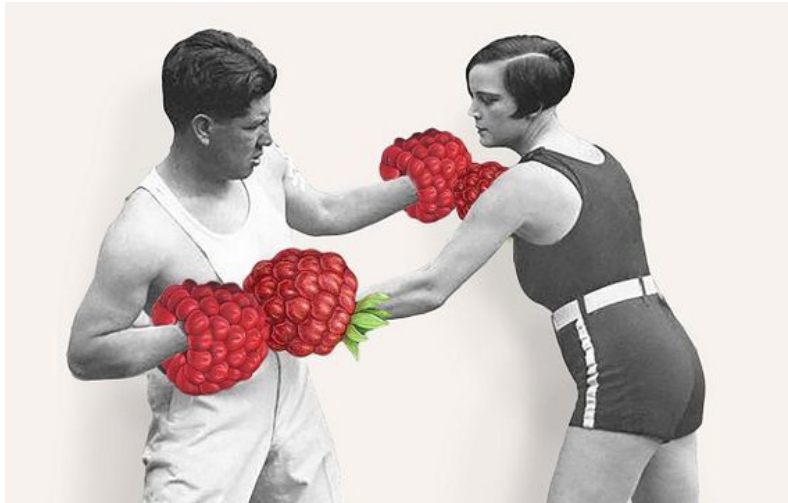
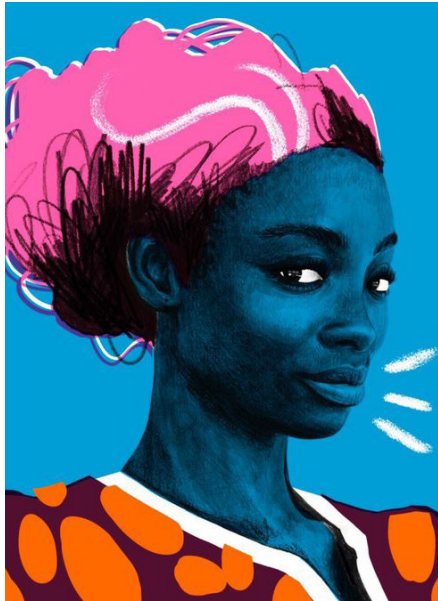
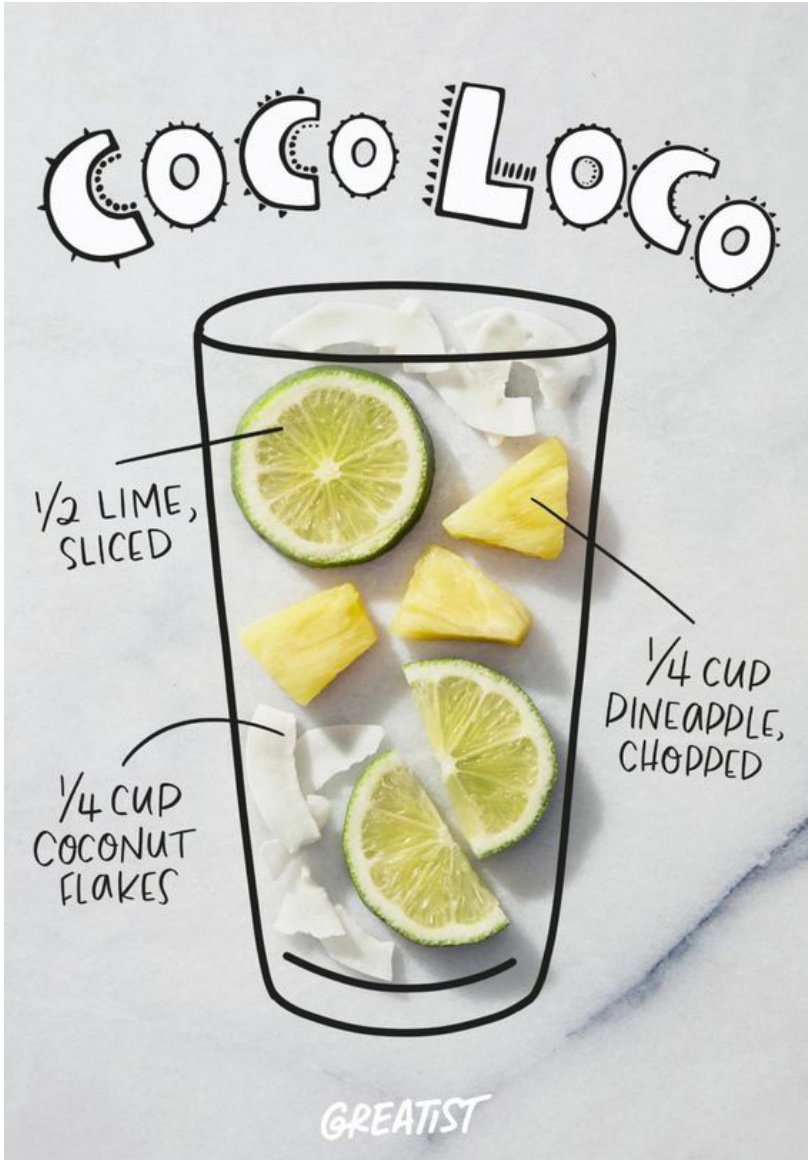


# SF Sugary Beverage Tax

Mood Boards

21 August 2019

# 1. Soda Taxes Work (Precedents)



SF Sugary Beverage Tax

## 1. Soda Taxes Work (Precedents)

21 August 2019

[lowercaseproductions.com](http://lowercaseproductions.com)

# 1. SF Soda Taxes Work (Concepts)

## TAGLINE:

#SFSodaTaxWorks

## VARIATION:

#SFSodaTax@Work/The SF Soda Tax Works for Us

## MESSAGING:

Reason 5 #SFSodaTaxesWork:

Delivering hot meals to #### local seniors

Reason 17 #SFSodaTaxesWork:

New fitness programs in ## community centers

Reason 29 #SFSodaTaxesWork:

Business support along ## commercial corridors

Reason 48 #SFSodaTaxesWork:

Converting ## liquor stores into fresh grocers

See all 99 reasons #SFSodaTaxesWork at [website]

## NOTES:

Structured to spotlight a wide range of impacts of the tax. Could be very useful for articulating specific messages to unique populations while building a broad, far-reaching campaign. Could be designed to showcase multiple benefits simultaneously or individual storylines. Ideally will feature real SF residents.

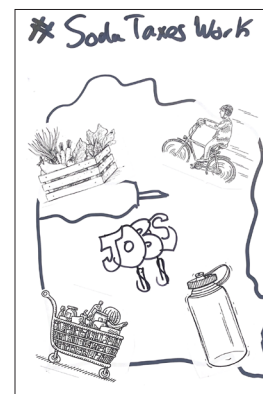
In this campaign individuals of a variety of ethnic backgrounds, races, abilities, and ages will be represented in the final creative work.

## DESIGN:

The first concept focuses on the many benefits of the Soda Tax. This includes images of people engaging in the healthy programs and activities that the tax support. The base of the artwork would be a series of photos, but each would have various illustrations drawn, cut out from paper and pasted or otherwise added on top, either calling out healthy items, activities of speech bubbles with quotes from the people.



## TEAM WORKSHOP SKETCHES



SF Sugary Beverage Tax

## 1. Soda Taxes Work (Concepts)

21 August 2019

lowercaseproductions.com

## 2. Pop Soda's Control (Precedents)



## 2. Pop Soda's Control (Concepts)

### TAGLINE:

Pop!

### VARIATION:

Pop the beverage industry's bubble

### MESSAGING:

Healthy opportunities are popping up all over San Francisco thanks to #SFSodaTax

Healthy opportunities are popping up all over San Francisco thanks to #SFSodaTax@Work.

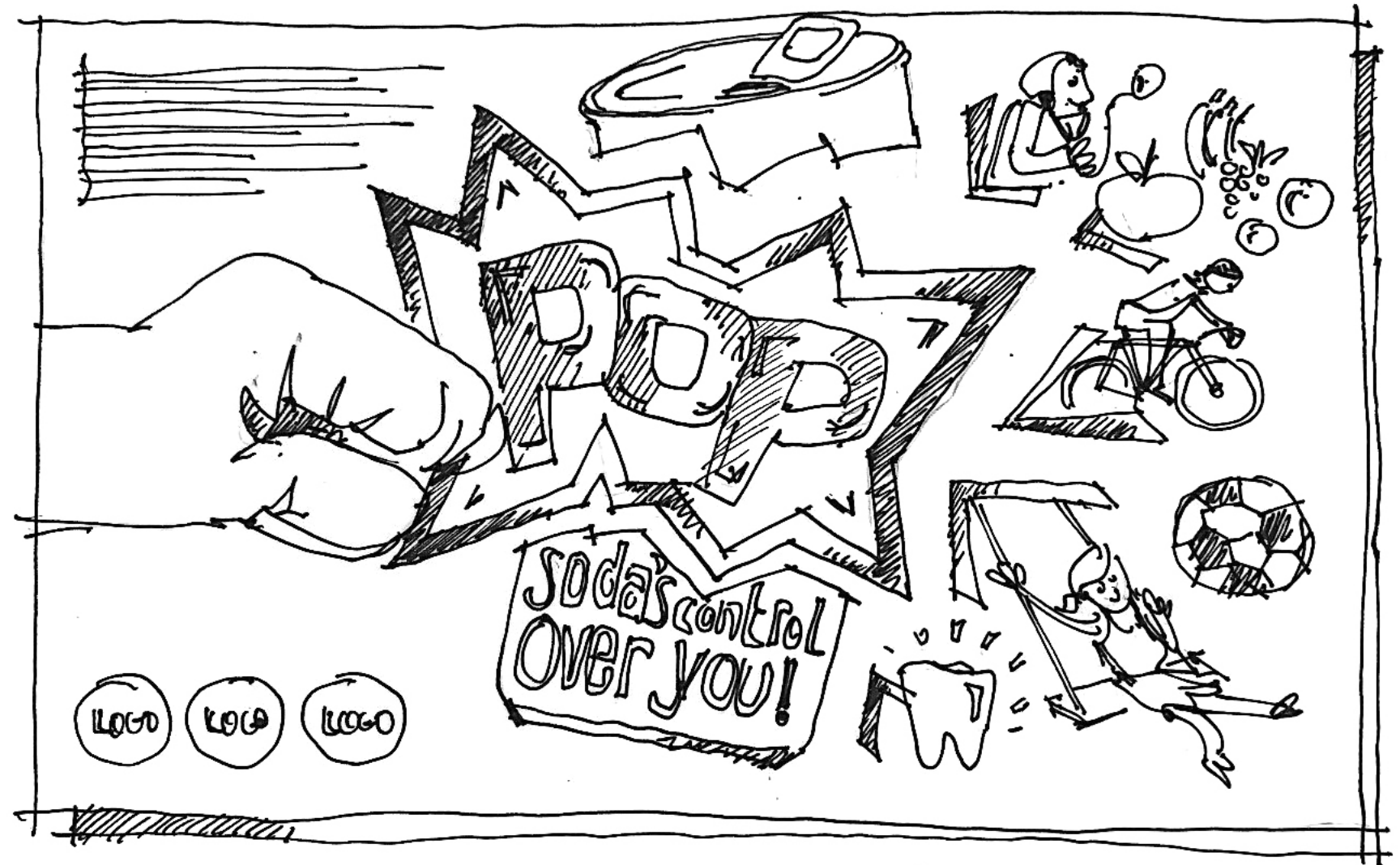
### NOTES:

Structured to spotlight a wide range of impacts of the tax. Could be very useful for articulating specific messages to unique populations while building a broad, far-reaching campaign.

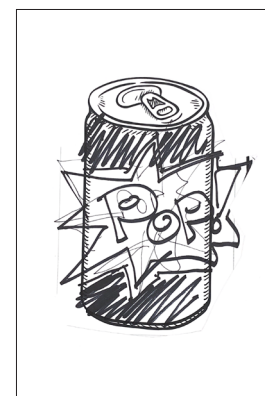
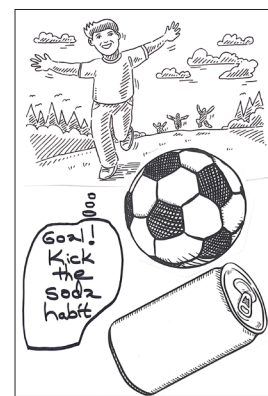
In this campaign individuals of a variety of ethnic backgrounds, races, abilities, and ages will be represented in the final creative work.

### DESIGN:

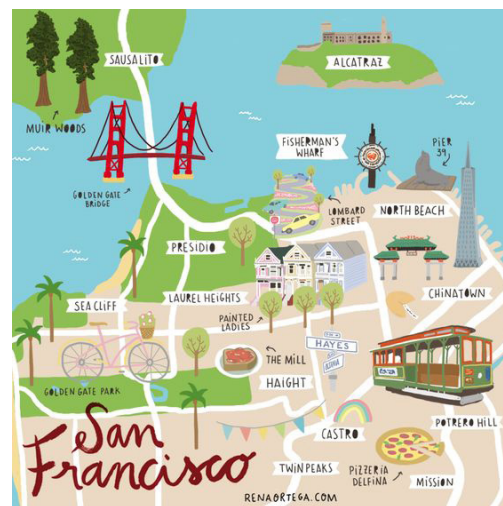
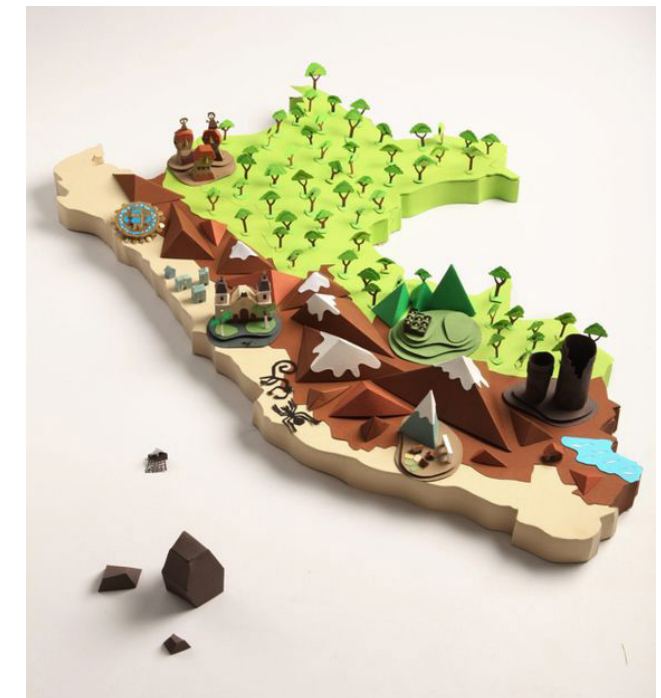
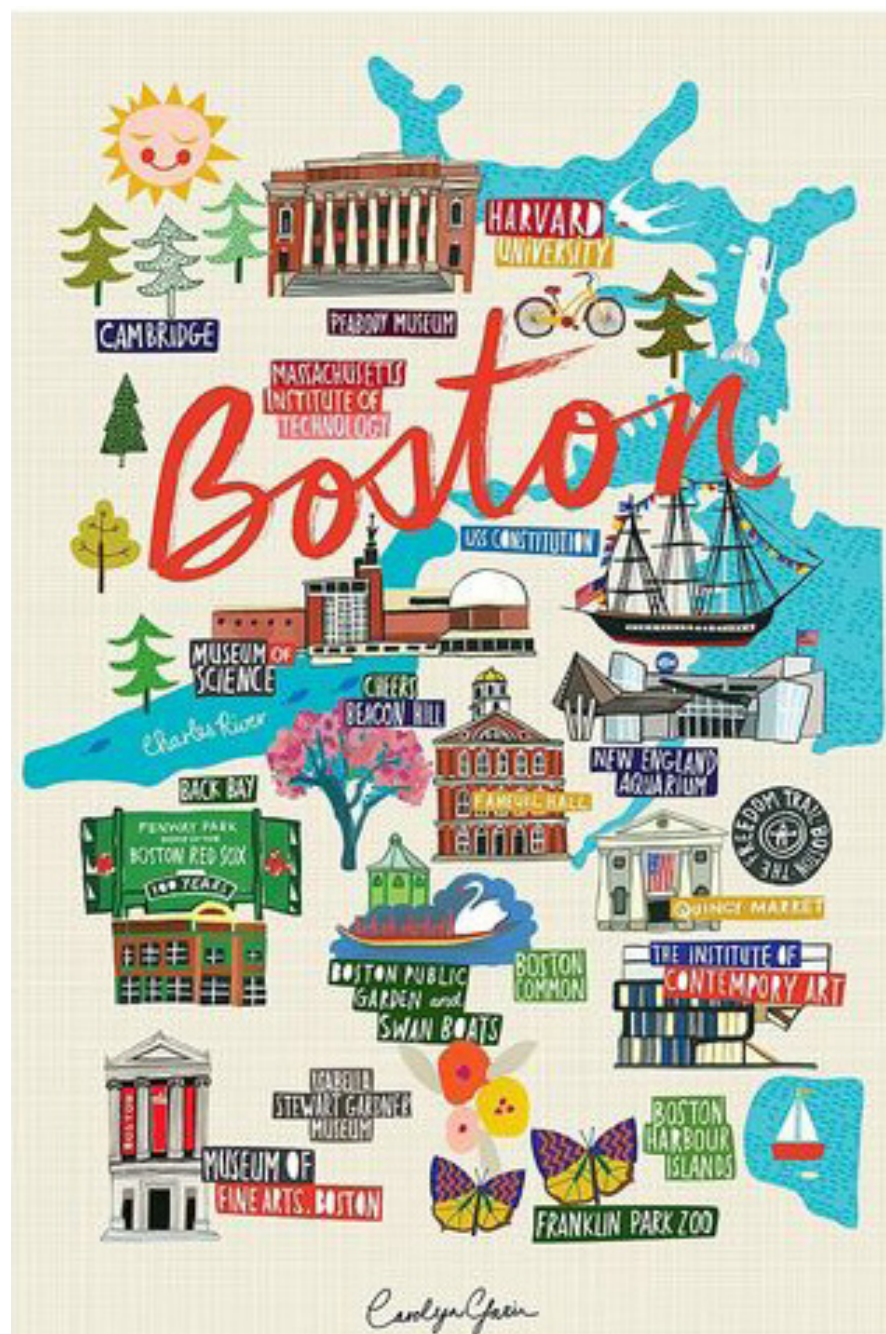
The second concept focuses on crushing Soda's control over people. The artwork is inspired by action comic books and uses graphic text bubbles to evoke strong actions and emotions as a can of soda is crushed or "popped." The right side of the illustration would then show a series of healthier activities that the person can participate in now that they are free from the clutches of soda.



TEAM WORKSHOP SKETCHES



### 3. SF is Greater than Big Soda (Precedents)



### 3. SF is Greater than Big Soda (Concepts)

**TAGLINE:**

**San Francisco > Big Soda.**

**VARIATION:**

San Francisco is Greater Than \_\_\_\_\_

**MESSAGING:**

San Francisco isn't buying what Big Soda is selling – our communities are stronger than their advertisements. See how we're rebalancing the scales. [Website/Hashtags]

**NOTES:**

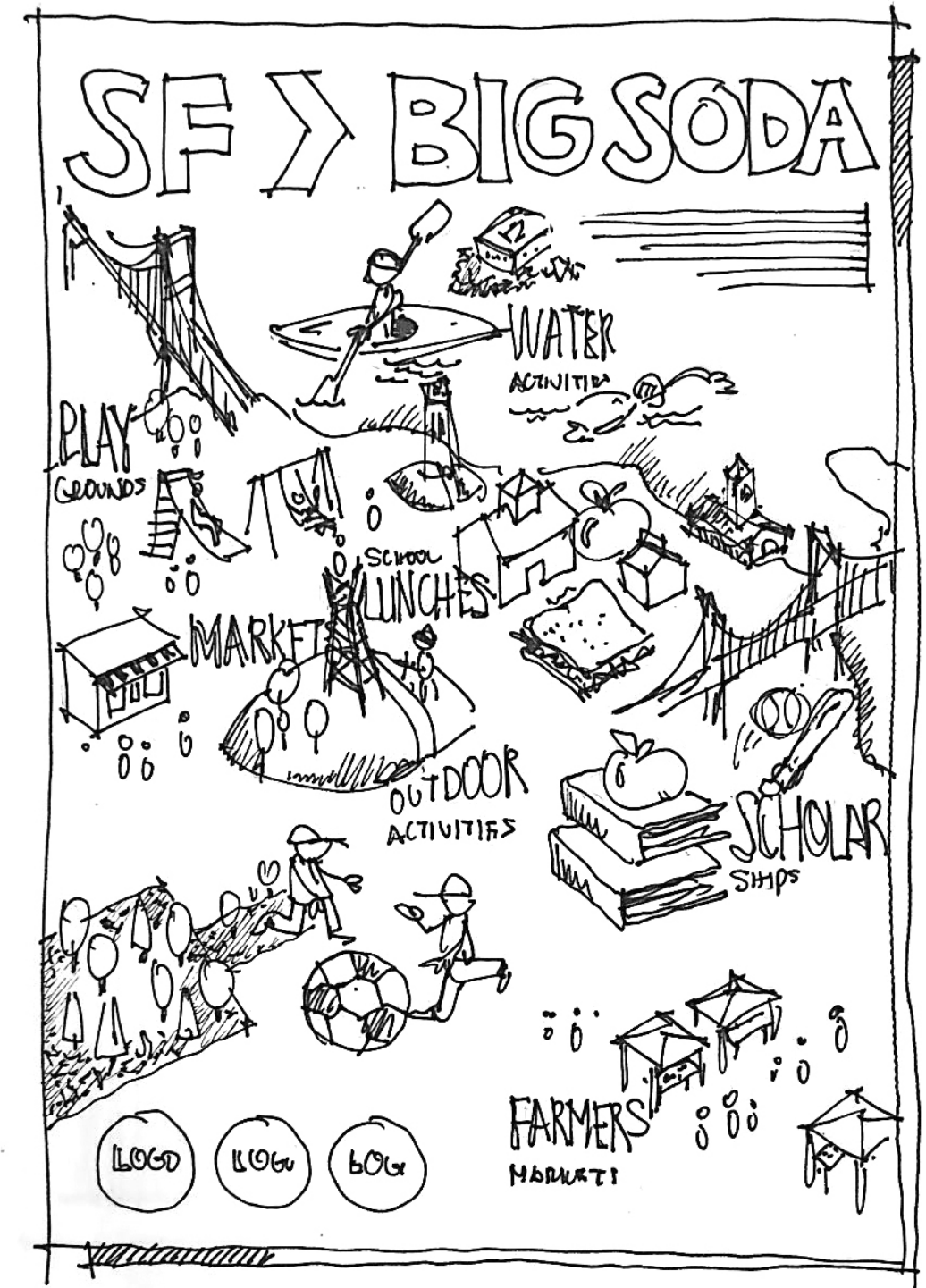
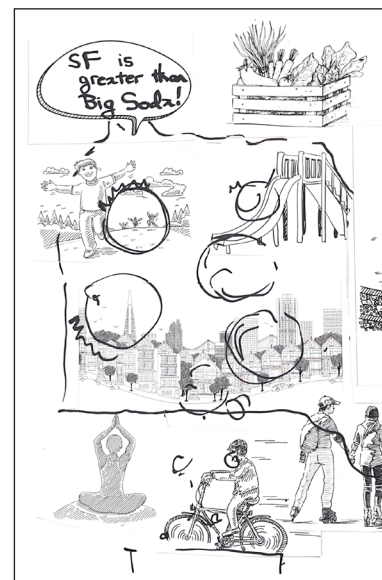
Feeds into a long history of San Francisco bucking national trends and overcoming large corporations. Messaging is feasible to drive people to sites about anything from the harm of SSBs to the uses of the tax.

In this campaign individuals of a variety of ethnic backgrounds, races, abilities, and ages will be represented in the final creative work.

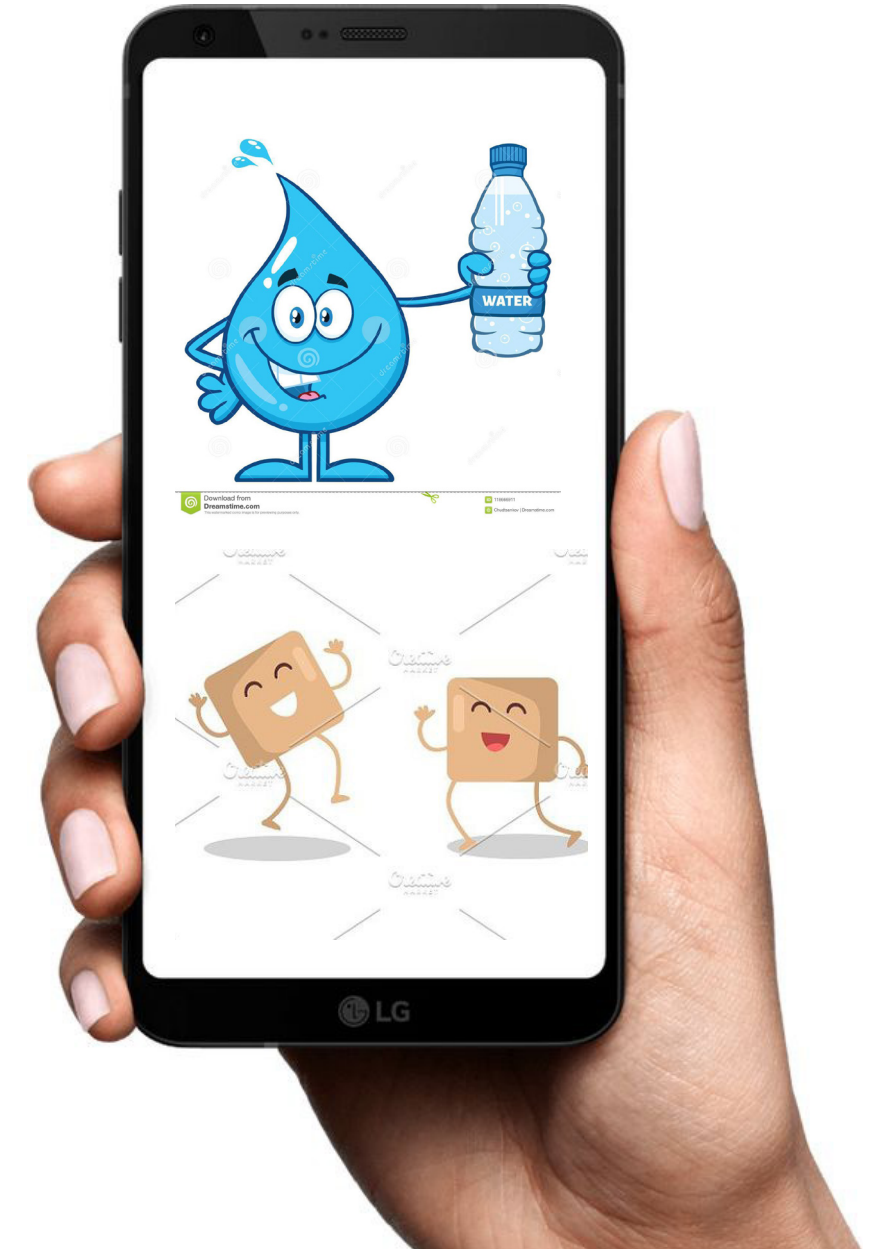
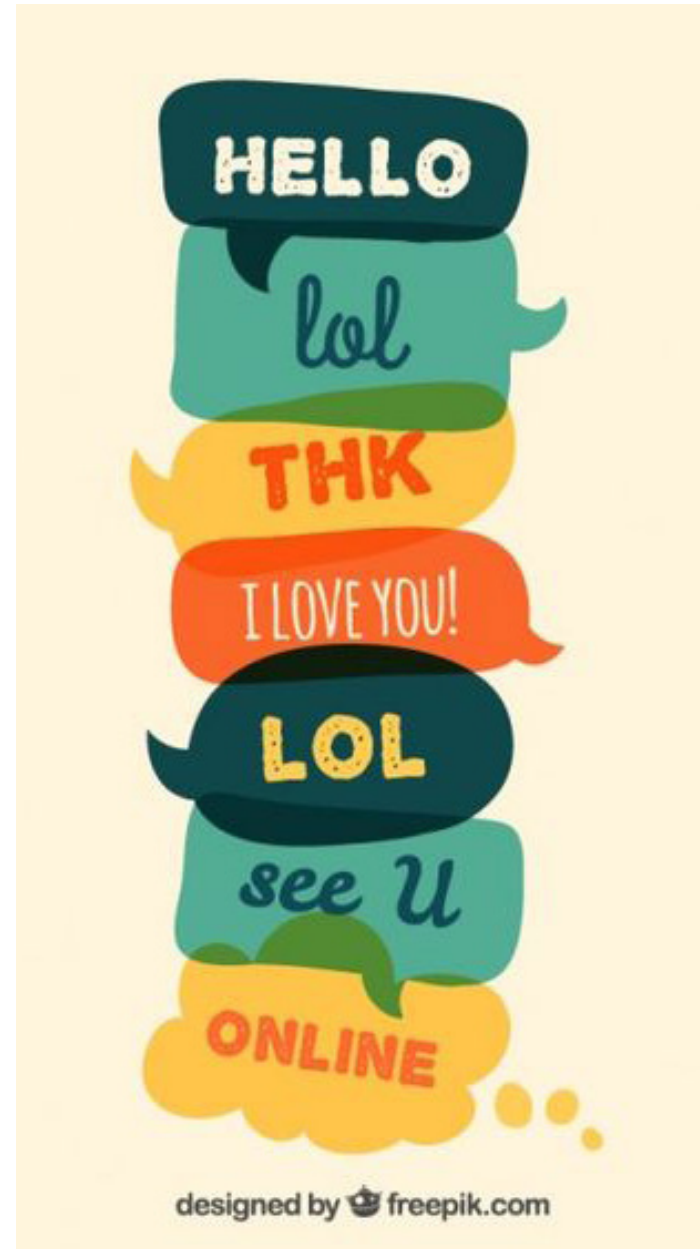
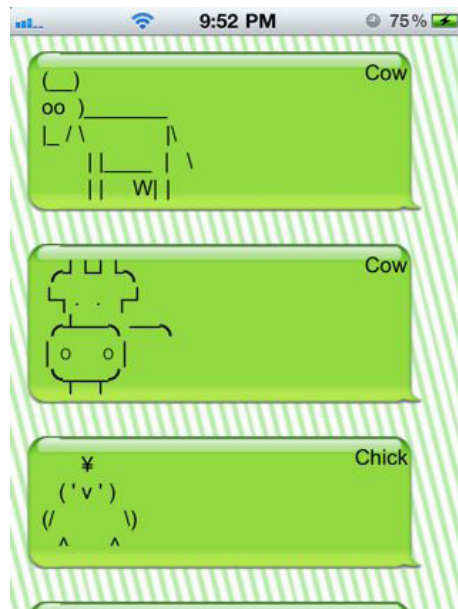
**DESIGN:**

The third concept is built on top of a 2D (paper cut out) or 3D (wood block puzzle pieces) map of San Francisco. The map could highlight some of the City's famous landmarks along with residents of San Francisco engaging in healthy activities all throughout the city, activities that are funded by the Sugary Beverage Tax. These activities could also include stats to show how many different programs have been funded by the Tax.

TEAM WORKSHOP SKETCHES



## 4. Dump Sugar / Text Message Break Up (Precedents)





## 4. Dump Sugar / Text Message Break Up (Concepts)

### TAGLINE:

**Dump sugar. Hook up with a healthier you.**

### VARIATIONS:

Drop sugary drinks/Drop soda/Ditch the bottle...

Pick up a fitness class/Pick up healthy groceries/ Pick up [various programs supported by the tax]

San Francisco wants you to live your best life.

### MESSAGING:

San Francisco wants you to live your best life. Dump sugar and hook up with a healthier you.

### NOTES:

Focus on joining an ongoing trend to appeal to individuals in a positive message

In this campaign individuals of a variety of ethnic backgrounds, races, abilities, and ages will be represented in the final creative work.

### DESIGN:

This fourth concept focuses on the notion of "dumping" sugar like you would dump a person or end a relationship. The visuals would focus on a series of text bubbles, either within the phone setting or standing alone, showing a conversation between a person and Sugar, or the City and the person, saying "You got this!" or "You're better than Sugar!"

Additionally, the concept could be a split screen showing an animated sugar cube holding a phone and a person performing a healthy activity on the opposite side, with the text messages in between stating how the person is "dumping" sugar to do the healthy activity instead.

### TEAM WORKSHOP SKETCHES

