

ABSTRACT

According to the lifestyle of people nowadays, their lifestyle have changed from the past. It has strong impact on their behavior. People need more things that can satisfy their want and need. They are outgoing and tend to hang out not only on weekend, but also on weekday.

The functional drink to reduce hangover is specific target market so I have to present something different within the marketing limitation. I chose to design the advertising campaign of Hang beverage. Which more than the beverage that can cure hangover, but in depth it can provide better benefit and prevent the effect that can effect your duty responsibility. So I want to present it in different way to the niche target audience.

