

UBT

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

University Of Business and Technology  
Integrated Marketing Communications  
Final Project

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## **Summary:**

In Integrated Marketing Communications, we have extensively studied Advertising methods and what goes on behind the scenes to help create a message worth sending and instilling within the consumers. Our final project reflects on what we learned within the semester but touches specifically on chapters 6 and 8 which discuss advertising design and media design respectively. For the project I chose to do it individually, which albeit was challenging however my ambitions had a specific idea in mind with a specific product. This report will walk through my journey in creating the final project and trying to sell the specific product I had in mind, “Ugly Drinks”.

## **Introduction:**

This report will discuss the campaign created for Integrated Marketing Communications and include:

- I. Company Background
  - A. Who is “Ugly”?
  - B. What is the drink?
- II. The Chosen Campaign
  - A. Product to be Promoted
  - B. Target Market
  - C. Campaign Description
- III. Advertising and Media Design
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## **Company Background**

### **Who is “Ugly”?**

The brand, Ugly, was founded in London, UK, by co-founders Hugh Thomas and Joe Benn back in 2018. Having just recently gone global within the past 12 months, Ugly has broken barriers in which the founders never imagined to break, expanding to over 10,000 locations in the US alone, and expanding to online spaces such as Amazon, to focus more on direct-to-consumer sales. In their newfound popularity they began to reach out in philanthropic and virtuous acts becoming frequent donors to Oceanic Global and Girl Up Campaign.

Oceanic Global is a nonprofit organization that has set out to inspire and empower individuals, communities and industries to take better care of our oceans and overall well being, holding us all accountable to our actions towards the ecosystem.

Girl Up Campaign, on the other hand, is a United Nations foundation created to unite girls to change the world, with the slogan “When girls rise, we all rise”.

### **What is the drink?**

Created, as an alternative, to tackle the obesity and diabetes global epidemics caused from drinking sugar- sweetened soda, the company prides itself in its honesty and having no harmful additives. Their “ugly truth” strategy seems to work in their favor.

Another strategy that helped popularize them is the monthly release of limited edition flavors that are unique and unheard of for drinks. These out-of-the-box, exclusive flavors include: marshmallow, butterscotch, pumpkin spice, candy cane, birthday cake, candied apple, and maple. All these unique flavors, believe it or not, are all natural with no added sugar and no artificial sweeteners, making them an ideal drink for diabetics and those looking for a healthier alternative to regular soft drinks. This strategy not only created an unseen variety of flavors but also helped boost their direct-to-consumer sales by 500% over the years.

## **The Chosen Campaign**

What is a campaign? According to various sources, a campaign is a series of advertisements made that focus on a singular goal/message. With this in mind I took the word and task of creating a campaign quite literally.

### **Product to be Promoted**

In light of its new popularity and exceptional flavors, the product chosen to be promoted in the campaign is their soft drink in three flavors that were easily and readily available. I have chosen to promote their Peach flavor, the Lemon Lime flavor and their cherry flavored drinks, hoping to have a good variety in the campaign but also limiting myself to not overdo it. According to their prior advertisements they occasionally promote multiple flavors in the same period, so I wanted to keep it consistent as if they were real adverts to be used for their upcoming, made-up, campaign.

### **Target Market**

The campaign will be targeting young muslims adults, for a more specific target we went with the females of that already specific demographic. It also targets diabetics or those looking for a better alternative to their usual sugary and unhealthy drinks, but is not limiting itself to just that. The campaign focuses on females through only having female models and the use of the more bright colors that have been scientifically proven to attract young adults and females more than it would in other age groups and the opposite gender (disclaimer: while it all does depend on personal preference of specific individuals, this is a more broad/general analysis from what data researchers have collected).

### **Campaign Description**

Eid is just around the corner, and for this campaign it is the focus. The word Ugly has always had a negative connotation to it, however, just as the body positive community took back the negative aspect and power of the word “fat”, the campaign intends to take back the negative power of what the brand name is always associated with. Using various methods to instill this message, while also keeping in theme with what their usual message is and what the company stands for. The main focus is ofcourse the time in which the campaign should release which is prior

to Eid for preparations for it, so keeping the theme and focus consistent is also a priority for this campaign.

## **Advertising and Media Design**

### **Advertising Design**

#### **1) Message Strategy**

For this campaign, the most logical strategy to send my message and the brands message would be through an affective message strategy. It has more freedom in psychologically capturing the consumers attention and has the most leniency and creativity in my opinion. To truly create a campaign that would not only be cohesive with the brands existing image but also help make it seem like it fits in and truly pave the way for the Eid campaign that I chose to name the “Eid-Power of Words”.

#### **2) Types of Appeal**

Since an affective message strategy was chosen, I have decided the most beneficial move for the campaign would be in optimizing and putting to use both the resonance affective strategy as well as the emotional affective strategy. The resonance affective strategy was used to associate the drink and campaign with the Eid days and celebration of the Holy holiday, whereas emotional affective strategy was used in the use of embracing flaws, because we all have them (and it is always important to remember that no one is perfect or complete except for our Creator and this message was important to put in the campaign).

#### **3) Executional Framework**

Considering campaigns are a multitude of ads, I chose to merge a few frameworks of execution in order to make it new, and capture as many consumers’ attention as possible. The types of frameworks I chose are demonstrative, informative and storytelling which depend on the advertisement. Creating a variety not only ensures that at least one will appeal to almost everyone but also makes it less boring for consumers if it's repeated while still being cohesive.

### **Media Design**

#### **Combination Types Chosen**

When thinking of how to truly promote this product, especially for Eid, there was a calling for me to use both the traditional and digital.

I used the traditional method in order to optimize television ads, especially considering how views skyrocket during Ramadan so it would be the perfect time to advertisement in preparation of Eid. Digital media and means of advertising is more cost efficient especially when advertising through Social Media platforms such as TikTok, Instagram and even Youtube. Considering how the use of social media is almost second nature to humankind, digital advertising is the smartest option. In fact, digital marketing is usually the only best option, however, the downfall is that social media works through targeted advertisements and consumers must show an interest in products similar to this if not exactly like it in order to have a higher chance of getting a targeted ad. This is exactly the reason Television ads were also chosen, to ensure a wider audience would see it and would have the same level of being intrigued in the product and search it up, creating a higher chance of targeted advertisements.

### **The Campaign in More Detail**

#### **The Process**

The idea came to me while lounging around in the pool with my friend, trying new drinks and treats we found while browsing around the grocery store, one of which was the product: Ugly Drinks. At the time we were discussing confidence and what made us confident or lack confidence, my friend decided to share how she experimented with putting glitter on her cellulite marks rather than hide them, which in turn made her feel beautiful and confident rather than self conscious. This sparked the idea that what makes us self conscious and confident isn't how we look but how we are taught to want to look and comparing ourselves to a standard that isn't realistic for the majority of people. With this idea in mind I glanced at my drink and realized the only thing truly ugly in this world is the word itself, not even the can is ugly and that sparked the flame to make the “Power of Words” campaign.

Associating the power of words with Eid was fairly easy, Eid is usually when people want to show off their new clothes and look their absolute best. Women will put on make up and take filtered photos in order to make them “less ugly” and hide their “flaws”. I wanted to take a regular photoshoot and video shoot and turn them upside down. This campaign was going to be real, and raw and show the “ugly truth”. I enlisted the help of my friend to be a model and photographer when my hands began to shake too much, and we began the preparation.

I first scheduled a date for the shoot and storyboarded some ideas of what I had in mind, many of which I had to reflect on their previous ads and campaigns to make sure it fit in theme. Many ideas were scrapped at the last minute, and I am proud of the final results. The day of the shoot was scheduled to be Thursday 14th April 2022.

When preparing on the day, my friend and I got ourselves ready and shot some footage for a possible ad idea that I decided to scrap and use simply as behind the scenes footage. The makeup was simple but I wanted to add an extra new element which is why tiny rhinestones were incorporated in our eye looks. I made sure it didn't look too out of the place and was just an accent to the look, nothing more. The clothes were brightly coloured and reflected the brightness of the brand while also emulating the extravagance of Eid and showing that women like to dress up and look their best during such an occasion.


While getting ready, my model tasted one of the flavors of the drink: cherry, and suffice to say she did not enjoy it at all, especially since it had a “battery” taste as with all sparkling waters. To combat my model getting uncomfortable in the shoot and that possibly showing in the final photos and videos, I decided to give her cans that have been previously drunk from and cleaned out so she can take photos pretending to drink from it. Considering we wanted the ugly truth, no footage of the model “drinking” made it to the final cut; since it would be false advertisement and ethically I felt it would be wrong to do so, especially since personally I enjoy the drink.

Considering the brand is an avid donor to Oceanic Global, I made sure metal straws were used and shown in one of the videos created. Hours passed of countless retakes and repositioning of the product and our time limit was getting shorter as the room we were shooting was going to be used by my family soon, so we finished what we could and called it a day.



The footage was later transferred all to me and I began editing everything the next day, where the campaign advertisements were all completed. Although I see many flaws with the editing I decided to embrace it since that was part of my message, and rather than stick with only the flaws in human appearances I wanted to showcase the flaw in human abilities as well and how even ads can be flawed. I made sure that editing was limited and no filters, airbrushing or alterations of “imperfections” were made to help sell the raw and real message.



Advertisement	How is the message conveyed?	What I like:	What flaws I see but choose to keep in:
<p>Informative and Storytelling Ad. Showing off the drink while the slogan gives the sense that the model is partaking in this challenge while promoting it and the fact that Ugly prides itself on honesty</p>	<p>Creating an Eid only exclusive challenge where the target audience is asked to use no filters and no tricks on their photos with the product. This challenge not only fits with the Eid theme, but also in tandem with the “Power of Words” campaign.</p>	<p>My favorite out of the photos, I particularly like the neon light affects I used to keep in theme with the pop of color since the model sported a white top. I also like how the focus is on the drink itself.</p>	<p>The can itself is not very clear, despite being what was in focus.</p>
<p>Demonstative Ad. Drinking from the can and showing its use.</p>	<p>Brings in both Eid and the message of embracing ones flaws with a photo that has not been retouched or filtered, showing parts that I would usually feel insecure about.</p>	<p>I like that the earrings chosen are an upside down U, and what pops out the most is the actual photo and not the drawn/edited in parts.</p>	<p>The drawn in lantern feels awkward and overcrowded in this photo. Although, Ugly Drinks is known for having mixed media ads where photos are mixed with drawings and memes.</p>

 <p>Celebrate Eid With <b>Ugly</b></p>	<p>Simple and to the point words, plus the decorations surrounding the drinks from the marble mosque to the golden lantern Eid is the most prominent in this ad</p>	<p>The decorations on the table and layout of the product photo are what I enjoy most about it. The position and structure of the cans also make them the main focus and the words are clear.</p>	<p>Having the drink can be the pop of color not only makes it stand out but also “ruins” the color scheme making it “ugly” however this flaw is in theme with the campaign so it was kept in.</p>
<p>Storytelling Ad. Showing a decorated Eid table with drinks on display as if for guests and household members to enjoy.</p>			

**Result Analysis**

Advertisement	How is the message conveyed?	What I like:	What flaws I see but choose to keep in:
 <p data-bbox="161 797 405 976">Demonstrative and Storytelling Ad. From showing the drink being used <i>during</i> Eid.</p>	<p data-bbox="480 255 786 517">The music and fairy lights as well as the table decorations bring in the Eid aspect. The ASMR start of the ad shows the reality of the drink.</p>	<p data-bbox="804 255 1110 551">The filming process, using a metal straw to pay homage to Oceanic Global. I enjoyed demonstrating the experience that is realistic to have during Eid with this drink.</p>	<p data-bbox="1128 255 1434 551">The raw editing highlights the flaws within the video, which was kept in to embrace that not everything needs to be perfect for it to be shown.</p>
 <p data-bbox="161 1319 432 1413">Informative Ad. Due to words describing attributes.</p>	<p data-bbox="480 1001 778 1368">The background images created as well as the music used help sell the fact that this campaign is made for Ramadan. The overall scheme and editing helps show the flaws however it is less prominent.</p>	<p data-bbox="804 1001 1098 1296">Every flavor has its own moment to shine with their own descriptive words and the music and color scheme makes everything fit well together and cohesive.</p>	<p data-bbox="1128 1001 1442 1733">By far my least favorite ad, however I believe that what makes it great in sending the message of embracing our flaws and that no one is perfect since this ad is no where near what I would consider perfect, despite the hard work and effort put in behind it. It also fits in with their prior advertisements through memes, overly cluttered posts and the merge between real photos and drawings/animations.</p>

## **Conclusion**

To finish up and conclude this report, this project was very ambitious to take on alone but it helped me learn more and put what i already learned to practice and good use. I had to think strategically on how to work in Eid and the Power of Words, and how to merge them together. I had to do a lot of problem solving throughout the days I worked on the project. I made more extensive research on a brand that prior to this project was all but strange to me. All I can hope for now is that I reflected on my knowledge through the results and showcased what my capabilities are as an individual.

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### **Company Background**

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### **Campaign Chosen**

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### **Target Market**

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