

Mixed Media

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:

Launch Event: GTA VI x Reboost Premiere
In-Game Vending Integration
Travelling Consoles.
Outdoor Advertising

In-Game Vending Integration



Mockup for the Vending Machine [integrated into GTA].



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Travelling Consoles.
Outdoor Advertising

Travelling Consoles.



Mockup for the Game Console and Controller

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Mixed Media

GTA Truck.



Flat Design for the GTA Truck.



Mockup for the GTA Truck.

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Outdoor Advertising

Outdoor Advertising GTA X RREBOOST Poster



Mockup for the GTA Truck.

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Outdoor Advertising GTA X RREBOOST Billboard



Mockup for the Billboard Design

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