

MONSTER ENERGY CAMPAIGN/ FOR A CUSTOM NEW DRINK

The goal of this campaign was to promote the launch of a new Monster Energy drink created in collaboration with professional skateboarder Lizzie Armanto. The concept focused on translating Lizzie's signature design style—bold pinks and vibrant colors—into a personalized beverage and visual identity. The campaign was showcased at a major skateboarding event and extended across multiple touchpoints, including custom cans, packaging, vending machines, stickers, skateboards, social media advertisements, and a dedicated website.