

Two small, stylized lemon slices are positioned above the 'j' and 'i' of the word 'juice'. Each slice is a simple circle with a white outline and a yellow interior, divided into segments by thin white lines.

juice  
Cahoose

# Who We Are

## LOGO



## TAGLINE

**FAST • FRESH • FUN**

## COLORS



#558837

R: 84  
G: 135  
B: 56  
C: 71%  
M: 26%  
Y: 100%  
K: 10%



#D68005

R: 214  
G: 128  
B: 5  
C: 14%  
M: 56%  
Y: 100%  
K: 2%



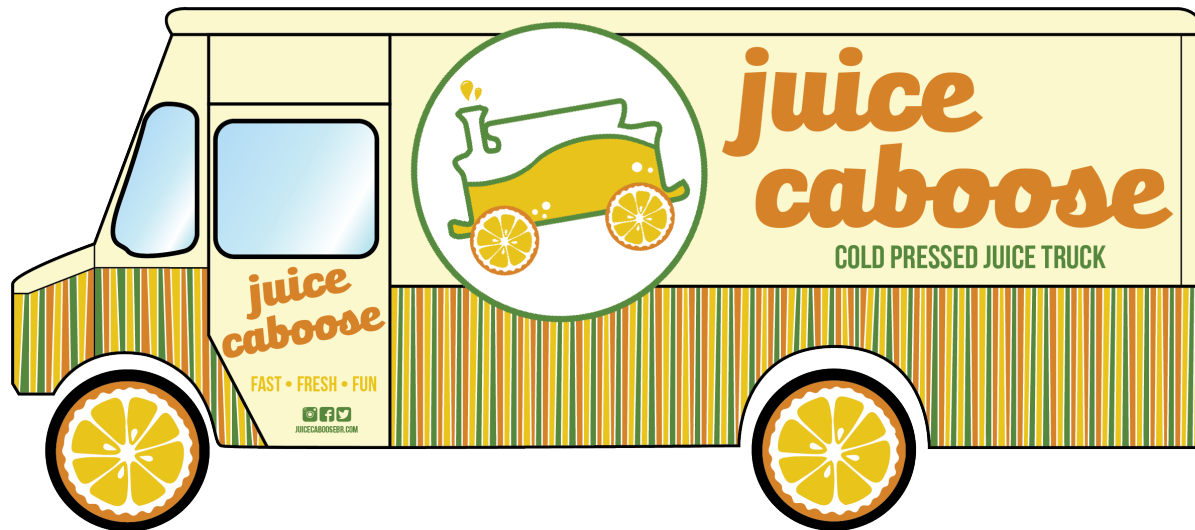
#EAC40A

R: 235  
G: 196  
B: 10  
C: 10%  
M: 20%  
Y: 100%  
K: 0%

## FONT

**Bulletto-Killa**  
**BEBAS NEUE**

# Truck Design



# Truck Design



# Cleanses



# Packaging

ALL THREE LEVELS OF THE JUICE CLEANSE CAN BE ORDERED ON SITE OR ONLINE AND WILL COME IN A CONVENIENT, EASY TO CARRY CARTON MADE OF 100% RECYCLED MATERIALS.

THE CARTON WILL HAVE INFO ABOUT YOUR CLEANSE & TIPS FOR A SUCCESSFUL CLEANSE PRINTED ON EITHER SIDE.

EACH BOTTLECAP WILL HAVE A SMALL NUMBER STICKER ON IT INDICATING THE ORDER IN WHICH YOU SHOULD CONSUME THE JUICES.



\*SIDE\*



\*FRONT\*



\*AERIAL VIEW\*



\*SIDE\*



# menu



17 OZ. \$6.99 • 12 OZ. \$5.99 • 8 OZ. \$4.99



### GREEN MACHINE IMMUNE BOOSTER

KALE  
APPLE  
GINGER  
SPINACH  
CUCUMBER  
LEMON  
110 CALORIES



### PINEAPPLE POWER MOOD BOOSTER

PINEAPPLE  
APPLE  
MINT  
210 CALORIES



### LONG-DISTANCE LIME HUNGER CONTROL

LIME  
GINGER  
LEMON  
AGAVE  
170 CALORIES



### LOCO LEMONADE WEIGHT LOSS AID

LEMON  
CAYENNE  
AGAVE  
120 CALORIES



### ALL-ABOARD APPLE PALATE CLEANSER

APPLE  
LEMON  
CAYENNE  
GINGER  
170 CALORIES



### CARROT COMMUTE HEART HEALER

CARROT  
LEMON  
100 CALORIES



### OPERATION ORANGE METABOLIC BOOST

ORANGE  
GRAPEFRUIT  
LEMON  
120 CALORIES



### BEEET STREET DETOXIFIER

BEEET  
GREEN APPLE  
LEMON  
ORANGE  
WATERMELON  
190 CALORIES



### ENERGY EXPRESS NUTRIENT RICH

COFFEE  
CASHEW  
CINNAMON  
VANILLA  
300 CALORIES



### CHOO-CHOO CASHEW POST-WORKOUT

CASHEW  
VANILLA  
CINNAMON  
AGAVE  
300 CALORIES

# Website



juice caboose  
cold pressed juice truck

HOME ABOUT MENU CLEANSES order online

GREEN MACHINE PINEAPPLE POWER LONG-DISTANCE LIME LOCO LEMONADE ALL-ABOARD APPLE COMMUTER CARROT OPERATION ORANGE BEET STREET ENERGY EXPRESS CHOO-CHOO CASHEW

FAST • FRESH • FUN

**Truck Schedule**

MON 11-2	CORNER OF NORTH ST. & 4TH ST.	FRI 11-2	CORNER OF NORTH ST. & 4TH ST.
TUE 11-2	CALANDRO'S • 4142 GOVERNMENT ST.	FRI 5-9	TIN ROOF BREWING CO • 1624 WYOMING ST.
WEDS 11-2	CORNER OF NORTH ST. & 4TH ST.	SAT 11-2	THE WOODLANDS OF BR • 910 BEN HUR RD.
THUR 11-2	CALANDRO'S • 4142 GOVERNMENT ST.	SUN 11-2	LOD COOK LOT • 3848 W. LAKESHORE DR.





# Website



# Website



# Website



# Print Ad Campaign

**THE EASY WAY TO  
BOOST YOUR METABOLISM.**



**OPERATION ORANGE**

FAST • FRESH • FUN  
100% NATURAL

**exclusively at juice caboose**

 [JUICEBABOOSERR.COM](http://JUICEBABOOSERR.COM)

# Print Ad Campaign




**THE EASY WAY  
TO LOSE WEIGHT.**

**juice caboose**  
cold pressed juice truck

**LOCO LEMONADE**

FAST • FRESH • FUN  
100% NATURAL

**exclusively at juice caboose**

   [JUICECABOOSEBR.COM](http://JUICECABOOSEBR.COM)

# Print Ad Campaign

**THE EASY WAY  
TO DETOX.**

**juice caboose**  
cold pressed juice truck

**BEET STREET**

FAST • FRESH • FUN  
100% NATURAL

**exclusively at juice caboose**

 [JUICECABOOSEDR.COM](http://JUICECABOOSEDR.COM)

# Social Media

**JUICECABOOSEBR**

1143 posts   53m followers   338 following

**JUICE CABOOSE BATON ROUGE**  
INDEPENDENT FOOD TRUCK SPECIALIZING IN PREMIUM COLD PRESSED JUICE CONCOCTIONS AND CLEANSSES  
FAST • FRESH • FUN  
[JUICECABOOSEBR.COM](http://JUICECABOOSEBR.COM)

**COMMUTER CARROT**  
HEART HEALER  
CARROT LEMON  
100 CALORIES

**FIVE DOLLAR**  
*finals week*

**SUMMER DETOX**  
*cleanse*  
GET 20% OFF  
NOW THROUGH FRIDAY

# Creative Brief

## OBJECTIVE

TO CREATE A FOOD TRUCK THAT SPECIALIZES IN SELLING RAW, FRESH JUICES AND SMOOTHIES. THIS FOOD TRUCK MUST ENGAGE WITH ITS TARGET AUDIENCE AND IT MUST HAVE BOTH A MENU AND A LOGO THAT ARE APPEALING AND ENCOURAGE CUSTOMERS TO RETURN.

## AUDIENCE

THE GENERAL PUBLIC IN THE BATON ROUGE AREA, WHERE THE FOOD TRUCK WILL BE IN SERVICE, SPECIFICALLY THOSE WHO ARE INTERESTED IN HEALTHY, CLEAN LIFESTYLES AND FOOD OPTIONS.

## STRATEGY

THE PUBLIC NEEDS TO BE AWARE OF WHAT JUICE CABOOSE SELLS AND SPECIALIZES IN. THE FIRST STEP OF CONVEYING THIS MESSAGE TO THE AUDIENCE WILL BE THROUGH THE OUTSIDE DESIGN OF THE TRUCK. THE TRUCK WILL CONTAIN THE BRAND'S LOGO AND TAGLINE AS WELL AS OTHER FRESH, INVITING IMAGES THAT CLEARLY RELATE TO THE PRODUCTS JUICE CABOOSE IS SELLING. IN ADDITION TO THE OUTER DESIGN OF THE TRUCK, JUICE CABOOSE WILL ALSO HAVE SEVERAL SOCIAL MEDIA SITES, A WEBSITE AND PRINT ADS THAT WILL CREATE AWARENESS ABOUT WHERE THE TRUCK IS IN BATON ROUGE AS WELL AS ANY SPECIALS GOING ON.

## CHANNELS

TO DRIVE CUSTOMERS TO JUICE CABOOSE THERE WILL BE A GENERAL AWARENESS CAMPAIGN THAT INCLUDES A WEBSITE, SOCIAL MEDIA SITES, AND A THREE-PIECE PRINT AD SERIES.

## TACTICS

THE TONE OF THE MESSAGE NEEDS TO CONVEY THAT JUICE CABOOSE IS A HEALTHY OPTION. THE LOGO NEEDS TO CONTAIN BRIGHT COLORS AND A CLEAN DESIGN, MOST LIKELY CONTAINING SOME TYPE OF FRUIT. THE TAGLINE NEEDS TO MENTION THE FACT THAT JUICE CABOOSE'S PRODUCTS ARE RAW, FRESH, AND ORGANIC.



# Creative Brief

## COMPETITION

JUICE CABOOSE WILL BE DIRECTLY COMPETING WITH OTHER FOOD TRUCKS IN THE BATON ROUGE AREA. THEY WILL ALSO BE IN COMPETITION WITH BATON ROUGE'S JUICE BAR, BIG SQUEEZY.

## ENGAGEMENT

PEOPLE WILL BE ABLE TO GET INVOLVED WITH THE BRAND THROUGH THEIR WEBSITE AND SOCIAL MEDIA SITES. THE WEBSITE WILL CONTAIN AN UPDATED, WEEKLY SCHEDULE OF WHERE THE TRUCK WILL BE IN BATON ROUGE. PEOPLE WILL ALSO HAVE THE OPPORTUNITY TO SUBMIT THEIR PHOTOS OF JUICE CABOOSE AND IT'S PRODUCTS ON THE WEBSITE. THE SOCIAL MEDIA SITES WILL BE THE EASIEST WAY TO ENGAGE WITH THE AUDIENCE AND THEY WILL HAVE UPDATED SCHEDULES AND SPECIALS.

## EXTENSIONS

EXTENSION WILL BE CONSTANTLY ONGOING THROUGH THE ORGANIZATION'S WEBSITE, SOCIAL SITES AND PRINT ADS. AND, BECAUSE THE TRUCK TRAVELS AROUND THE CITY AND IS NOT ALWAYS IN THE SAME PLACE, THE BRAND WILL CONSTANTLY BE SEEN BY NEW EYES AND WILL REMAIN RELEVANT.

## LAUNCH

JUICE CABOOSE'S WEBSITE, SOCIAL MEDIA SITES, AND PRINT ADS WILL ALL PROVIDE A COUNTDOWN TO THE GRAND OPENING OF THE TRUCK. THE GRAND OPENING WILL HAPPEN THE FIRST FRIDAY IN MAY AT BATON ROUGE'S DOWNTOWN OUTDOOR CONCERT SERIES LIVE AFTER FIVE. CUSTOMERS WILL ABLE TO SAMPLE ALL OF THE JUICES AND SMOOTHIES AND THERE WILL BE HOURLY GIFT CARD GIVEAWAYS. CUSTOMERS CAN ALSO RECEIVE A DISCOUNT ON THEIR PURCHASE IF THEY SIMPLY FOLLOW JUICE CABOOSE ON EITHER FACEBOOK, TWITTER OR INSTAGRAM.

**Caroline**



**Holloway**