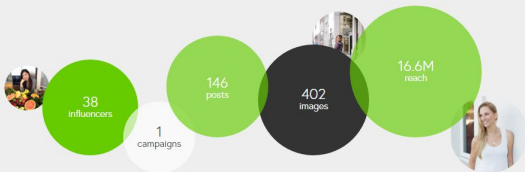




In conjunction with its official launch, White Claw wanted to work with some of our best fitness, health, spirits, and lifestyle bloggers for product amplification. This summer campaign intended to change the perception of bottled beverages as White Claw combined the simplicity of seltzer water, along with a spike of alcohol and a hint of natural fruit flavor, to create a refreshing beverage option.



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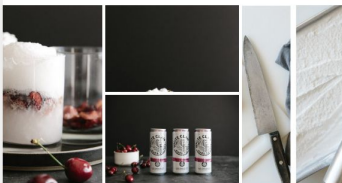
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