Launch Event: GTA VI x Reboost Premiere



Mockup for the Luanch Event for GTA 6 X Reboost Premiere



Tholwana Majake Sonique Laing Thato Masekela Ntsako Mbewe

1 INTEGRATED CAMPAIGN:

PROJECT OBJECTIVE:

To drive buzz, test new flavours and social engagement around the two new Reboost Energy Drink flavours by partnering with the highly anticipated GTA VI premiere, positioning Reboost as the ultimate "gamer fuel."

INSIGHT:

Today's gaming community values brands that understand their world and reward their loyalty with real experiences.

CREATIVE CONCEPT:

Vice Reboosted

Tagline: New flavours for a city that never sleeps.

"Vice Reboosted" transforms the GTA VI launch into a blockbuster-style, multi-channel brand experience, blurring the lines between the real world and the Vice City underworld to showcase the two new flavours as the only true companion for all-night gameplay.

SOLUTION:

In-Game Vending Integration







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SOLUTION:

Travelling Consoles.











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SOLUTION:

GTA Truck.





Flat Design for the GTA Truck.



Mockup for the GTA Truck.

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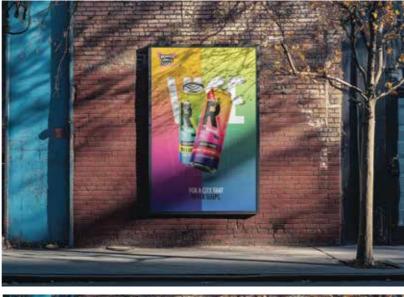
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SOLUTION:

Outdoor Advertising GTA X RREBOOST Poster













Mockup for the GTA Truck.

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SOLUTION:

Outdoor Advertising GTA X RREBOOST Billboard





Mockup for the Billboard Design

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