

# REBOUND

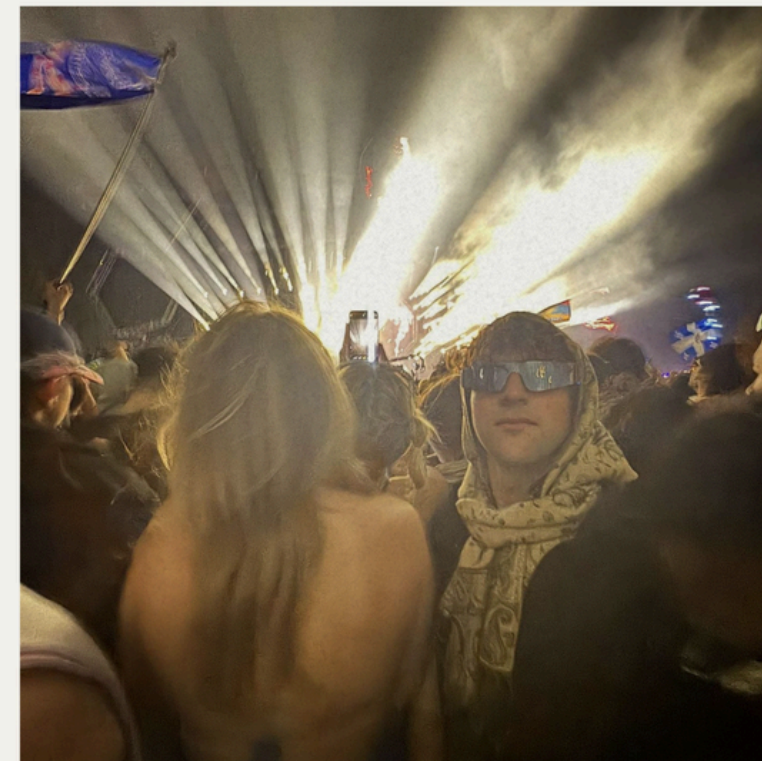
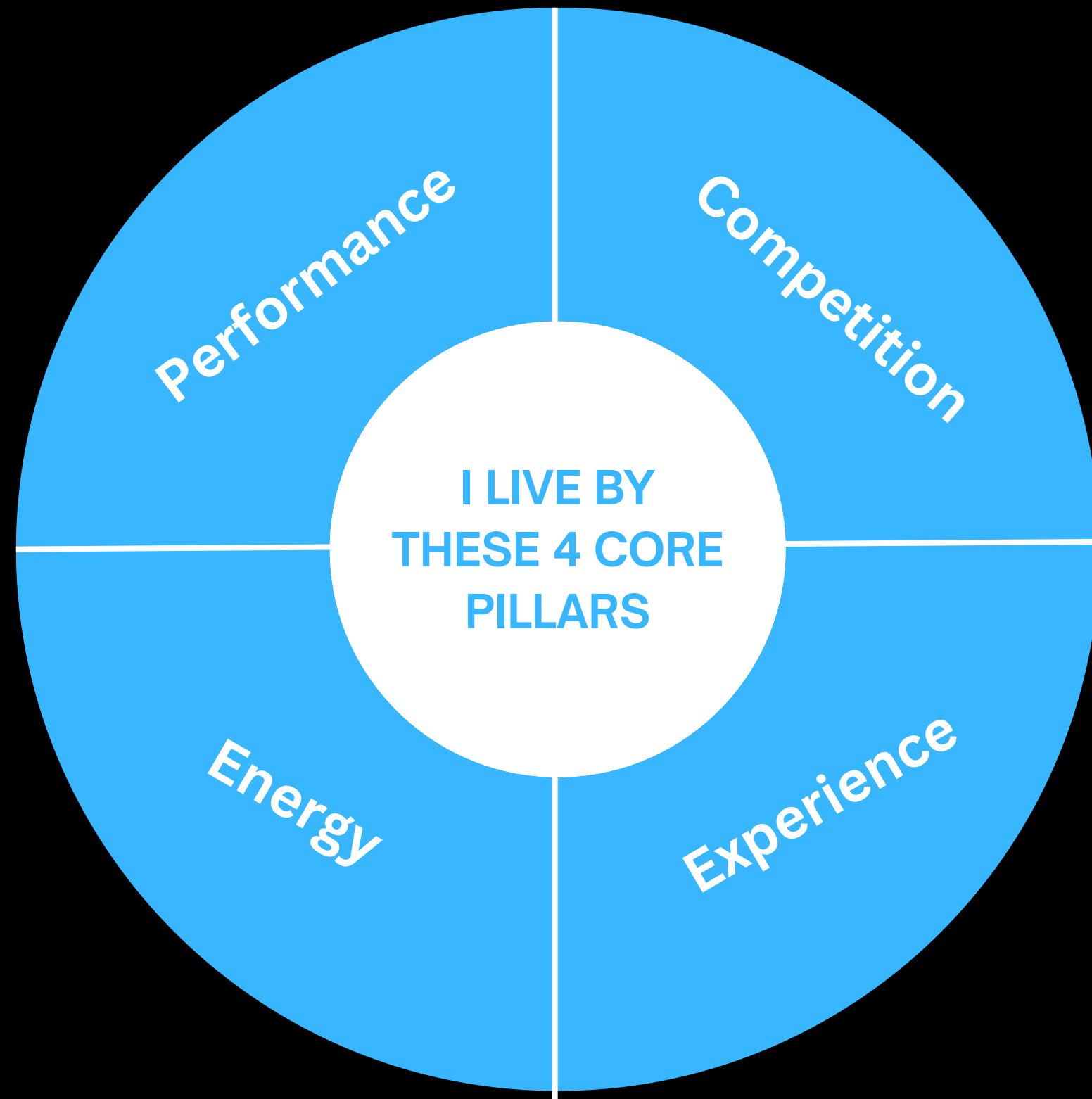
: RALLY

Earn the Night. Recover Right

[WWW.REBOUNDRALLY.COM](http://WWW.REBOUNDRALLY.COM)



# INTRODUCTION



# CORE PILLARS



Performance

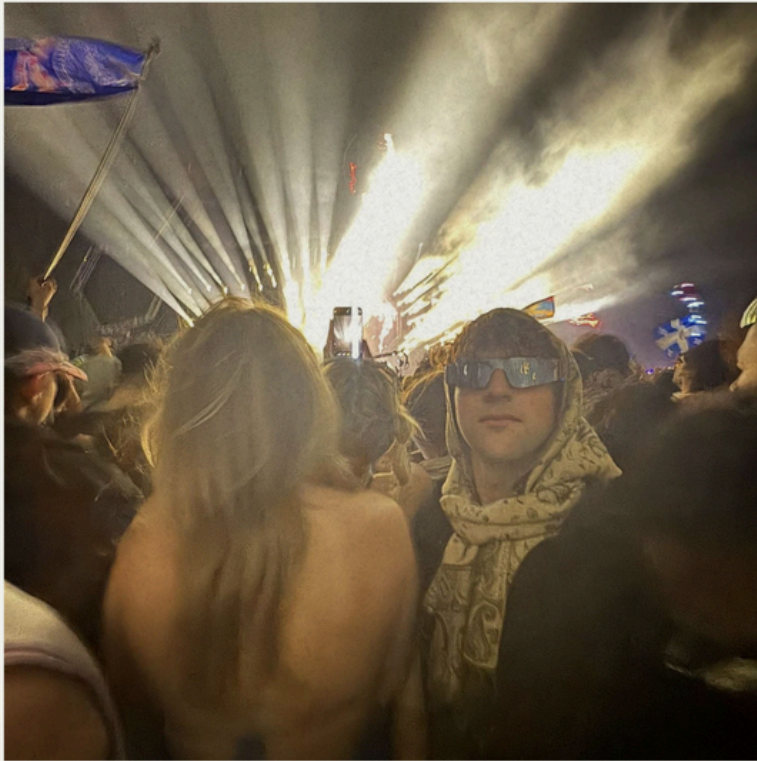
As someone who prioritizes training and discipline, Rebound : Rally is built for individuals who push past their limits through consistent effort

As someone with a competitive mindset, I wanted a drink like Rebound : Rally that reflects individuals who strive to perform at their best and prioritize recovery before enjoying social experiences



Competition

# CORE PILLARS



**Energy**

After training sessions, maintaining energy and proper recovery is essential, which is why Rebound : Rally utilizes electrolytes to support recovery and maintain momentum beyond training

While prioritizing training and recovery, enjoying social experiences with friends is still important and thus inspired Rebound : Rally to be a smooth, controlled drink that supports both recovery and social life



**Experience**

# THE WHY



- I tore my ACL over the summer and had to fully commit to consistent physical therapy to ensure recovery post surgery
- During this I struggled immensely balancing physical therapy, workouts and my social life without sacrificing one of these aspects
- I realized there was a gap in the market for a drink designed for people who value recovery but want to maintain their social life with a drink that goes down smoothly
- Rebound : Rally was developed to meet this want while supporting recovery and giving a consumer a controlled start to their social night out

# BRAND WHEEL



# PRODUCT

## BEHIND THE SCENES

<b>Tequila</b>	Made with 100% blue agave tequila which aligns with wellness-conscious consumers as it is perceived to be lighter
<b>Electrolytes</b>	Formulated with a combination of sodium, potassium and magnesium to support recovery and hydration balance during social occasions
<b>200 ML</b>	200-ML single serve bottle for convenience and portion control during consumption
<b>7% ABV</b>	Balanced at 7% ABV to get the buzz started while maintaining control in social environments
<b>Blue Agave Lime</b>	Blue Agave Lime ensures a smooth profile during consumption while minimizing the bitterness of the tequila

# PRODUCT

## BEHIND THE SCENES

### Nutrition

- 120 calories per bottle
- 5g of sugar
- No artificial dyes

### Packaging

- Aluminum matte black bottle
- High-contrast minimalist design
- Silver cap detailing

### 8 Pack

- Rectangular closed carrier
- Matte black branding to ensure consistency
- Designed for clean shelf presentation and stackability

# PRICE

Premium ready-to-drink pricing



Single Bottle

\$4.99



8 Pack

\$34.99



# PLACE

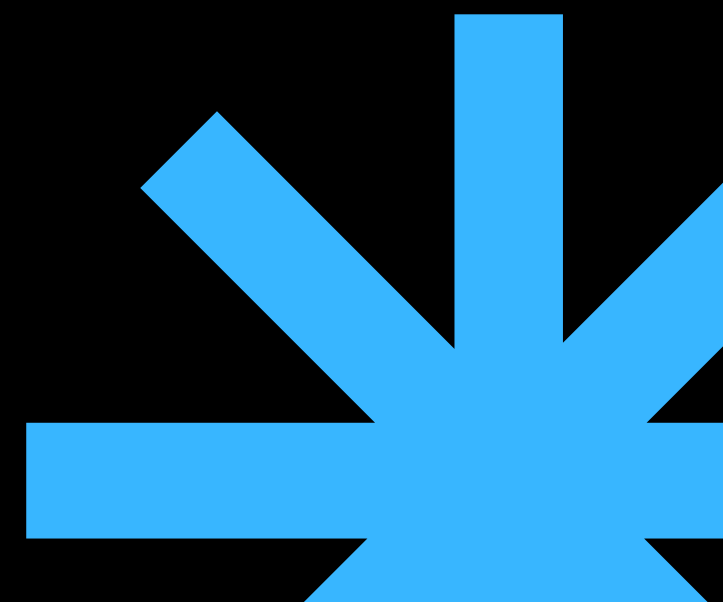
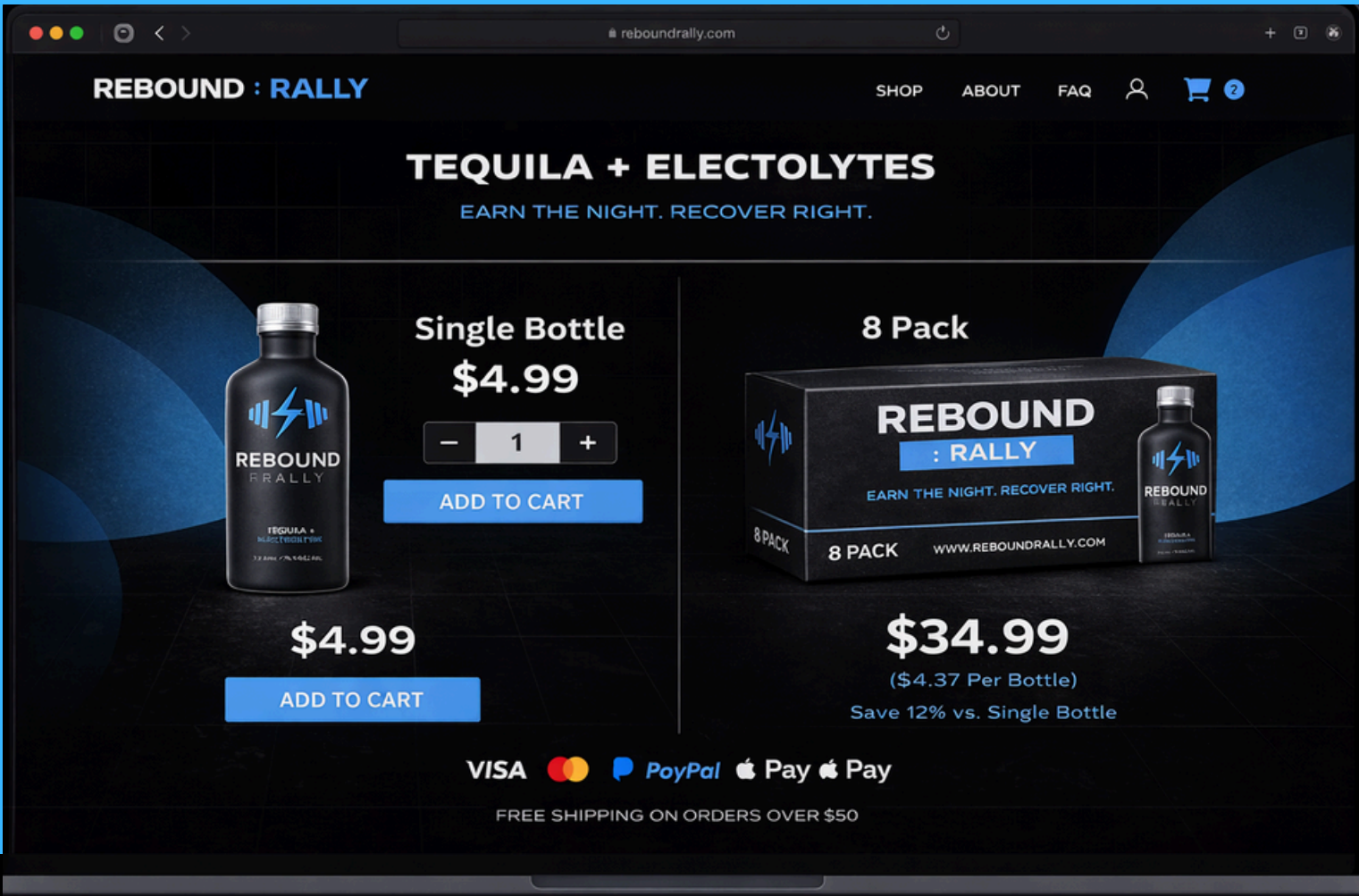
## ONLINE & IN-STORE

- Online:

- [www.reboundrally.com](http://www.reboundrally.com)

- In-store:

- ABC Fine Wine & Spirits
- Total Wine
- Spec's
- BevMo!



# PEOPLE

**Target Segment**

**PRIMARY SEGMENT**

**Active adults ages 21-35**

**LIFESTYLE  
CHARACTERISTICS**

- Frequent gym-goers and recreational athletes
- Young professionals balancing fitness and social lifestyles
- Individuals who prioritize recovery but still enjoy drinking in social environments
- People seeking a smooth and controlled start to a night out

**MARKET INSIGHT**

**Rebound : Rally targets individuals who train hard, properly recover, and still desire to enjoy nights out with friends**

# PROMOTION

EARN THE NIGHT.



Recover Right



RALLY.



# ENVIRONMENT

## Consumer

Young active adults aged 21-34 are increasingly balancing their fitness routines with social nightlife which creates the demand for a beverage to fit this lifestyle

## Category

The ready-to-drink category is growing as consumers favor portable and convenient drinks over traditional mixed cocktails

## Competition

The category is dominated by ready-to-drink brands such as Cutwater and High Noon; however, most compete on convenience and flavor rather than functional benefits

# ENVIRONMENT

## Trends

Consumers are increasingly being drawn to beverages that combine wellness culture and social drinking occasions

## Pricing

Ready-to-drink beverages typically can fall within a premium accessible price range which allows Rebound : Rally to remain competitive while supporting its differentiated concept

# MEDIA: DIGITAL

Focus: Social Content Strategy

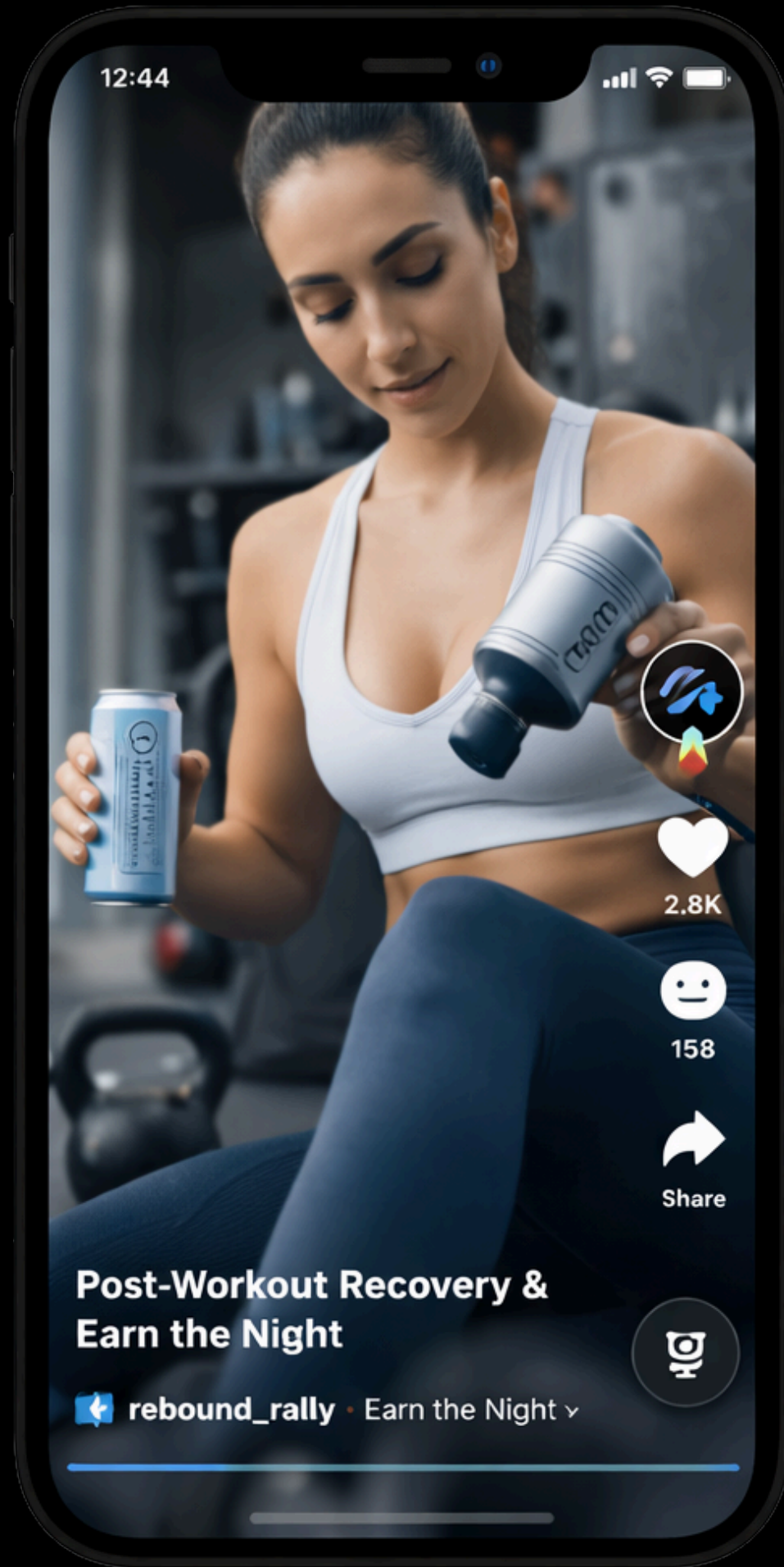
@rebound\_rally on Instagram, X,  
Facebook and TikTok

- Instagram & TikTok: Short-form lifestyle content highlighting workout → recovery → nightlife to position Rebound : Rally as the connection between fitness and social lifestyle

- TikTok: User-generated and influencer recovery routines to demonstrate authentic product use and build credibility within the fitness community

- Instagram & Facebook: Paid ads targeting nightlife audiences and active adults ages 21-34 to increase brand awareness

- X: Real-time conversation during brand activations in order to increase engagement and amplify event visibility



# MEDIA: DIGITAL CONTENT



# EXPERIENTIAL ACTIVATION

## FITNESS & ACTIVE LIFESTYLE EVENT BOOTHS

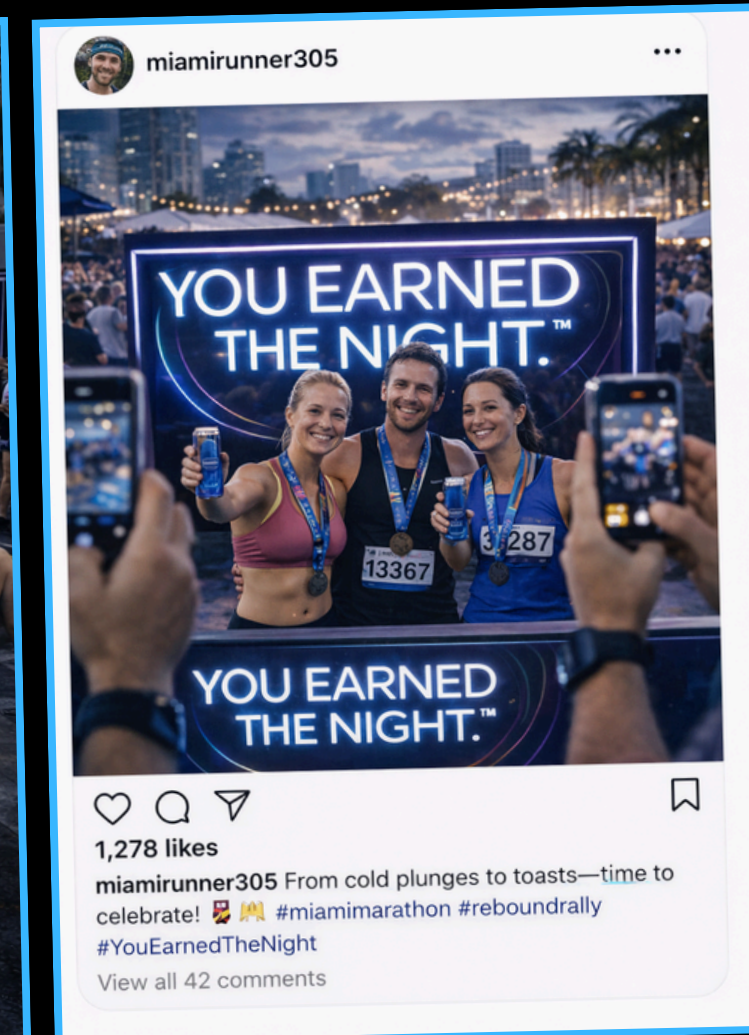


### Launch Event Example: Miami Marathon Finish Line Festival

Rebound : Rally recovery booth introducing the brand to runners and spectators

# EXPERIENTIAL ACTIVATION

## MIAMI MARATHON FINISH LINE FESTIVAL



### Post-race recovery lounge featuring Rebound : Rally drinks and cold plunges

- Branded photo moment designed to generate earned media through organic social sharing of the “You Earned The Night” message
- Product sampling for runners over 21+ as they transition from race recovery to social celebration

# MEDIA: OOH & TRADITIONAL

Focus: Reaching consumers in nightlife environments to complement fitness audiences targeted through digital and experiential channels



## Strategic Billboard Placements

- Major commuter corridors near downtown urban districts
- Routes surrounding major fitness studio hubs and nightlife entertainment areas

## Bar & Nightlife Venue Posters

- Posters placed inside bars and nightlife venues near entrances and ordering areas to maximize visibility and promote Rebound : Rally as a recovery-focused social drink



# PR: COMMUNITY IMPACT



REBOUND : RALLY CARES INITIATIVE

10% of Net Profits

Supporting injury recovery and mobility access programs for  
active adults across Miami

## On-Premise Programming



- 8-pack format encourages sharing during pregames before going to bars or social venues
- Rebound : Rally is positioned as the transition drink between post-workout recovery and a night out

## Off-Premise Programming

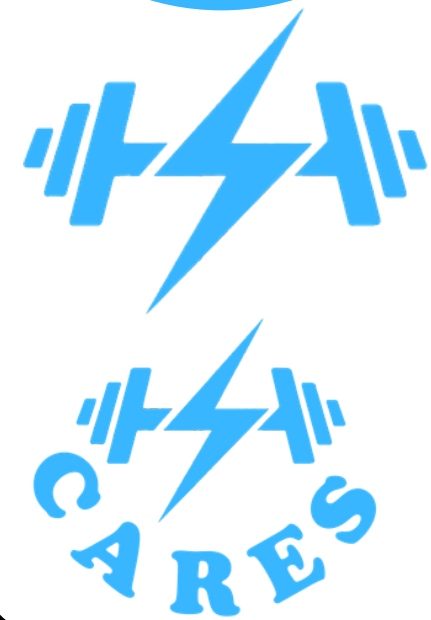


- Case stack displays positioned near tequila and ready-to-drink cocktail sections
- Retail placement to target active adult shoppers seeking a controlled start to their night

# MARKETING STRATEGY:

## DESIGN

### LOGO



### FONTS

- **Gill Sans Display**
- Open Sauce
- Montserrat

### STYLE

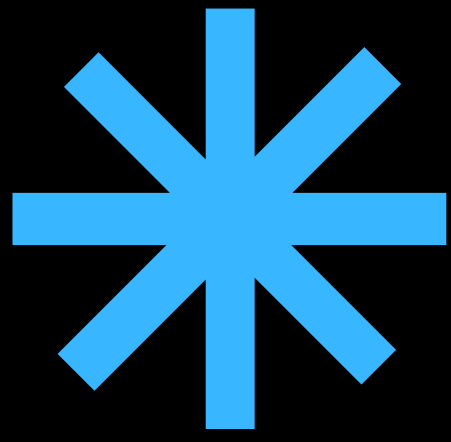
- Minimalist
- Matte Black Base
- Electric blue accents
- High contrast

### TONE

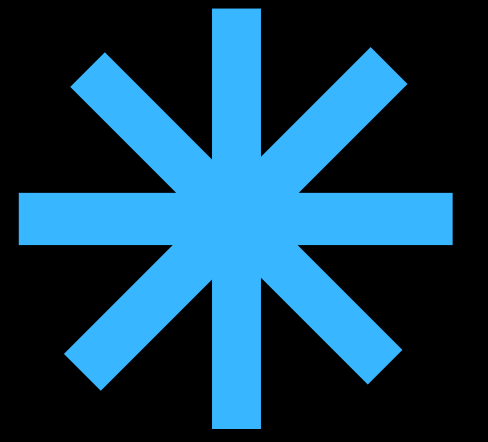
- Controlled
- Confident
- Disciplined but social
- Performance driven

# ABOVE THE LINE





# FUTURE



## New Flavor Expansion

Tropical Citrus • Wild Berry • Coconut Pineapple



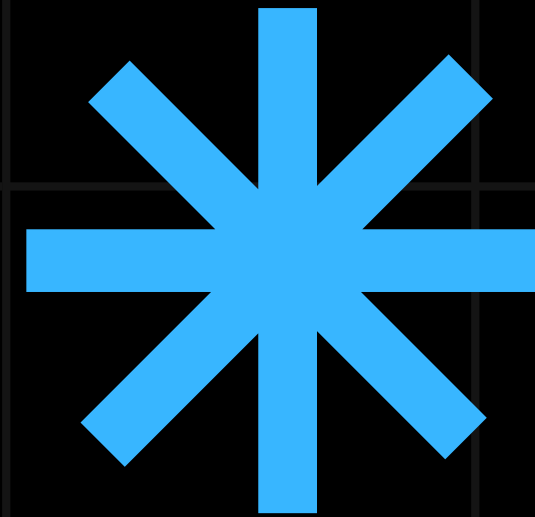
## Non-Alcoholic Line

Reach a new audience with the same great flavors

# THANK YOU!

Questions?

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