

THERE'S NOTHING REALLY THAT
EXCITES GEN-Z...

EXCEPT THEIR OWN
WEIRD STUFF.

(TIKTOK, EATING TIDE PODS...)



THIS WEIRD CRAP

(INCREDIBLE)

stonks

SO...

**Dubbel
Friss**

**Witte Druif
& Citroen**
met Appel

Gen Z,
Design je
eigen pak
maar, jullie
vinden toch
niks gaaf.

per
100 ml
energie
97 kJ
23 kcal



WE REMOVE ALL COLOR AND
VISUALS FROM THE PACKAGING,
AND TELL GEN Z DIRECTLY WHY
WE'VE DONE IT.

BY ADDRESSING GEN Z DIRECTLY
AND REPROACHING THEIR
ATTITUDE, WE TAP INTO THEIR
STUBBORNESS.

THEY'LL WANT TO PROVE THAT
THE 'BOOMER' BRANDS DON'T
UNDERSTAND THEM.

WHICH MAKES DUBBELFRISSS EFFECTIVELY
MORE GEN Z THAN ANY OTHER BRAND EVER.

WE ADD THE HASHTAG

#DUBBELDIY

ON THE CARTON, SO THEY'LL
KNOW WHERE TO SHARE THEIR
CREATIONS.

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