

milk is

Eden Kopytko, Emma Luit,
Kailee-Ann Pilling

Sales are in Decline

Over the years we have seen milk sales plummet:

1. Dairy alternatives
2. Milk = unhealthy (influencers, sponsors, dairy alts.)
3. Milk isn't needed for nutrition.

There's always an alternative to milk, that now it has become the alternative choice for many people.

Milk in the Media

Milk isn't in the spotlight anymore, now it's seen as an **outcast**. Due to media, it is associated with weird and disturbed characters (A Clockwork Orange, Inglourious Basterds, No Country for Old Men)

Social media is a culprit of milk's decline in popularity. Vines, TikToks, and basic memes call milk drinkers “cringe” and childish. People are considered bizarre for drinking plain milk.

Audience

Milk isn't part of the norm anymore - so why would we target those who fit typical binaries?

We are targeting middle school - university students with alternative interests and subcultures (**dungeons and dragons, anime, k-pop, skateboarders, goths, gamers, etc.**)

Our audience wants to express themselves. They want friends with similar interests. They want to be authentic but may struggle feeling alone.





milk is _____

Turn milk into an identity.
Provide our audience with a place to fit in.
How does milk fit in with their lives?



OOH Posters







GUERILLA: Personalization

CONVERSE EXAMPLE

A shoe brand that promotes self-expression and personalization.

How do your shoes represent you?
What do they look like? How do YOU customize them to your life?



Milk2Go Partnership

A Canadian classic

Non-refrigerated, perfect for taking them to class, lunch, after school activities, etc.

Fun flavours.

Hits our ideal audience.







BOTTLES

These bottles are made to be personalized, scribbled on, filled in with colour, and customized perfectly to you.

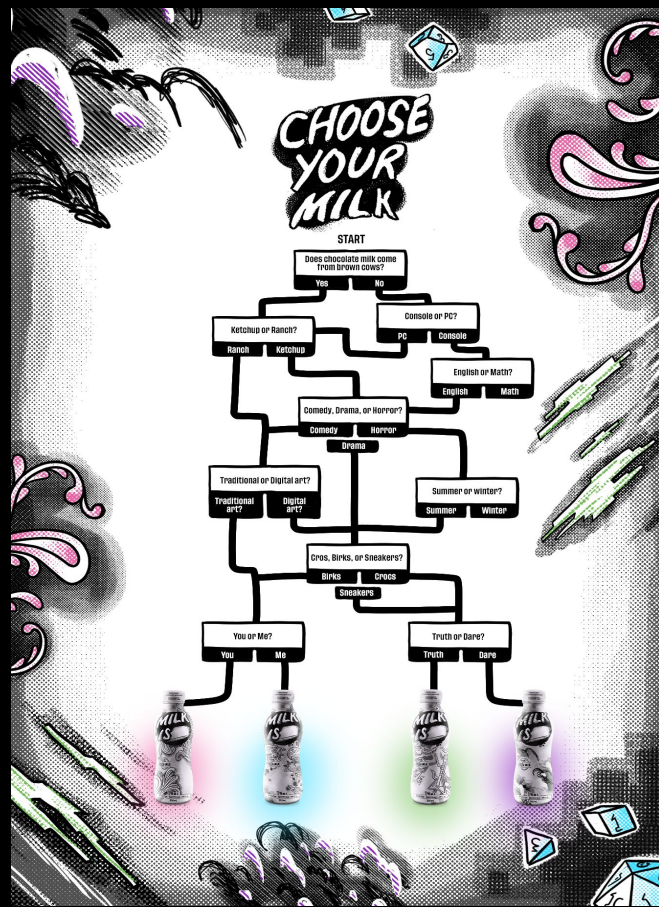
A QR code on the back leads you to Milk2Go's website and provides further details about what "milk is."

There is a hashtag, personality quiz, and a social media presence to showcase your designs/learn about which design you are.



**and what
are you?**





Shelf Talker



Can't decide?

For the
person
who is



kind.

creative.

dedicated.

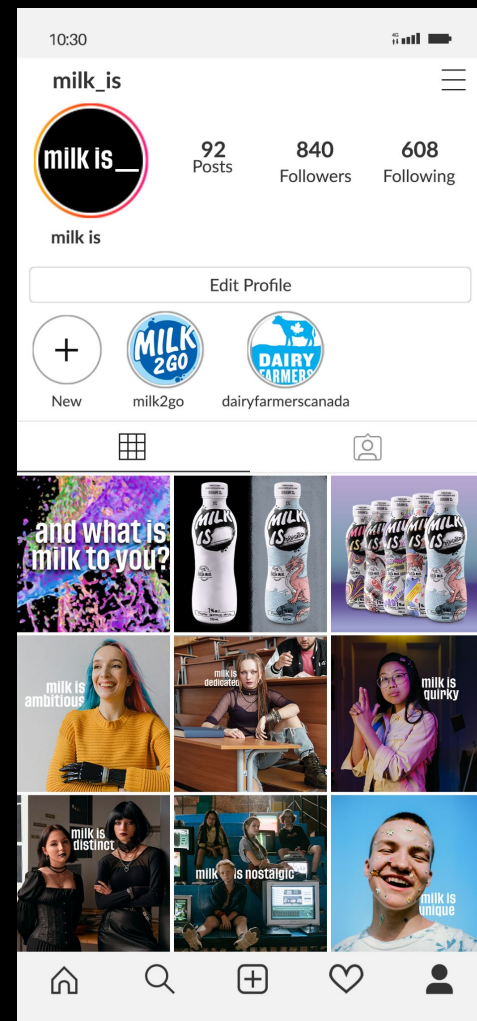


brave.

original.



DIGITAL



TikTok

Sponsor popular influencers,
small-time creators, and niches.

Initiate user-generated content
with #MilkIs.

Explore viral-ability.



LIVE

Following For You



753.3K



221.2K



34K

@freshhh

Come paint my office with me! Feeling extra creative lately, loving the new look. #Milks #DIY #Office

🎵 Royalty Free Music



Home



Friends



Inbox



Profile



THANK YOU!