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LaCroix | Doctor's Orders

Advertising writing sample · Student spec campaign · Selected original campaign summaries

Campaign concept: Every Condition Has a Flavor

The following excerpts are taken from my original campaign document and show how I developed the idea across a commercial, outdoor advertising, and a broader brand platform.

TV Commercial Summary

Doctor’s Orders transforms everyday stress into something relatable, humorous, and refreshingly human. Rather than positioning LaCroix as a product that solves problems, the campaign presents it as a small ritual that helps people handle life’s “little conditions.” In Episode One, Mondayitis, viewers follow a professional woman overwhelmed by the chaos of Monday morning. She meets Dr. Bubble, a calm, whimsical character who never promises a cure. Instead, he prescribes a Lime LaCroix and a new perspective. As she enjoys the drink, the city itself never changes, only her experience of it does. Warm cinematic visuals, minimal dialogue, expressive sound design, and floating bubbles reinforce the emotional shift. The campaign blends deadpan humor with premium art direction, creating a memorable brand world that feels both imaginative and authentic. It positions LaCroix as a refreshing pause in everyday life, proving that sometimes the smallest ritual creates the biggest change in perspective.

OOH Campaign Summary

The out-of-home campaign distills the television story into bold, memorable moments that communicate instantly. Each billboard uses minimal copy, premium photography, and generous negative space to create stopping power. The sequence begins with the tension of “Monday,” moves to Dr. Bubble’s prescription for Lime LaCroix, and ends with the reminder that the day hasn’t changed only the viewer’s perspective has. Together, the billboards transform a simple beverage into a cultural conversation about modern life. The restrained typography, editorial imagery, and clean layouts allow the concept to breathe while remaining unmistakably LaCroix. Designed for busy urban environments, the campaign demonstrates that effective outdoor advertising doesn’t need more words it needs a stronger idea. The system is intentionally expandable, allowing new conditions, flavors, and episodes to appear over time while maintaining a consistent visual identity.

Campaign Platform Summary

Every Condition Has a Flavor extends Doctor’s Orders beyond a single commercial into a long-term brand platform. Everyday situations such as Creative Block, Decision Fatigue, Vacation Withdrawal, Zoom Fatigue, and Social Battery Low become playful “conditions,” each paired with a LaCroix flavor and a lighthearted prescription from Dr. Bubble. This framework creates endless storytelling opportunities across television, outdoor, social media, retail, packaging, and experiential activations. The visual system combines warm golden-hour photography, premium product imagery, floating bubbles, prescription-inspired design, and understated humor into a cohesive brand world. Rather than claiming to fix life’s challenges, the campaign celebrates the small rituals that make them easier to navigate. By giving consumers a reason to connect emotionally with each flavor, Doctor’s Orders transforms LaCroix from sparkling water into a memorable lifestyle brand with limitless creative potential.