

TAKE A SIP, IT'S TIME TO COOL DOWN

LIPTON ICE TEA x The 04

WELCOME TO

47%

of Gen Zers who stay in their city over summer
say it is due to economic reasons.

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FOMO



INSIGHT



TIME

CLIMATE • EXTREME WEATHER

2023 Was the Hottest Year Ever and 2024 May
Be Even Worse



WILL 2024 BE WORSE?

2023 smashes record for
world's hottest year

2023 W

2024 May

WILL 2024

2023 was hottest year on record, but 2024 is on track to be even hotter



Face the Nation ✓

412K subscribers

Subscribe

👍 147



**...ashes record for
world's hottest year**

OPTIMISTIC

UPLIFTING

**FORTUNATELY, LIPTON ICE TEA IS
THE ULTIMATE URBAN SUMMER PARTNER**

REFRESHING

PLAYFUL



TRANSFORMING LIPTON ICE TEA

FROM

SUMMER
PARTNER



TO

SUMMER
SAVIOR





THE CITY COOLER



A LIPTON ICE TEA STARTER-PACK TO SAVE
GEN-Z FROM THE HEATWAVE IN THEIR CITY

GENZ'S ULTIMATE STARTER PACK

THE COOLEST
FASHION ITEM

THE COOLEST
EXPERIENCE

THE COOLEST
ARTISTS

THE COOLEST
DRINK

MERCH

THE FANNY PACK: CITY'S COOLEST ACCESSORY

59m views

UNIQLO'S SHOULDER BAG WAS THE HOTTEST PRODUCT OF 2023 WITH 59 MILLION VIEWS ON TIKTOK, AND IT SOLD OUT MULTIPLE TIMES ACROSS MULTIPLE COLORWAYS.

Source : BoF, 2023



FASHIONABLE



PRACTICAL



GENDER NEUTRAL



GEN-Z



MERCH

04
AGENCY

THE FIRST EVER FREEZABLE FANNY PACK THAT KEEPS YOU AND YOUR BELONGINGS COOL

INTERIOR GEL PACK

INSULATED COOLING
LINING

RECYCLED MATERIAL



FEEL THE MUSIC. FEEL COOL.

COMMUNITY. CULTURE. BELONGING.



Source : Spotify, 2023



PARTNER

WITH THE ONES WHO KNOW BEST: NINE8

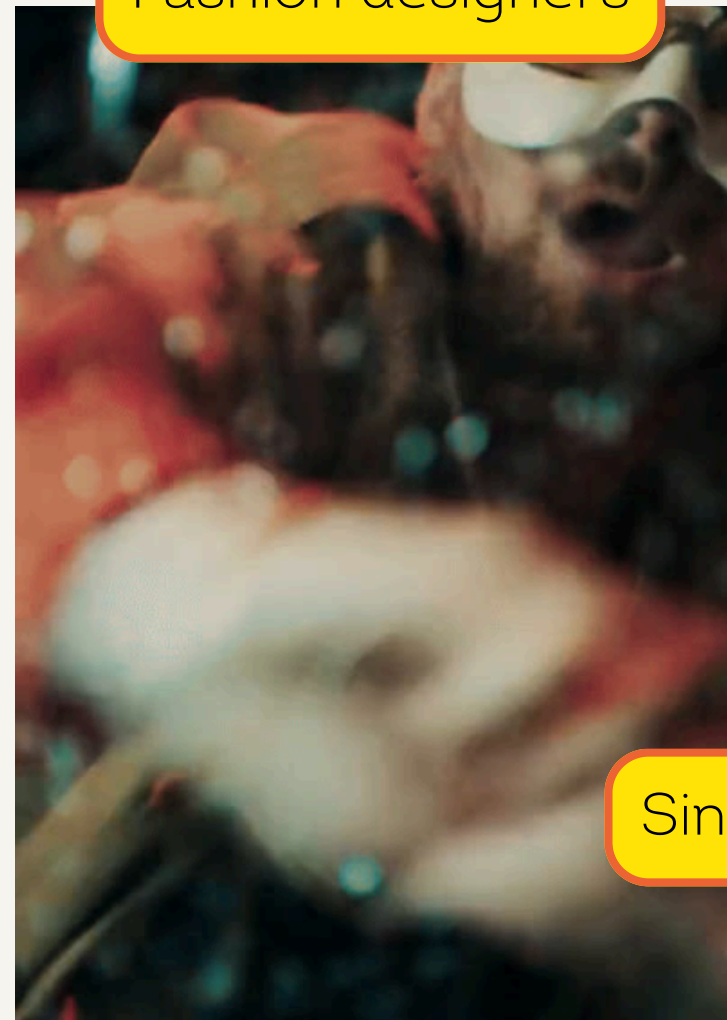
Nine8 is an underground collective made of 6 young UK creatives who are part of the **art**, **music**, and **fashion** scene in London.

Their main goal is the **creation**, **production** and **promotion** of emerging and underground talents in the UK.

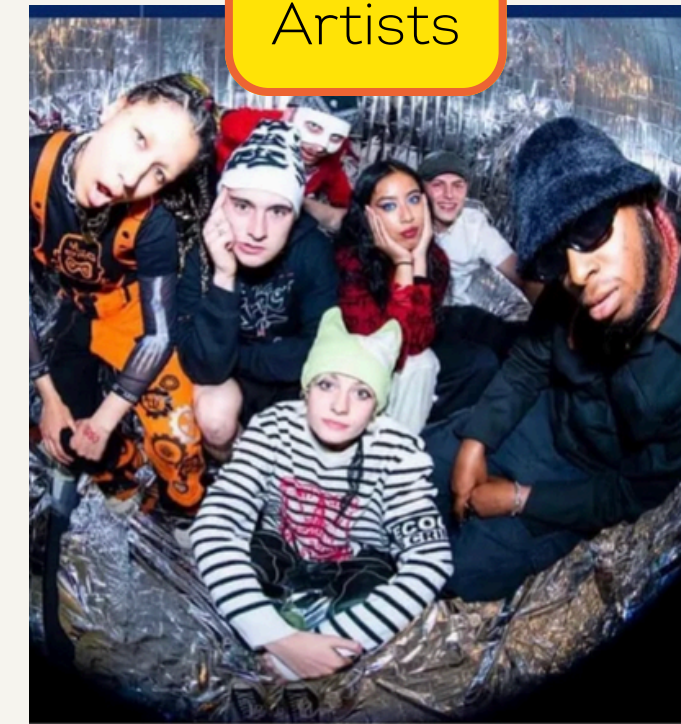
NINE8



Fashion designers



Singers



Artists



DJs



TOGETHER, LET'S COOL DOWN THE CITY.

PLAYING MUSIC

LIPTON ICE TEA CAN
DISTRIBUTION

NINE8 KILLING IT

SELL THE MERCH

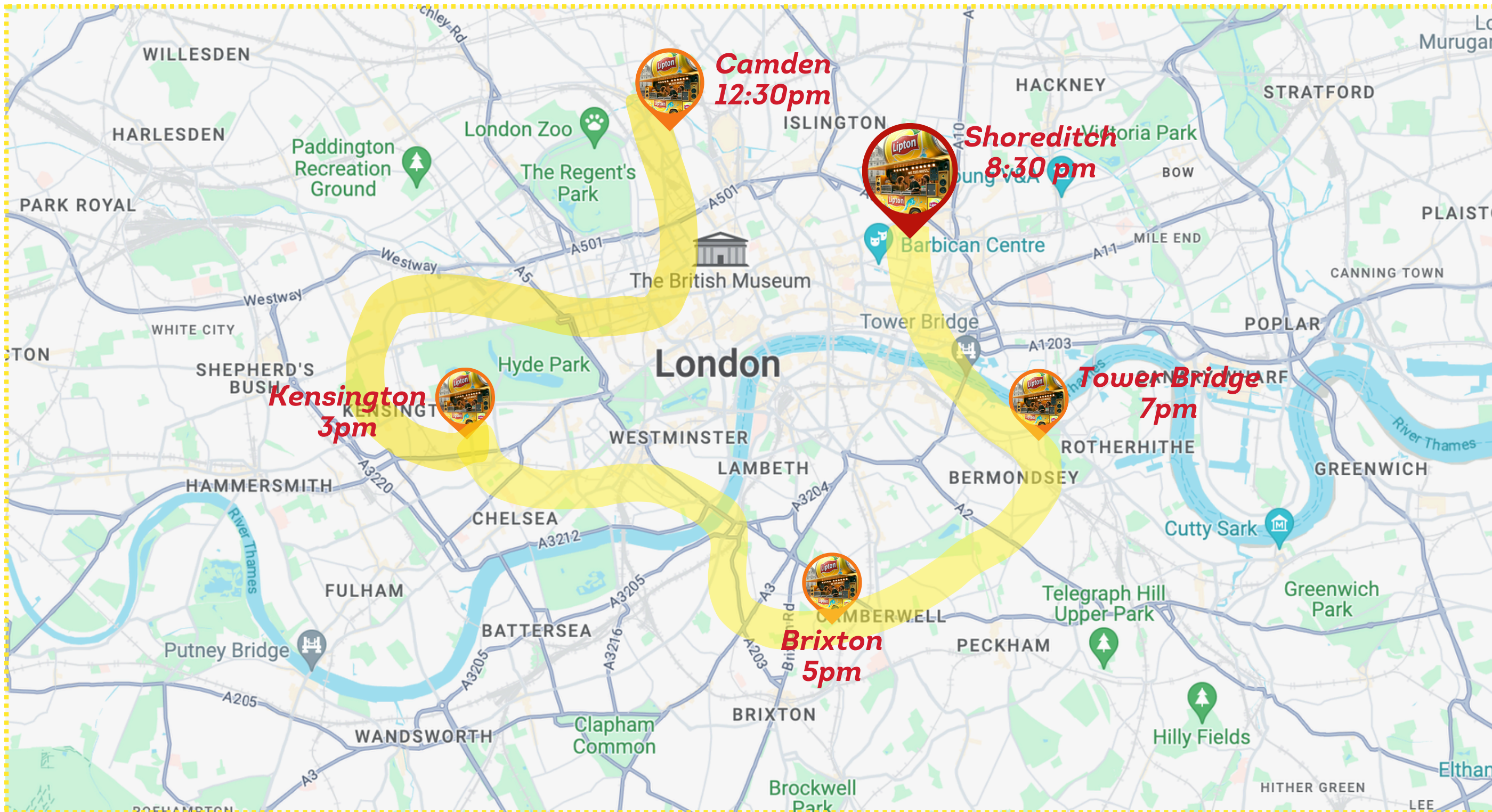
ELECTRIC TRUCK

FRESH MIST



D-DAY

COOLING DOWN THE CITY ONE STOP AT A TIME



1 DAY
EVENT

5 PARTIES
5 STOPS

300
FANNY PACKS
£25



D-DAY

BIGGEST SUMMER COOLER PARTIES



EACH STOP

DJ sets and emerging artists chosen by Nine8, a new artist per stop

72% GEN-Z SAY DISCOVERING ARTISTS BOOSTS THEIR HAPPINESS



LUCY TUN
14,6K (IG)



MAIN
PHASE
24,3K (IG)



*An opportunity for Gen Z to **buy the merch** and get it **customized** by members of Nine8*



A 3-ACT HYPE PROGRAM

Before

**SPREAD
THE HYPE**

During

**LIVE
THE HYPE**

After

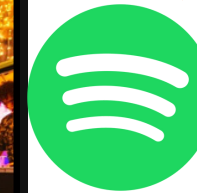
**MAKE IT
LAST**

BEFORE SPREAD THE HYPE



Street Marketing

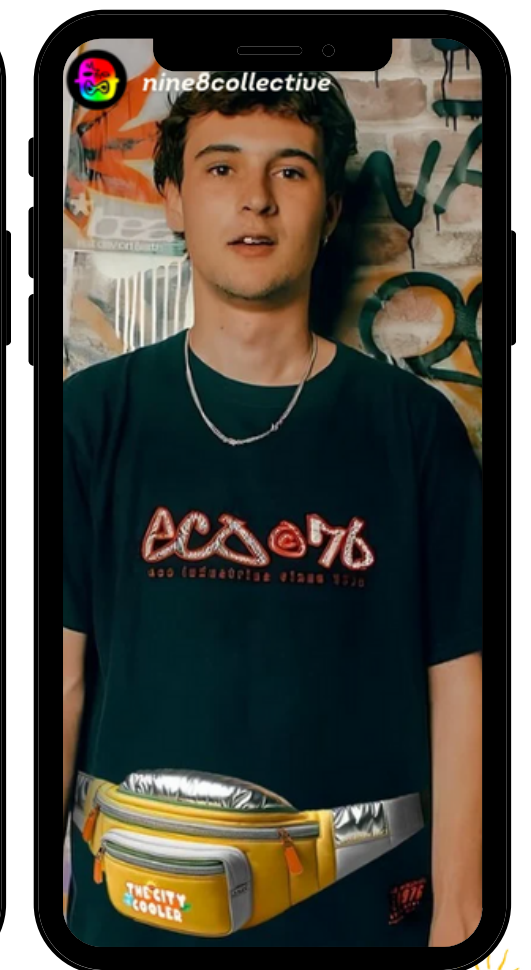
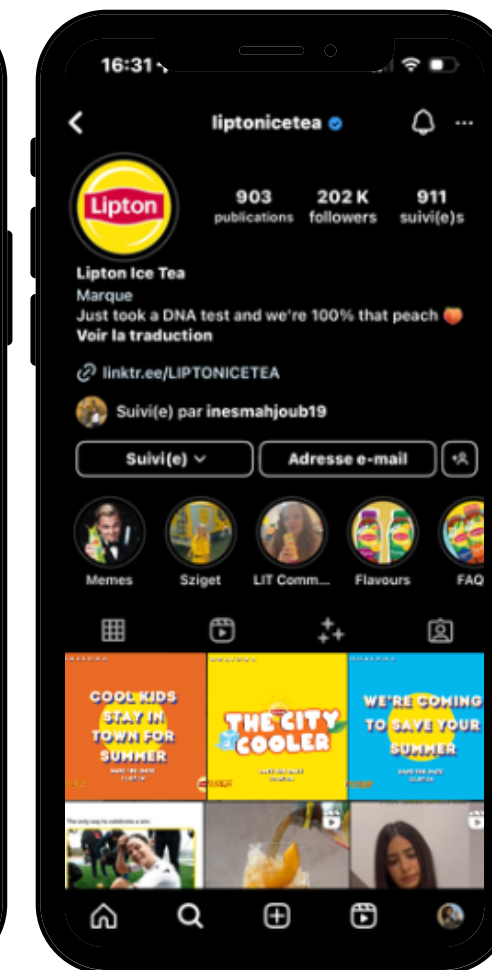
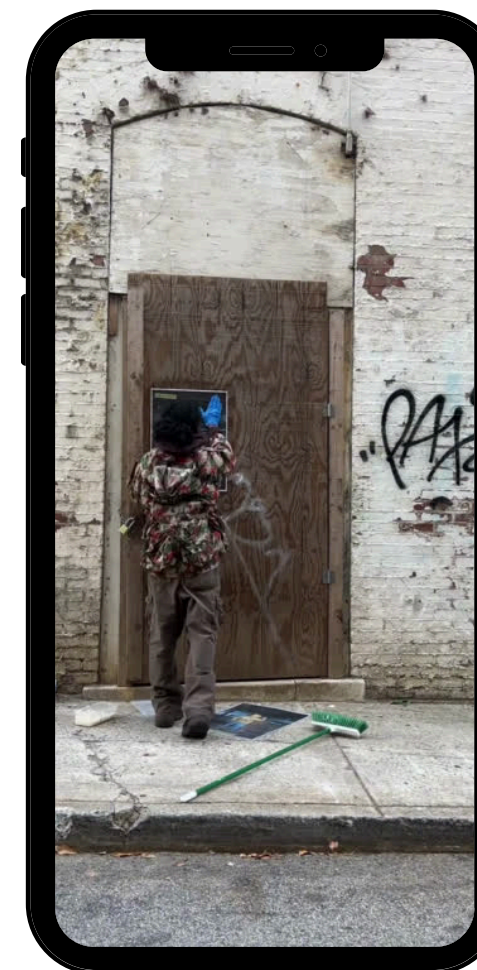
Social Media



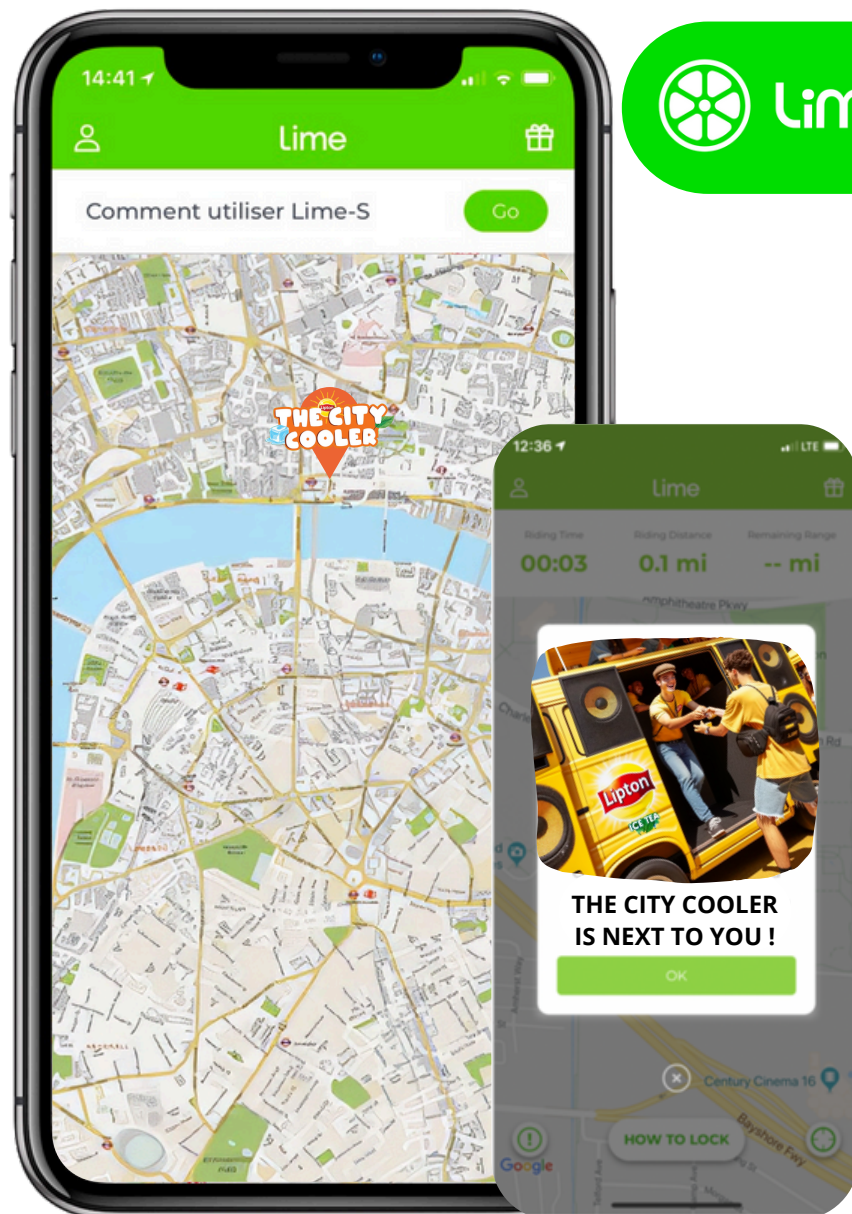
PAID MEDIA
41%
OF GEN Z HAVE SPOTIFY
AMONGST THEIR TOP10
MOST USED APPS

Promoting through *targeted advertising* (notifications and audio)

#LITCityCooler



DURING LIVE THE HYPE

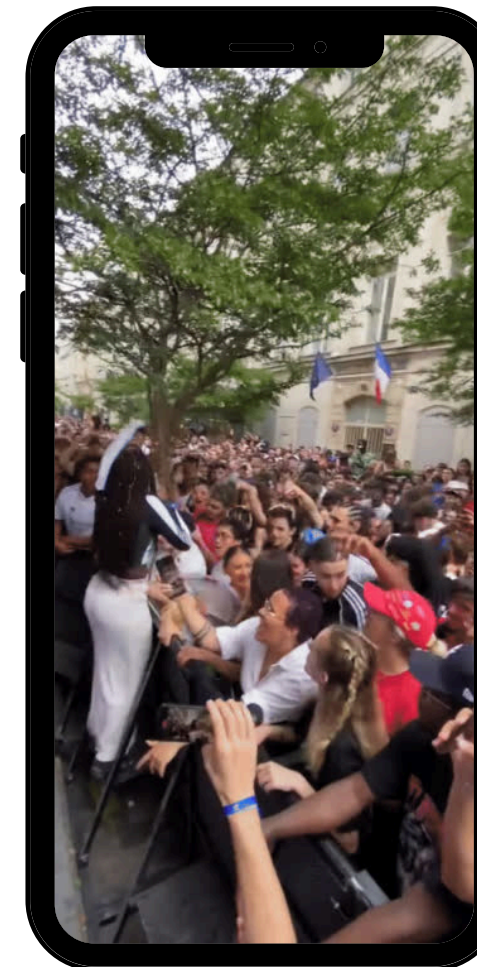


Partner

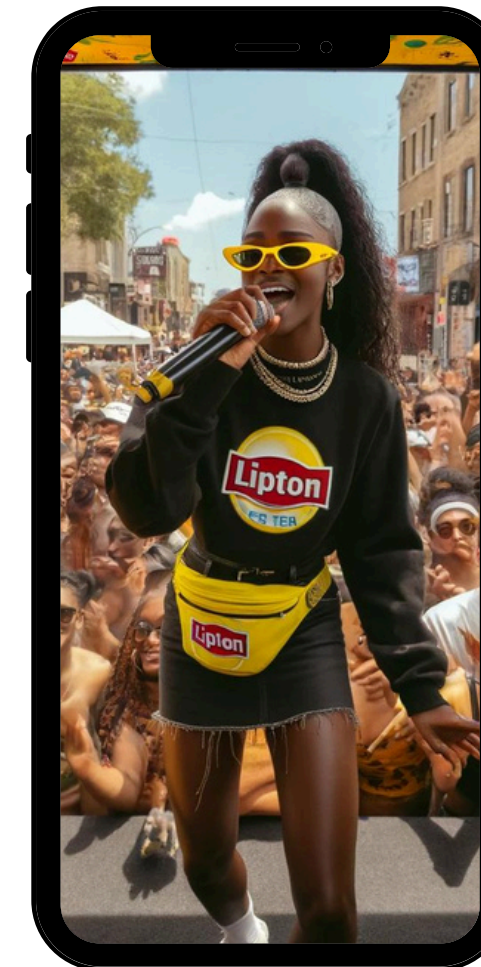
- * Receive *geo-localized* notifications
- * Follow The City Cooler van in real time on the map

#LITCityCooler

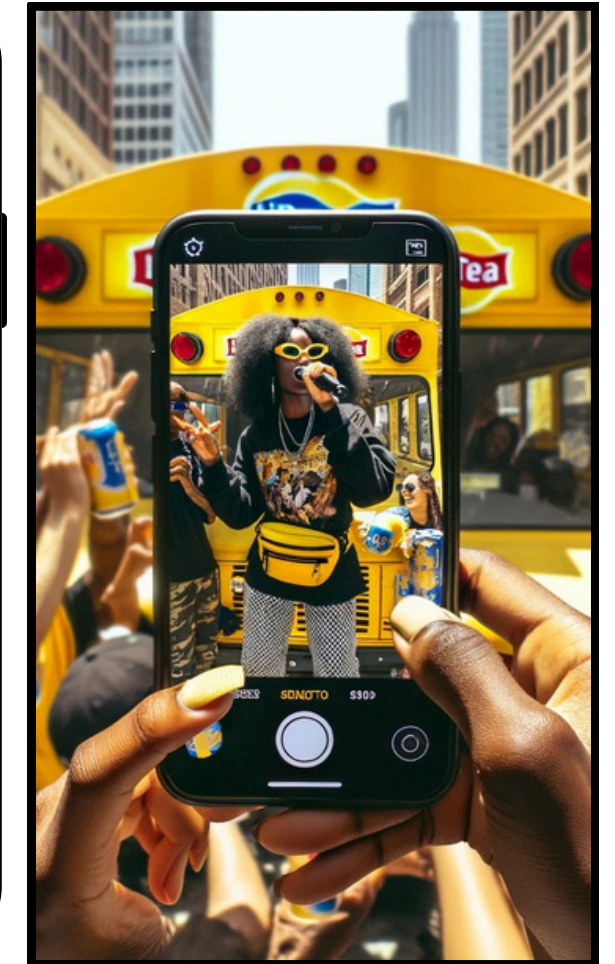
Social Media



D-DAY
CONTENT



COLLECTIVE
AND ARTISTS

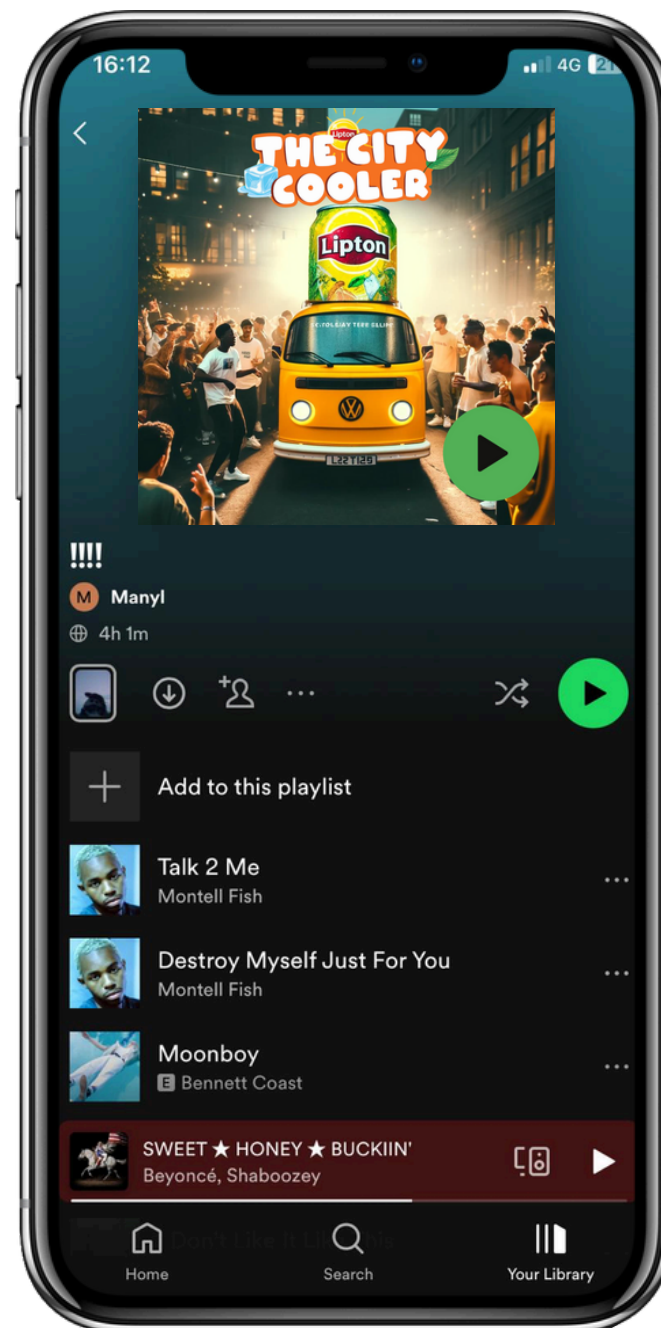


UGC



AFTER MAKE IT LAST

The last drop



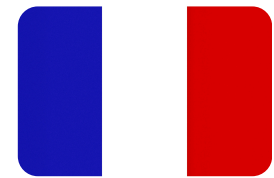
*Sponsored playlist to extend
the event experience*

Landing page



thecitycoolermerch.com

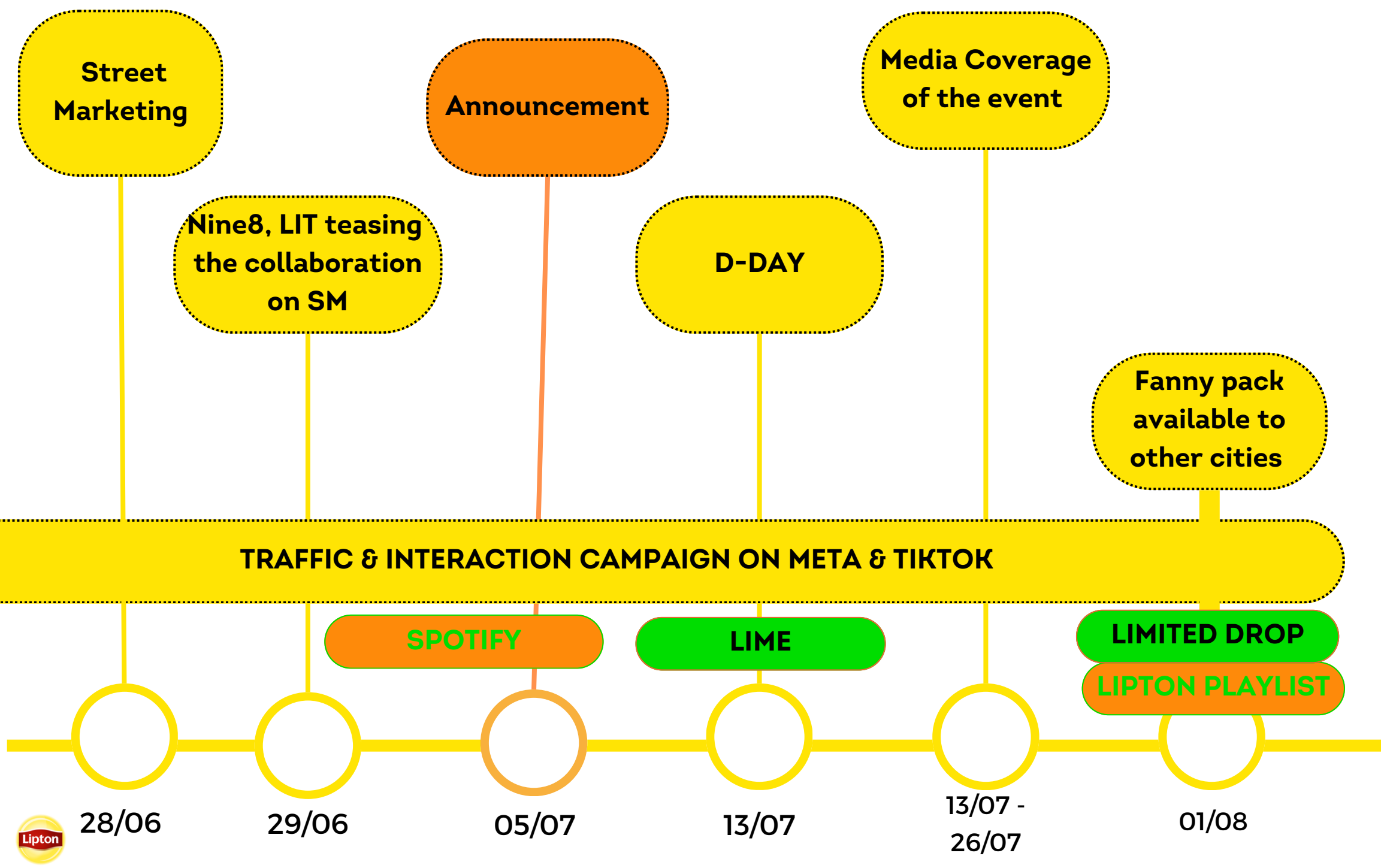
AND WHEN THE BUZZ COOLS DOWN...
IT'S TIME FOR MORE.



EASILY REPLICABLE

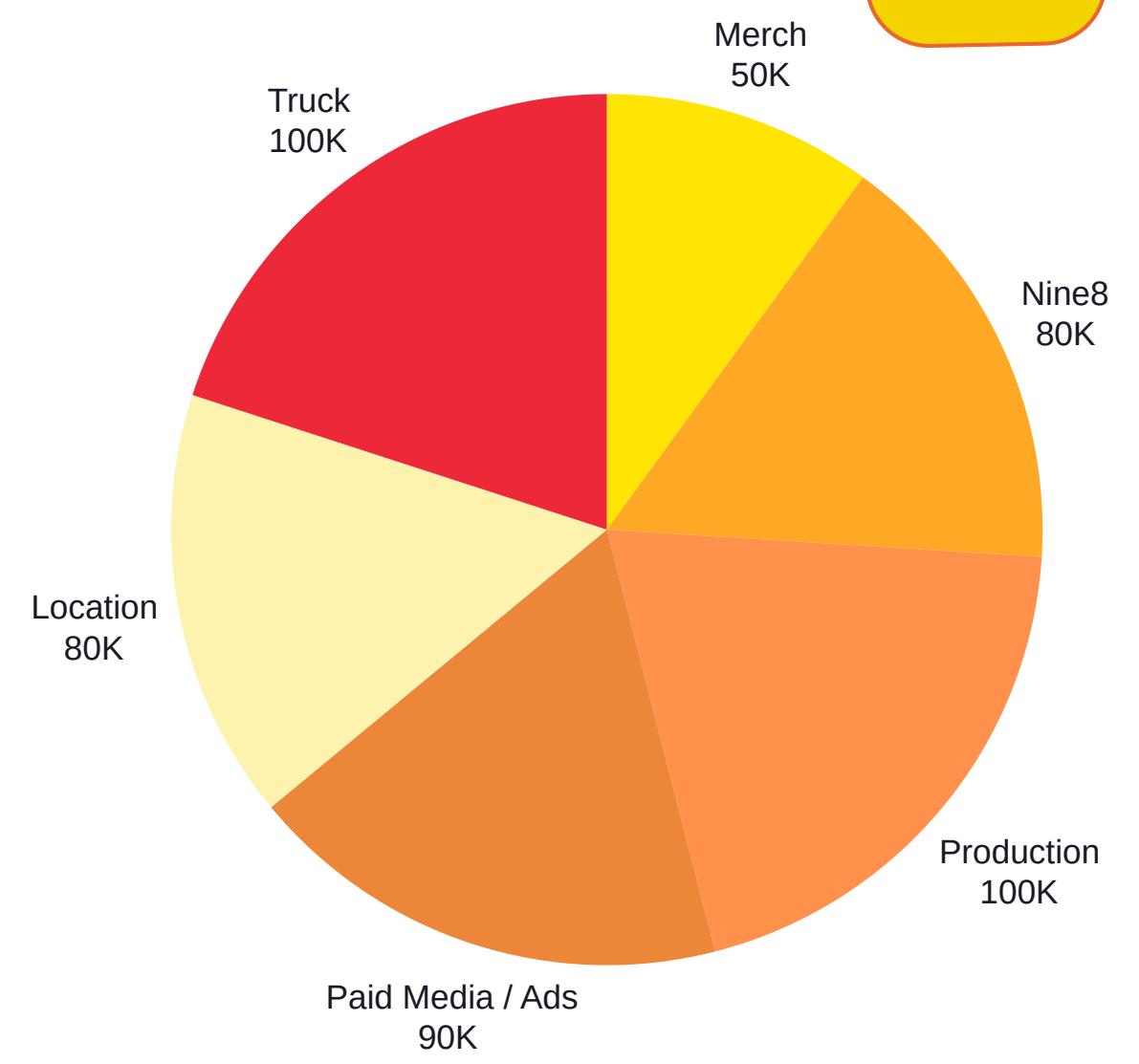
SCALABLE

TIME SCHEDULE - 2024



BUDGET

500K €



Agency fees : a dinner in Cannes





AND THAT'S HOW WE'LL CRACK THE CODE

NOW, ARE YOU READY TO HOP ON
THE LIPTON ICE TEA CITY COOLER?

