

Dramamine®

CAMPAIGN OVERVIEW

Nausea invites itself into your life — always showing up at the most inconvenient times. With Dramamine, you can leave the Drama Llama of nausea behind. This guide is intended as a quick start to build out campaign elements. It will continue to be updated as new campaign elements are added and assets become available.

MEET THE DRAMA KING



The star of Dramamine is Cusco, born and raised in Mexico City.

He's nothing if not dramatic. From nervous first dates to motion sick car rides, the Drama Llama is constantly following you around and showing up in the most inconvenient of times. Good thing when you take Dramamine, you can Ditch the Drama Llama of Nausea.

Name: Drama Llama

Height: 5'8 but he'll lie and say 6'0

Likes: Long car rides, high-intensity cruises, Spirit airlines, anything that spins, ferris wheels, and all-you-can-eat buffets

Dislikes: Being left out, silence, people who mistake him for an alpaca, Dramamine

Favorite Song: "All By Myself" by Eric Carmen

Favorite Food: Sardines, sushi, and week-old leftovers

FONTS

Our campaign uses a range of weights from the **JAF Bernini Sans**. JAF Bernini Sans is a type system available through Adobe Fonts, that has two sub-families: JAF Bernino Sans and JAF Bernina Sans. It's important to make sure you're using the **Bernino fonts** for the campaign.

It's available for commercial use in design, web, video and broadcast.

[LINK TO FONTS](#)

JAF BERNINI SANS FAMILY

Aa

AaBbCcDdEeFfGgHhIiJjKkLl

MmNn OoPpQqRrSsTtUuVv

WwXxYyZz. !@#\$%^&*

JAF BERNINO SANS COMPRESSED EXTRA BOLD (+ 1 pt stroke)

HEADLINES

JAF BERNINO SANS COMPRESSED SEMIBOLD (Sentence Case)

Headline violator copy

JAF BERNINO SANS CONDENSED BOLD (ALL CAPS)

SUBHEAD & RTBS

JAF BERNINO SANS CONDENSED REGULAR (Sentence Case)

Body copy

COLORS

Campaign colors utilize the brand colors with a few modifications (Deep Ginger) and additions (Calm Yellow).

The original Dramamine yellow is the primary color for Motion Sickness SKUs. Deep Ginger is the primary color for Nausea SKUs. Deep Ginger has been from the original PMS to help improve contrast. This is for marketing materials only.

To continue to build off the power of yellow, we've added a calm yellow that mirrors the benefit of Dramamine by restoring a calm to your nausea. It also serves as a consistent color used across all SKUs to capitalize on the power, recognizability and ownability of the Dramamine yellow.

Instead of a solid black, we'll use the Dramamine Charcoal, adopted from our logo, for copy whenever needed.



DRAMAMINE YELLOW
(MOTION)

HEX FFD100
RGB 255, 209, 0



DEEP GINGER*
(NAUSEA)

HEX B6DA7A
RGB 182, 218, 122

*MODIFIED FROM PMS 365C
FOR MARKETING MATERIALS ONLY



CALM YELLOW

HEX FFF2BB
RGB 255, 242, 187



DRAMAMINE CHARCOAL

HEX 231F20
RGB 35, 31, 32



MOTION SICKNESS
BACKGROUND



NAUSEA/GINGER CHEW
BACKGROUND

Dramamine Yellow and Deep Ginger act as a base or surface for layouts for products to sit on. You may adjust as needed, but the base should never be more than 1/3rd of a layout. Products should sit on the surface and break into the Calm Yellow background. Keep in mind to adjust the horizon line to avoid any tangents with product edges or art.

LOCKUPS & LOGOS

The Ditch the Drama Llama of Nausea lockup is clean and bold, utilizing a violator to house “the Drama Llama of” while providing a quick takeaway of Ditch Nausea.

A suite of lockups exist with a version for Motion Sickness and one for Nausea SKUs. Ensure you’re using the correct logo & color palette that corresponds to the product featured.

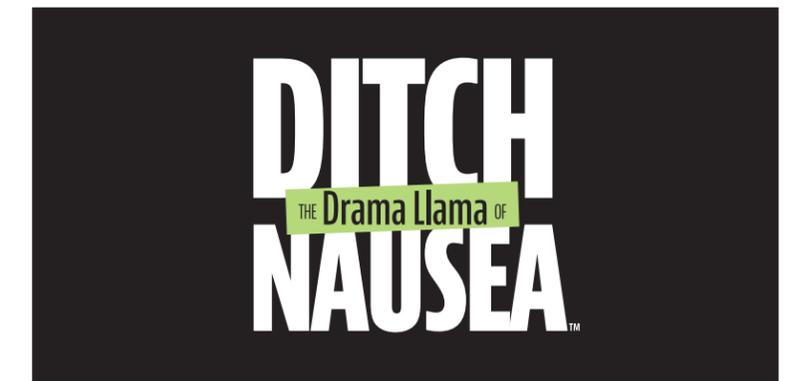
If you are showing the full line of Dramamine products use the Motion Sickness/Brand Dramamine Yellow version.

Ditch the Drama Llama of Nausea is trademarked, ensure that you’re always using with the TM.

MOTION SICKNESS/OVERALL BRAND



NAUSEA SPECIFIC



VIOLATORS

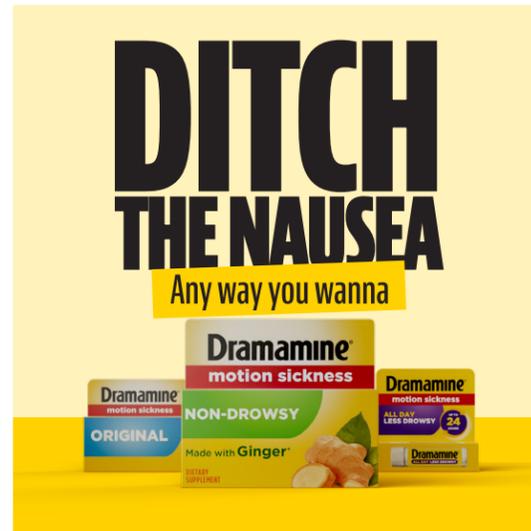
The violator becomes a strong and dramatic design element used in our lockups (as on the previous page), with our logo, or on our headlines.

It's important to not overdo the violator. Limit communications to one use - avoid using violator in a custom headline and with a lockup.

Choose to use the Ditch the Drama Llama lockup as the headline or incorporate Ditch the Nausea language into the headline and use a violator to house part of the headline message.

The Dramamine logo can also be used as a violator in an effort to stop the nausea, and thus our, Drama Llama from talking. Use the corresponding color for the product featured, defaulting to Dramamine yellow when a range of products are being shown.

VIOLATOR IN HEADLINE



2° tilted always in the positive direction
Type should always remain straight at 0°

VIOLATOR WITH LOGO



PHOTOS

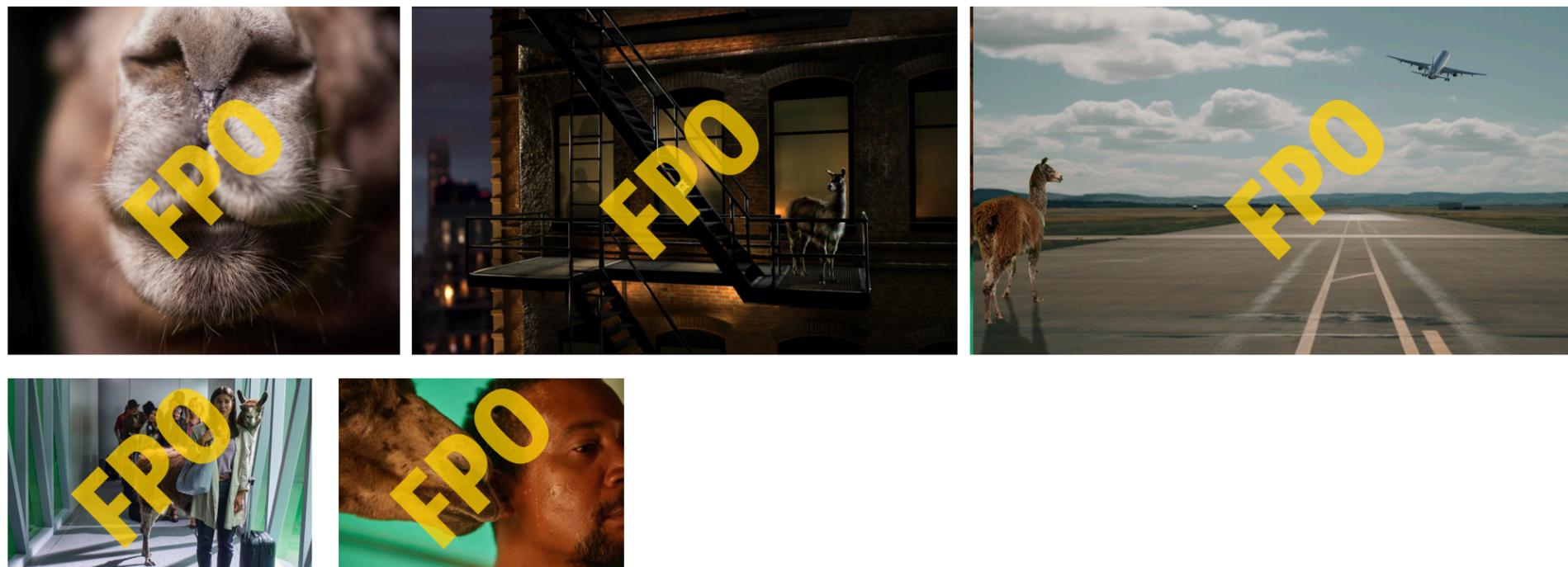
Isolated llama images exist for use over color blocked backgrounds.

Additional high res screen shots from the OLV will be available soon.

LLAMA ISOLATED



INSITUATION (COMING SOON)



HERO PACKS

CGI product shots have been created for our hero SKUs.

For Motion Sickness, you have a range of individual packs and a grouping to choose from. When possible, given space and messaging, utilize the Hero Group shot. When space is limited feature one product for simplicity and increased branding.

All backgrounds can be turned off and the shadows exist on their own layer for ability to multiply on the appropriate foreground color.

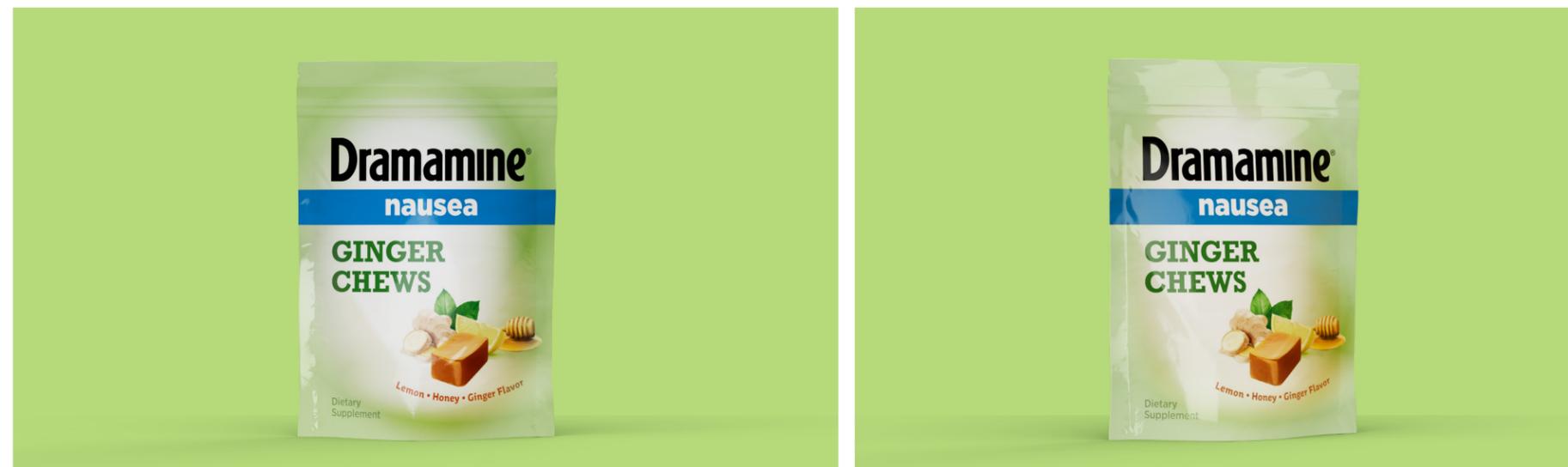
Angled renderings exist as well for all products and can be used depending on layout and needs.

Should you need another angle, please reach out to your Brand Lead or FCB.

MOTION SICKNESS PRODUCTS



NAUSEA PRODUCTS



THIS & THAT

BUTTONS

All buttons should appear in Dramamine charcoal utilizing a rounded corner. Arial text is used within buttons to ensure ADA compliance.



LEGAL

Whenever packs are shown, they must be accompanied by "Use as directed."

Use as directed



IN-USE EXAMPLES

DITCH
THE Drama Llama OF
NAUSEA™

Dramamine
motion sickness
ORIGINAL

Dramamine
motion sickness
NON-DROWSY
Made with Ginger™

Dramamine
motion sickness
ALL DAY
LESS DROWSY 24

Shop Now
Use as directed

DITCH
THE Drama Llama OF
NAUSEA™

Dramamine
nausea
GINGER
CHEWS
Lemon + Honey + Ginger Flavor
Dietary Supplement

Shop Now
Use as directed

Read my lips
TUUURBULENCY
Dramamine®

DITCH
THE NAUSEA
Any way you wanna

Dramamine
motion sickness
ORIGINAL

Dramamine
motion sickness
NON-DROWSY
Made with Ginger™

Dramamine
motion sickness
ALL DAY
LESS DROWSY 24

DITCH THE Drama Llama OF **NAUSEA**™

Dramamine
motion sickness
NON-DROWSY
Made with Ginger™

Use as directed

DITCH THE Drama Llama OF **NAUSEA**™

Dramamine
nausea
GINGER
CHEWS

Use as directed

DITCH THE Drama Llama OF **NAUSEA**™

Dramamine
motion sickness
NON-DROWSY
Made with Ginger™

Shop Now

Use as directed

DITCH THE Drama Llama OF **NAUSEA**™

Dramamine
nausea
GINGER
CHEWS

Shop Now

Use as directed