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Viceroy Creative is a full-service marketing agency. We use strategic creative marketing and design to solve business objectives. Viceroy takes creative projects from idea to completion and everything in between, in a uniquely collaborative approach. Climbing mountains and slaying dragons.

Viceroy Creative

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Toast Mobile Lounge Vehicle Wrap

Client: Toast

Category: 6. Outdoor

2017



(https://d7a3216312da6f8c5faa-a6c4a22c6d23d8694e5e3f94c3d57dde.ssl.cf2.rackcdn.com/9b46fe21215411e7aeb96d8811fc0a6b_Toast-Powered-by-Loopr.jpg)

i About Project

Toast™ was born in Aspen, CO with a mission to offer consumers a social and responsible option to enjoy Cannabis. To launch this exciting new product, Viceroy Creative envisioned a unique experience to spread buzz.

We coordinated a partnership between Toast™ and Loopr to create the Toast™ Mobile Cannabis Lounge. The Lounge would host several invite-only events and provide consumers with the first legal and safe place to enjoy Cannabis in Aspen.

Viceroy recognized a very unique advertising opportunity within this project. Aspen does not allow traditional billboards. By designing a massive vehicle wrap for the Lounge, we would be giving the brand a moving billboard. It was a huge canvas on which we could paint the brand story.

We pulled several brand elements for a look of modern, upscale glamour. The final graphic includes an all-over diamond-fleur pattern in dark gray to subtly contrast the bus's black paint. Three large, golden versions of the

brand's signature "social butterfly" are seen rising from the back corner of the bus. The Toast™ and Loopr logos are combined to read "Toast Powered by Loopr."

The vehicle graphics played a very important role in the Aspen launch of Toast™ by increasing awareness and recognition. Viceroy's vehicle wrap distinguished the Toast™ Mobile Cannabis Lounge and created a backdrop for social media content and press.

☰ Credits

Gabrielle Rein, Creative Director
Vicky Fotopoulou, 3D Designer