



Halo Spritz

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PURPOSE IN EVERY POUR

Who am I? My Personal Brand

“Angel Strength, Leading with Purpose”

- Grew up caring for special needs sister – earned nickname “Guardian Angel”
- Core Values: Intention, humanity, empowerment
- I live life with purpose, and I produce for others, leading with love
- This cocktail is an extension of me – my empathy, my calm, and my care



Why Halo Spritz?



A Product that Embodies the Soul

- Name Meaning: “Halo” = light, divine energy
- Spritz: Refreshing, Timeless
- Inspired by sustainable and purpose-driven living
- Gives back to community sponsoring Autism Speaks Foundation
- Designed for the mindful, intentional, and social drinker



What is Halo Spritz?

Sparkling Cocktails for Conscious Generation



FORMAT

- Pre-made, ready-to-drink, formulated with all-natural ingredients, recyclable canned cocktails



HALO SPRITZ FLAVORS

- Strawberry Spritz
- Magarita Spritz
- Whiskey Spritz



DETAILS

- 4.5% ABV, 90 calories (varies by flavor)
- 0% refined sugar, natural sweeteners, sustainably sourced
- 6-month shelf life, can be stored in the fridge or in a cupboard
- CO₂ is injected into each can under pressure to create carbonation



Brand Archetype

The Soul of Halo Spritz

PRIMARY ARCHETYPE: THE CAREGIVER

- **Core Desire:** To protect and nurture others
- **Traits:** Supportive, compassionate, reliable
- **How it Shows Up in Halo Spritz:**
 - Purpose-focused goal (natural ingredients, donations to Autism Speaks Foundation)
 - A drink that provides satisfaction and relaxation
 - Calm, thoughtful branding to resonate with rather than overwhelm

SECONDARY ARCHETYPE: THE INNOCENT

- **Core Desire:** To experience pure bliss and simplicity
- **Traits:** Hopeful, elegant, putr
- **How it Shows Up in Halo Spritz:**
 - Clean ingredients, and sustainability remaining uncomplicated and graceful
 - Low ABV - enjoyment without overindulgence
 - A visual theme of a Halo and calm, satisfying color palets



Brand Positioning

Positioning Statement: Halo Spritz is an intention-driven, botanical cocktail with a sparkling component. It is designed for mindful, community-seeking people who want a light and elegant cocktail to take the edge off without worrying about consuming artificial ingredients.



Why Halo Wins

- Brand with Soul: Halo is founded on a genuine narrative, rather than a promotional ploy, that only seeks funds
- Contributes to Community: Sponsors Autism Speaks, linking celebration to empathy
- Balanced Positioning: Clean ingredients, light feel for health enthusiasts, exciting enough for the party goers
- Visually Modern and Emotion-Inducing: Distinguishes itself both on the shelf and in everyday life



Halo Spritz Brand Wheel



BRAND
PERSONALLITY

Market Fit and Trends

CONSUMER TRENDS

- Increased appeal of low-alcohol drinks and functionality
- Gen Z and Millennials lean towards health-conscious drinking products
- People who want to consume less alcohol, but still enjoy drinking and socializing

CATEGORY = Premium RTD Cocktails

COMPETITORS

- Two Chicks
- White Claw
- Spritz Society

TARGET AUDIENCE

- Gen Z and Millennial drinkers ages 21-35
- Individuals who are outgoing, love wellness, and community seeking
- People who care about what they put into their bodies & enjoy fun cocktails simultaneously
- Those who like tasty drinks produced by a company with strong values and a meaningful message



5Ps – Marketing Mix

PRODUCT

- Botanical Canned Spritz Cocktail
- Flavors: Strawberry, Margartia, Whiskey

PRICE

- 3.50\$ per can
- 27.50\$ for a pack of 12 cans (all 3 flavors included)
- 3% of every Halo Spritz sale goes to Autism Speaks Foundation

PLACE

- Supermarkets: Whole Foods, Trader Joe's, Erewhon
- Indie Liquor Stores
- Relaxing hotels/retreats
- Ubereats/Doordash

PEOPLE

- Zoning in on Gen Z and Millennials of all genders
- Health-focused people who enjoy socializing
- People looking to invest in a brand that does good – supporting Austism Speaks Foundation

PROMOTION

- “Sip with Purpose” campaign
- Halo pop-ups (universities, hotels, etc.)
- Wellness Collaborations



Promotion – “Sip with Purpose” Campaign

TAGLINE = “Sip with Purpose”

INFULENCERS

- Team up with creators with wellness backgrounds and those who enjoy drinking
- Partner with those who promote the education of neurodivergent people to bring in more voices for Autism Speaks
- Feature “halo hour” content displaying slow sipping and sommit atmosphere
- Send gift boxes with one can of each flavor for creators to try and promote brand awareness

CHANNELS

- Instagram and TikTok reels/posts implementing wellness and community content
- Gentle, continuous short video advertisements featuring a “halo hour” theme instead of “happy hour”

SOCIAL IMPACT

- A percentage of profit goes towards the Autism Speaks Foundation, circling back to the meaning of the name Halo and giving back to the community



PR and Experimental Activation

Making a Halo Moment

PR LAUNCH

- “Halo Lounge” – pop-up silent disco at Boho Lounge in Miami where cans of all 3 flavors are passed around
 - VIP event for influencers, those apart of Autism Speaks organization, wellness coaches, etc.
- **Gifiting Suite** – Gift boxes with crystals, hangover tablets, 3 canned cocktails, mini aroma therapy perfumes, and more.
- **Headline** = “Cocktails that Care”



In-Store Experience, Bring the Halo to Life

- Eye-catching branding exhibits with our signature pink and other soft colors for each flavor
 - Strawberry Spritz = Pink
 - Magarita Spritz = Purple
 - Whiskey Spritz = Gold
- **Premium Shelf Appeal:** Classic gold halo symbol, neat typography, and soothing atmosphere
- Tasting Stations located in wellness/health-oriented stores such as Whole Foods with little cards of information about the brand
 - Make it an elegant exeprience with fancy glasses/ganishes
- QR codes on the displays that connect to the brand narrative, details on Autism Speaks donations, and a "Sip With Purpose" playlist.



On Premise Programing - Poaring in Special Places

- **Launch in Curated Venues:** Boutique hotels, rooftop bars, artsy cafes, small wellness businesses/shops, etc
- Boost our “Halo Flight” tasting kit featuring all 3 flavors: strawberry, whiskey, and magariita spritz
- Use emotionally inducing language in menus
 - “Sip light, Sip with Purpose”
- Ensure that the staff in each location knows Halo Spritz’s mission and the Autism Speaks sponsor so that they pass it on to customers



Design System – Logo, Fonts, Vibe

Logo: Displays a hand holding cocktail in an elegant glass with a gold halo hovering over coral pink background (see below)



Tone of Voice: Inviting, nururting, fun, and empowering

Font: The font is “Cardo” which is elgant, not over the top, somewhat midevil vibe

Colors: Coral pink is our signature color, but we use pastel colors such as purple for our margarita spritz. The gold halo is bright and bold to stand out.

Photo and Video Content

Photography

- Trendy rooftop gatherings/parties with a diverse group of people, with Halo cans held between the ages of 20-30
- People laughing, dancing, holding the cans with glow lights on them symbolizing the light from the halo

Video Concepts

- “Welcome to Halo Hour” – The video will fill with a montage of people enjoying their canned drinks, laughing amongst each other.
- Voiceover: "Bright, daring, authentic — this is our way of celebrating today."
- Highlight product + purpose: "Drink with intention. Back Autism Speaks."



Final Thought – Why Halo Spritz Matters?

Halo Spritz is not just a drink, it is a celebration of those who are different and who seek new experiences out of drinking

Constructed from a personal purpose, it is designed for people with big hearts who value fun, health, and intention

Each sip from a Halo Spritz uplifts Autism Speaks, giving back to a cause that impacts so many people

A tasty, elegant spritz for those who not only look to feel good, but do good

“Sip with Purpose, Sip to Life”

