

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



Prof. Judy Salzinger



# SCOTT PILGRIM VS. THE WORLD

## 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 NAWAZZ SHAIKH

Tone & Mood Setter



**okay**

**okay,**

**Now Let's  
be Serious**

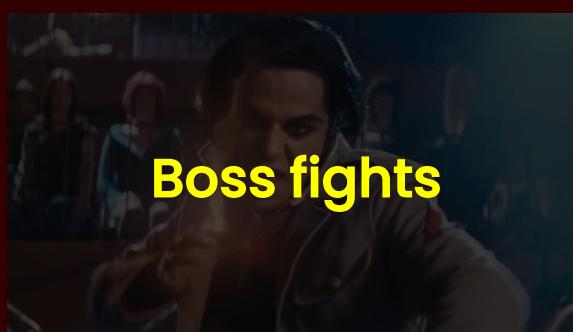
## Objective

**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



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



The logo must appear at a minimum size of  $40 \times 30$  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.

## Scale



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





# Where Are They

How do we meet them?



**On the street**

Street graffiti grabs their attention with bold visuals

**Media Buying  
Estimated Cost**

**Graffiti in Ny**

**2500- 3000\$  
per location est.**

96

96TH ST.

96

SCOTT  
PIERCE  
ROLLS  
THE DICE

← 96 →

Media Buying  
Estimated Cost

Graffiti in Ny

2500-3000\$  
per location est.



**Walking past Times Square**

**Our ad takes over the buildings**

**Media Buying  
Estimated Cost**

**TimeSquare  
Motion ads**

**7000 – 12000 \$  
per day est.**



**They look in the sky**

**Holographic battle Times Square**

**Media Buying  
Estimated Cost**

**TimeSquare  
Motion ads**

**20000 - 25000\$  
per day est.**



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.

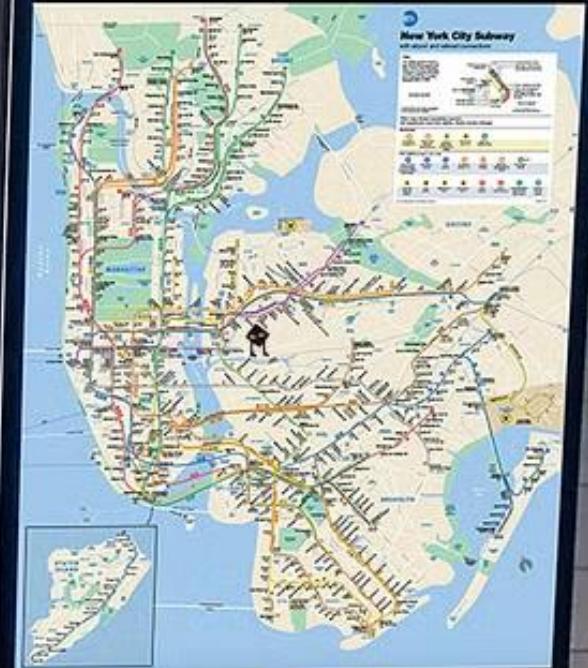


**Riding metros with headphones on**



Transit ads catch their eye during everyday commutes

**Subway Map**



OUTFRONT



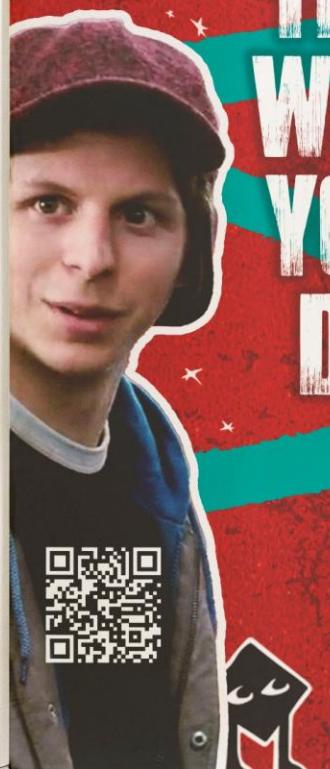
Media Buying  
Estimated Cost

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

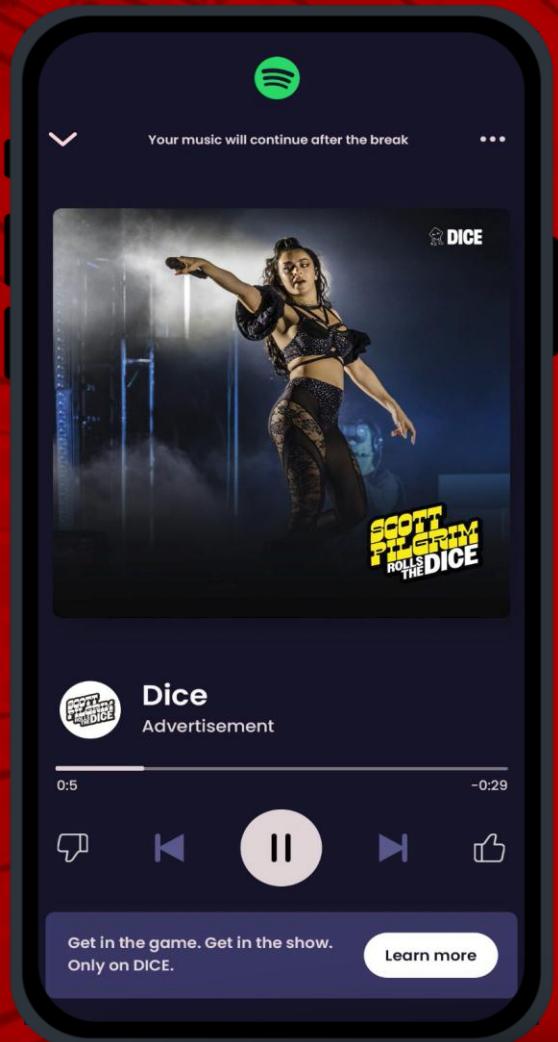


SCOTT  
PILGRIM  
ROLLS THE DICE

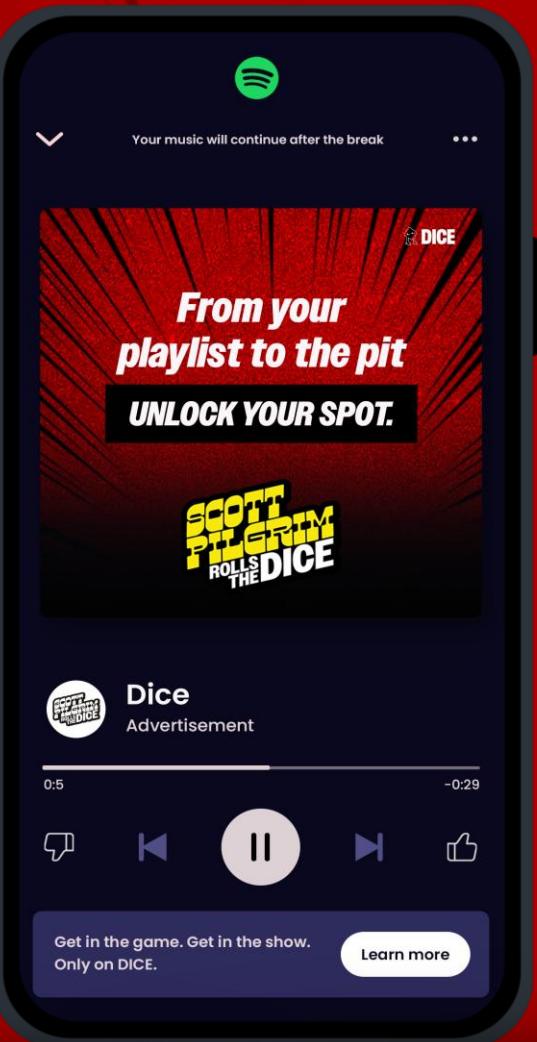
Media Buying  
Estimated Cost

NY Transit  
Subway Ads

300– 500 \$  
per day est.

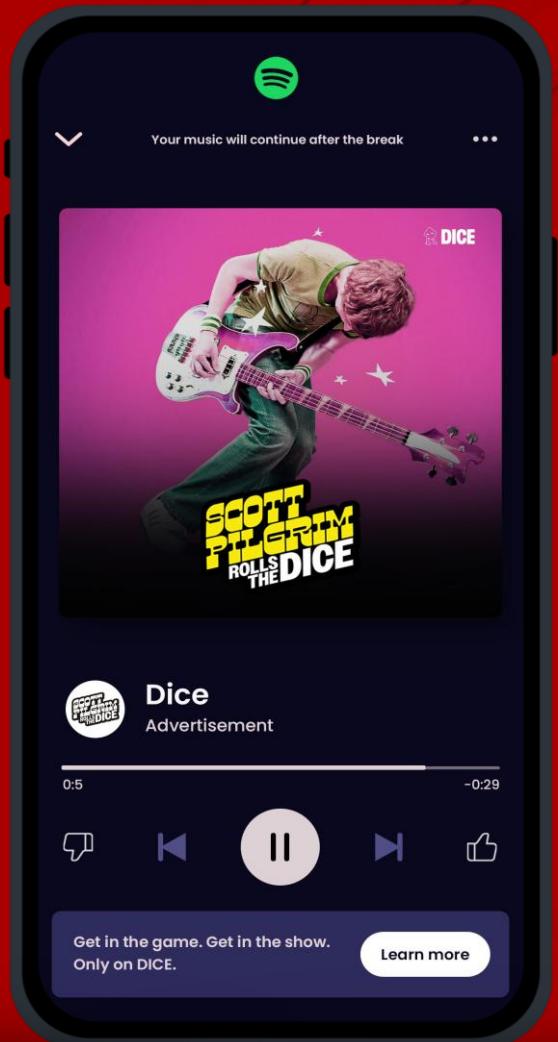


**Vibing to music**



Get in the game. Get in the show.  
Only on DICE.

[Learn more](#)

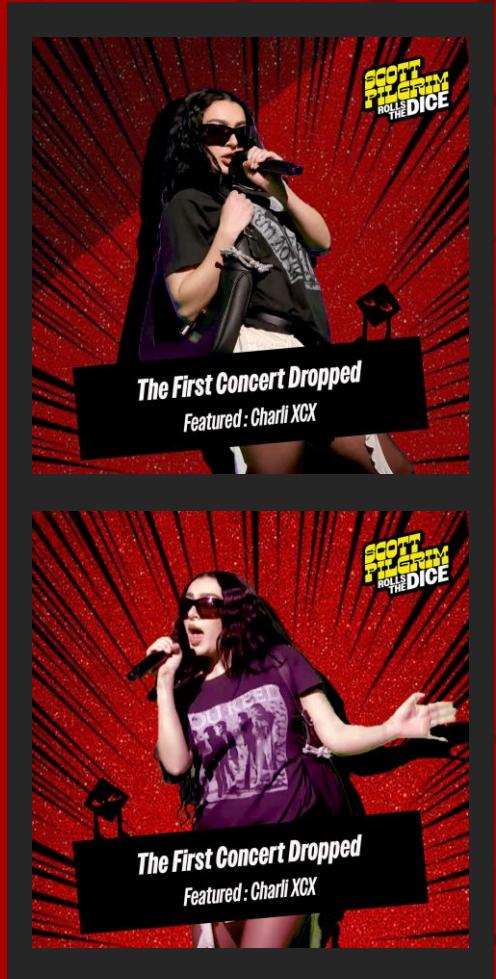
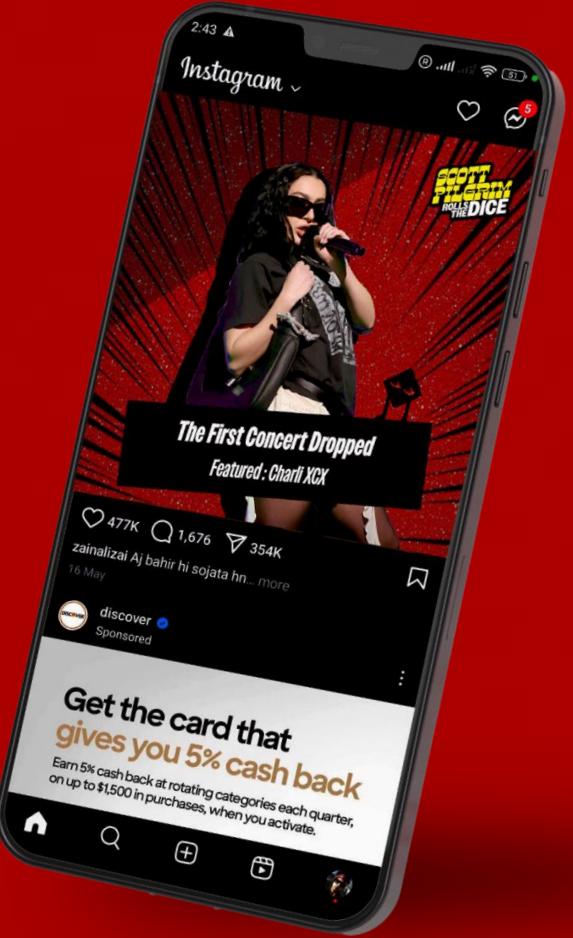
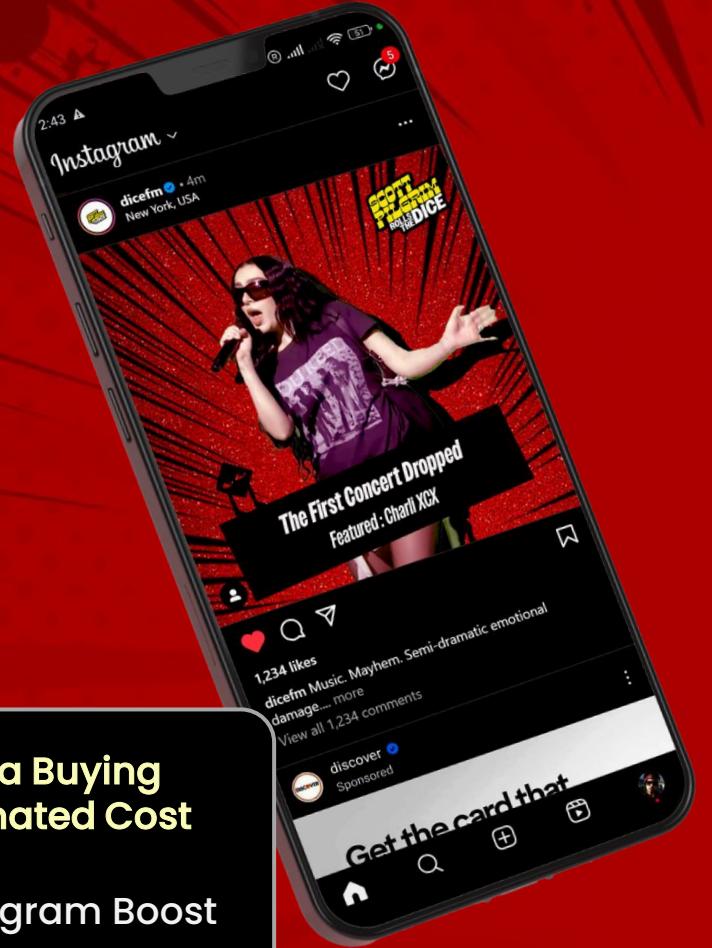


Spotify ad – making them stop and listen

## Media Buying Estimated Cost

Spotify Audio  
ads

100–120\$ (1k imp)  
per day



**Scrolling through socials**

**Social media posts pop up during their daily scroll**



**Scrolling through socials**

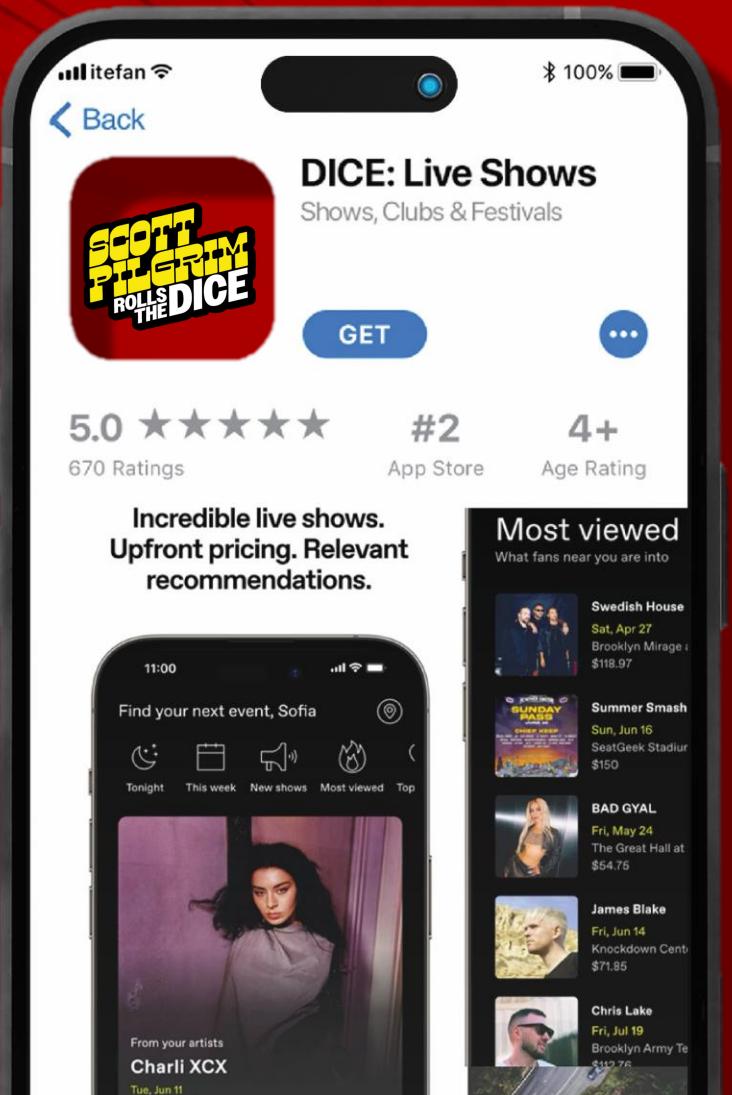
Social media posts pop up during their daily scroll



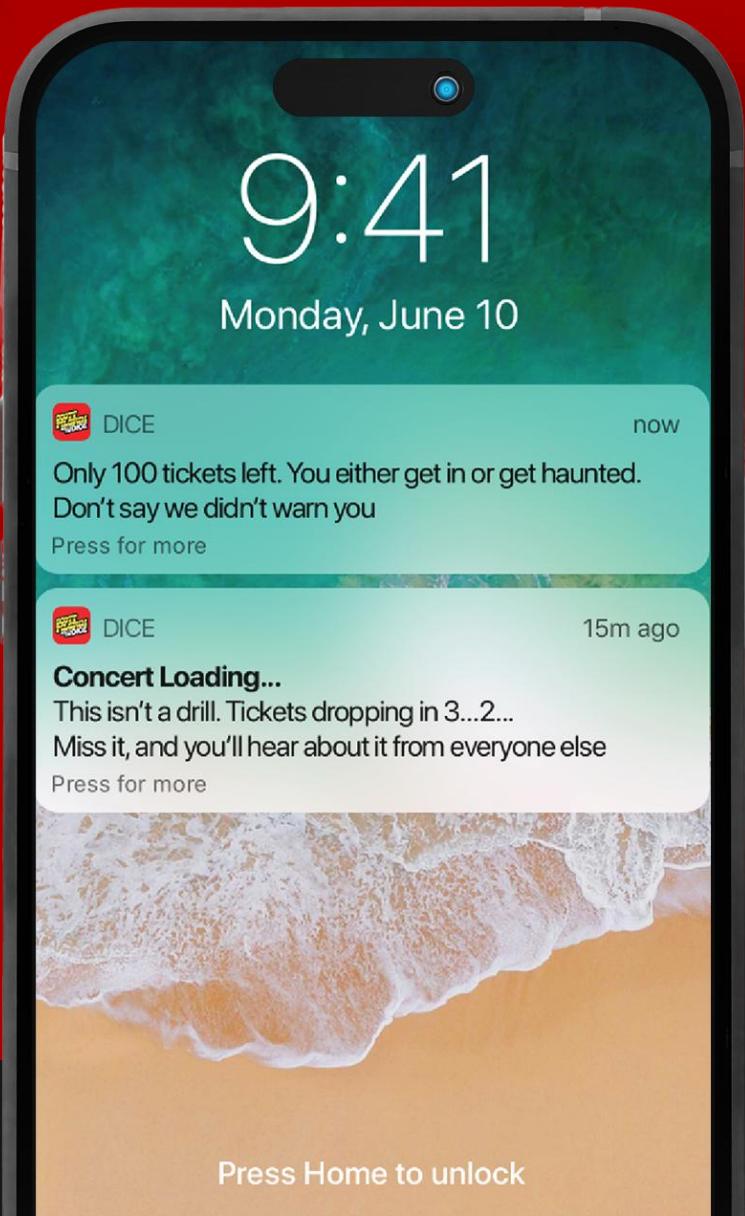
# They noticed everything...

And start exploring the campaign





**They Download the app**



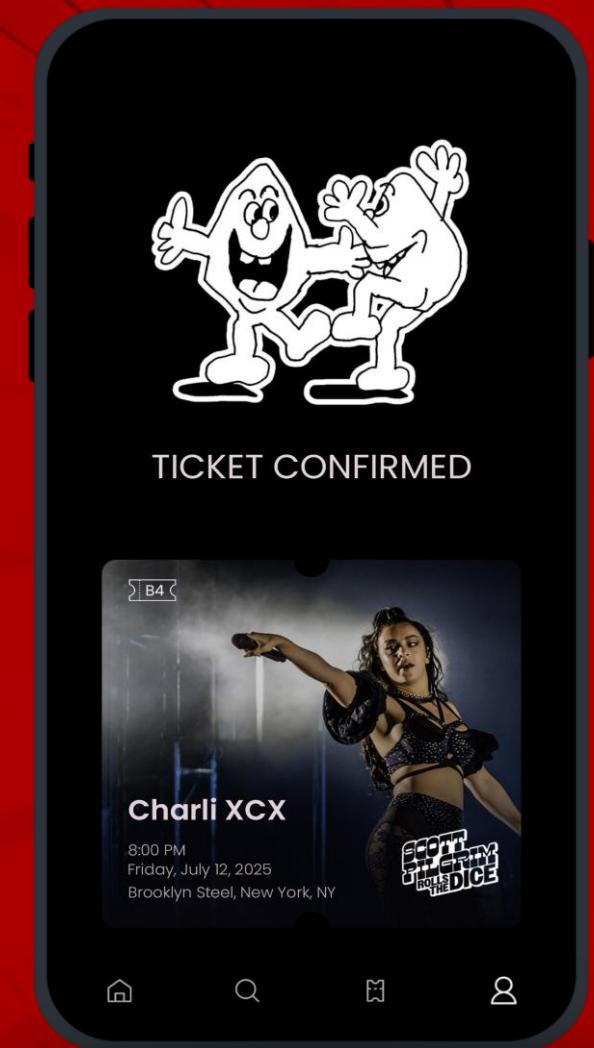
**They Download the app**

**A push notification whispers**



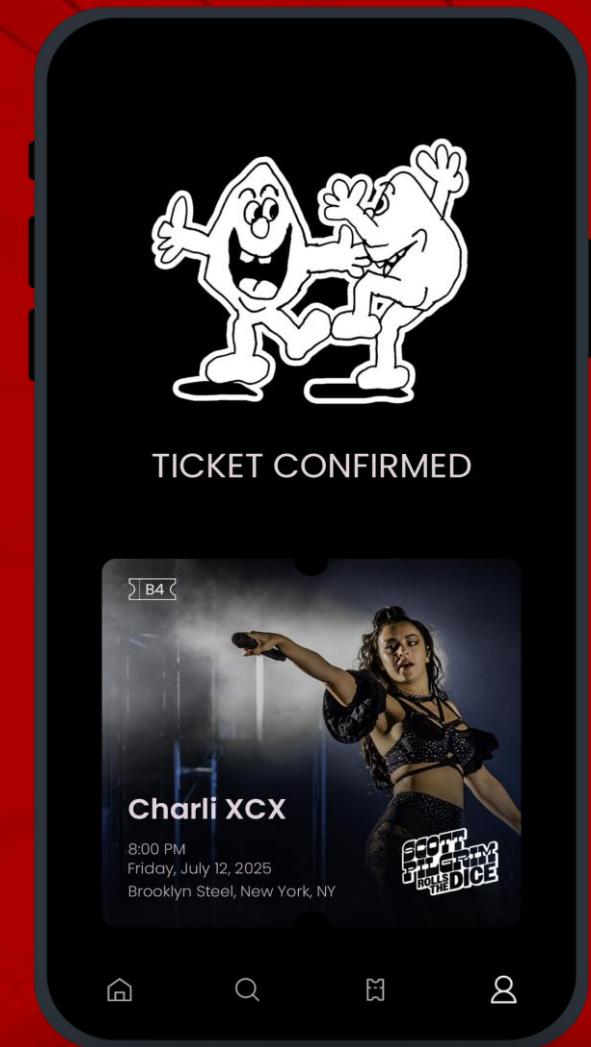
**Opened the DICE app**

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



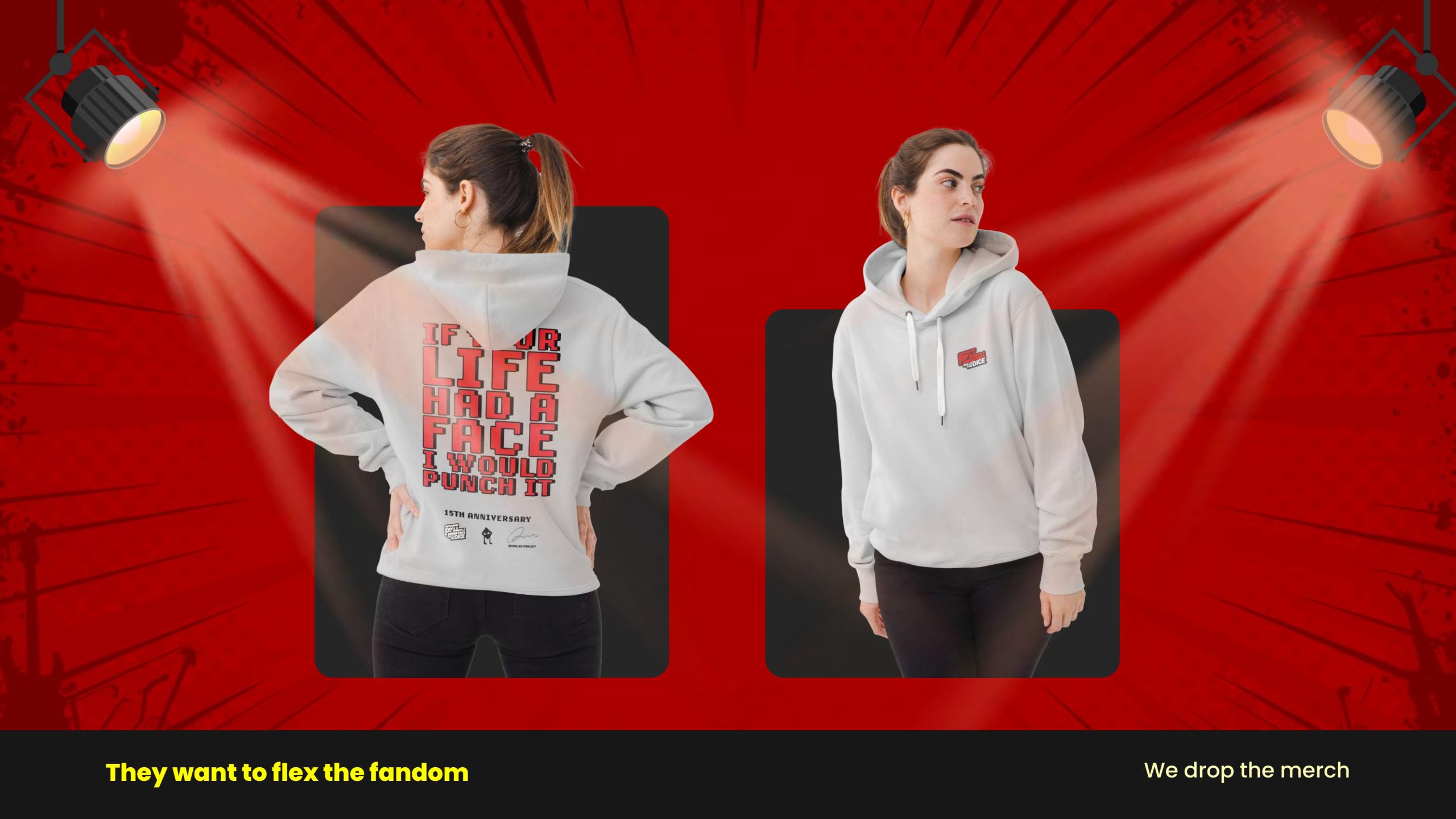
**They want to flex the fandom**

**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



**They drive toward Toronto**

**We hit them on the highway**

**Media Buying  
Estimated Cost**

**Toronto Ads  
Near by Road**

**400 – 600 \$  
per day est.**



**One last reminder**

**Don't miss the finale**

**Media Buying  
Estimated Cost**

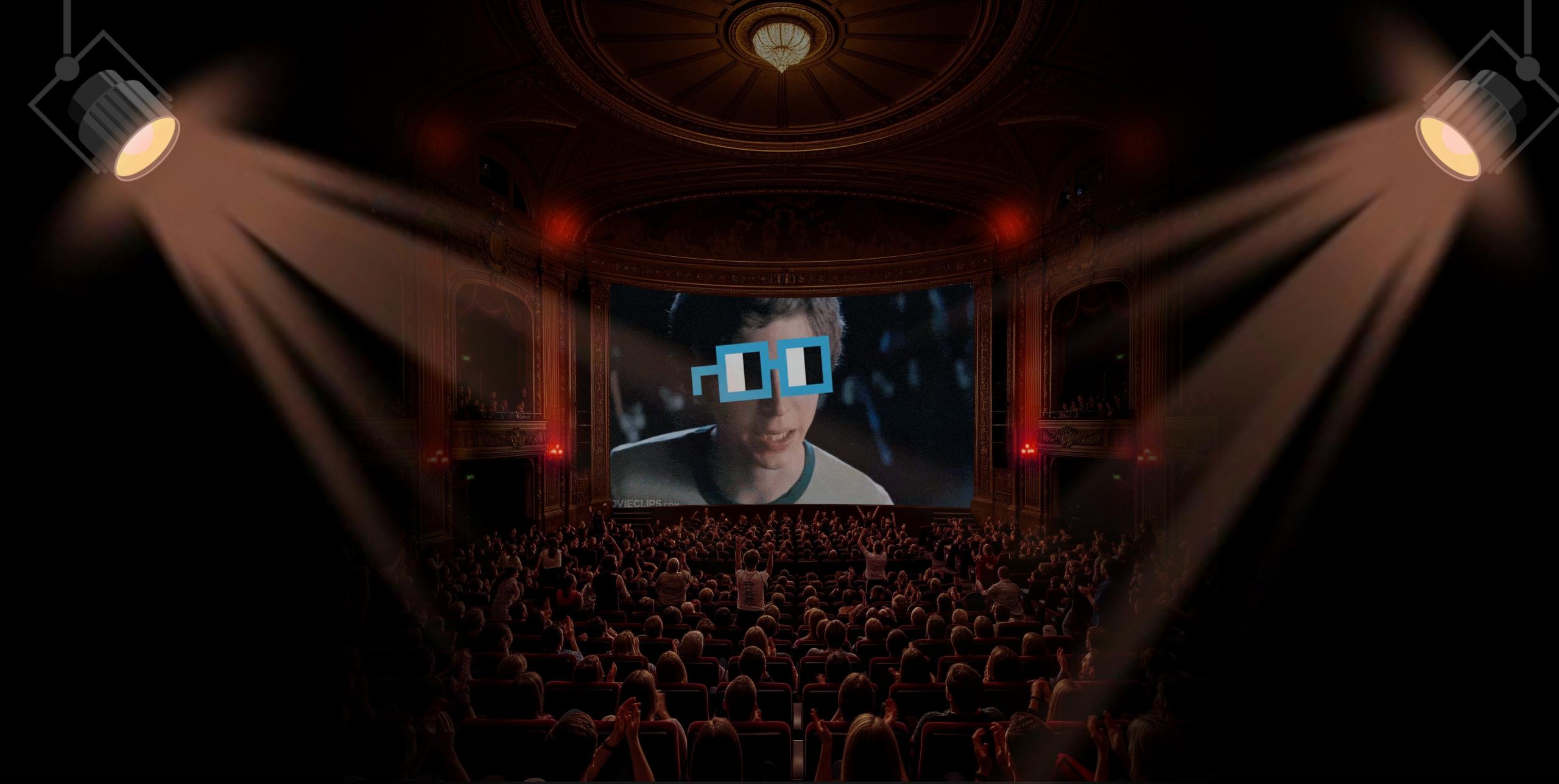
**Toronto Bus  
Shelter poster**

**200 – 300 \$  
per day est.**



**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	<a href="#">Gits Media</a>
Times Square Digital Billboard	Motion	New York City	\$7,000 – \$12,000/day	<a href="#">Prtosky</a>
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**

