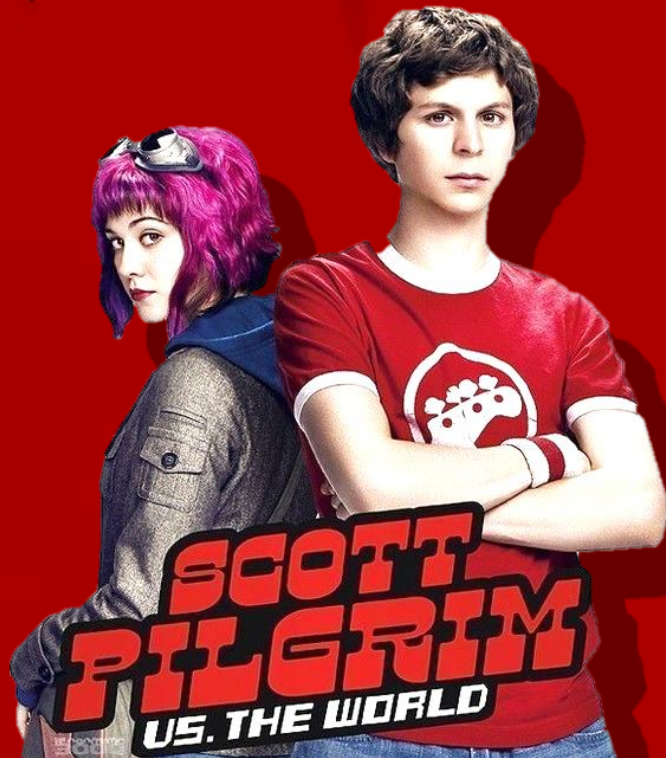


Advertising Studio II- Branding Solutions-ADVE-719-A02

**SCOTT  
PILGRIM  
ROLLS  
THE DICE**

Prof. Judy Salzinger



## CELEBRATING 15TH ANNIVERSARY

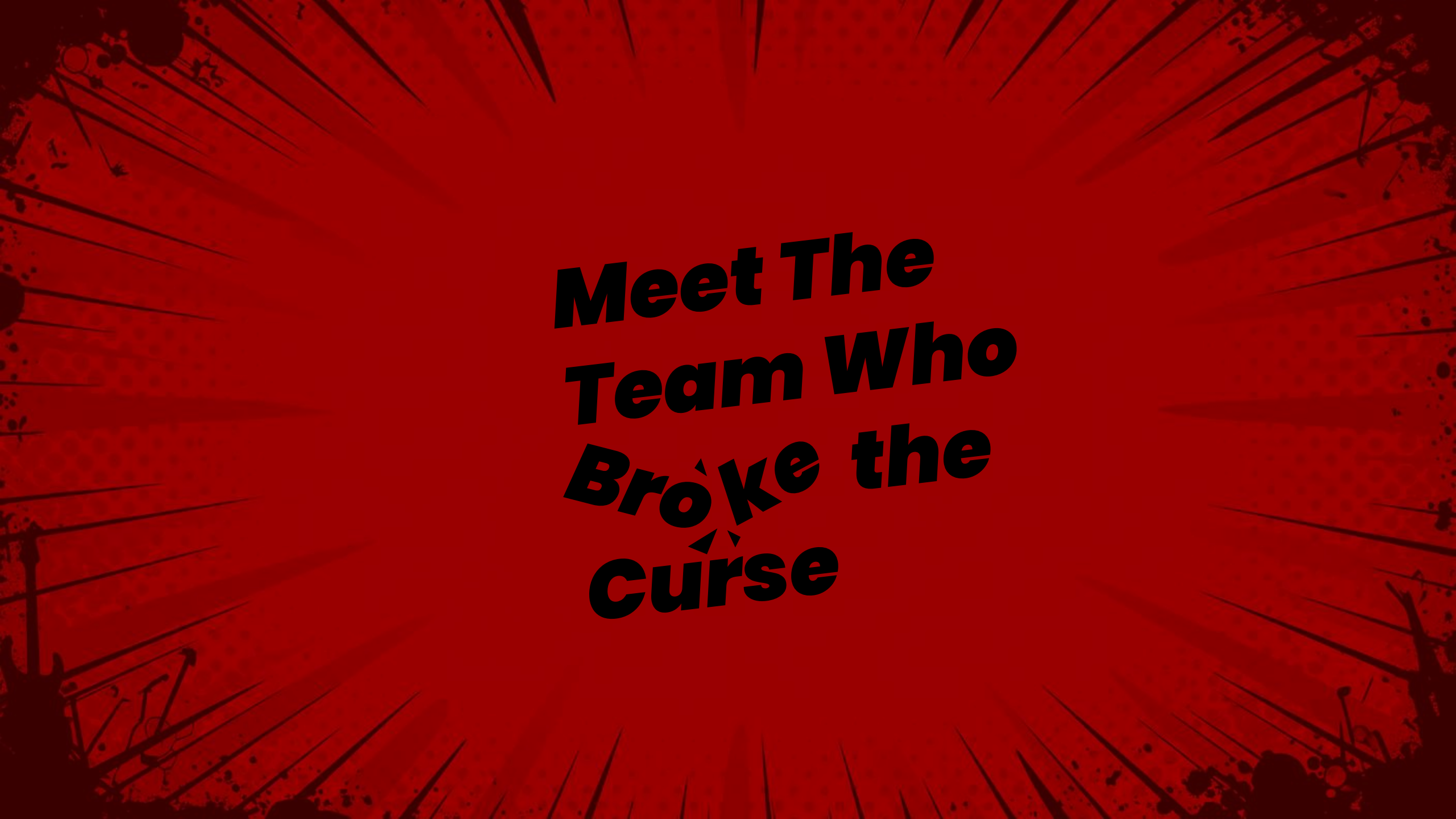
A wild ride of love, chaos, and music—where  
personal growth hits harder than a final boss.

## The Challenge

**How do you relaunch a cult classic...  
without making it feel old?**

- Gen Z doesn't just watch—they unlock.
- Movie reruns? Meh. But a playable fandom quest? Now you've got them.





**Meet The  
Team Who  
Broke the  
curse**





# RAYNEE QUILLEN

The Brain Behind the Beats

# CARLOS DIAZ

Pixel Perfectionist







# **TASHA KHASAKHALA**

Cool Stuff Maker



# SHAH NAWAZ SHAIKH

Tone & Mood Setter



**okay**

**okay,**

**Now Let's  
be Serious**

## **Objective**

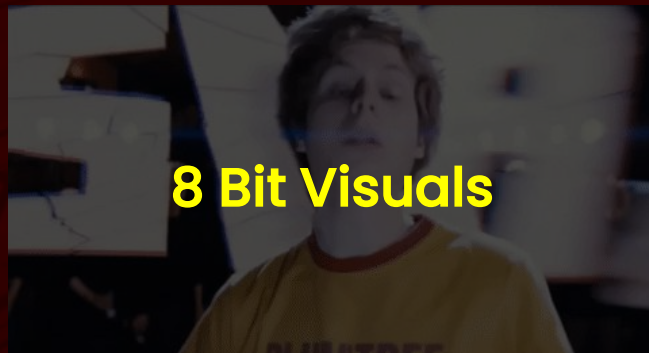
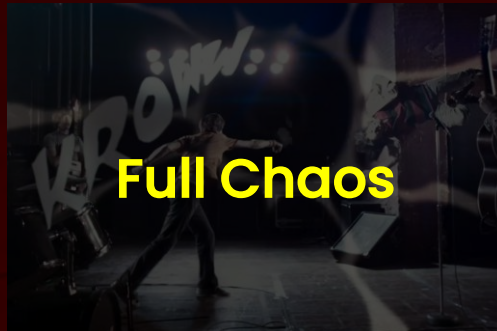
**Spread chaos –  
online, offline,  
everywhere**

**Keep the OG Scott  
Pilgrim aesthetic alive**

**Turn a rewatch  
into a real-world  
experience**



## Identify The Style



## Key Elements That Fueled the Campaign

- 7 Exes = 5 concert levels
- Lo-fi music = identity
- Chaos + nostalgia + Gen Z remix culture
- It's a concert. It's a challenge. It's a cultural flex.



## The Co-Branded Logo

MUSIC

FANDOM

SCOTT  
PILGRIM  
ROLLS  
THE DICE

CHAOS

all in one logo





## Logo Guidelines

Final Logo



This is the official logo—designed for clarity and contrast across all app screens.

## Logo Guidelines

### Monochrome



This is how our logo present in black and white in printing.

- Scott Pilgrim Rolls the Dice Black
- Scott Pilgrim Rolls the Dice Black Reverse

# Logo Guidelines

## Scale



The logo must appear at a minimum size of 40 × 30 pixels to ensure legibility and brand integrity. In exceptional cases, smaller sizes may be permitted only with prior approval from the Scott Pilgrim brand team, provided the logo remains clear and uncompromised.



To ensure clear and consistent reproduction, the logo follows a base proportion of 7x wide by 6x high. These units serve as a flexible guide for scaling the logo across applications without compromising its legibility or visual impact. Any resizing must respect this ratio to maintain brand consistency.



# Logo Guidelines

## Safe Space



The logo must always be surrounded by a minimum clear space of 1x on all sides. This safe space protects the logo's integrity and ensures it remains legible and visually distinct. No text or graphic elements should intrude into this area under any circumstances.

## Logo Guidelines

### Incorrect Logo Applications

X



X



X

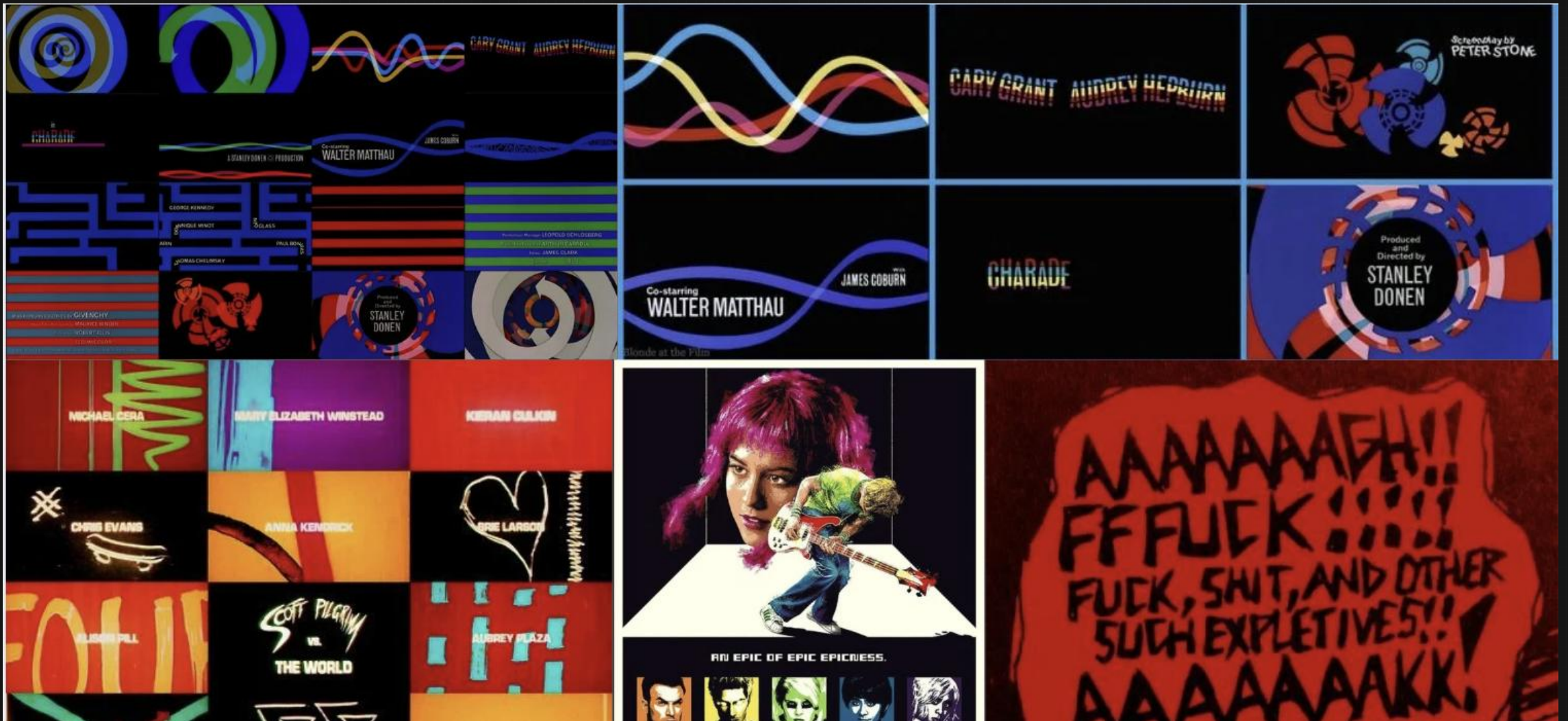


X



Do not stretch the logo horizontally or vertically. All resizing must maintain original proportions (scale diagonally). The embossed effect must be preserved at all times. Do not alter or rearrange the logo elements in a horizontal layout.

# Logo Guidelines



## Moodboard



# Logo Guidelines



## Color Palette



# Who We're Targeting

## Gen Z = The Remix Generation

18–27 y/o, lives online,  
breathes music

Turns fandoms  
into religions

FOMO-fueled  
+ flex-driven

18yr

27yr



# Where Are They

How do we meet them?





**SCOTT  
PILGERIM  
ROLLS  
THE DICE**

**Media Buying  
Estimated Cost**

Graffiti in Ny

2500- 3000\$  
per location est.

**On the street**

Street graffiti grabs their attention with bold visuals



96

96TH ST.

96

← 96 →

**SCOTT  
PILGRIM  
ROLLS  
THE DICE**

Media Buying  
Estimated Cost

Graffiti in Ny

2500- 3000\$  
per location est.





Media Buying  
Estimated Cost

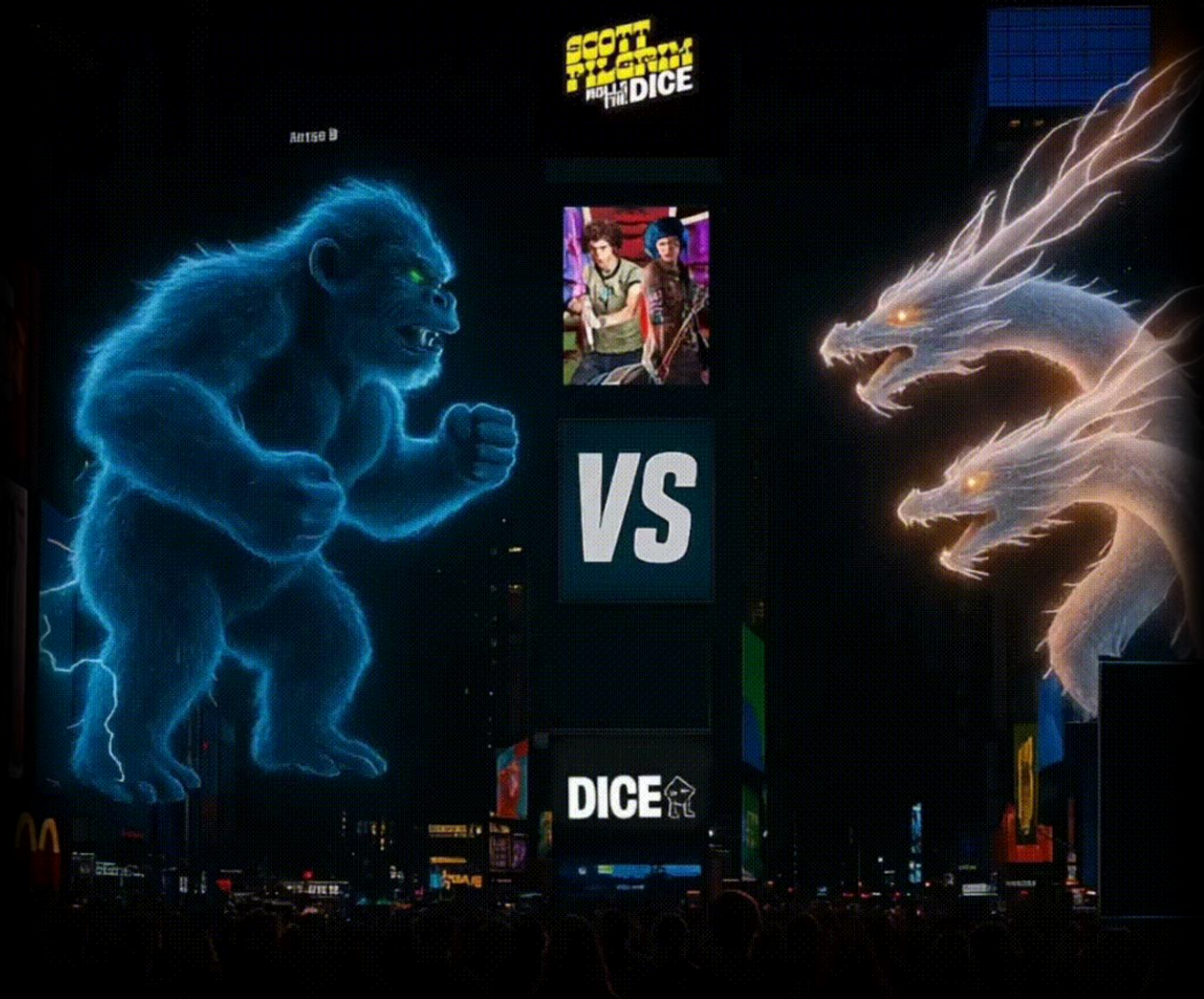
TimeSquare  
Motion ads

7000 – 12000 \$  
per day est.

**Walking past Times Square**

Our ad takes over the buildings





**Media Buying  
Estimated Cost**

TimeSquare  
Motion ads

20000 - 25000\$  
per day est.

**They look in the sky**

Holographic battle Times Square





**Media Buying  
Estimated Cost**

TimeSquare  
Static ads

5000 – 8000 \$  
per day est.



## Media Buying Estimated Cost

NY Transit  
Liveboard (15sec)

300 – 600 \$  
per day est.



**Riding metros with headphones on**

Transit ads catch their eye during everyday commutes



OUTFRONT

A promotional poster for the movie 'Scott Pilgrim vs. the World'. It features a collage-style background with red and teal vertical stripes. On the left is a cutout of Scott Pilgrim wearing a blue beanie and holding a microphone. In the center, a black banner contains the text 'ROLL THE DICE. UNLOCK YOUR WAY IN.' Below this, the text 'MISSED THE TRAIN? DON'T MISS THIS DROP.' is written in a distressed, white, hand-painted font. At the bottom right, the title 'SCOTT PILGRIM' is in large, bold, yellow letters, with 'ROLLS THE DICE' in smaller white letters below it. A QR code is located in the bottom left corner.

ROLL THE DICE. UNLOCK YOUR WAY IN.

MISSED THE TRAIN?  
DON'T MISS THIS DROP.

SCOTT  
PILGRIM  
ROLLS THE DICE



163-097

Media Buying  
Estimated Cost

NY Transit  
Static ads

200 – 400 \$  
per day est.



ROLL THE DICE. ONLY 500 GET THROUGH.



THIS TRAIN  
WON'T TAKE  
YOU THERE.  
DICE WILL



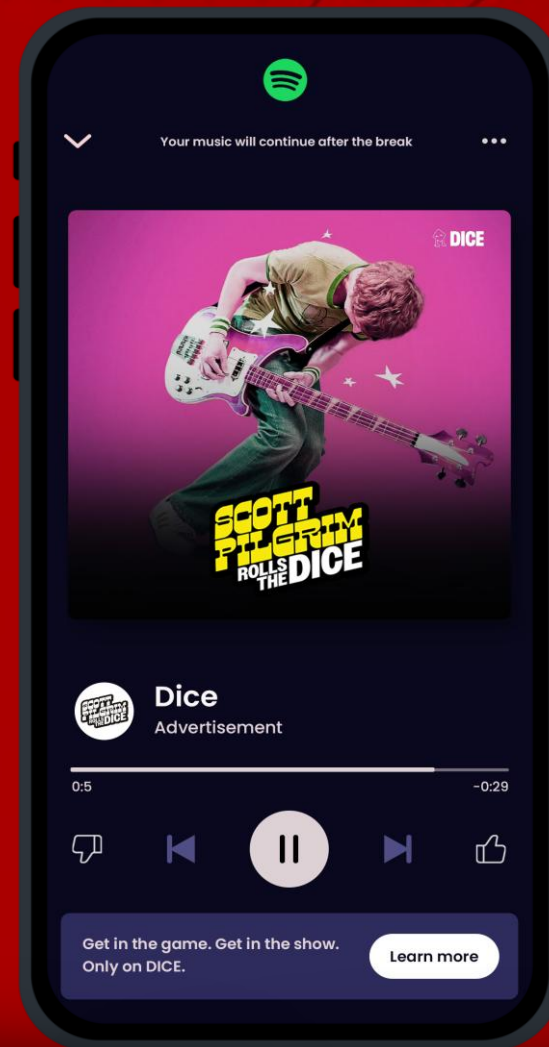
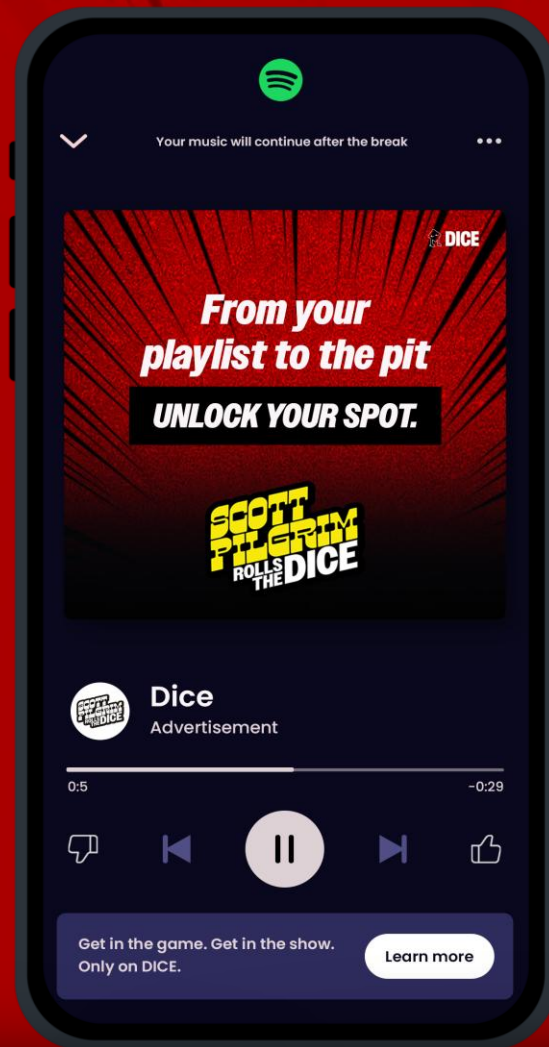
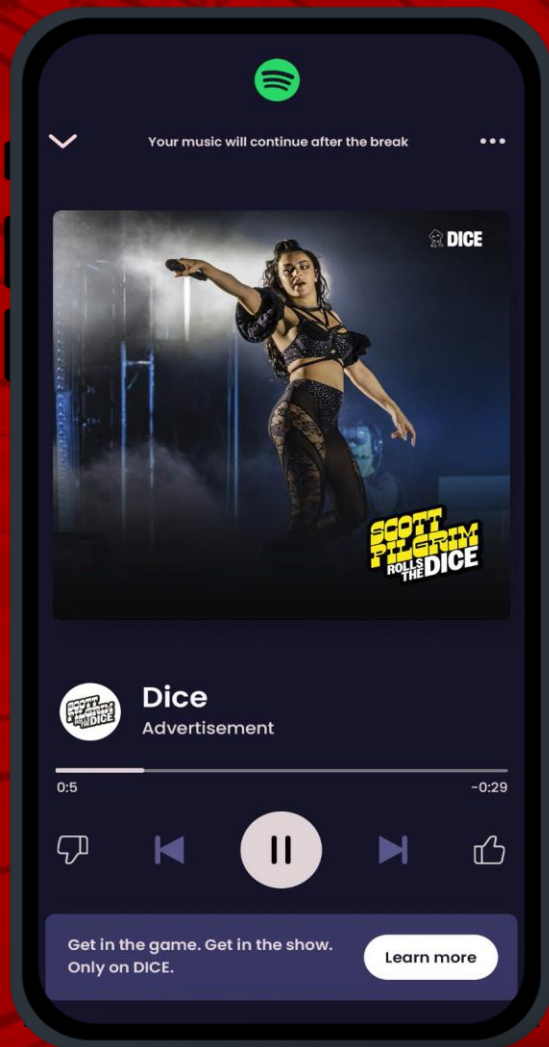
SCOTT  
PILGRIM  
ROLLS THE DICE

**Media Buying  
Estimated Cost**

NY Transit  
Subway Ads

300– 500 \$  
per day est.





## Media Buying Estimated Cost

Spotify Audio  
ads

100– 120\$ (1k imp)  
per day

Vibing to music

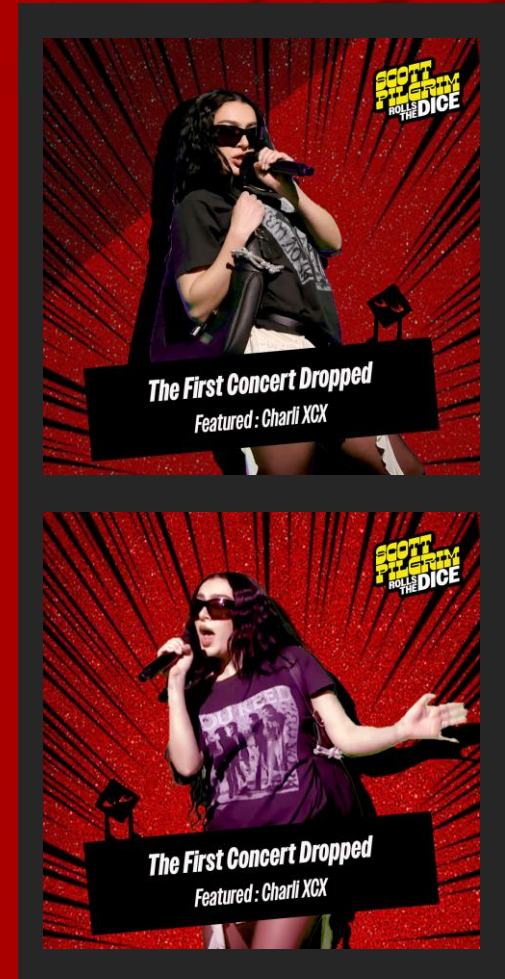
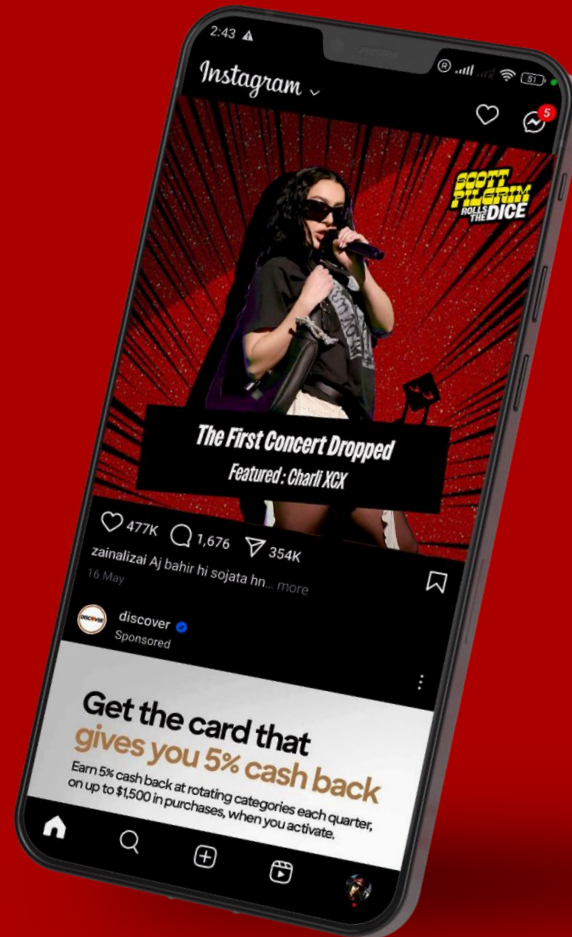
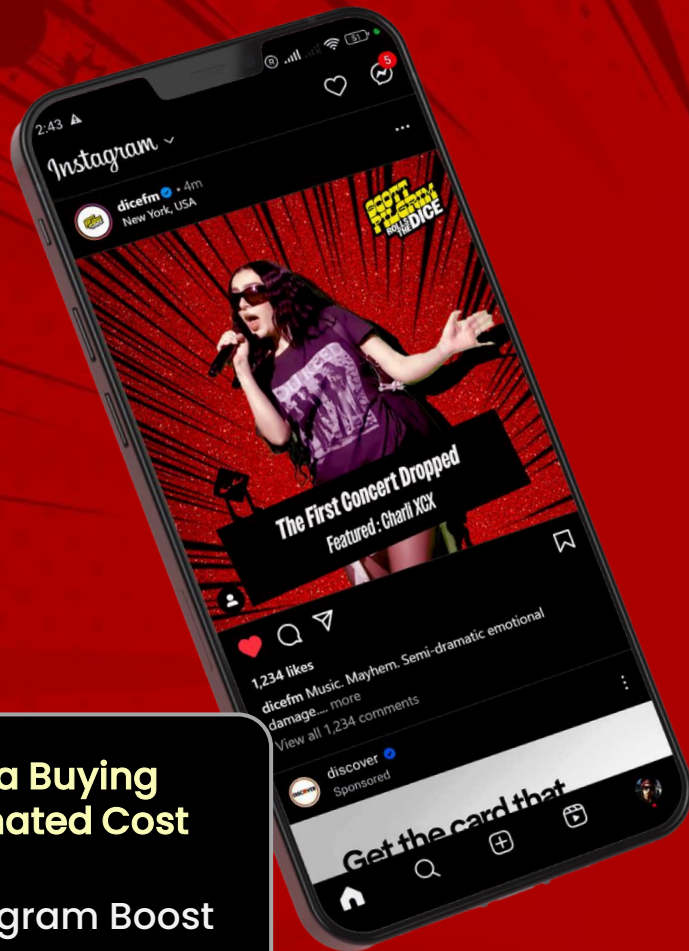
Spotify ad — making them stop and listen



## Media Buying Estimated Cost

Instagram Boost  
ads

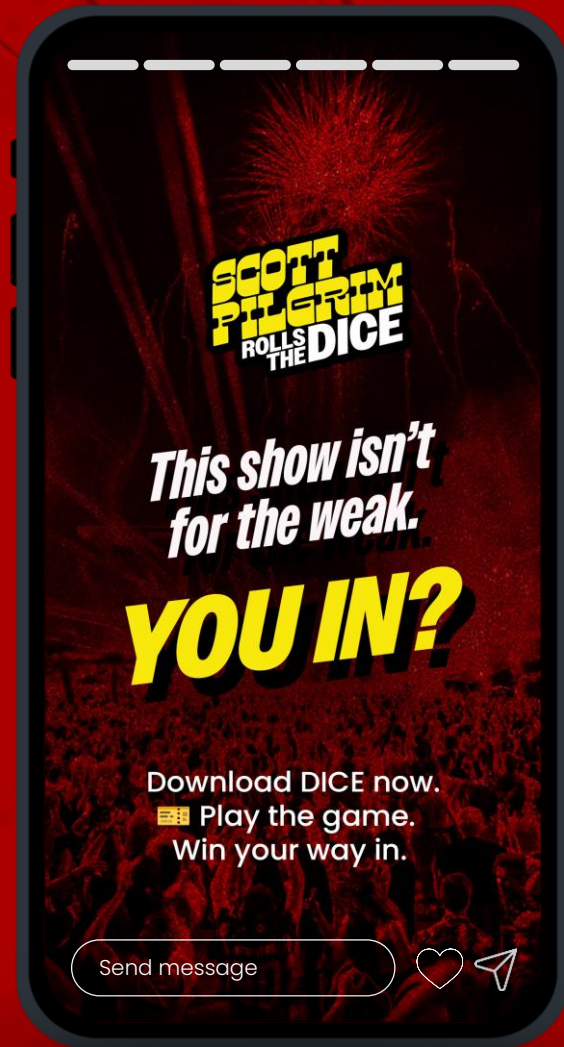
100– 120\$ (12k imp)  
per day



**Scrolling through socials**

Social media posts pop up during their daily scroll





**Scrolling through socials**

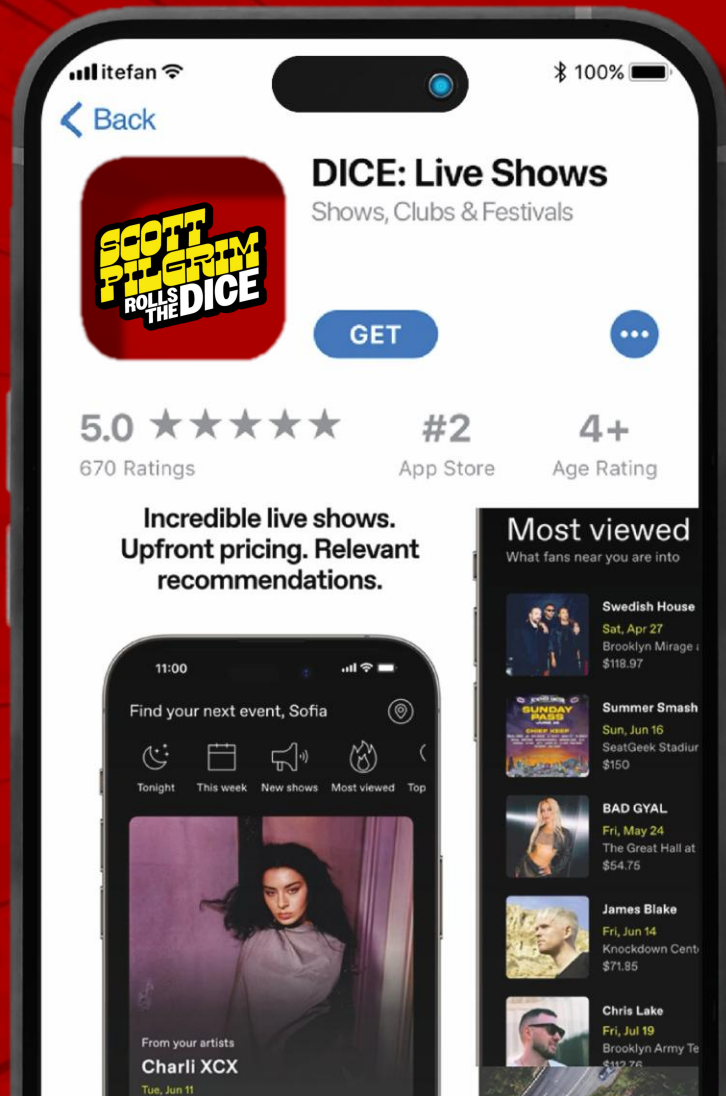
Social media posts pop up during their daily scroll

# They noticed everything...

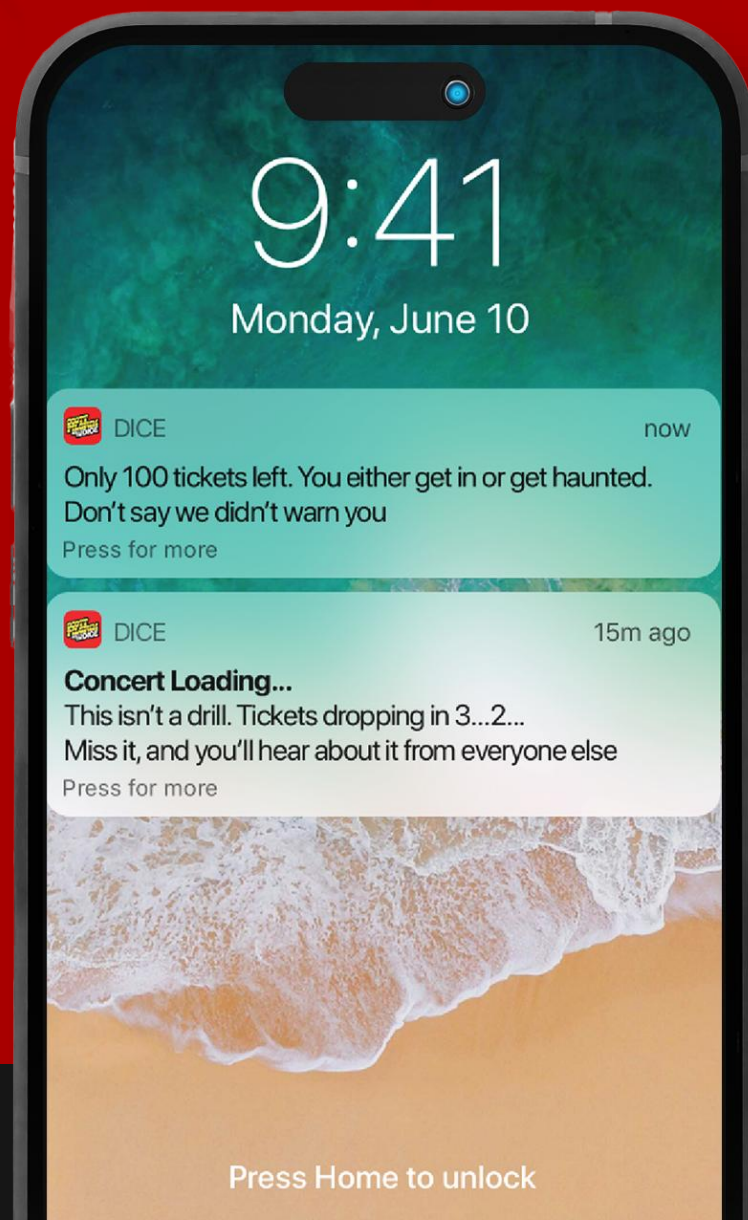
And start exploring the campaign







**They Download the app**



**They Download the app**

A push notification whispers

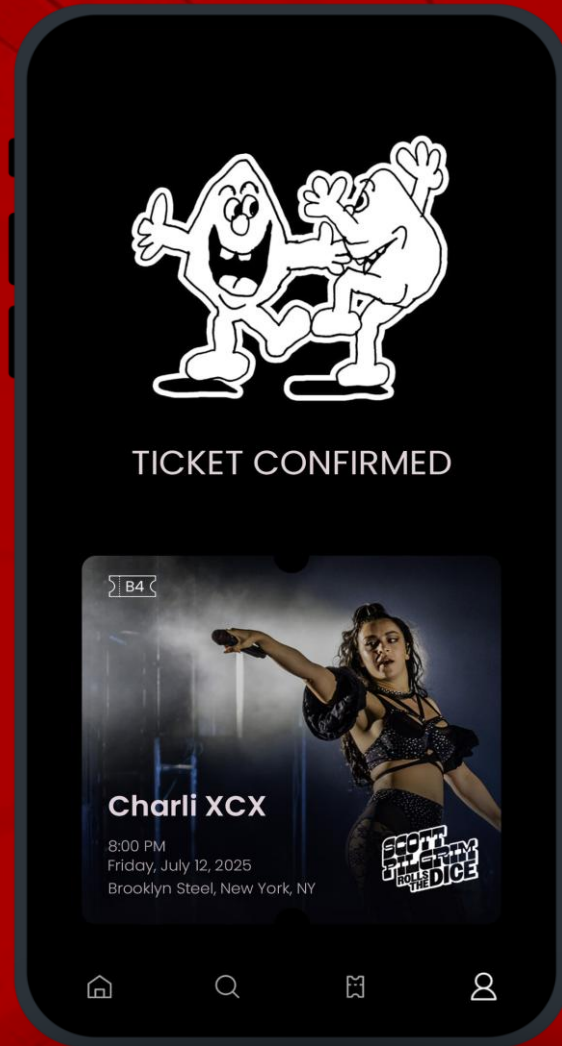
Press Home to unlock



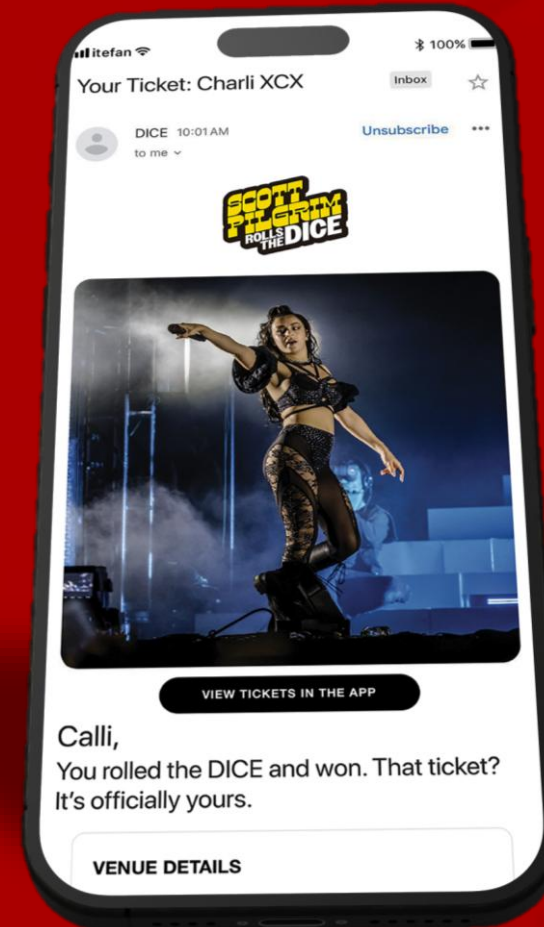


**Opened the DICE app**

An 8-bit-style app walkthrough sets the tone

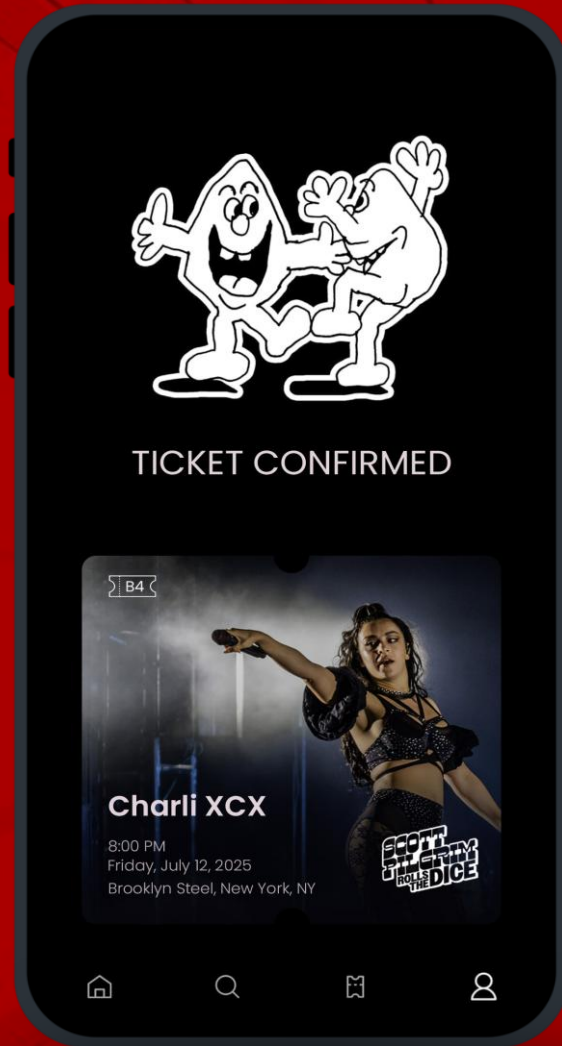


**Entered the world of Scott Pilgrim**

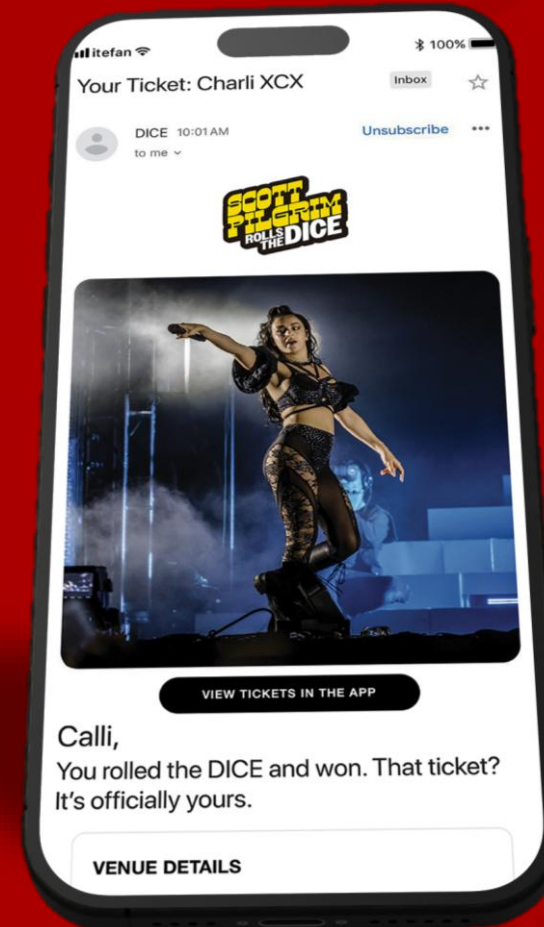


**Ticket confirmation email makes it official**





**Entered the world of Scott Pilgrim**



**Ticket confirmation email makes it official**



**They show up at the venue**

They feel like they're inside the movie



# What we built for New York is just the start.

Each artist and city gets their own custom drop



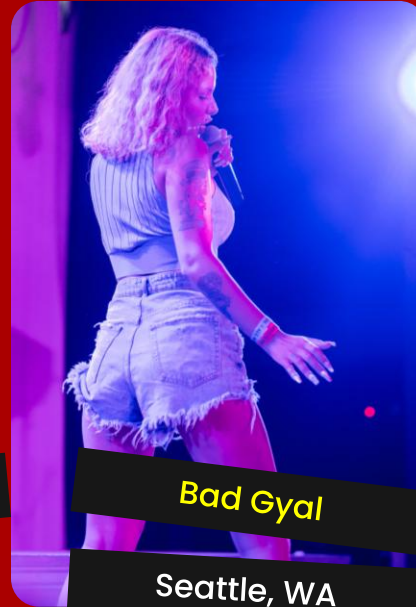
Charli XCX

Brooklyn, NY



Fred again

Chicago, IL



Bad Gyal

Seattle, WA



Keinemusik

Los Angeles, CA



Cigarettes After Sex

Toronto, ON

Same energy, same design language, fully localized.





**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch



**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch



**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch





**They want to flex the fandom**

We drop the merch



# The Final Showdown

**Final event happens in Toronto**





ROLLING THE DICE WASN'T LUCK. IT WAS FATE.

THIS IS WHAT YOU WAITED FOR.  
THIS IS WHERE IT HAPPENS

**SCOTT  
PILGRIM**  
ROLLS  
THE DICE

001619

Media Buying  
Estimated Cost

Toronto Ads  
Near by Road

400 – 600 \$  
per day est.

**They drive toward Toronto**

We hit them on the highway





**Media Buying  
Estimated Cost**

Toronto Bus  
Shelter poster

200 – 300 \$  
per day est.

**One last reminder**

**Don't miss the finale**





**Red carpet Event**

This big moment feels like a win





**Red carpet Event**

This big moment feels like a win





**Rooftop concert**

It's more than just a concert — it's a live fandom quest

Asset Name	Type of Ads	Location	Cost	Source
NY Street Graffiti	Paint Art	New York City	\$2500 – \$3000/location	Gits Media
Times Square Digital Billboard	Motion	New York City	\$7,000 – \$12,000/day	Prtosky
Standard NYC Billboard	Static	New York City	\$5000 – \$8000/day	<a href="#">Alluvit Media</a>
NYC Subway Digital Screen	Motion	New York City	\$300 – \$600	<a href="#">Drip Sequence</a>
Spotify Audio Ads	Audio	New York City	\$100 – \$120/day	<a href="#">Influencer Marketing Hub</a>
Social Media Ads (Meta Platforms)	Digital	New York City	\$100 – \$120/day	<a href="#">Gupta Media</a>
Static Large Billboard	Static	Toronto	\$400 – \$600/day	<a href="#">True Impact Media</a>
Bus Shelter Poster	Static	Toronto	\$200 – \$300	<a href="#">Blue Line Media</a>

\*These estimates are based on current market rates and may vary depending on specific locations, durations, and availability. For detailed pricing and availability, please refer to the respective sources.



**Estimated Media Spend for 15-Day Campaign**

**\$150,000 – \$500,000**  
**For each city**

**Each artist and city gets their own custom drop**



