



INNOVATION *meets* ACCELERATION

RFP Response | April 15, 2025



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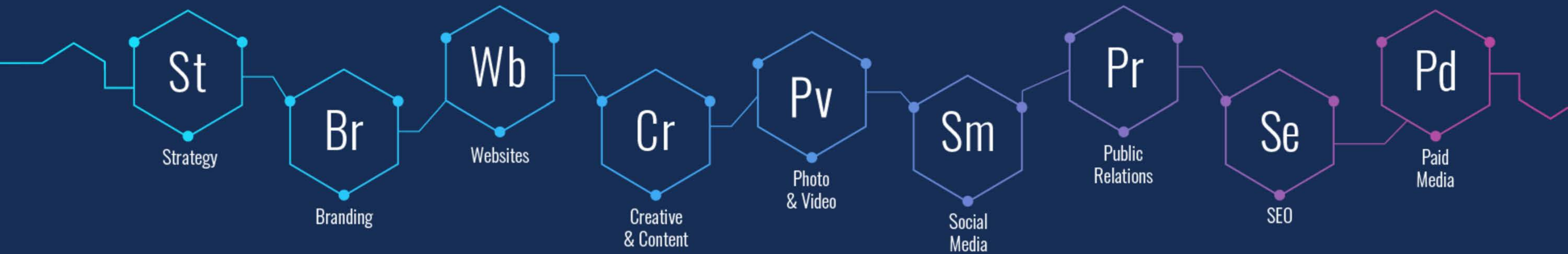


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FULLY INTEGRATED MARKETING



A SHOULDER TO LEAN ON | AN HONEST SOUNDING BOARD | A MARKETING PARTNER | STRESS RELIEF

BY THE NUMBERS

- Headquartered in Northeast Wisconsin
- Integrated photo/video studio, Studio 44
- 8+ years average tenure of top 10 accounts
- 21+ years as a full-service marketing agency
- 45 full-time creative problem-solvers



20% Regional
60% National
20% Global



50% B2B
50% B2C



We are an agency that has grown from a team of four to 45 dedicated individuals, all united by a shared vision ...

To collaboratively enhance everything we do to create a lasting impact on each other, our clients, and our community.

We can achieve this vision through strategic creativity, disciplined execution, sharing marketing knowledge, analyzing data, and leveraging technology.

And with year-over-year growth since 2003, our core values serve as our guiding principles, shaping not only who we are today but also directing our trajectory into the future. These values anchor us in a commitment to constant improvement, ensuring that our collective efforts remain purposeful, impactful, and adaptable, both now and in the ever-evolving landscape of our industry.



Total Brand Chemistry

OUR FORMULA FOR SUCCESS

REAL PARTNERSHIP

BRAND EXPERIENCE

CREATIVE PROCESS

INTEGRATED MARKETING

WE UNDERSTAND THE FOOD & BEVERAGE INDUSTRY



B2B & B2C EXPERTISE



ESTABLISH TRUST



GROW DISTRIBUTION



CREATE DEMAND



GENERATE SALES



BRANDS WE'VE WORKED WITH



WE KNOW HOW TO POSITION GROWING FOOD & BEV BRANDS



WINNING BRANDS ARE BUILT AROUND LIFESTYLE

Continuing to grow sales means selling more than just a product. Today's consumers don't just buy ingredients or nutrition panels. They buy into brands that reflect who they are—or who they want to be. Whether it's indulgent without the guilt, clean but still fun, or premium without the pretension, the most successful CPG brands lead with lifestyle.

CAMPAIGN MESSAGING MATTERS

The right message doesn't just describe your product—it builds a brand people want to be part of. It's how you show up, stand out, and spark action.

We craft campaign messaging with a strategic lens, aligning what makes a brand different with what audiences actually care about.

The right campaign message drives:

- Distributors who align with your brand to become long-term partners
- Content that people want to share
- On-premise visibility that drives trial and loyalty
- Off-premise experiences that stand out

THE RISING THREAT OF THC BEVERAGES

- Delta-9 THC beverages are now legal in most states and are creating new competition for beverage brands in the non-alcoholic and “better-for-you” categories where Carbliss is positioned.
- THC beverages have health-conscious appeal. They are marketed as lower-calorie, alcohol-free alternatives offering a more relaxed experience with fewer hangover risks, aligning with wellness trends.
- Craft and flavor innovations are driving the growth of THC beverages. Like canned cocktails and seltzers, they are exploring unique flavors, high-quality ingredients, and blends like CBD-THC or botanicals, attracting consumers who seek novelty and quality.



THE PERFECT MOMENT FOR CARBLISS

- Millennials are entering their peak earning years, bringing more disposable income and shifting their focus from price to lifestyle-driven purchases.
- Gen Z is drinking less than older generations, but they prioritize mindful choices, making them a strong match for a clean, carb-free option.
- Gen X and Boomers continue to be the largest consumers of alcohol. They're increasingly seeking lighter, better-for-you alternatives that don't compromise on flavor or fun.



When they try new products,

WHAT MATTERS MOST?

GEN Z Price/Value

Approximately 73% of Gen Z consumers are influenced by the price and perceived value of a product.

GEN Y Authenticity

90% of Millennials choose brands they believe are authentic, placing high importance on genuine brand values.

GEN X Trust and Transparency

69% of Gen X consumers value transparency, preferring brands that are open and honest.



The background of the image is a repeating pattern of Carbliss vodka cocktail boxes. The boxes are white with various colored labels (purple, yellow, green) and feature the Carbliss logo and product name. They are arranged in a grid-like pattern, slightly offset from each other. A dark blue semi-transparent overlay covers the entire image, and a thin yellow horizontal line is positioned below the main text.

TURNING INSIGHT INTO IMPACT FOR CARBLISS

Total Brand Chemistry

At Element, we know success in food and beverage is about more than connecting with consumers. It's about driving distribution and results across every channel.



Total Brand Chemistry

By leveraging Element's proprietary approach, we create tailored, multichannel marketing solutions that:

- Establish trust with both consumers and partners
- Drive demand and excitement for your product
- Grow distribution by reaching the right partners
- Generate consistent sales for long-term growth



01

CAMPAIGN DEVELOPMENT

We create memorable, unique campaigns that not only stand out in the marketplace but also resonate with your audience. Our approach is flexible, allowing us to craft tailored assets that work for a wide range of needs, from sports sponsorships and sweepstakes to retail displays and bar activations. By blending creativity with a strong, emotionally-driven message, we ensure your campaign connects with both buyers and consumers, driving engagement and results across all touchpoints.

Please Note: The following concepts are designed to communicate the strategic idea, not the final execution. The visuals are simply a first expression of the direction, not the finished product.

BEST OF BOTH WORLDS

NO COMPROMISE. NO CARBS.

Life is about balance. Working hard and playing hard. Staying fit while still enjoying the things you love. Carbliss makes sure you don't have to choose between your goals and your enjoyment. Whether you're putting in the work at the gym or winding down after a long day, Carbliss fits seamlessly into both your hustle and your relaxation.

With Carbliss, you get the freedom to live your best life. No compromise required. It's the perfect combination of health-conscious choices and delicious refreshment, offering all the flavor without the sugar or carbs.

What sets this campaign apart is how it stands out from the sea of sameness. While most brands lean into the expected—sun, generic fun, and endless leisure—**Carbliss taps into something more real. Our audience doesn't just lounge. They lift, they lead, they show up. And when it's time to celebrate or unwind, they want a drink that matches their lifestyle, not one that slows it down.**

This concept speaks directly to people who are driven, goal-oriented, and committed to living their best lives, while still enjoying themselves without the guilt. With Carbliss, they don't have to choose between progress and pleasure.

It's the best of both worlds.

This concept is fully scalable and flexible enough to expand into Summer and Winter 2026 campaigns.



HEALTHY
HABITS
meet HAPPY
HOUR

BEST OF BOTH WORLDS.
ZERO CARBS, 100% FLAVOR.



With Carbliss you don't have to choose.

#BOTHWORLDSCHALLENGE



100%
HUSTLE *meets* 0%
CARBS

BEST OF BOTH WORLDS.
NO COMPROMISE. NO CARBS.



With Carbliss you don't have to choose.

#BOTHWORLDSCHALLENGE

02

ACTIVATION STRATEGY

& PLANNING

Next up, our team will develop an efficient and impactful full-funnel approach to push distributors from awareness to purchase. Then we *flip that funnel over* and develop a strategy to pull consumers to your products leveraging both on-premise and off-premise activations.

THE DAILY GRIND *meets* FREE TIME

the WIN YOUR SALARY SWEEPSTAKES

This sweepstakes brings the Best of Both Worlds campaign to life. Rewarding hard-working people with the one thing they actually want more of... **time**.

The Big Idea

We're giving people the chance to *win their salary*, a full year of freedom from the daily grind. It speaks to everyone's desire to unplug, offering a bold, aspirational reward that feels personal and well-earned. From a full year of pay to a week of PTO to a set dollar amount in the rules & regulations, this concept is flexible to match the level of sweepstakes investment Carbliss wants to make. The emotional hook stays the same. Carbliss delivers the best of both worlds.

Why This Works

- Brings the campaign to life, turning the *Best of Both Worlds* promise into a real-world reward that recognizes the effort people put in while delivering the freedom they crave.
- Culturally relevant, speaking directly to what consumers value most in a time when burnout is high and time off is sacred.
- Made for activation, serving as a creative bridge across all touchpoints whether through an on-premise promotion, small digital giveaways, or an in-store display.

This isn't just a giveaway. **It's Carbliss in action, rewarding real life with a little bit of bliss.**



Hand Crafted
carbliss
Premium Cocktails

**THE WORK
GRIND** *meets* **RECLINE**

**BEST OF BOTH WORLDS.
WIN YOUR SALARY!**



WIN A BEACH CHAIR TO RELAX FROM YOUR WORK GRIND
#BESTOFBOTH



This activation creates a direct connection between the demands of daily life and the ultimate reward... relaxation.

While the category often leans into beach scenes and laid-back vibes, this execution earns its place by tying directly to the sweepstakes and the emotional payoff of *winning your salary*. It becomes less about a setting and more about the statement.

The display also creates visual continuity with current Carbliss in-store branding, helping to reinforce recognition and recall. It is also flexible based on how immersive Carbliss wants to go. From a simple static moment to a larger retail takeover, sampling experience, or even a giveaway featuring the chair itself.

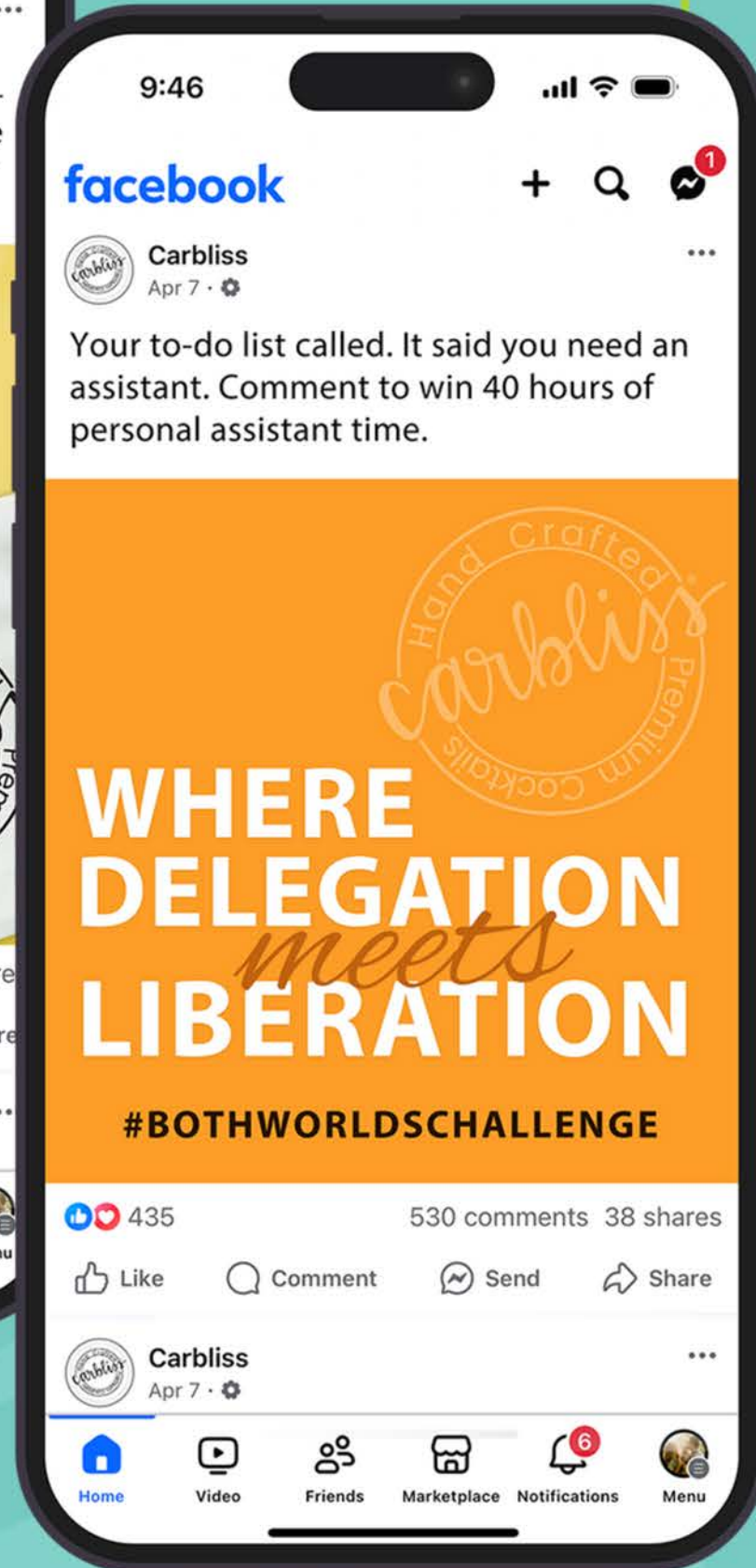
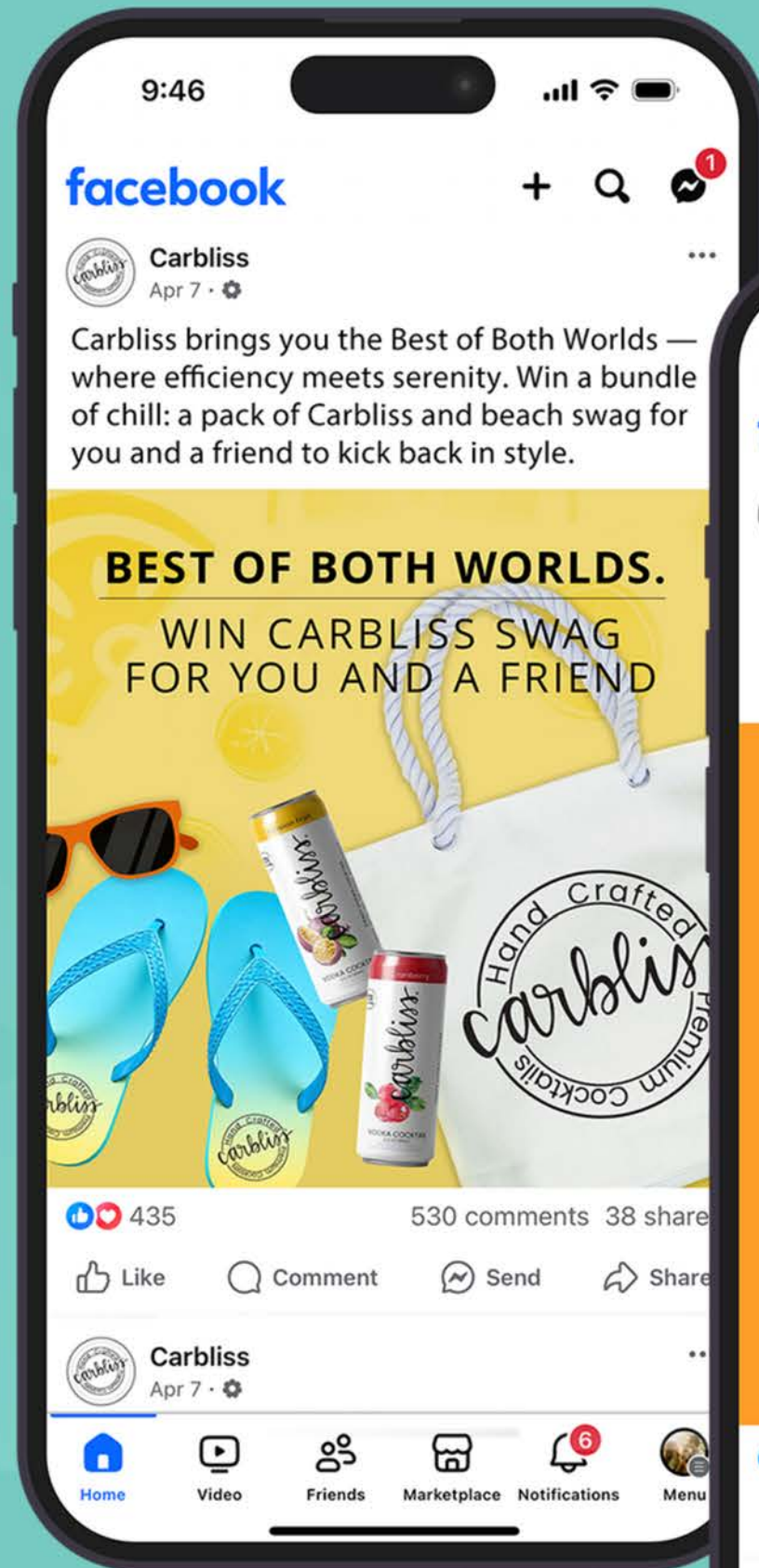


This activation blends the physical and digital worlds in a simple, high-impact way. A stand-up display features a tear pad of branded “salary checks,” each printed with a bold campaign message and a scannable QR code that links directly to the sweepstakes registration page.

Designed to grab attention and spark interaction, these checks could also double as retailer promotions, creating a seamless opportunity to drive trial and convert on-premise engagement into off-premise purchase.

It’s eye-catching, interactive, and instantly shareable. Whether customers take it home, snap a photo, or scan it on the spot, it delivers a moment that turns aspiration into action.





In the digital space, the energy of the sweepstakes can come to life with additional smaller, highly engaging giveaways that keep the excitement rolling. These quick, easy-to-enter (e.g. comment to win) sweepstakes connect with consumers on a personal level, allowing them to win rewards that will make a real difference in their daily lives.

- **Best of Both Worlds Prize Pack** | Engage your audience with a giveaway that caters to both sides of their life—whether it's a prize pack for them and a friend to enjoy or something that offers the perfect mix of relaxation and productivity. This could include items that represent the perfect work-life balance, from beach gear to productivity tools.
- **40-Hour Virtual Assistant Giveaway** | For those looking to reclaim their time, this giveaway offers a personal assistant for 40 hours. It's the ultimate solution for busy individuals who want to delegate tasks and take back control of their time, aligning perfectly with the "freedom from the grind" message.

This activation also serves as a great lead-in for the grand prize sweepstakes, giving consumers multiple opportunities to engage with the brand across different touchpoints.

03

ASSET DEVELOPMENT

Once the campaign identity is established, we will build the necessary assets for a successful launch. From website assets and sponsorship ads to social channels and point-of-sale materials, brand consistency across these assets is key to building awareness.



**WHERE
CLOCK OUT** *meets* **CHILL OUT**

Hand Crafted carbliss Premium Cocktails

#BOTHWORLDSCHALLENGE

9.5k 15k Comments

Like Comment Share




DRIVE *meets* **DISRUPTION**

BEST OF BOTH WORLDS. NO COMPROMISE. NO CARBS.

#BOTHWORLDSCHALLENGE

Hand Crafted carbliss Premium Cocktails

Adam Kroener · 1st

Operations Leader Turned Beverage Entrepreneur
 #GurlDad Speaker Dale Carnegie Trainer Racing Enthusiast Timepiece Aficionado

Plymouth, Wisconsin, United States · [Contact info](#)

8,281 followers · [500+ connections](#)

Meghan Murphy, Jennifer Feuerhammer, and 14 other mutual connections

[Message](#)

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Carbliss

Lakeshore Technical College

[Sales Navigator](#)



I'M NOT A *lemon*, HONEY.
I DON'T DO SOUR, I DO
stunning. 🍋 ✨



04

MEASURE, OPTIMIZE

(& REPEAT)

Our execution can be accompanied by success metrics. Element's data and insights team closely monitors the performance of our efforts using a real-time data dashboard allowing us to quickly make pivots and adjustments. We'll apply these learnings to subsequent market launches to maximize our budget.



NO COMPROMISES, JUST RESULTS

HERE'S THE NUMBERS AND WHY WE'RE READY TO ROLL WITH YOU

BUDGET

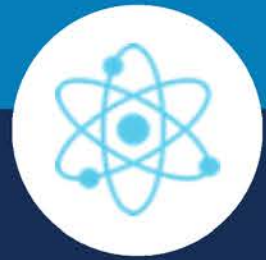
The following budget range is based on the deliverables outlined in the provided creative brief. This is an approximate estimate and may vary depending on the final scope of work and any adjustments to the project requirements.

- In-depth competitive landscape analysis
- Comprehensive creative campaign concept development
- Establish elevated brand standards that enhances look/feel
- Photo and video asset captures
- Design and layout of multiple POS materials based on channel strategy
- Design and layout of billboards
- Development of :10 and :30 digital ads
- Development of :30 radio spots

\$150,000-\$225,000

*Total Brand
Chemistry*

WHY ELEMENT?



GET REAL PARTNERSHIP

We've got your back.
When you win,
we win.



CONNECT MARKETING & SALES

Our agency's mission
is to strengthen your
bottom line.



PURPOSE BUILT TEAM OF EXPERTS

We're marketing experts
skilled at connecting the
dots for max impact.



OUTSIDE OF THE BOX THINKING

We approach each
unique challenge with
creative solutions.



DRIVEN BY RESULTS

Because what's
marketing without
results?

THANK YOU FOR THE OPPORTUNITY

We're genuinely excited about the opportunity to partner with Carbliss. You didn't just spot a gap. You filled it with something that actually tastes good and has built a loyal following. And trust me, there are a lot of Carbliss fans around our office!

While we're proud to call Northeast Wisconsin home, our experience goes way beyond state lines. With national and global perspective, we bring big-picture thinking with small-agency hustle. We show up, we collaborate, and we care just as much as you do. What you've built already is impressive. We'd love to be part of what's next.

A handwritten signature in black ink, appearing to read 'Derek Blaszak', with a stylized flourish at the end.

Derek Blaszak, Director of Business Development and Carbliss Fan

CREATIVE VAULT

Not everything makes it into the pitch. Some ideas are too early. Too weird. Not quite the right fit. But that doesn't mean they should stay locked up.

This vault is where the wild ones live. Some are half-baked, others hit hard but didn't land on the shortlist. Some are wildly off-brand. None of them are watered down. All of them show how we think when we're not aiming for safe.

We're not sharing these as backup. We're sharing them because sometimes the spark that doesn't make the deck is the one that lights the next big idea.

SWEET COLLABORATIONS

Brand collaborations are on the rise because they offer sweet rewards. They help combine audiences, create buzz, and spark excitement in ways that stand out. It's not just about teaming up with another alcohol brand. It's about finding the right partners that align with your values and amplify the experience. For Carbliss, these collaborations mean new opportunities, fresh conversations, and lasting impact.

DITCH THE CARBS.
NOT THE FLAVOR



+ crumbl



SMALL CANS BIG IMPACT

Introducing Carbliss in 4 oz cans. Perfect for bars, restaurants, and breweries looking to offer something fresh and exciting. These mini cans create Carbliss flights, giving customers a chance to sample multiple flavors in one go. It's the perfect way to encourage trial, release new flavors, and stand out in a crowded market. Whether you're a brewery offering an alternative to beer or a bar looking to draw in new customers, Carbliss' small cans are the perfect way to spark interest and get people talking.



LIVE LIGHTER.
TAKE FLIGHT.



LISS IS MORE BEER IS LESS

Summer's right around the corner. It's time to drop the carbs and sugar and make the switch. Forget the beer that weighs you down. With Carbliss, you get all the refreshment without the carbs, without the sugar. Look good, feel great, and keep the summer vibes going with Carbliss. **Liss is more.**

Disclaimer: We know what you're about to see might be a bit edgy. But hey, sometimes we've gotta push the limits. After all, Carbliss wouldn't be Carbliss if you didn't take a few chances.



SUMMER IS COMING.
DITCH YOUR BUSCH.

#BREAKUPWITHBEER



BLISS NATION

Carbliss has a passionate group of brand ambassadors. Those not hired, but driven by love for the brand. Think of it like the Parrotheads for Jimmy Buffett, the Jeep Wave, or Harley-Davidson's H.O.G. Club. These enthusiasts are the heartbeat of Carbliss, from getting tattoos to spreading the word about the joy of our drinks. By creating an exclusive Ambassadors Club, we give them a space to unite, share their passion, and continue fueling the growth and success of Carbliss.

BLISS BITCH

The word *bitch* is reclaimed here, transforming it into something fun and empowering. What was once a negative connotation is now a symbol of strength, confidence, and authenticity. For someone who loves Carbliss, the *Bliss Bitch* sticker is a perfect expression of that carefree, confident energy, celebrating a love for life's simple joys with a playful twist.





GREAT WORK. BOTTOM LINE.

Let's Get Started

GOELEMENT.COM

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