**Project:**  
Retail launch of new E-Cigarette brand. Looking for POS material

1. 11” x 17” Poster
2. 5.75” x 5.75” sticker
3. 12” X 17” counter mat

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**Background / Overview:**

Enterprise Beverage Group is a consumer goods wholesaler that is majority owned by the Seminole Tribe of Florida. The Seminoles are one of the most successful Native American Tribes in the United States. They are the sole owners of Hard Rock International, multiple casinos, and multiple other business ventures.

One of their latest ventures is the launch of the Seminole Unconquered line of electronic cigarettes. They have sought out the latest technology in the category and are looking to become the #1 or #2 E-cigarette company in the country.

**Objective and the purpose of the ads**

To create consumer awareness of the brand. To get regular tobacco users to try our product. To get customers of other E-cigarette brands to try our product.

**Target audience**

Smokers!

* 19.3% of adults in America smoke cigarettes (45.3 million people).
* Smoking is more common amongst men (21.5%) than women (17.3%).
* By Race
  + White – 21%
  + African American – 20.6%
  + Native Americans = 31.4%
  + Hispanics – 12.5%
  + Asian – 9.2%
* Education level
  + Adults with GED – 45%
  + Adults not graduated from high school – 33.8%
  + Adults with HS diploma but no college – 23.8%
  + Adults with College Degrees – 9.9%

**What's the single most important thing to say?**

Healthier alternative (or supplement) to smoking.

“Can’t quit…Switch!”

**The supporting rational and emotional 'reasons to believe and buy'**

1. Cheaper than regular tobacco equivalent
2. Can use in most non-smoking areas
3. Satisfies craving
4. Enjoyment
5. Convenience
6. Less waste

**Creative development**

The Seminole Tribe is very protective of their image and their “brand”.

Keywords are: Pride, Tradition, Heritage.

The Unconquered brand is a historical reference to Seminole Wars. The Seminoles never surrendered and were never defeated.

Usage of tribal colors a plus. (White, Black, Red, Yellow)