



TROPICANA

DAYBREAKER

A dark, atmospheric hallway with a central display case. The display case is illuminated from within, showing various items and information. The hallway is lit by several large, glowing orange circular lights that create a strong contrast with the dark surroundings. The overall mood is mysterious and high-tech.

DISTRICT ORANGE

TROPICANA X DAYBREAKER

PRESENT

DISTRICT ORANGE

YOUR MISSION : STAY ALIVE.

Wake up to a world fueled entirely by positivity.

COMING THIS SUMMER



FIRST TERRITORY

DISTRICT ORANGE

Transport yourself to
District Orange, where
positivity is your only
mission.

WELCOME

Orange Dome

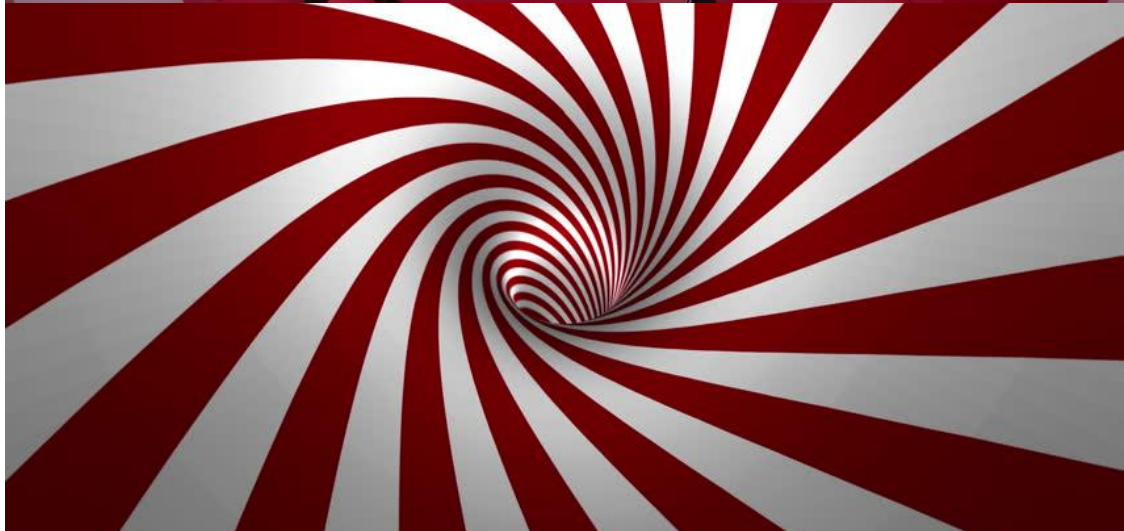
We visually transport Daybreakers, hosting the event in a visually impressive design dome. We'll unveil the dome a week in advance of the event to generate buzz and mystery.



WELCOME

Arrival at the Venue

Daybreakers would enter this surreal district through a giant tunnel, shaped like the iconic Tropicana swirling red and white straw.



WELCOME

Projected Visualizer Dome

Using projection mapping, the interior of the space will look like a dynamically changing city.

As party-goers dance and connect, these simulations change according to dancer's energy output.

These projections would look like an almost futuristic New York City, blended with the freshness and color of Tropicana.



FITNESS

Ball Choreo

Celebrity choreographer Sean Bankhead teaches his amazing dance routine from the Missy Elliott video "I'm Better," which blends hip-hop with giant exercise balls. Of course, we can turn create special event exercise balls that look like oranges.



DANCE

Pulp it Up

Let's transport Daybreakers to different kinds of pulp experiences throughout the event. Each pulp experience corresponds to a different dance/workout activity:

- Pulp-free is the dance floor
- Medium Pulp is a workout ball room
- Lots of pulp is a giant ball pit



DANCE

Shadows Come Alive

Lining the walls are projected shadows that follow the movements of the people near them.



PERFORMANCES

Guest Performer: Paramore

With her signature orange hair and the band's strong nostalgic vibes for millennials, a Paramore reunion would be both newsworthy and exciting for attendees.



A large, glowing orange sphere with a handprint on its surface. The sphere is the central focus, with a bright yellow-orange glow at the top and a darker orange at the bottom. A handprint is visible on the sphere's surface, appearing as a dark, slightly blurred shape. The background is a dark, solid color.

AWAKEN

NYC

Tropicana &
Daybreakers
invite you to
**Wake Up &
Smell, Hear,
Taste, See,
Feel the Party**

#AWAKENNYC

Don't just live your morning to the fullest, awaken all 5 of your senses with an immersive, sensory overload.

Coming this Summer.

SECOND TERRITORY

#AWAKEN NYC

Don't just wake up,
awaken all 5 of your senses
with an immersive, sensory
overload.



WELCOME

Inside the Orange

Sight:

We'll recreate what it feels like to party inside a giant orange by wrapping the inside of an architectural space with vibrant fabric.

This experience could include other sensory elements like scents, sounds, and tastes.



WELCOME

Scent Mist

Smell:

The moment you walk into the venue, you are hit with the sweet smell of Tropicana Oranges/Orange Juice.

We'll fill the space with scent misters that will be a welcome change from the garbage lined streets of New York.

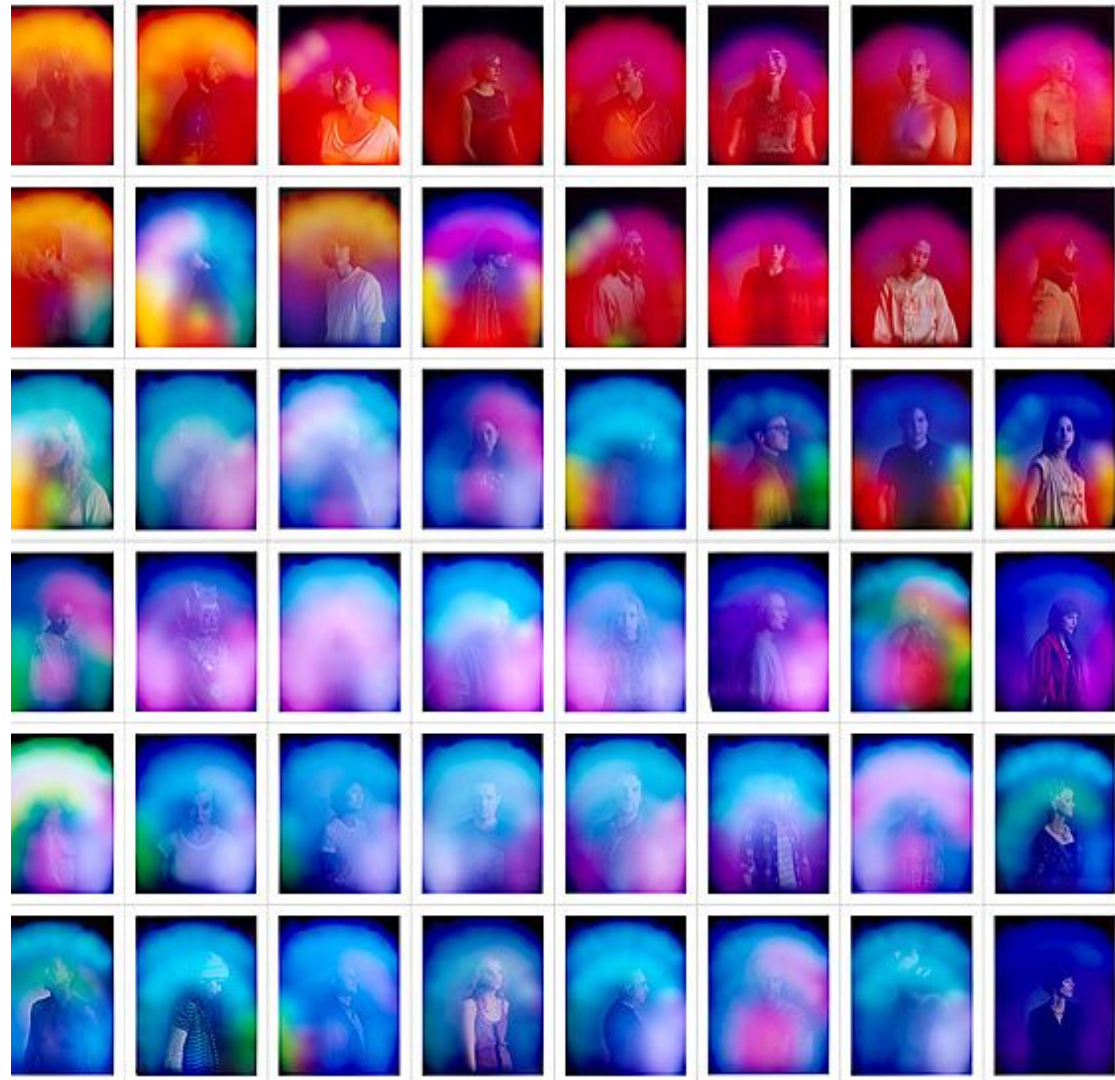


WELCOME

Aura Photography / Auragram

Energy:

At the beginning and end of the party we photograph people's auras. They'll come in with a calmer, cooler aura and leave energized and happy. They can photograph and share both photos across social media to show how they went from awake to alive.



FITNESS

Just Beat It Workout

Touch:

We'll create a class based on the Pound drummer-style cardio workout that combines adrenaline with tropical percussion beats.

Our sticks could have the branded Tropicana red and white straw motif.

At the end of the workout, we'd lower a huge orange shaped pinata from the ceiling and have attendees use their newly released energy to claim the goodies inside.



BREAKFAST

Heat Up to Cool Down

Taste:

Based on body heat, this tasting bar will serve sweaty Daybreakers the juice that corresponds to their workout activity. So the more active a Daybreaker gets, the cooler the juice samples they can get.

Examples:

Mildly warm > Delicious Juice Mist

Warmer > Tropicana-Flavored Soft Serve

Orange Zone > Tropicana-Flavored Shaved Ice



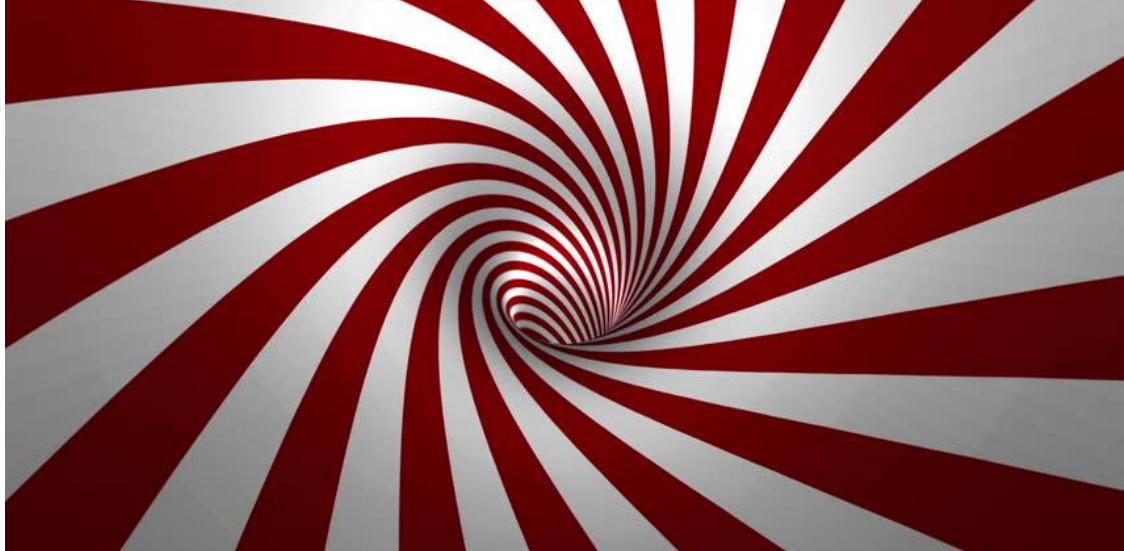
DANCE

Orange Ball Pit

Touch/Smell:

Inside the venue, we'll have an adult sized ball pit filled with plastic balls that have the same texture and smell as oranges.

Leading into the pit, we'll have a giant slide that looks like the iconic Tropicana striped straw.



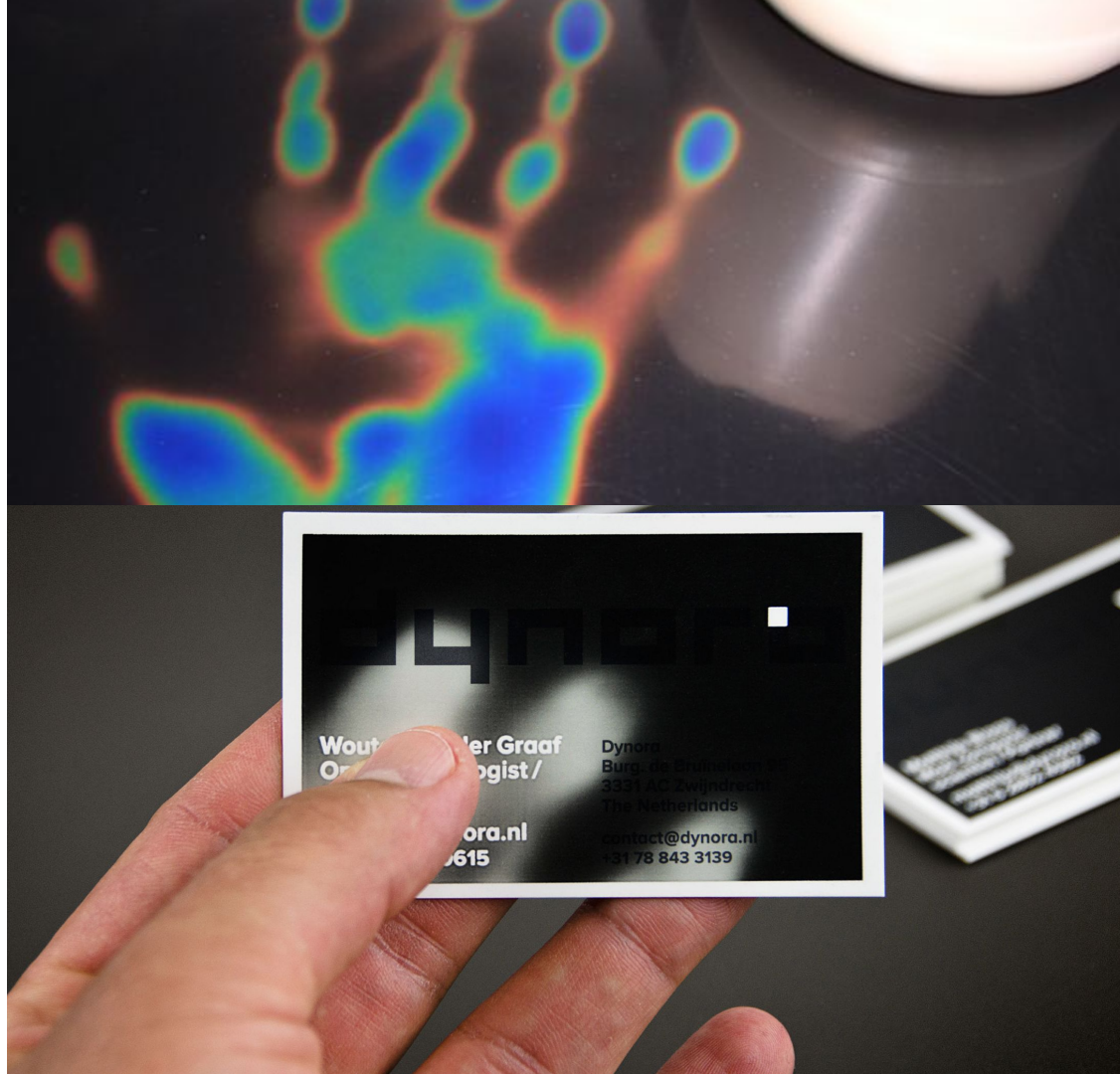
MOTIVATION

Wake Up Apparel

Touch:

Using **thermochromic dye**, let's create exclusive Daybreakers apparel that transforms as the wearer exerts heat — turning the clothing from “**Awake**” to “**Alive**.” We can create special messages and colors that only appear if the wearer is dancing or working out. We can pass these out at the event and they can be taken home to carry our message out into the world.

[Link to video](#)



MOTIVATION

Ahhh Booth

Sound:

We can create a soundbooth that's like a photobooth, but instead it records the "AHHHH" sounds of participants after they take a swig of juice.

On location, we could have our audio engineers mix in the sounds into the party beats. Imagine dancing to the sound of your own refreshment.



PERFORMANCES

Guest Performer: Vitamin-C

Sound:

Nothing wakes you up like a dose of Vitamin-C. So we'll bring the actual Vitamin-C out of retirement for this event, giving Daybreakers a surprise performance from this classic 2000s throwback.



Powered by





A PARTY

POWERED

BY PEOPLE.

POWER THE PARTY WITH THE POSITIVE
ENERGY CREATED WHILE MOVING .

COMING THIS SUMMER

THIRD TERRITORY

POWERED BY +

500 Daybreakers physically generating
positive energy to power a new type
of experience.

WELCOME

Location

We'll host the party in a dark abandoned building/warehouse, like the Domino Sugar plant in Williamsburg.

The workouts, dancing and over all positive energy will power the building.

As the Daybreaker party goes on, the building will become more alive and start to light up, eventually putting out an orange steam from its iconic chimney.



WELCOME

Orange Hall

Motion sensed hallway. As attendees arrive they will walk down a dark hallway that will get brighter with every step. The lighting will be from orange bulbs, scientifically proven to spark alertness and energy.



WELCOME

Tree of +

When attendees enter the venue there will be an interactive tree sculpture that acts as the centerpiece of the party.

Party-goers are given an activity/heart rate tracking bracelet that connects to an orange on the tree.

The harder they dance, the brighter their orange on the tree gets.

By the end of the party, the entire tree will be glowing and bright.



FITNESS

Orange Zone Workout

An extension of the interactive Tree of +.

Upon arrival attendees will be given a heart rate band. Their goal is to get into the “Orange Zone.”

When they reach this, a portion of the wall could light up or as more and more people reach it the party could get brighter and brighter.

A take away from Daybreaker can be a performance summary via email that tells you how long you were in the “Orange Zone” and how many calories you burned.



BREAKFAST

Blender Bike

One fun way to get attendees to try Tropicana is from blender bikes. People can crank out Tropicana smoothies through the power of the pedal.



DANCE

Kinetic Energy Dance Floor

Energy floors capture the energy of people to create positive impact. With every dance move and footstep, the floor system converts kinetic energy from human movement to electricity.



PERFORMANCES

Good Vibes Only

A rousing gospel choir will help uplift and spread positive energy by getting everyone on their feet and dancing.

Example:

<https://www.youtube.com/watch?v=N7rC1r-fcr0>



PERFORMANCES

Pedal Power

We can host Pedal Power NYC, a company that has created a human-powered stage. Audience members join musicians on stage to power all the musical gear, and amps.

<http://www.pedalpowernyc.org/>





APPENDIX

Spin the Orange

Let's create a collaborative, interactive DJ booth that actually lets Daybreakers contribute to the music right from the dance floor. This booth would be located in the middle of the dance area and accessible to anyone who wanted to participate.

This DJ booth would visually match the event with orange-inspired records.



The 3D Label

Let's create event-specific labels for giveaway Tropicana bottles that turn into 3D glasses. These glasses would interact with the wall projections to create an even more immersive experience.



DANCE

Trackable Rave Weights

We create a trackable rave ball that doubles as a workout weight and a glow-in-the-dark dance accessory.

Tracking tech located within the ball will actually map to stimulating visuals on the DJ booth.



Yoga Meets Bosu Ball

Let's use the half moon shape of the bosu ball to our advantage and turn them into orange halves.

That was we can incorporate a bosu ball fitness routine into the customary Daybreakers yoga session. This amazing workout will help attendees to squeeze out morning sleepies, getting them warmed up like never before.



Ice Luge / Ice Bar

A giant orange ice sculpture will also be a delivery system for Tropicana Orange Juice.

Partiers can watch the juice swirl through the sculpture and then into their cup.



Shazam Your Juice

Let's turn every bottle of Tropicana into a Daybreakers souvenir. Simply Shazam the bottle using Shazam's visual recognition technology to unlock a curated Daybreakers Spotify playlist as well as other content from the event.

SEE IT. SHAZAM IT.

Look for  and unlock it.



Orange Smiles

Create a photobooth where people can take orange peel smiles.

ADD'L

Create geotagged snapchat filter that does the same thing to their pictures. When they smile, an orange peel appears in their mouth.



Orange Peel Yoga / Kettlebell Workout

We'll lead a morning yoga class where the yoga mats feel and smell just like orange peels.

Following the Yoga we'll have a Kettlebell workout where the kettlebell looks like an orange.



Dancing Fruiterers

Dancers in colorful, human-sized fruit costumes will stimulate the taste buds, serving delicious Tropicana concoctions throughout the event.

