkpMe4ntay&index=5>

<https://www.youtube.com/watch?v=nUmRI-BQIUg>

<https://www.youtube.com/watch?v=kfchvGrP32I>