



# GROOVY ROOT BEER SOCIAL MEDIA CONTENT

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Groovy is a classic carbonated soft drink with authentic Root Beer taste, bring refreshment anytime, anywhere!

Groovy Freshness:

Groovy is a classic carbonated drink that brings refreshment anytime, anywhere

#GroovyKapanAja

GROOVY & US

Enjoy alone or together, Groovy brings out the groove in you!

	OBJECTIVE	TOPIC	SUB-TOPIC	HASHTAG	MSG.	CTA
GROOVY FRESHNESS	To showcase Groovy as a classic carbonated soft drink with authentic root beer taste that brings refreshment. The focus will be Groovy to make every moment more chill and enjoyable.	<b>Taste Chill Maker</b>	Ready-to-drink that brings refreshment to chill	Main: #GroovyRootBeer  Secondary: #Rootbeer  Options: #SegeSamaGroovy	Groovy is a classic carbonated drink that brings refreshment anytime, anywhere.	Interacting with the brand (like, comment, follow) / gateway to the Groovy brand
GROOVY & US	We want to be relevant to the audience, by tapping into their daily situation & interests.  Focusing on activities/moments, with Groovy as their company.	<b>Hobby Chill Time</b>	Music, Games, Movies Situation with Friends, Family and Lover	Main: #SegeAntiMager  Secondary: #MeTime	Enjoy alone or together, Groovy brings out the groove in you!	Amplifying the Groovy brand to a wider audience

# GROOVY FRESHNESS: TASTE



Colour: Warm colours, in line with the colour of the beverage.

Content Guideline:

1. Person enjoying drink
2. Pouring drink into glass
3. Cracking open a bottle of Groovy
4. Groovy product shot

Objective: To show audience that Groovy is an enticing and refreshing drink, that can be enjoyed on its own or with a creative addition

Captions:

Kamu #TeamDiteguk atau #TeamDituang? Comment di bawah, ya! #SegerSamaGroovy #GroovyKapanAja



# GROOVY FRESHNESS: CHILL MAKER



Colour: Warm colours, in line with the colour of the beverage.

Earth tones, browns, oranges & reds.

Content Guideline:

1. Person enjoying drink
2. Chilled Groovy product shot in outdoor setting
3. Artwork

Objective: To relay the message that Groovy can be enjoyed anytime, anywhere.

Captions:

#SegerSamaGroovy #GroovyKapanAja

# GROOVY & US: CHILL TIME



Colour: Warm colours, similar to skin tone.  
More humane vibes.

Content Guideline:

1. Group sharing a drink
2. Communal activities
3. Group in an outdoor setting
4. Groovy product in outdoor setting
5. Close up shot of friends/couple drinking/toasting

Captions Ideas/Direction: (who does what, where, says what, and what happened)

Hashtags: #SegeSamaGroovy  
#GroovyKapanAja



# GROOVY & US: HOBBY



Colour: Warm, vibrant colours. Outdoor tones: red, blue, greens.

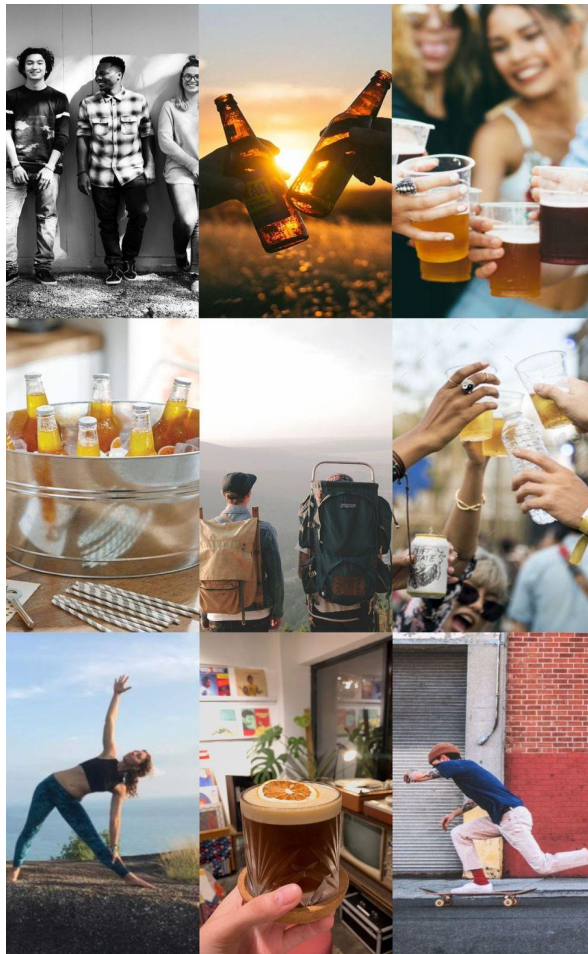
## Content Guideline:

1. Dynamic shots of people doing their hobbies (skateboard, yoga, sports)
2. Groovy product shot in a hobby setting (vinyl bar, bookshop)
3. Enjoying groovy in an outdoor setting

## Captions Ideas/Direction:

“Waktunya santai di weekend, paling pas ditemenin segernya Groovy! Tag teman yang mau lo ajak nikmatin Groovy bareng-bareng!”

Hashtags: #SegerAntiMager  
#SegerSamaGroovy #GroovyKapanAja  
#GoodtimeWithGroovy



REELS:

Add 27 photos to this music. A mix of taste, chill maker. Hobby, and ch