

WORD ON THE CURB IS...

HOW BUZZBALLZ BECAME GEN Z'S FAVOURITE NEW GOING-OUT TOY



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BuzzBallz are everywhere – pre-drinks, picnics, the queue, the tube ride on the way there. ***Young people are telling us*** that it's become the going out accessory nobody planned, and every brand should be studying ***why***.

IT'S NOT THE CHEAPEST DRINK AT THE SHOP. IT'S THE MOST INTERESTING ONE TO BE SEEN WITH.

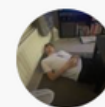
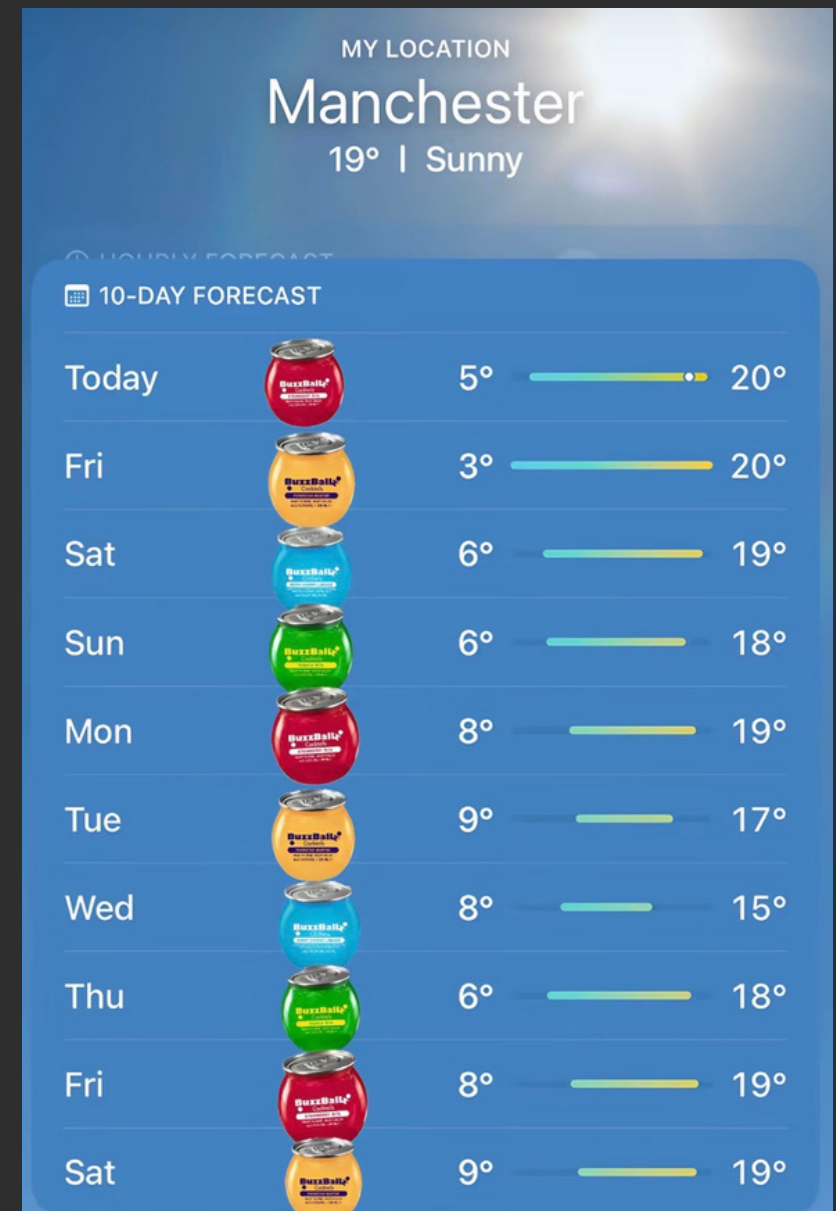
That's the BuzzBallz secret. And it has nothing to do with taste. (Many people we spoke to drink it and actively dislike it.) Here's what's actually doing the work:

- ✓ **The shape** – unlike anything else on the shelf
- ✓ **The name**– alliterative, a little euphemistic, instantly funny
- ✓ **The colours** – vivid enough to stop a scroll or a store search
- ✓ **The flavours** – Chilli Mango, Strawberry Rita. Weird enough to be a talking point before you've even opened one

Every element does brand work before anyone's taken a sip.

THE PRODUCT IS THE CAMPAIGN. BUZZBALLZ DIDN'T NEED MARKETING SPEND. IT NEEDED A DESIGN DISTINCTIVE ENOUGH TO LET CULTURE DO THE REST.

That's what Byron Sharp calls a distinctive asset. You see it, you recognise it, you talk about it, someone spots it on your story. The loop runs itself.



user495969692

user495969692 · 4-23

How the next week is looking x

Bank account will be crying [#buzzball](#) [#summer](#) [#hotweather](#) [#fyp](#)

🎵 original sound - .

Good Weather = A Buzball

WHAT ARE YOUNG PEOPLE SAYING ABOUT IT?

Using our *Curbsights Conversations Whatsapp Channel*, we spoke to over 100 young people about why BuzzBalls are killing it:



The hype surpasses the quality of the Buzzballs! It's the vibe!

Remi, 28, London



Slyly they taste dead but I dno, it just works. Good for a photo dump 📸

Gloria, 24, Sussex



Their marketing is top tier, you just see them everywhere. Makes it the first thing you think of picking up.

Chris, 26, Manchester



GEN Z ARE CURRENTLY GOING MAD FOR THE WORLD CUP LIMITED EDITION RANGE, BECAUSE BUZZBALLZ HAD ALREADY EARNED THE RIGHT TO BE THERE.

Here's why it's working a treat:

Caipi Crush. Fuego Tamarita. Goaaaaaal-Melon. Each one a miniature football, each one repping a different nation. It landed because BuzzBallz was already the pre-game.

The World Cup didn't create the relevance, it just confirmed it. Most brands buy the moment hoping it creates relevance. BuzzBallz built the relevance first.



3 THINGS BRANDS CAN LEARN FROM A BALL-SHAPED COCKTAIL

1 DESIGN FOR THE PRE-MOMENT, NOT THE MOMENT.

The party isn't your territory. The group chat, the corner shop run, the queue. Loyalty is built in the warm up.

2 MAKE THE PRODUCT A SOCIAL OBJECT.

The can does the talking. Colourful, photographable, signals something about the person holding it – before they've said a word.

3 EARN THE CULTURAL MOMENT BEFORE YOU BUY INTO IT.

Most brands buy the sponsorship and hope relevance follows. It doesn't work that way. Build the equity first, moments amplify what's already true, they can't manufacture what isn't there.