

Bath
ON DRAFT

BY  CVS

CVS Pharmacy

THE PROBLEM:

Overconsumption of single-use plastics in the health and beauty space

THE IDEA:

Introducing **Bath on Draft**, a self-serve bar of bath products in CVS stores with custom reusable containers. Products are then priced by volume.

THE CAMPAIGN:

Introductory campaign with social and out of home extensions to be posted in areas surrounding CVS locations and nightlife, as well as inside trains and bus shelters.

OOH

Treat Yourself
TO A ROUND OF YOUR FAVORITES

PRODUCTS YOU LOVE SERVED ON TAP AND PRICED BY VOLUME. WASH, RINSE, REFILL, AND REPEAT TO HELP US TAKE A STEP TOWARDS A CLEANER, GREENER EARTH.

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OOH



GO AHEAD AND
grab another pint.



ENJOY UNLIMITED REFILLS PRICED BY VOLUME
AT THE BAR THAT WILL NEVER CUT YOU OFF.

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The billboard is set against a blurred background of a city street with brick buildings and pedestrians. The billboard itself is a tall, black-framed vertical sign. The text is centered and uses a mix of bold sans-serif and elegant script fonts. The central image is a simple line drawing of a classic beer mug. The bottom right corner features the brand name 'Bath' in a large, stylized script, with 'ON DRAFT' in smaller letters below it, and the CVS logo at the very bottom.

OOH



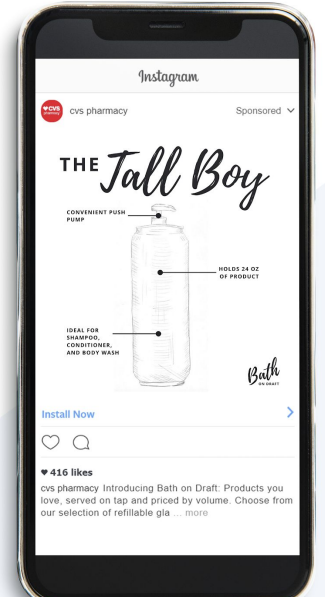
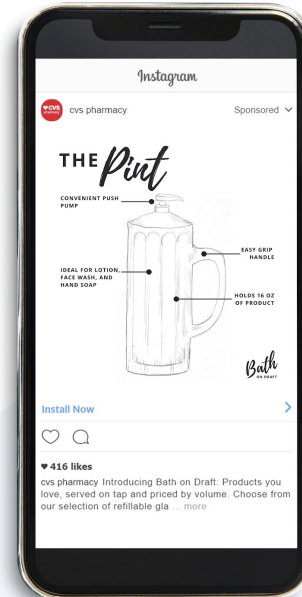
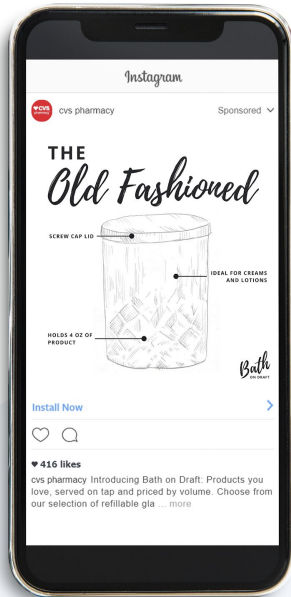
Unlimited Refills
INTRODUCING: BATH ON DRAFT



PRODUCTS YOU LOVE, SERVED ON TAP AND PRICED BY VOLUME. WASH, RINSE, REFILL, AND REPEAT TO HELP US TAKE A STEP TOWARDS A CLEANER, GREENER EARTH.

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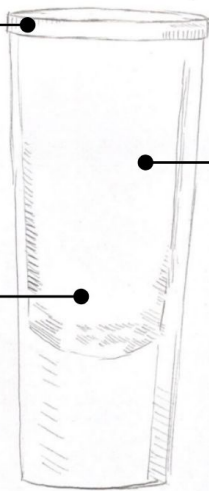
SOCIAL



SOCIAL

THE *Shot*

SCREW CAP LID



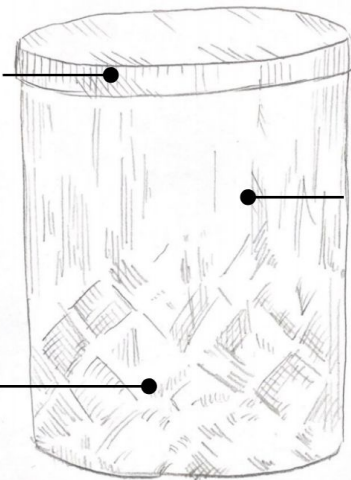
PERFECT TRAVEL
SIZE CONTAINER

HOLDS 2 OZ OF
PRODUCT

Bath
ON DRAFT

THE *Old Fashioned*

SCREW CAP LID



IDEAL FOR CREAMS
AND LOTIONS

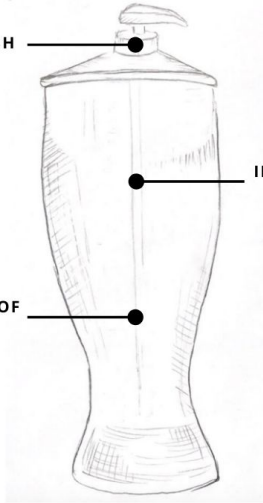
HOLDS 4 OZ OF
PRODUCT

Bath
ON DRAFT

SOCIAL

THE Pilsner

CONVENIENT PUSH PUMP



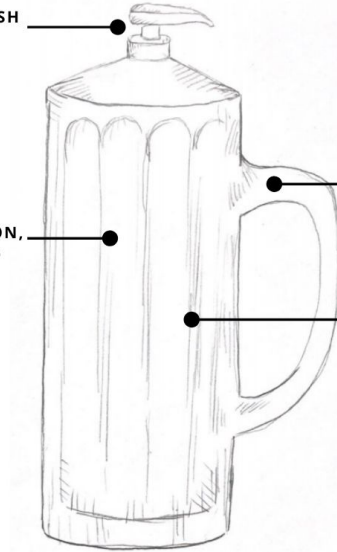
IDEAL FOR TONER AND MAKEUP REMOVER

HOLDS 12 OZ OF PRODUCT

Bath
ON DRAFT

THE Pint

CONVENIENT PUSH PUMP



EASY GRIP HANDLE

IDEAL FOR LOTION, FACE WASH, AND HAND SOAP

HOLDS 16 OZ OF PRODUCT

Bath
ON DRAFT

SOCIAL

