



Tori Uhland & Mary Leonard  
Horsetooth Hot Sauce Bloody Mary Mix  
JTC 356  
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## **Horsetooth Hot Sauce Copy Platform**

### **Background**

Horsetooth Hot Sauce opened in 2008 as a family-owned business in Fort Collins, CO. Siblings and owners John and Michael Ann (Mikie) Comeau grew up on hot sauce, thanks to their mother, a hot sauce aficionado herself. John was in search of the perfect hot sauce, but that proved difficult to find. Instead, he stopped his search to create the perfect hot sauce himself, and Horsetooth Hot Sauce was born.

### **Product Features and Benefits**

Horsetooth Hot Sauce products include a variety of hot sauces, barbecue sauces, margarita mixes and bloody mary mixes. Horsetooth Hot Sauce is a Colorado-based company with Chi-town influenced thoughts. Their products are a simple heat with great flavor, and you'll never find huge chunks of random, pepper-dulling ingredients. Each fruit, vegetable or spice that goes into a Horsetooth Hot Sauce product has been carefully selected to add unique flavor while allowing the hot pepper to do its job.

### **Competitive Advantages and Weaknesses**

Our campaign is focusing primarily on the Horsetooth Hot Sauce Bloody Mary Mix. There is an advantage to this specific product since there are very few Bloody Mary mixes that are made in Colorado. However, this isn't one of Horsetooth Hot Sauce's most well-known products. This leaves us with an opportunity to break in to the industry with a delicious, spicy, Colorado-made Bloody Mary Mix.

### **Target Audience/Message/Overriding Statement**

For this campaign, our target audience includes Colorado residents ages 21 and older. Within those boundaries, we are specifically targeting spicy and exciting people - those that don't mind a little heat and are enthusiastic about local products and the best Bloody Mary Mix in Colorado.

## **Horsetooth Hot Sauce Creative Brief**

**Client:** Horsetooth Hot Sauce, PO Box 271636, Fort Collins, CO 80527, (970)-658-0955

**Project:** Bloody Mary Mix promotion

**Prepared by:** Mary Leonard and Tori Uhland

### **Background**

Horsetooth Hot Sauce is a family-owned business based in Fort Collins, Colorado. We are approaching the holidays and winter season, so people are simultaneously looking for gifts and something to warm them up. The products from Horsetooth Hot Sauce, especially the Margarita Mix, makes the perfect gift and provides the perfect way for adults 21+ to spice things up this holiday season.

### **Objective**

To increase awareness and sales about one of Horsetooth Hot Sauce's many products - their Bloody Mary Mixes.

### **Target Audience**

For this campaign, our target audience includes Colorado residents ages 21 and older. Within those boundaries, we are specifically targeting spicy and exciting people - those that don't mind a little heat and are enthusiastic about local products and the best Bloody Mary Mix in Colorado.

### **Focus**

Horsetooth Hot Sauce is a local company with premium, handcrafted, delicious products.

### **Reasons Why**

Horsetooth Hot Sauce is a local, family-owned company with delicious, one-of-a-kind products. Their Bloody Mary mixes aren't extremely well-known, but they are the best way to spice things up in your life.

### **Schedule**

Our schedule for this campaign revolves primarily around the holiday season and colder months. Our ads display this. The one exception to this trend is the out of home ad, which is a billboard that will stay up and running for a longer period of time than our other components.

### **Consumer Profile**

Based on our research, Bloody Mary drinkers have the following characteristics:

- Most commonly ages 21-45
- 50-50 gender split
- 25K+ income level
- Typically have some college and higher education
- Most Bloody Mary drinkers by state: California, Texas, Colorado, Illinois, Louisiana, New York, New Jersey, Florida, Massachusetts

Print Advertising Executions

Spice Up Your  
Bloody Mary!

**Horsetooth**  
Hot sauce  
The Dog That Bit You  
Bloody Mary Mix

## Television Advertising Storyboard and Screenshot

### Storyboard:



Screen 1: Flashes through the different bottles/flavors with the tune of Jingle Bells

Screen 2: Flashes to this screen towards the end

Screen 3: Fades into the screen with the logo and goes black

### Screenshots:



## Social Media Ads with Explanation

Facebook:



Instagram:



### Explanation:

The social media ads for Horsetooth Hot Sauce are simple and to the point. They adhere to the holiday theme and include our overall message: spice things up.

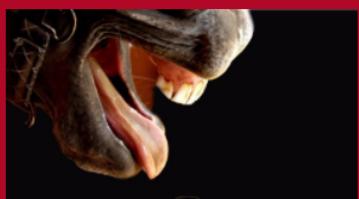
## Microsite Mockup

# Spice Up Your Life Horsetooth Hot Sauce Style

Enter the craziest Bloody Mary challenge



Sign Up and Receive a  
Free Sample of our  
most Popular Bloody  
Mary Mix



Spice Up Your  
Bloody Mary!





Mary Leonard

Nov 14 · 2 min read

## How to Beef up your Bloody Mary, Colorado Style

### 1. Use Jalapeno infused vodka

Any bar can drizzle vodka and some pre-made Bloody Mary mix in a glass and call it a Bloody Mary. To really give your Bloody Mary a kick, infuse your own vodka with...

Read more...



## Out of Home Ad Execution



## Sales Promotion Visual and Explanation

PRESENTED BY HORSETOOTH HOTSUCE

# CRAZIEST BLOODY MARY COMPETITION

WINNER WILL RECEIVE \$250 AND A  
YEAR SUPPLY OF YOUR CHOICE OF  
HORSETOOTH HOTSUCE PRODUCTS

LIKE US ON INSTAGRAM AND TAG US IN A PHOTO OF  
YOUR MOST CREATIVE BLOODY MARY

1ST PLACE  
BLOODY MARY

## Radio Script

Tori Uhland & Mary Leonard

Date: 12/7/2017

Client: Horsetooth Hot Sauce

Product: Horsetooth Hot Sauce Bloody Mary Mix

Title: Spice Up Your Holidays With Horsetooth Hot Sauce Bloody Mary Mix

Length: 30 seconds

Writer: Tori Uhland and Mary Leonard

Medium: Radio

MUSIC: "JINGLE BELLS" THEME--UP. ESTABLISH. CONTINUE UNDER AFTER  
3 SECONDS. VOLUME SHOULD NOT INTERFERE WITH NARRATION.

ANNCR: Are you tired of the same bland drinks at your holiday  
celebrations? Say no more! This year, spice things up  
with some of our Horsetooth Hot Sauce Bloody Mary Mix. We  
have the perfect flavors to ignite your taste buds for  
any occasion. Shop our website at horsetoothhotsauce.com  
or check out the mixer section in your local liquor  
store. Horsetooth Hot Sauce. Eat. Drink. Be Spicy.

MUSIC: "JINGLE BELLS" THEME--UP. FADE IN. CONTINUE UNDER AFTER 3  
SECONDS. FADE OUT.