



YULA Campaign



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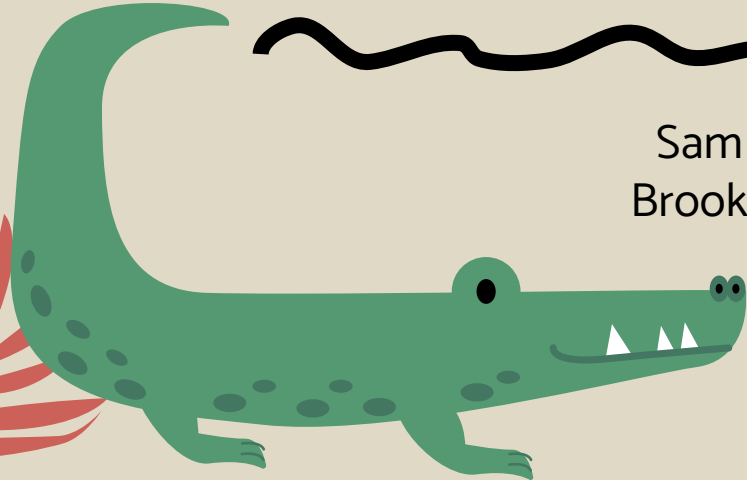


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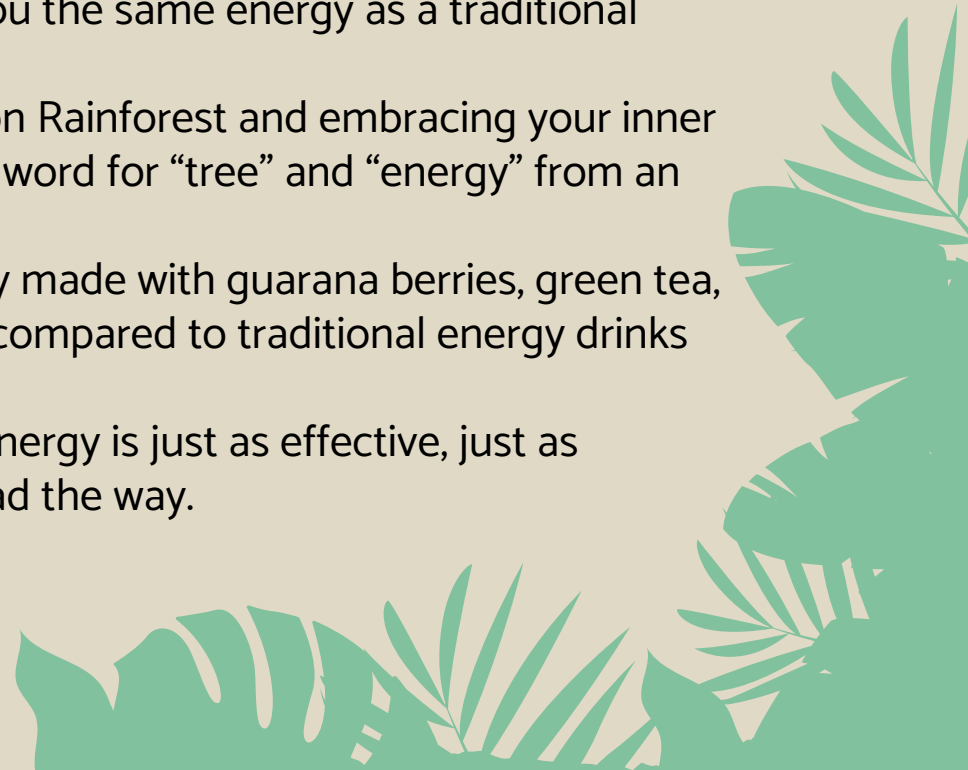


About YULA



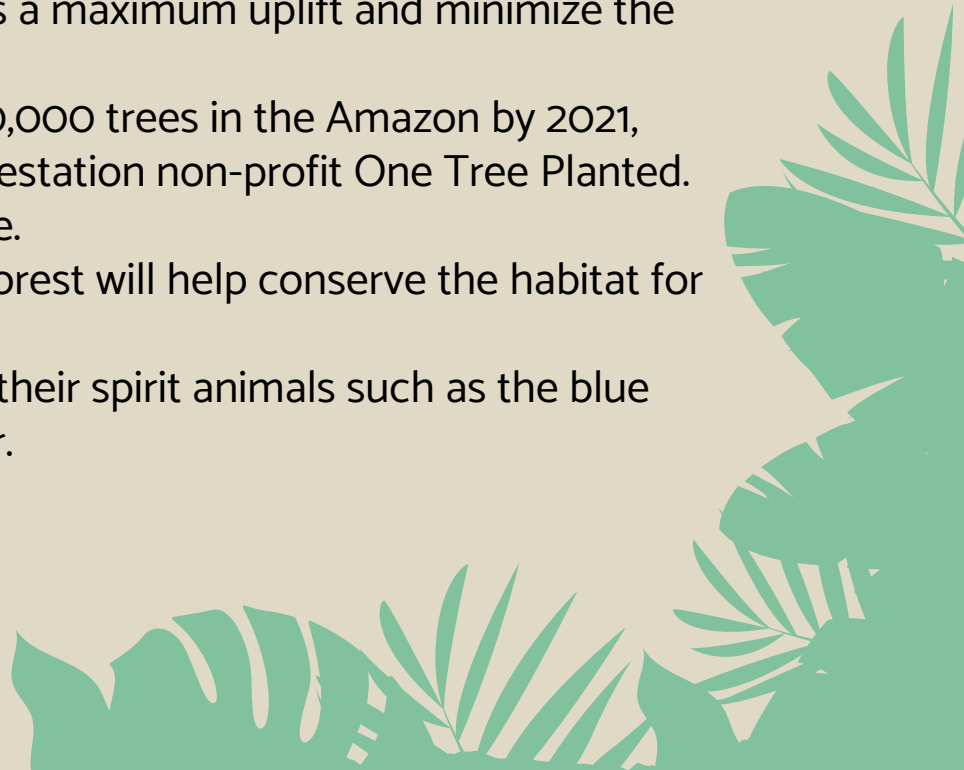
Yula

- Yula is an energy drink that gives you the same energy as a traditional energy drink, with half the sugar.
- This brand is inspired by the Amazon Rainforest and embracing your inner spirit. Hence why they combine the word for “tree” and “energy” from an ancient tribal language.
- They offer you 100% natural energy made with guarana berries, green tea, and green mate. It’s lower in sugar compared to traditional energy drinks and made with a natural taste.
- YULA wants to prove that natural energy is just as effective, just as refreshing, and has the power to lead the way.



Yula Cont.

- YULA is determined to give its users a maximum uplift and minimize the impact on the planet.
- They are committed to planting 250,000 trees in the Amazon by 2021, through their partnership with reforestation non-profit One Tree Planted.
- Yula's cans are also 100% recyclable.
- YULA feels that rebuilding the rainforest will help conserve the habitat for more than 30 species.
- The characters on YULA's cans are their spirit animals such as the blue macaw, spider monkey, and panther.

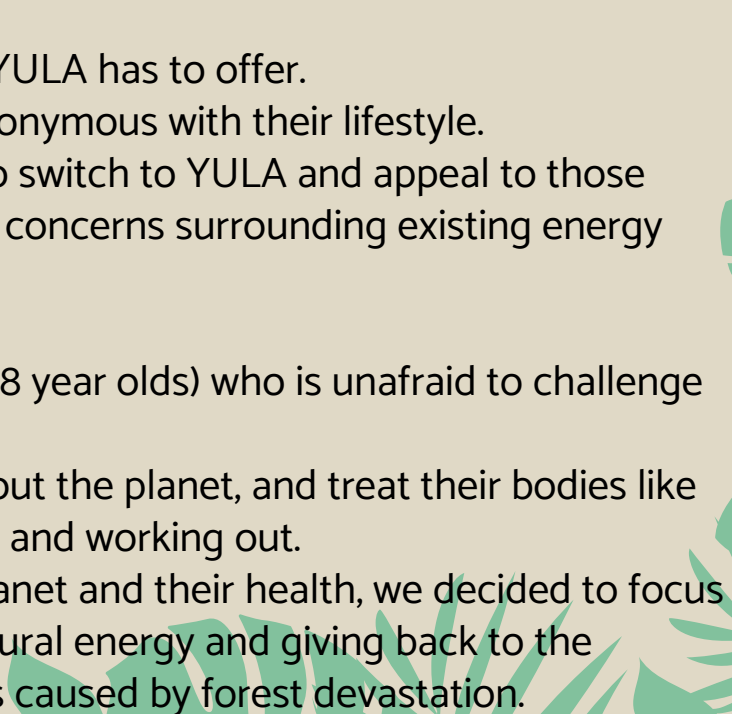





The Challenge & Our Solution




Challenge & Solution

- **We were challenged to:**
 - a. Get our audience excited about what YULA has to offer.
 - b. Help them recognize that YULA is synonymous with their lifestyle.
 - c. Convince traditional energy drinkers to switch to YULA and appeal to those who don't currently drink them due to concerns surrounding existing energy drinks.
 - **We are going to solve this by:**
 - a. Appealing to our target audience (18-28 year olds) who is unafraid to challenge brands and themselves.
 - b. This audience is hardworking, care about the planet, and treat their bodies like a well oiled machine by eating healthy and working out.
 - c. Since our audience cares about the planet and their health, we decided to focus on YULA's mission on being 100% natural energy and giving back to the Amazon Rainforest by replanting trees caused by forest devastation.
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BIG Idea



**Drinking YULA gives you
energy while giving back
to the rainforest.**





Executions



Posters

DON'T LET NATURE SUFFER FROM YOUR MONKEYING AROUND.

When it comes to one of the most beautiful rainforests in the world, why wouldn't we want to help keep it alive? Maximize your energy and help minimize the impact on the planet.



**ENERGY THAT
GIVES BACK**





SUSTAINING THE OUTER VIEW HELPS BUILD THE PANTHER IN YOU.

When it comes to one of the most beautiful rainforests in the world, why wouldn't you want to help keep it alive? Maximize your energy and help minimize the impact on the planet.



**ENERGY THAT
GIVES BACK**



FLY HIGH TO KEEP THE IMPACT LOW

When it comes to one of the most beautiful rainforests in the world, why wouldn't we want to help keep it alive?

Maximize your energy and help minimize the impact for the planet.



**ENERGY THAT
GIVES BACK**



Billboard/OOH





Thank You!

Sam Zoller: Art Director
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