

vitaminwater<sup>®</sup>  
GLACÉAU

## Project Hustle

Commercial Campaign

8 locations. 10 days. Built for national rollout.

## The Challenge

Project Hustle was built around supporting emerging creators — requiring the campaign to feel authentic, aspirational, and grounded in real-world environments.

The campaign required delivering multiple stories across 8 locations in 10 days, with constant travel and no opportunity to reset.

Each piece needed to feel distinct to the subject while maintaining a consistent visual identity across the campaign.

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## The Decision

Rather than treating each location and subject as an individual project, I developed a repeatable visual system to manage speed, consistency, and decision-making before execution began.

This system established a structured approach to what needed to be achieved—allowing for speed and adaptability without sacrificing cohesion.

I aligned this approach with the director and stakeholders early, ensuring we could move quickly while protecting the overall integrity of the campaign.

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## Execution

The system enabled a consistent approach across locations—adapting to each location while maintaining a consistent visual standard and clear priorities across every location.

Working within real-world settings preserved authenticity, while the system ensured consistency across every piece.

This reduced variability across locations and kept the work consistent despite the pace and constant movement.

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## The Outcome

The work maintained a consistent visual identity across all locations while preserving the individuality of each story.

The repeatable system enabled the campaign to scale efficiently across environments without loss of quality or cohesion.

The campaign ran concurrently with a quarter in which Coca-Cola's sports drink division reported double-digit growth.

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