

# Lucky F\*ck 2024

## Main goals for 2024

1. Drive in person & online sales
2. Become a frequent & well known presence on campus
3. Build relationships with various different groups/segments across UT
4. Increase brand awareness throughout Austin; specifically within college demographic

## Monthly Tasks:

1. Sampling 300 cans through events, pre-approved partners, guerilla marketing on campus
2. Act of Luck Per month
3. Pitching/participating in 2 UGC submissions with video/social team.
4. Support in-store demos

# Brand Ambassador Team

- 2-3 additional members
- at least 1 boy hire
- at least 1 21+ BA?
- BA within Greek life?
- BA with content creation/video editing experience to specialize in UGC
- Moody is a good place to start!
- Ensure they can handle the time commitment
- **Hungry students who love and want to help build the LF brand!**

# On campus events

- Set up on Speedway & outside Gregory Gym
- Party vibe to attract students and plant seeds for brand recall; music, loud BA's attracting attention, LF is FUN!
- Make LF a currency; trade in your empty can for admission to parties, shows, etc.
- 'stay safe, get lucky!' condoms & cans
- 'feeling lucky?' mini casino games to win merch
- 'take a lucky shot!' basketball hoop, win merch
- shotgunning competition with new small cans
- incorporate merch; everyone wants an LF hat!
- 'crack this can at ...' in lecture hall
- Lucky Fuck truck

# Off Campus events

- sponsor frat parties, date events & mixers - have BA's help work the bar (21+ wristbands are always required)
- QR codes at bar to scan (website, amazon, instagram, etc.) before drink
- advertise affiliate codes (amazon, GoPuff)
- get students to associate LF as the perfect mixer; RIP vodka redbull.
- check Moody Center calendar for upcoming events
- Host LF pool party, LF at Barton Springs, etc.
- set up booth at watch parties
- victory lap, etc.
- 21+ wristbands at door if incorporating alcohol
- 'liquid luck > liquid courage'
- 'chase with luck' 'mix with luck'

# Sampling

- Connect with orgs! (syllabus week)
  - Darlins (basketball), Diamonds (baseball), Sweethearts (football), Iron Spikes, Silver Spurs, Wranglers, etc.
- Sponsor rec sports teams & games
- Classes at Greg; CrossFit, dance, spin, etc
- Find frat for **WEST FEST 2024**
- get rid of your cans; clear and simple documentation process for BA's; quick snapshot if its multiple cases to avoid hindering sampling process

# Social Media

- keep the vibe fun, authentic, funny and relatable for UGC!
- BA's pitch video ideas & perform- increase quality of content & save editing/posting for professionals
- Giveaways, sweepstakes; one specific for UT students!
- photo contest with LF can
- find micro influencers within UT, specifically with amazon storefronts to advertise on TikTok
- create sponsored ads to run on TikTok targeting UT students
- Cove & Yik Yak?
- AOL giveaways- quality > quantity for WOW factor on socials

# Demos

- QR codes on POS that lead to amazon, website, instagram etc.
- business cards ^^
- high traffic UT locations; Rio Mart (pregame hours?), food truck corner, Nueces Mart, Co-op
- same fun vibe as on speedway!