



The annual YCN Student Awards exists to inspire, support and showcase emerging creative talent, and to connect it with the creative industries. The Awards center around live creative briefs written each year by partnering organizations, and spanning across broad creative disciplines.

# effective focus

## **Challenge**

Showcase the “power of the mind” with a guerilla marketing campaign to promote the launch of “Effect”, the first of its kind energy drink. A new product geared towards enhancing consumers focus, helping them to recharge and accomplish any task they set out to complete.

## **Approach**

The team designed a multi-element guerilla style activation plan that would be installed in major cities throughout the United States. To catch the attention of passersby, we developed three (3) gaming assets powered by eye motion sensors - a vending machine, a phone charging booth and subway stop displays. Each element would reward participants with either a complimentary energy drink, redeemable coupon or a re-charged battery.

## **Results**

The team effectively demonstrated the power of the mind and received an international award (the only recipients in the United States). Each team member was presented with an award and the campaign was published in print and online.

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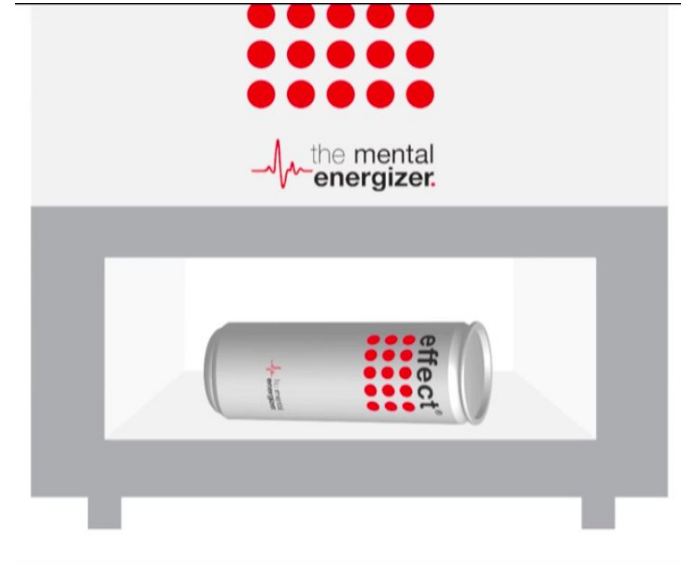
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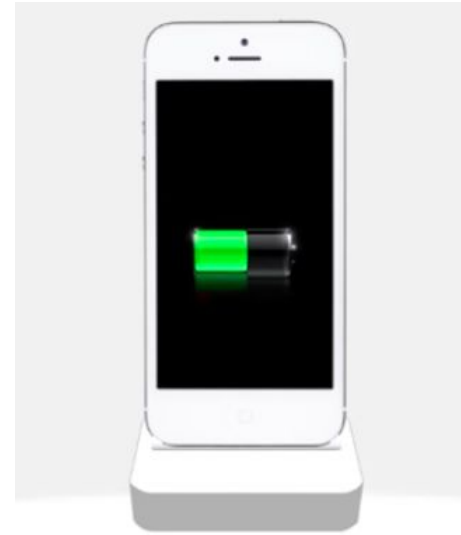
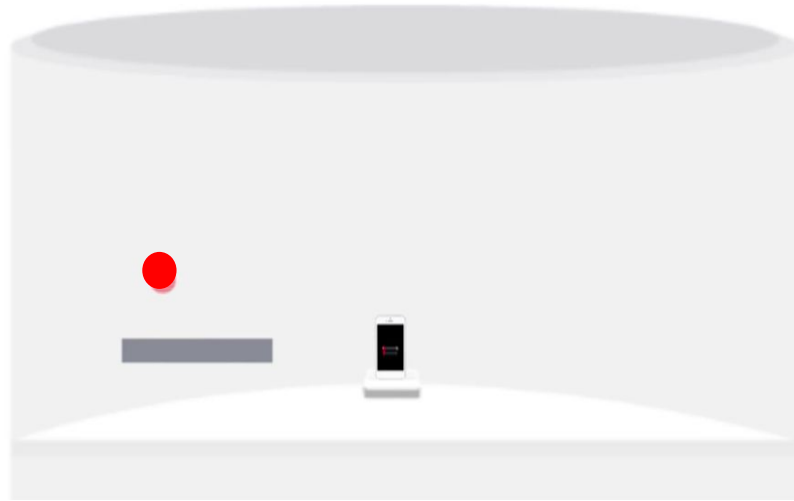
# Branding & Design Elements



# Activation Assets - Vending Machine



# Activation Assets - Charging Station



# Activation Assets - Subway Stops

