

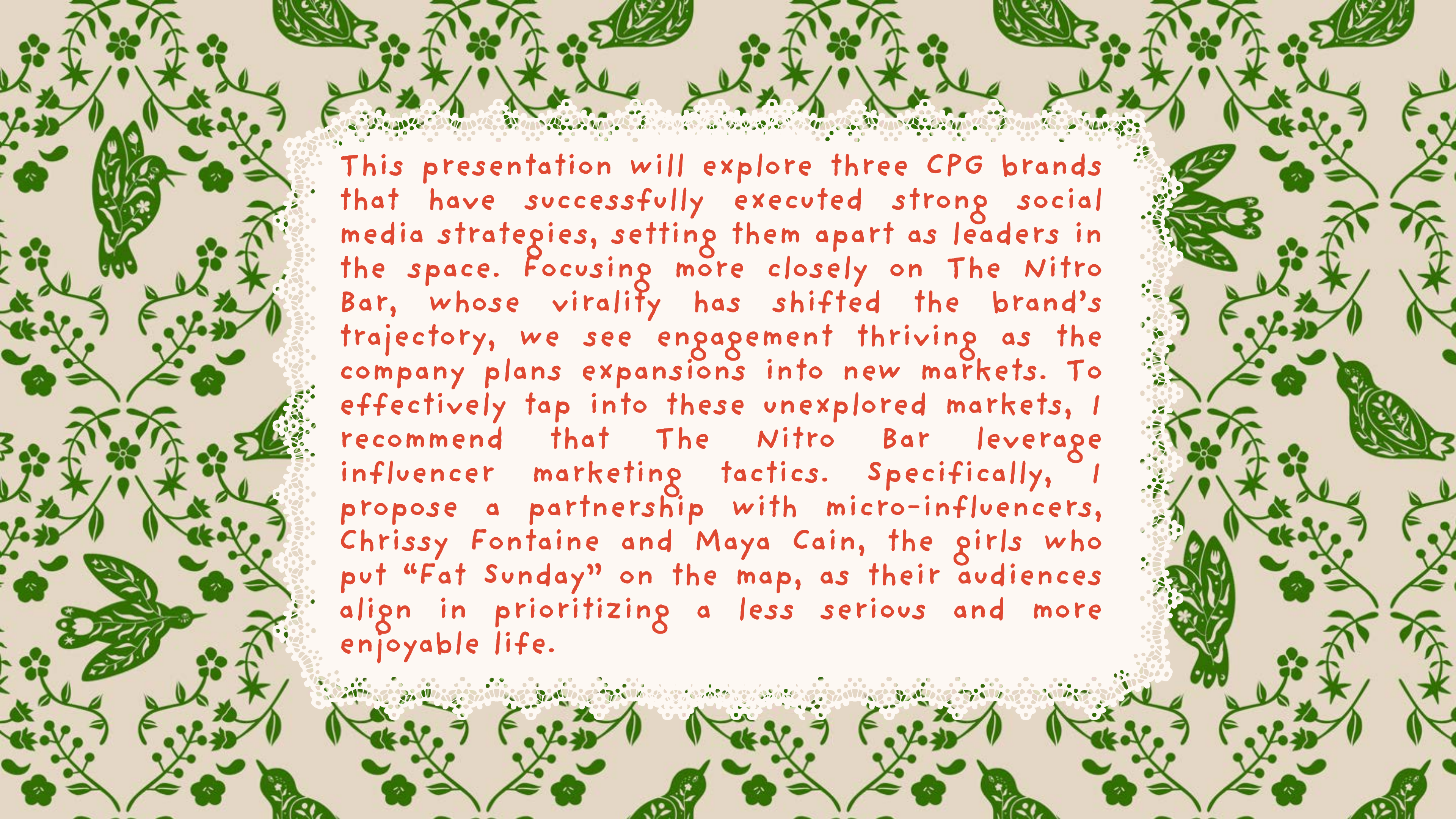
THE NITRO BAR *x FAT SUNDAY*

A Sunday State of Mind





Avery Wecksten



This presentation will explore three CPG brands that have successfully executed strong social media strategies, setting them apart as leaders in the space. Focusing more closely on The Nitro Bar, whose virality has shifted the brand's trajectory, we see engagement thriving as the company plans expansions into new markets. To effectively tap into these unexplored markets, I recommend that The Nitro Bar leverage influencer marketing tactics. Specifically, I propose a partnership with micro-influencers, Chrissy Fontaine and Maya Cain, the girls who put "Fat Sunday" on the map, as their audiences align in prioritizing a less serious and more enjoyable life.

New York Subway Guide

1978

New York City
Transit Authority

Flushing Av
Marcy Av
Classon Av
Lafayette Av

Clinton
Washington Av
Lafayette Av

Fulton St
Lafayette Av
Calb Av
Bush Av

Flatbush Av
LIRR Academy of Music
7 Av
Flatbush Av



POST CARD

PLACE
STAMP
HERE
MADE IN U.S.A.

Today's Agenda:

1. Social Media Analysis of CPG Leaders
2. The Success of The Nitro Bar
3. Fat Sunday Overview
4. Creative Partnership Pitch



How OUAL, rhode,
and The Nitro Bar
elevated their social
media strategies to
redefine engagement
and drive brand
success.

- AW

SOCIAL MEDIA ANALYSIS

WHO ARE THESE CPG BRANDS?

PAYMENT METHOD: CREDIT CARD
THANK YOU FOR SHOPPING WITH US!



Ouai

Is a "socially-connected" haircare brand founded by celebrity hairstylist, Jen Atkin.

It is known for its optimistic, self-embracing message and its premium fragranced products that make real impacts toward healthy hair.



THE NITRO BAR

THE NITRO BAR IS A RHODE ISLAND-ORIGINATING COFFEE SHOP THAT IS NOTORIOUS FOR ITS CREATIVE SPINS ON TRADITIONAL LATTES, MATCHAS, AND FLAVORS. DUE TO ITS SOCIAL MEDIA BUZZ, THE COMPANY HAS BEEN ABLE TO EXPAND IMMENSELY AND SELL COFFEE PRODUCTS ONLINE.



rhode

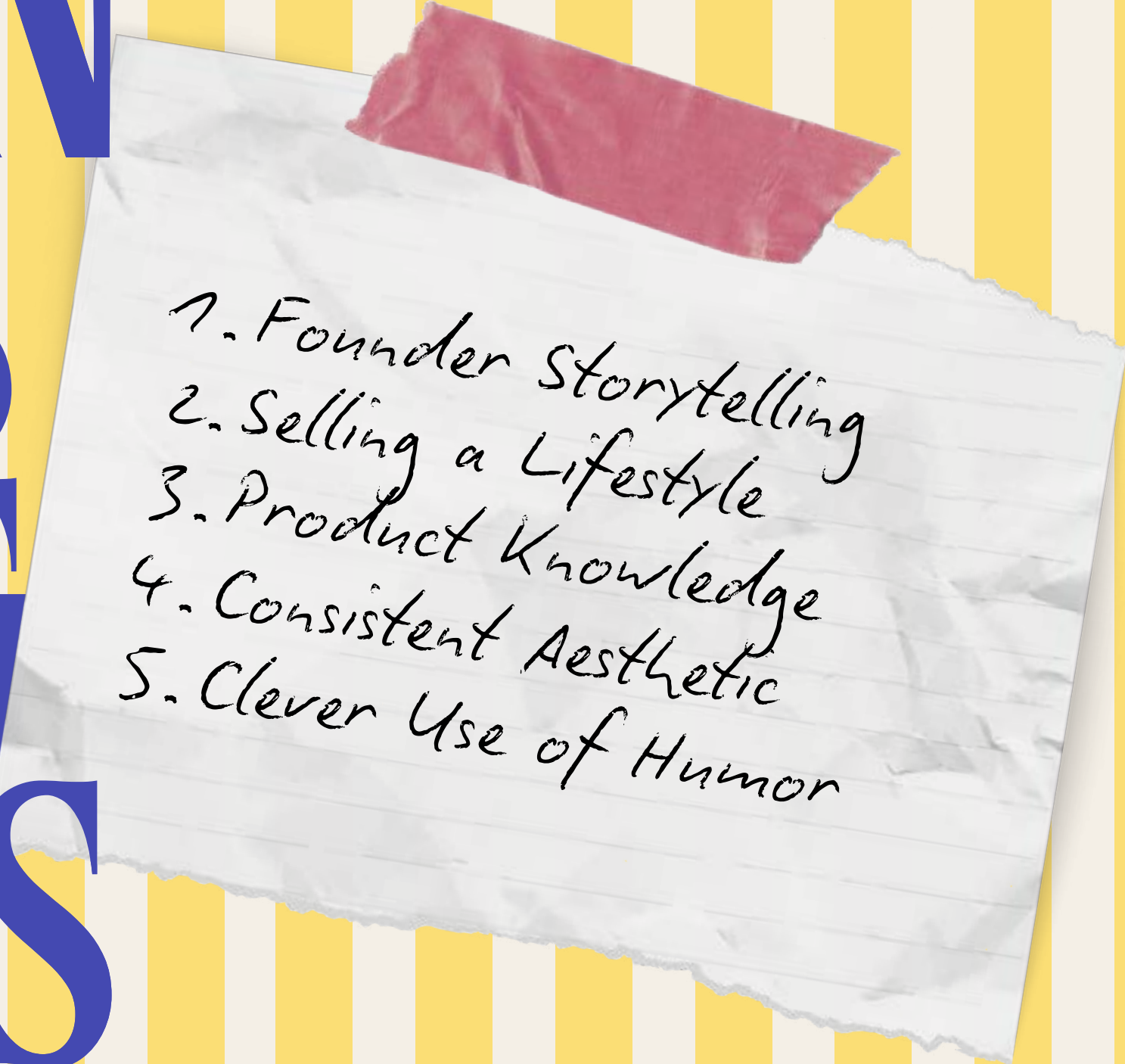
PEPTIDE LIP TINT
BAUME À LÈVRES TEINTÉ AUX PEPTIDES
10 mL / 0.3 fl oz

Guest Check

Date	Table	Guests	Server	302701
APPT - SOUP/SAL - ENTREE - VEG/POT - DESSERT - BEV				

rhode is a skincare and cosmetics brand founded by Hailey Bieber, known for its curated, high-performance, and science-backed products. Its tried and true quality and iconic packaging have a chokehold on today's modern consumers.

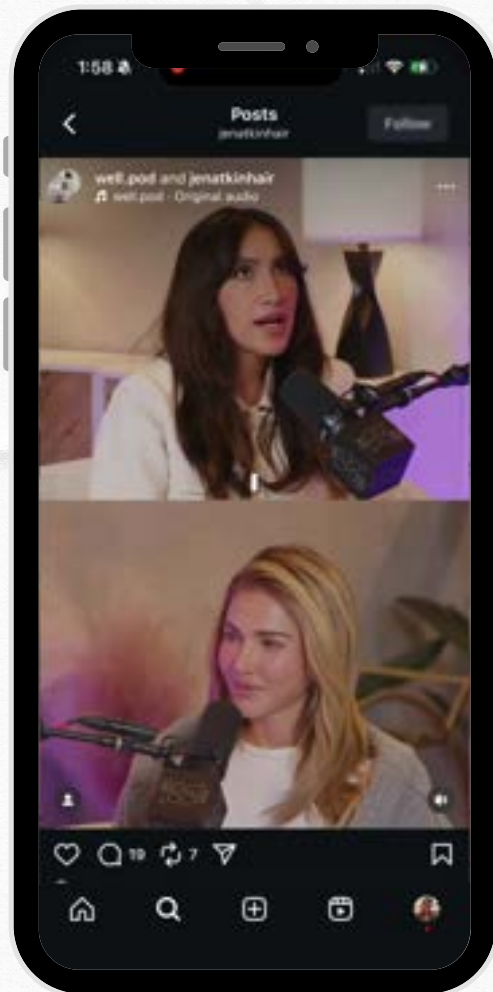
COMMON THEMES DRIVING SUCCESS

- 
1. Founder Storytelling
 2. Selling a Lifestyle
 3. Product Knowledge
 4. Consistent Aesthetic
 5. Clever Use of Humor

FOUNDER STORYTELLING

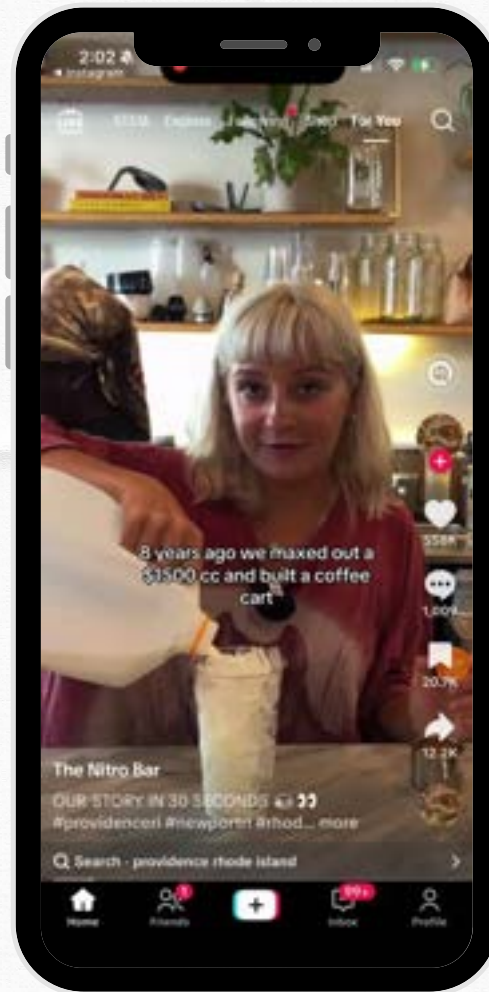
All three brands leverage their founders as the story, building credibility, relatability, and community by showing their own lives, values, and involvement in the brand. That transparency makes consumers feel personally connected, turning the founder into the face and the emotional anchor of the brand.

Ouai



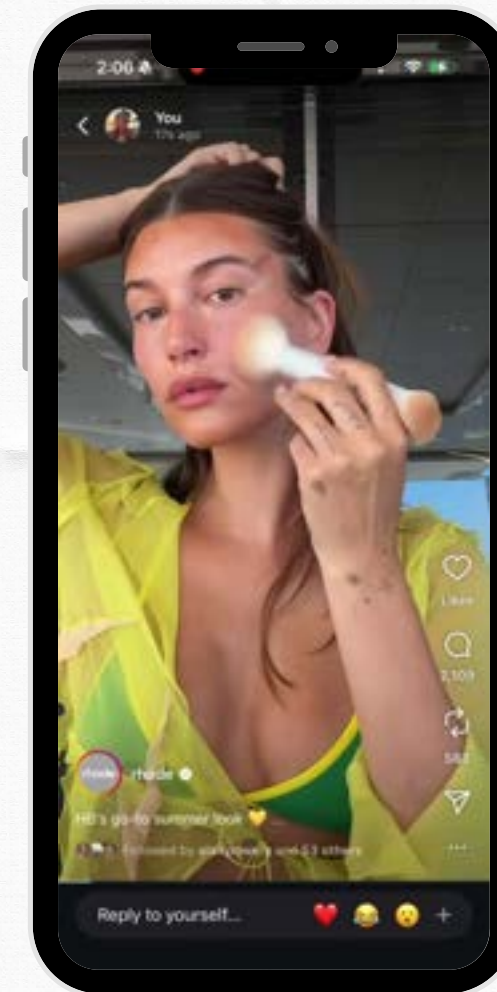
Ouai leverages founder Jen Atkin's credibility as a celebrity hairstylist and her industry connections to build an authentic, community-driven brand from real expertise. By highlighting her journey, creating casual tutorials, and sharing behind-the-scenes content, she invites consumers into her life and the brand's story, allowing her to keep the brand approachable, trustworthy, and deeply connected.

THE NITRO BAR



The Nitro Bar uses founder Audrey's personal journey as the heart of the brand, openly sharing how she built the business from a cart and a maxed-out credit card in her parents' basement while pushing through rejection in a male-dominated industry. By making herself the face of the brand and consistently sharing behind-the-scenes growth moments, Audrey creates an intimate, relatable narrative that makes consumers feel genuinely invested in her success and the brand's growth.

rhode

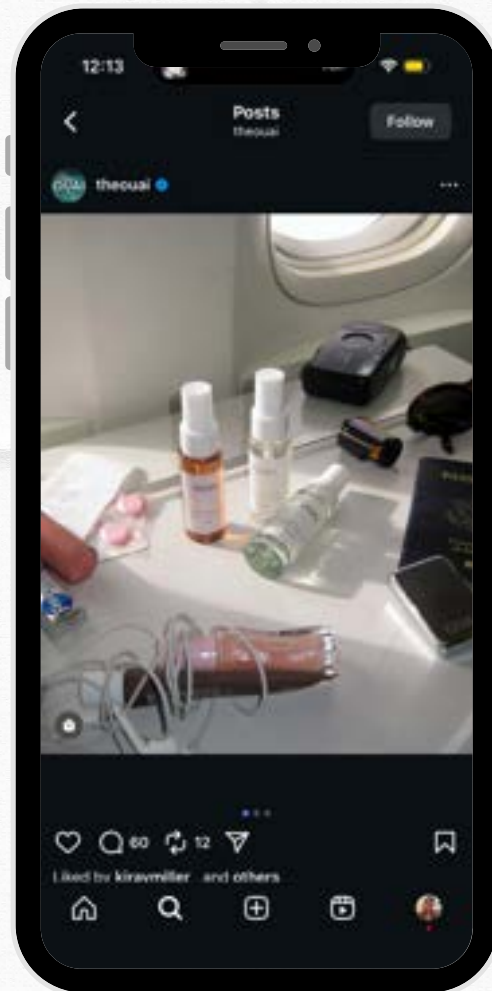


rhode feels like a natural extension of Hailey Bieber herself, using her authenticity, trendsetting influence, and effortless beauty to establish the brand in credibility and relatability. Through her active involvement in GRWM videos, product testing content, and an emphasis on an exclusive yet inviting community, rhode allows consumers to step into Hailey's iconic world while still feeling accessible and real.

SELLING A LIFESTYLE

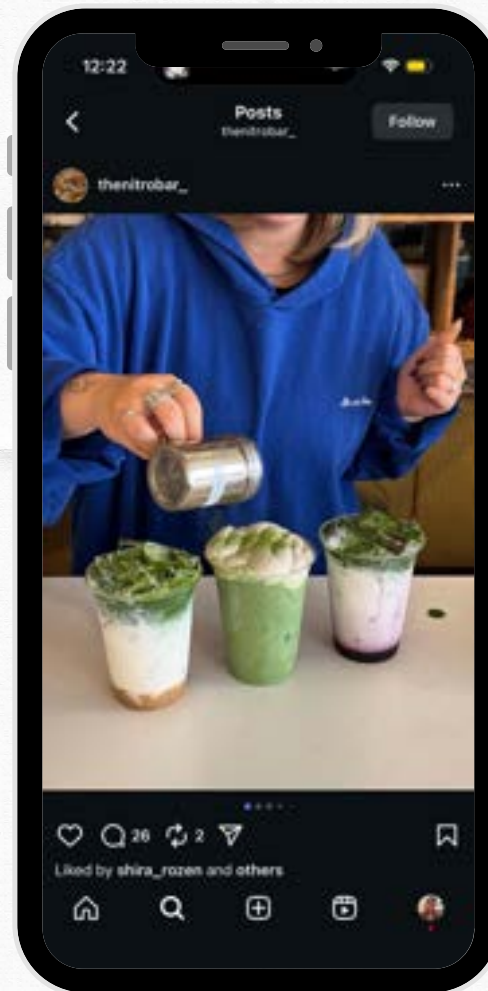
The three brands use social media to sell more than just a product; they sell a lifestyle consumers want to step into. Through founder storytelling, community-driven content, and highly curated yet attainable aesthetics, each brand turns everyday routines into aspirational rituals that foster belonging, emotional connection, and loyalty.

Ouai



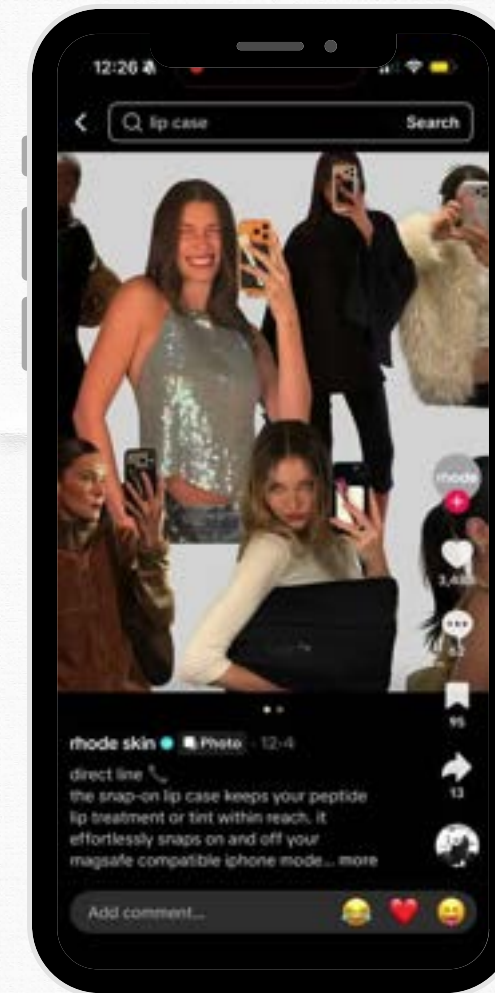
Ouai's social media strategy goes beyond selling haircare by curating a lifestyle of realness, confidence, and adventure, creating an emotional connection that goes beyond the transaction. By celebrating natural beauty, individuality, and consumer needs, both online and through immersive pop-ups, Ouai positions itself as a symbol of an attainable, modern way of living that consumers want to be part of.

THE NITRO BAR



The Nitro Bar uses social media to sell a local, community-driven lifestyle built around creativity, expression, and shared experiences through its unique, viral flavors. By inviting consumers into the process, embracing a chill and judgment-free persona, the brand makes being "in" on The Nitro Bar feel like a cultural moment people want to travel for, participate in, and belong to.

rhode



rhode's social media strategy curates an accessible yet desirable lifestyle rooted in Hailey Bieber's authentic, put-together world, allowing consumers to buy into a way of living rather than just a product. By shaping what's cool through subtle status symbols, limited editions, and an "in-the-know" community, rhode sells belonging and makes everyone feel invited into something bigger.

PRODUCT KNOWLEDGE

All three brands use social media to educate rather than just promote, sharing product knowledge through tutorials, trials, and behind-the-scenes content. By clearly showing how products are made, used, or styled, they build trust, credibility, and confidence while empowering consumers to get the most out of the experience.

Ouai



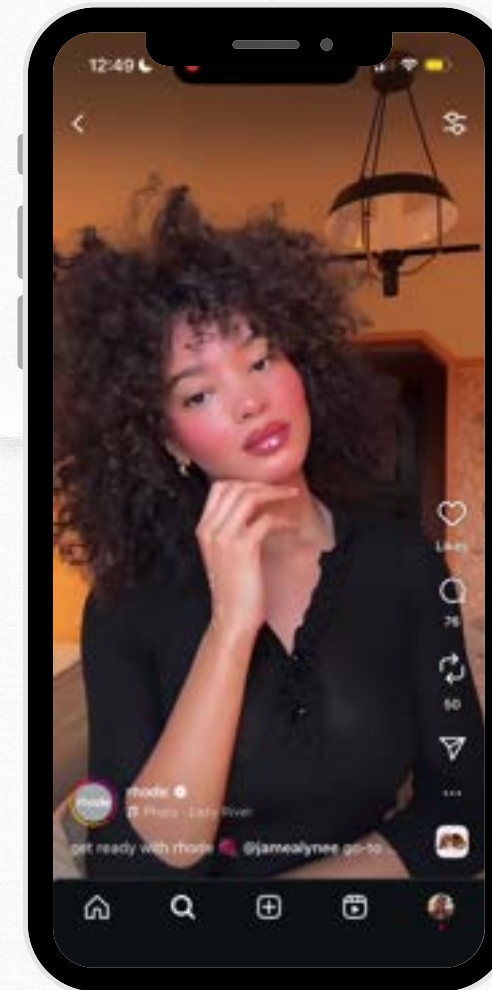
Ouai uses social media to educate and inspire through styling tip videos, product tutorials, and full haircare routines that guide consumers through real, achievable results. By highlighting hair journeys, transformations, and authentic customer testimonials, the brand builds credibility while showing exactly how its products fit into everyday life.

THE NITRO BAR



The Nitro Bar uses social media to showcase product knowledge by revealing how drinks are made, introducing new flavors, and testing them in real time. Through taste tests, situational recommendations, blind comparisons, and employee interviews, the brand educates consumers in a fun, transparent way, while building trust and curiosity.

rhode

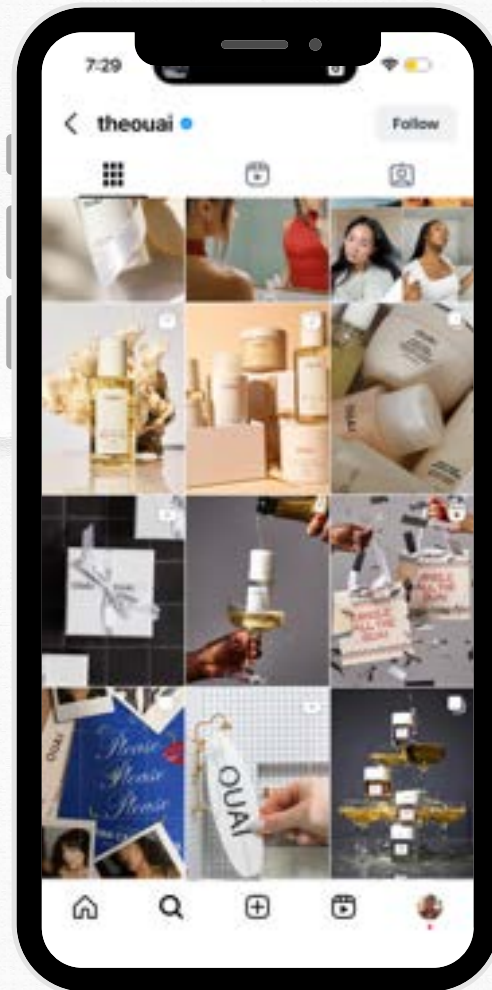


rhode uses social media to educate through GRWM content from Hailey and brand ambassadors, naturally showing how to use the products, in what order, and how to achieve her signature look. By mixing behind-the-scenes content, science-backed explanations, UGC, and interactive Q&As, the brand builds trust, authority, and social proof while keeping the relationship with its audience personal and engaging.

CONSISTENT AESTHETICS

All three brands curate intentional, visually consistent feeds that communicate who they are and the lifestyle they represent. Through cohesive color palettes, consistent designs, and experience-driven content, each brand uses aesthetics as a storytelling tool, making their social presence recognizable, emotionally resonant, and aspirational.

Ouai



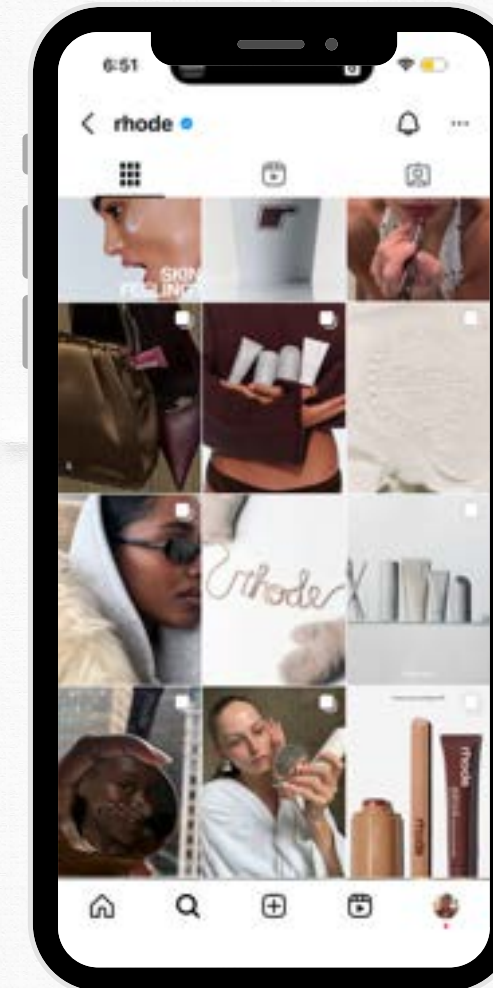
Ouai's aesthetic is cool, effortless, and sleek without feeling too perfect. It's minimal, with neutral packaging and a carefree "live your life" attitude. Through travel-inspired content, experiential product placement, and campaigns like its Ibiza collaboration, the brand leans into a confident, adventurous, "be-yourself" energy that feels fun, aspirational, and unapologetically real.

THE NITRO BAR



The Nitro Bar's aesthetic is simple yet creative, blending cute, cool, and slightly quirky visuals across its drinks, storefront, merch, and branding. From its iconic "whip" to its must-try flavors, every detail, down to the team's general vibe, creates an easily recognizable, trend-forward look that feels original, local, and effortlessly cool.

rhode

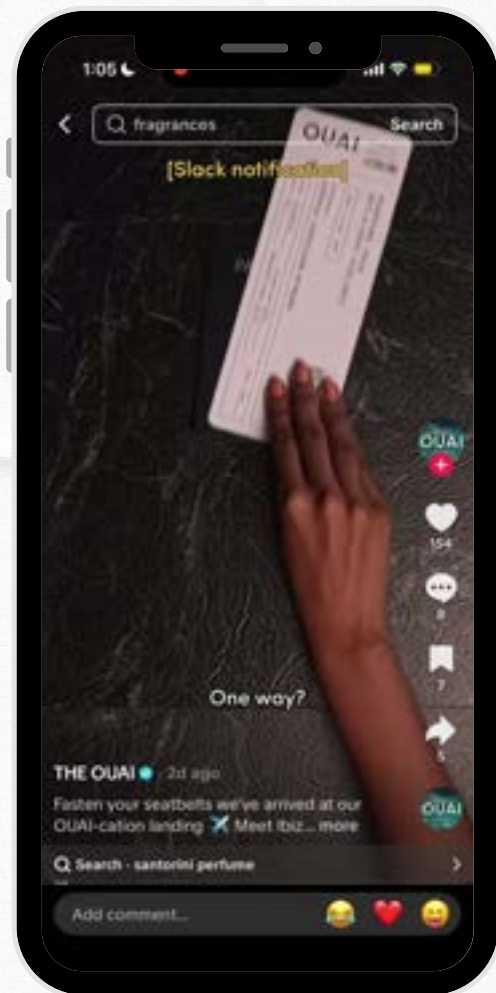


rhode's aesthetic blends clean, sleek minimalism with playful, food-inspired sensory storytelling that makes the brand feel indulgent instead of sterile. Through soft neutral tones, curated grids, natural elements, and the iconic "glaze" language, the brand maintains a consistently elevated look that feels intentional, modern, and culturally influential.

CLEVER USE OF HUMOR

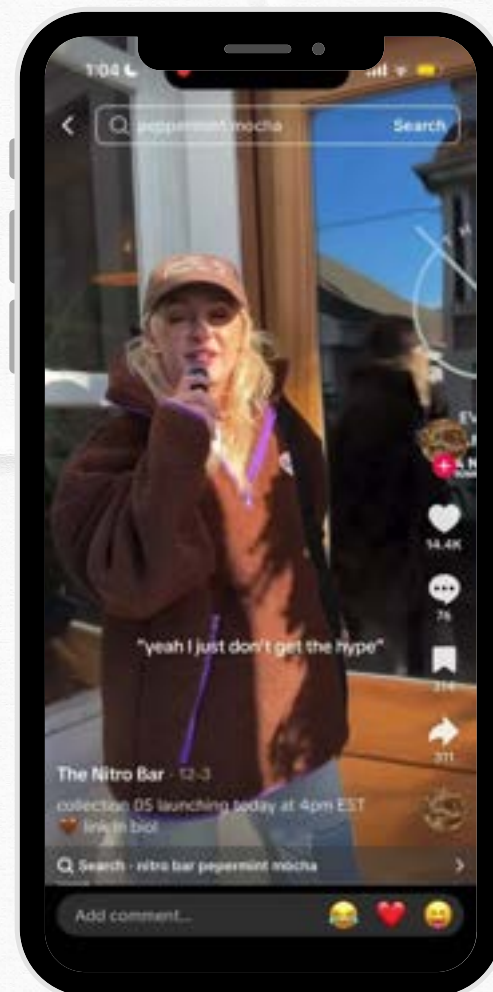
All three brands use humor as a strategic tool on social media, leaning into internet trends, self-awareness, and playful commentary to feel relatable instead of overly branded. By tapping into various trends and engaging directly with online discourse, each brand creates content that feels culturally fluent, entertaining, and easy for audiences to connect with.

Ouai



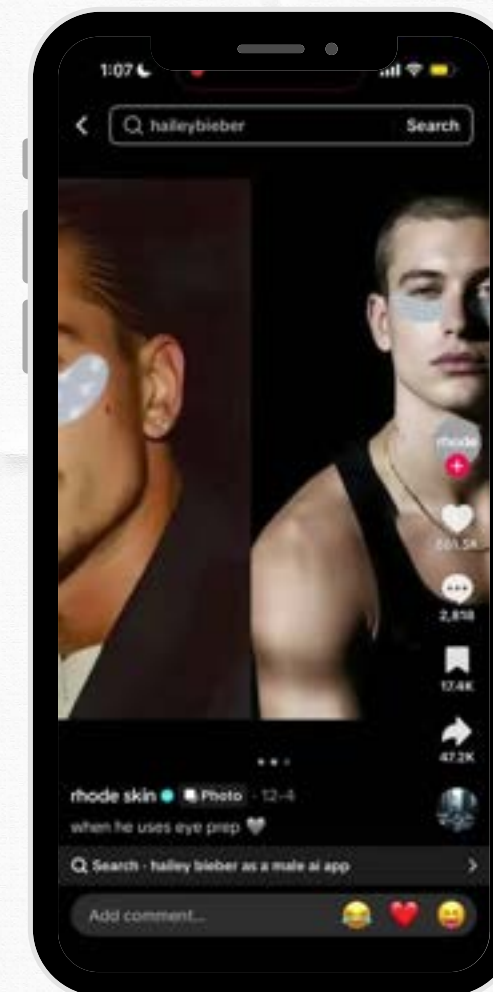
Ouai uses clever, self-aware humor by leaning into TikTok-style interviews, employee opinions, and funny consumer comments. By hopping on trending audios, poking fun at everyday moments (like boyfriends mispronouncing the name or exaggerated travel content), and laughing at themselves across platforms, the brand stays culturally relevant and truly entertaining.

THE NITRO BAR



The Nitro Bar uses dry and outspoken humor to turn everyday moments into content, often through interview-style videos that feel spontaneous and fun. By trying "weirdest orders," joking about hangover fixes, using trending audios, and not taking themselves too seriously, the brand isn't afraid to take creative risks and stand out on TikTok and Reels.

rhode



rhode uses subtle but relevant humor, leaning into trends without forcing them. By acknowledging and playing into viral online discourse, like the "Hailey Bieber as a guy" joke, the brand shows self-awareness and turns humor into shareable, culture-driving content.

THE

NITRO

BAR

Nutrition Facts

Serving Size:

% Daily Value*

*Diving
Deeper*

**NINE
LIVES**

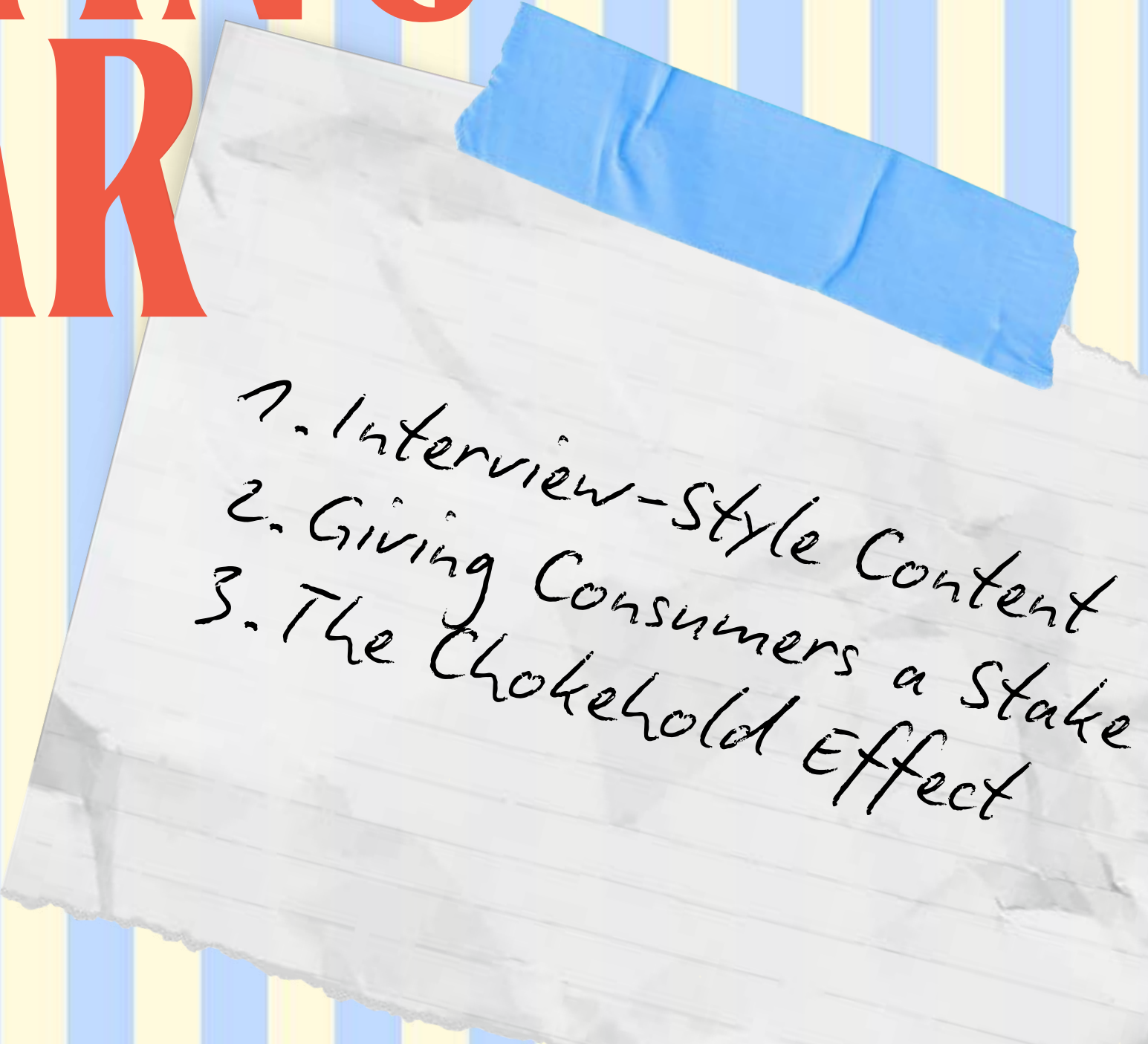
WHOLE BEAN COFFEE



NET WT. 12 OZ / 340 G

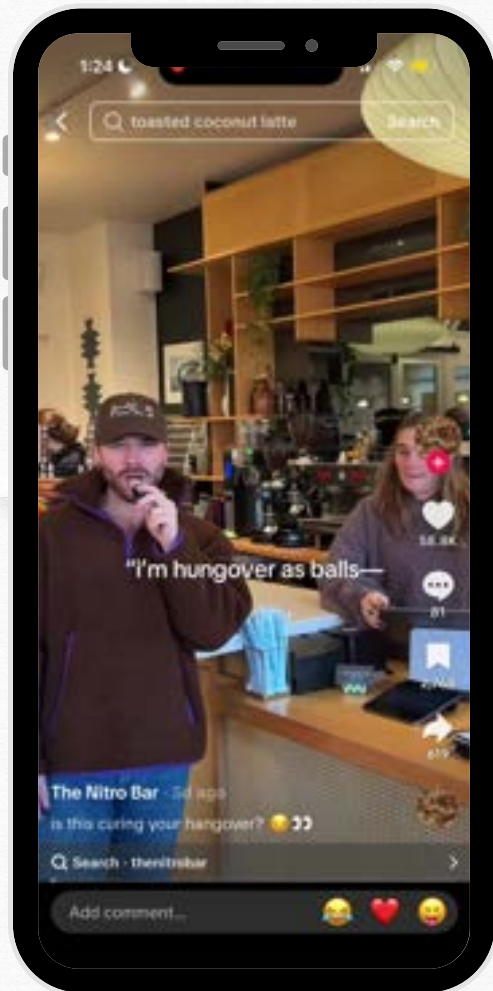


COMMON THEMES DIFFERENTIATING THE NITRO BAR

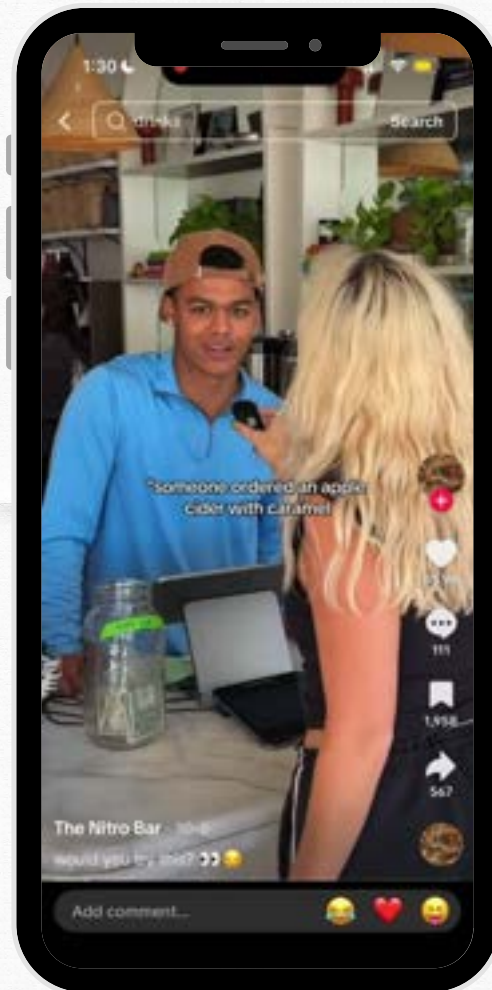
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1. Interview-Style Content
 2. Giving Consumers a Stake
 3. The Chokehold Effect

INTERVIEW-STYLE CONTENT

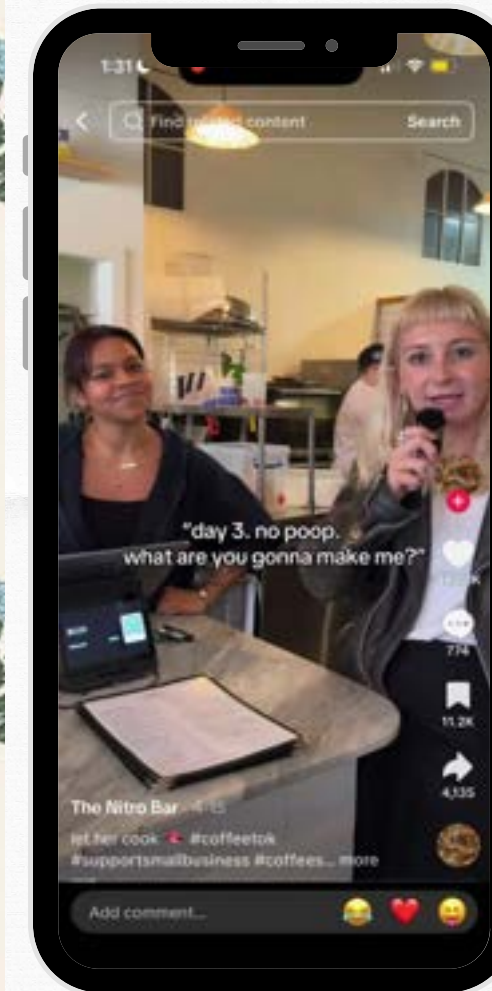
Interview-style content performs well on TikTok because it's familiar, repeatable, and driven by fresh personalities and prompts. The Nitro Bar has become known for this format, interviewing employees and customers about coffee takes, unusual orders, and hangover cures, often ending with a taste test. This approach showcases products in an authentic, entertaining way while building brand personality, community, and consistency on TikTok.



This TikTok immediately hooks The Nitro Bar's audience with the opening line, "I'm hungover as balls," as an employee is interviewed about the ultimate hangover cure. The barista explains her go-to drink, walks through how it's made, and the interviewer taste-tests it at the end, subtly promoting the new menu item through relatability.



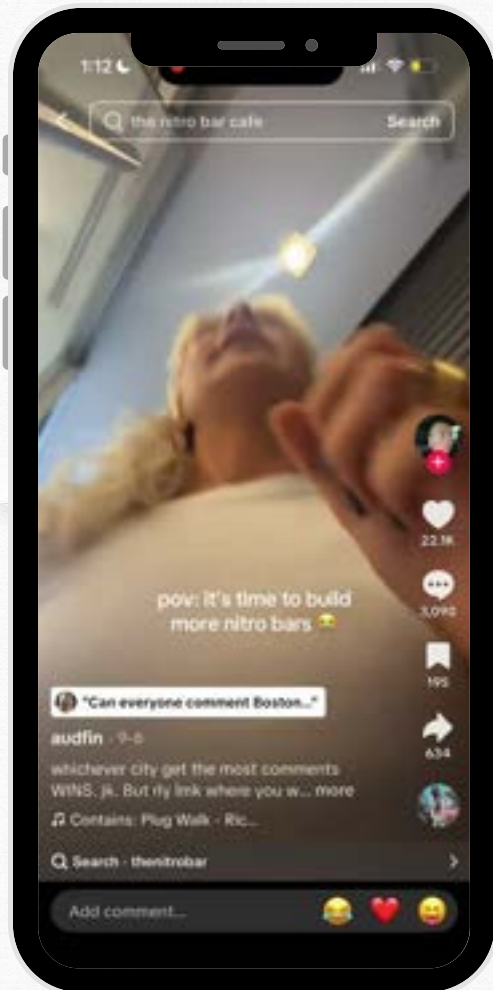
Another common interview question for The Nitro Bar's TikTok is "What's the weirdest drink order you've gotten recently?" The barista breaks down the unusual combination, makes the drink, and the interviewer taste-tests it, entertaining viewers through humor and curiosity, even without promoting a specific menu item.



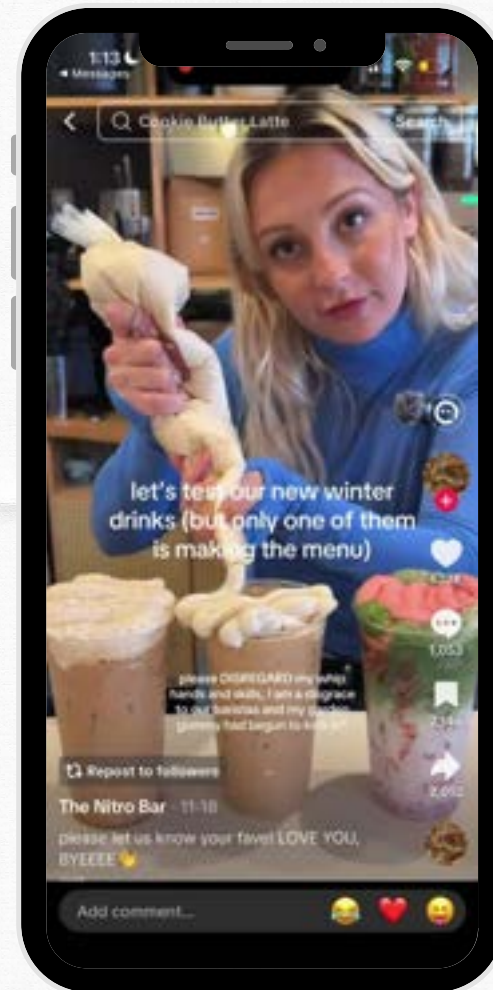
This interview series introduces another entertaining concept, asking baristas what drink would help someone poop. The familiar flow, choosing a drink, showing how it's made, and taste-testing it, keeps viewers engaged, while the blunt and silly topic immediately grabs attention and highlights The Nitro Bar's ingredients in a memorable way.

GIVING CONSUMERS A STAKE

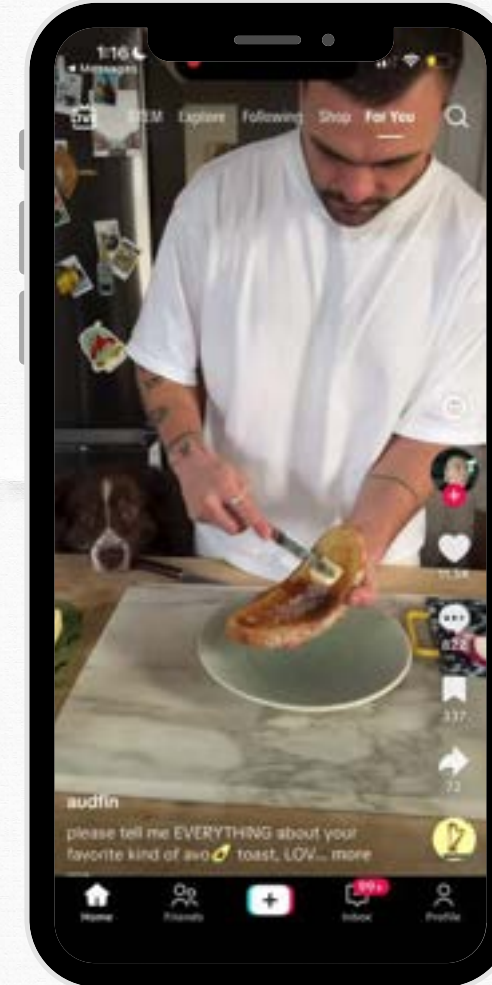
The Nitro Bar leans into community-driven content by inviting followers to weigh in on new menu items, flavors, seasonal offerings, and even future locations. By giving its audience a voice, the brand fosters inclusion and ownership, increasing engagement, repeat interactions, and loyalty while sustaining long-term social media growth.



This TikTok, posted by The Nitro Bar's founder Audrey, announced plans for expansion and invited viewers to comment where they'd like the next location to open. The prompt sparked major buzz, with followers flooding the comments asking for a location near them, making them feel included while driving strong engagement through participation.



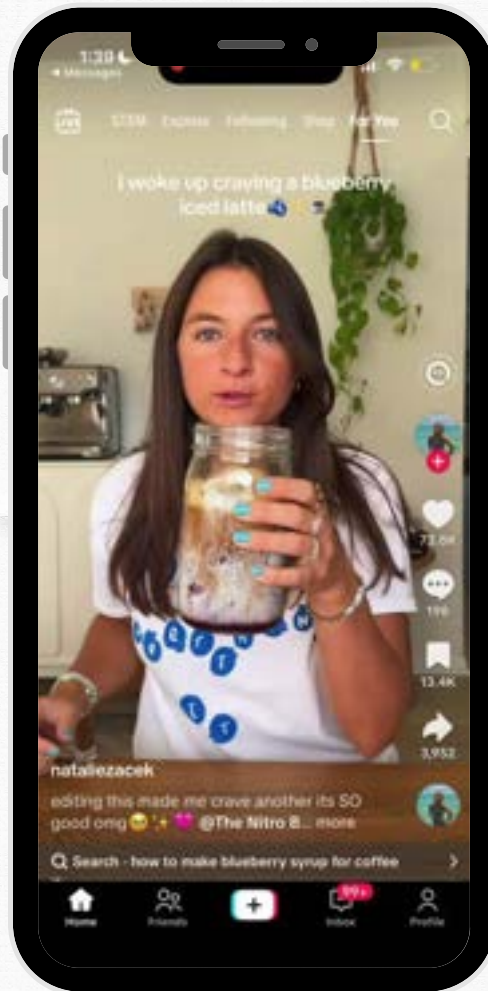
Many of The Nitro Bar's videos show how menu items are made, but this one adds a twist by revealing the creation of new seasonal flavors and letting the audience decide which one will make the final menu. By giving consumers an inside look at the creative process and a stake in the outcome, the video builds anticipation and drives strong engagement.



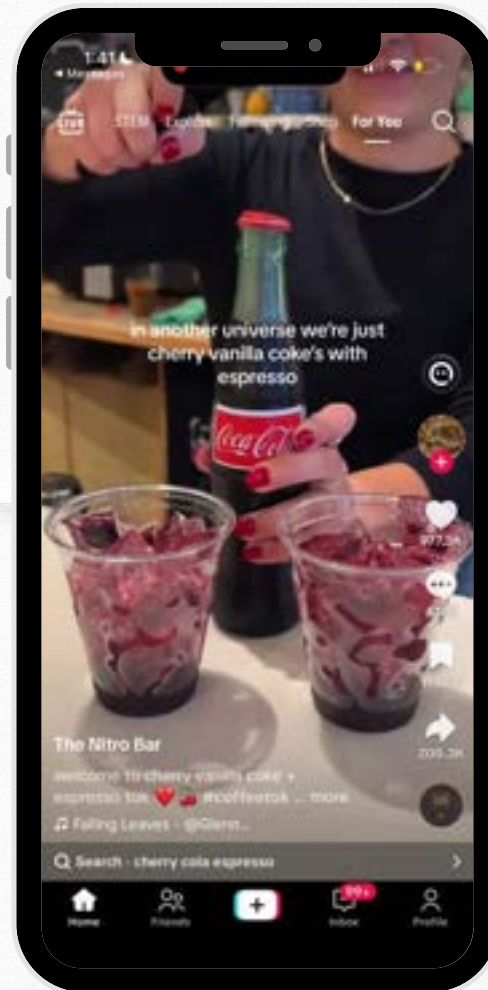
This video highlights the process of developing new food items, as Audrey experiments with an avocado toast recipe and asks viewers what makes the perfect version for them. By inviting feedback, she ensures the menu reflects what customers actually want while giving the audience a chance to feel heard and be involved.

THE CHOKEHOLD EFFECT

The Nitro Bar creates viral TikTok moments by highlighting unique flavors and leaning into a cool, self-aware brand voice. From trending homemade syrups to online debates about whether the brand is “overrated,” digital buzz fuels curiosity and inspires real-world visits. This constant conversation keeps The Nitro Bar at the top of consumers’ minds and reinforces its status as a must-try destination both on social media and in real life.



This TikTok features a popular influencer recreating The Nitro Bar’s viral blueberry latte at home after admitting she doesn’t live near a location, even making the iconic blueberry syrup herself. By sharing the tutorial, she organically promotes the brand for free while reinforcing a growing coffee community and amplifying demand and curiosity to try the real thing.



This TikTok spotlights a highly unusual drink, a cherry vanilla Coke with espresso, that instantly grabs attention because it’s not something you’d expect to see at a coffee shop. The shocking combination prompts viewers to try it themselves and share their opinions, turning the drink into a viral moment and further fueling conversation, experimentation, and reach across TikTok.



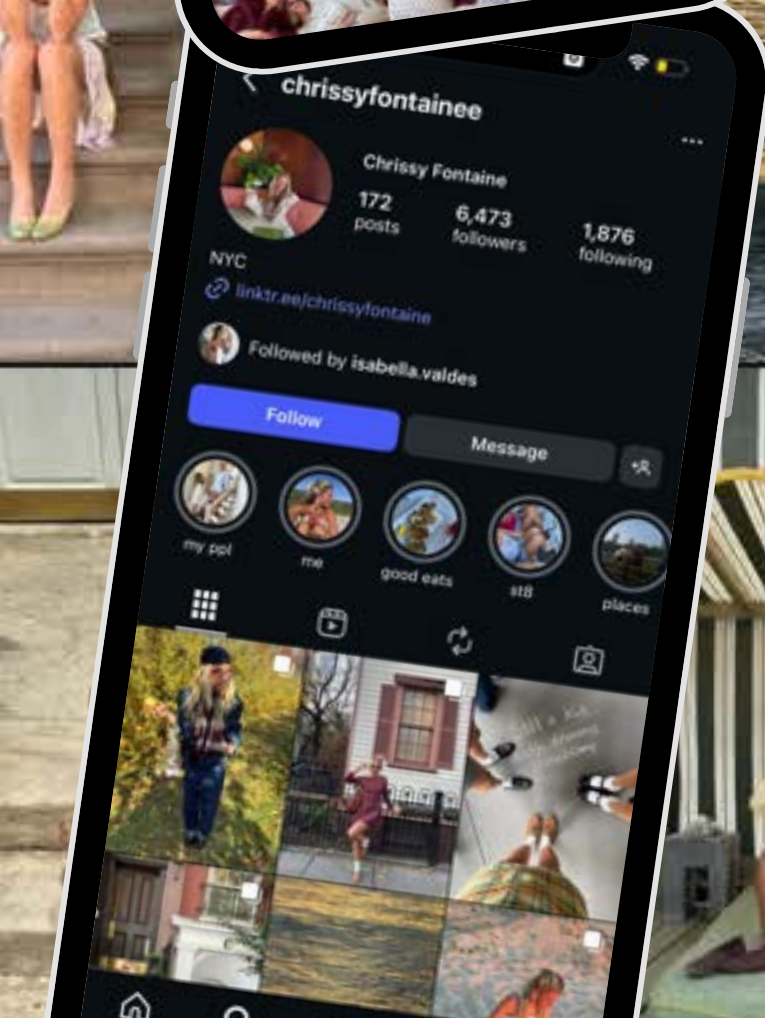
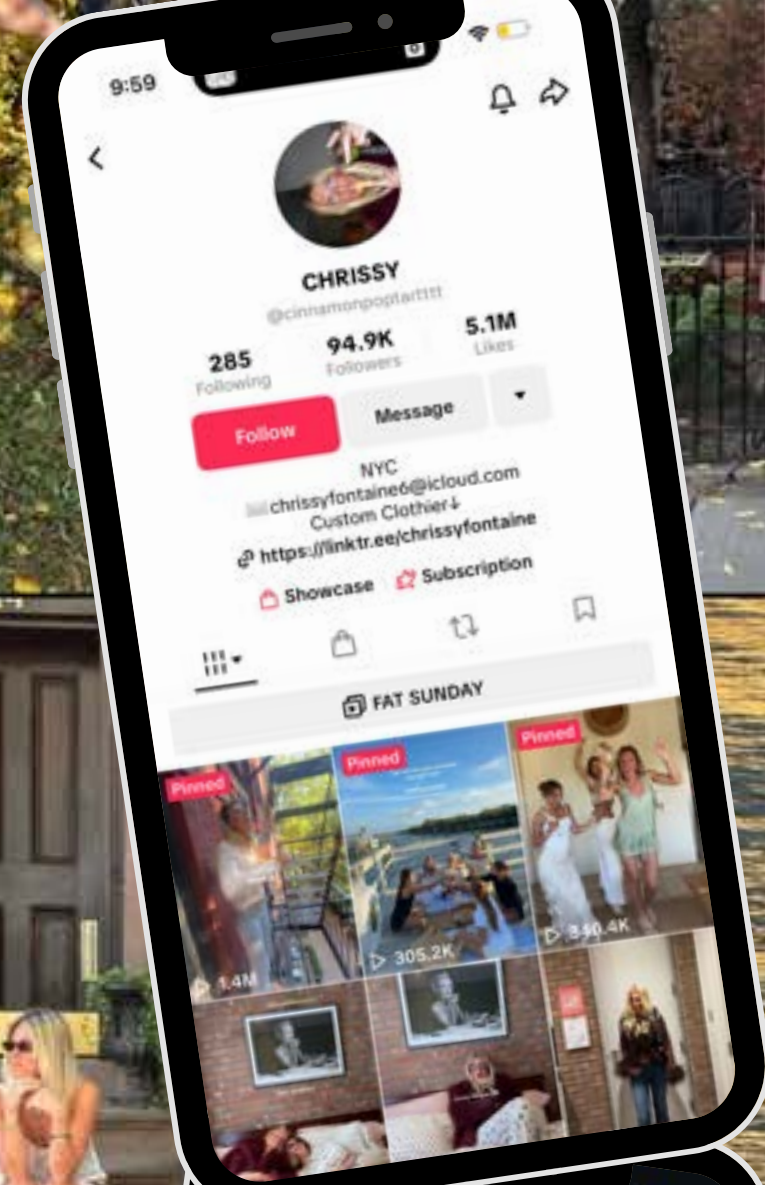
This TikTok features two girls joking that they should go to The Nitro Bar, despite living in Tennessee. They end up flying to Rhode Island anyway, just to try the viral coffee. The video highlights the brand’s cult-like appeal, showing how online hype translates into real-life action and turning the experience itself into a viral moment that further fuels curiosity.



INFLUENCER PARTNERSHIP

*Maya Cain & Chrissy Fontaine
FAT SUNDAY*

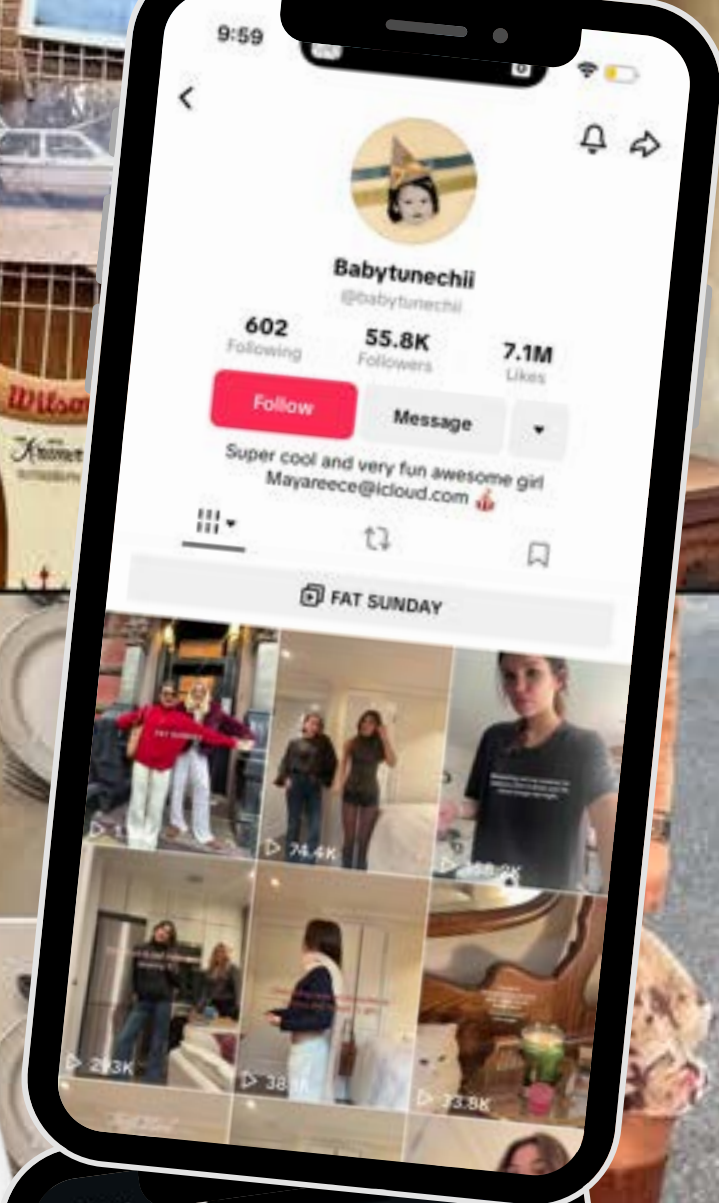
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1. Meet Maya Cain & Chrissy Fontaine
 2. What is Fat Sunday?
 3. A Partnership That Just Makes Sense
 4. Engagement & Content Evolution



MEET MAYA CAIN & CHRISSEY FONTAINE

Maya and Chrissy are best friends and NYC-based micro-grad era. Across their platforms, they create lifestyle, fashion, and travel content while sharing the realities of entering the corporate world, an experience that strongly resonates with their peers.

They began gaining major traction through their "Fat Sundays" series, where they vlog their Sundays together each week. What began as a casual ritual turned into a fan-favorite series, pulling people in with its humor, consistency, and super relatable best-friend energy.



WHAT IS FAT SUNDAY?

Fat Sunday is a TikTok series Chrissy and Maya launched in mid-September, shared across both of their accounts.

Every Sunday, they vlog their NYC adventures with friends, walking the city, trying as much food as possible, and turning unconventional looks, PJ sets, fur coats, eye patches included, into part of the vibe. The series captures true girlhood and post-grad-in-your-20s energy, creating an "anti-clean girl" Sunday ritual that's racked up millions of views and sparked strong audience excitement from followers who want to be part of the experience.



A PARTNERSHIP THAT JUST MAKES SENSE

Chrissy and Maya are a strong fit for The Nitro Bar through their Fat Sunday series because both celebrate not taking life too seriously and rejecting overly curated, unattainable ideals. While much of social media pushes the “clean-girl” aesthetic and having everything figured out, Fat Sunday embraces exploration, spontaneity, and actually enjoying your 20s, values that closely align with The Nitro Bar’s self-aware, offbeat brand personality. Both brands thrive on authenticity, humor, and going against the grain, creating content that feels real.

This partnership has the potential to redefine Sunday rituals in a way that feels genuine and culturally relevant, while reinforcing The Nitro Bar’s local, less-mainstream appeal, especially as the brand expands into the NYC market.



ENGAGEMENT ANALYSIS

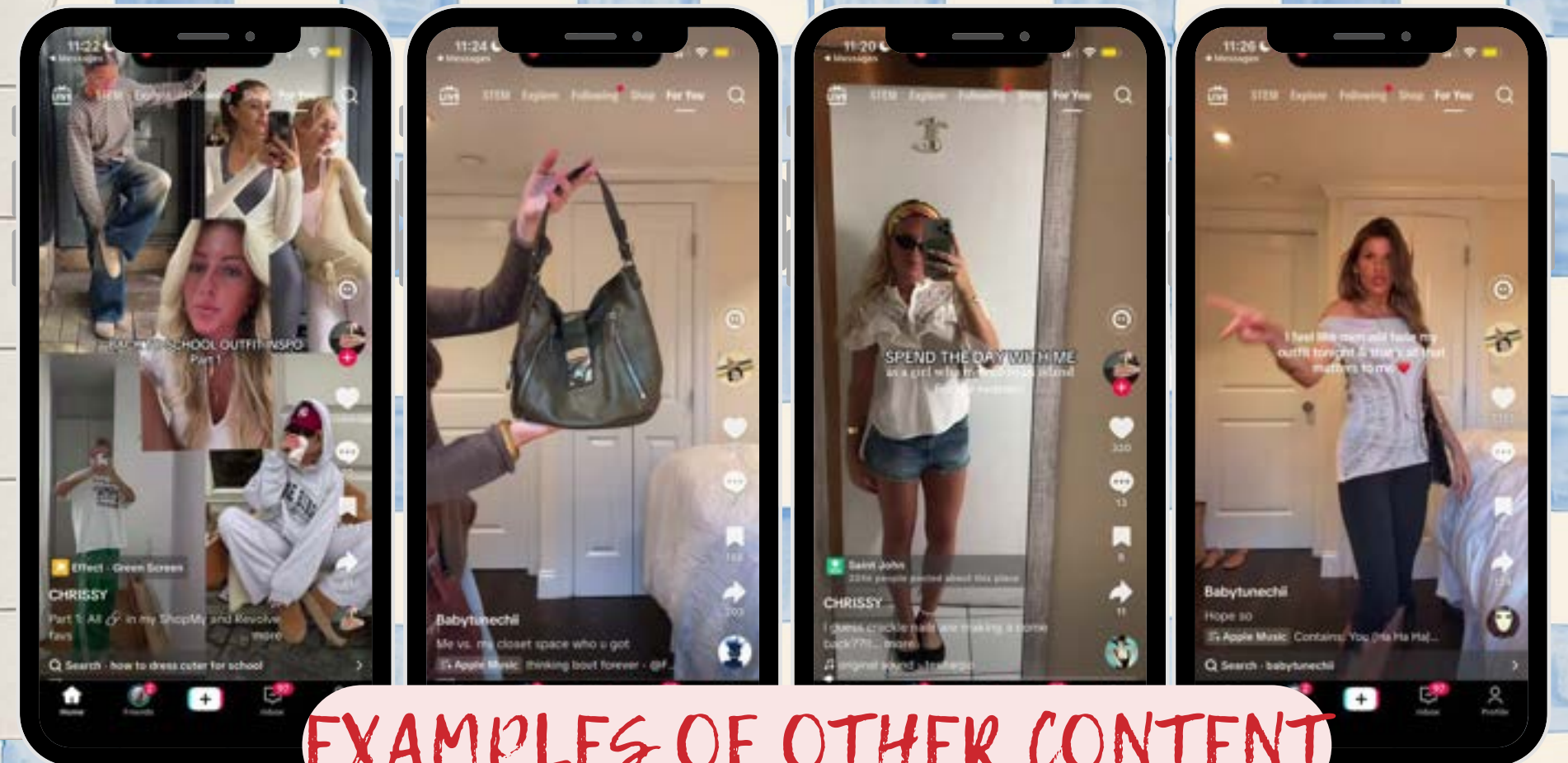
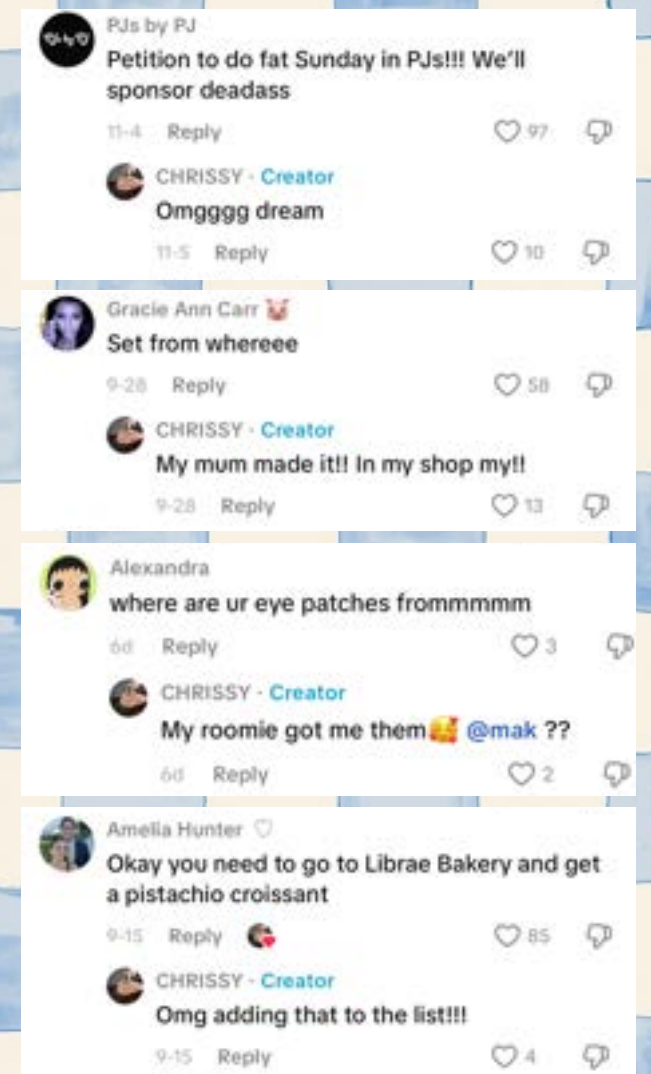
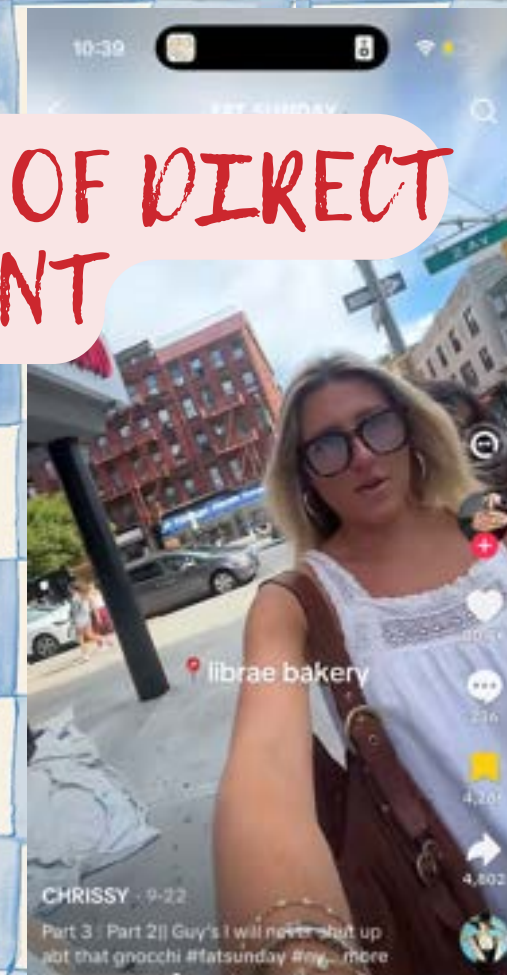
The Fat Sunday series consistently receives strong, positive engagement, with comments praising the concept as a favorite weekly ritual viewers look forward to. Audiences are drawn to Chrissy and Maya's energy and friendship, expressing a desire to be part of the experience, whether that means recreating their own Fat Sundays, asking for food recommendations, or engaging with their fashion and style. Many followers comment on wanting to join the friend group or simply hang out with them, highlighting how aspirational yet approachable the series feels. The impact has gone beyond their own accounts, inspiring others to document their own Sunday food adventures and sparking broader TikTok conversation around the series, its vibe, and the culture it's created.

CONTENT EVOLUTION

Fat Sunday began as a casual video, but quickly evolved into a weekly ritual after the first post gained traction. What set Chrissy and Maya apart was their ability to turn a simple concept into an anticipated series, with viewers actively engaging through comments, recommendations, and requests to be part of the experience. They've leaned into this feedback, incorporating audience suggestions into future episodes and building a strong sense of community.

Before Fat Sunday, their content focused on lifestyle and fashion trends. As the series grew, so did their platforms, elevating them into micro-influencer status while staying true to their original vibe. Today, they balance the series with their individual interests: Maya's thrifty fashion and funny trending content, and Chrissy's fashion guidance, travel, and day-in-the-life content, using the growth of Fat Sunday to showcase more personality and confidence online.

EXAMPLES OF DIRECT ENGAGEMENT



EXAMPLES OF OTHER CONTENT

CREATIVE PITCH

This creative pitch explores how The Nitro Bar can partner with Chrissy and Maya's Fat Sunday series to become a natural part of an existing Sunday ritual with strong cultural momentum. Through limited menu drops, interview-style content, and integrating The Nitro Bar into the NYC conversation, this collaboration blends both brands' shared energy, authenticity, and sense of community without feeling forced. Each idea is designed to drive engagement, foot traffic, and discussion, reinforcing The Nitro Bar as more than a coffee shop, but a lifestyle people want to be part of.

April 21, 1973

Price 50 cents

FAT SUNDAY NITRO BAR MENU

Chrissy and Maya collaborate with The Nitro Bar to create a limited, Sunday-only “Fat Sunday” menu that embodies indulgence, spontaneity, and fun. The menu leans into playful, slightly chaotic flavor combinations that feel earned within Fat Sunday culture. Items rotate seasonally or monthly to keep anticipation high.

Content Execution:

- Pre-launch vlogs and polls teasing the menu and letting followers vote on flavor directions
- Taste-tests with Chrissy, Maya, and the Nitro Bar team, with tutorials on how to make the drinks
- Collaboration launch Fat Sunday vlog centered on ordering and trying the menu
- Tie the drop to the Nitro Bar NYC grand opening, inviting NYC locals to experience Fat Sunday IRL

Why It Works:

- Creates a ritual-driven reason to visit on Sundays
- Drives FOMO through exclusivity and limited availability
- Gives The Nitro Bar room to test unique, NYC-inspired flavors, giving NYC something its other locations don't have
- Positions the brand as a cultural destination and experience, not just a coffee shop

FAT SUNDAY INTERVIEW TAKEOVER

Chrissy and Maya take over The Nitro Bar's signature interview format, acting as guest hosts who interview baristas and customers, specifically on Fat Sunday. Their humor and curiosity add a fresh dynamic while preserving the casual, unfiltered tone that already performs well for the brand.

Content Execution:

- "What's your go-to Fat Sunday order?"
- "What drink matches your Sunday vibe?"
- "It's Fat Sunday, what drink would you make me?"
- Follow The Nitro Bar's typical format, the barista makes the drinks, taste tests led by Chrissy and Maya, with reactions

Why It Works:

- Refreshes a proven content format without reinventing it
- Seamlessly integrates influencer personalities into existing brand strategy
- Expands reach while keeping content consistent with Nitro Bar's identity
- Strengthens relatability through humor, honesty, and real reactions

May 14, 1984

Price \$1.50

STARTING THE FAT SUNDAY RITUAL WITH THE NITRO BAR

The Nitro Bar becomes an organic part of the Fat Sunday routine, either as the first stop of the day or as part of the pre-Fat Sunday ritual at home. Whether Chrissy and Maya are brewing Nitro Bar beans before heading out or grabbing coffee in-store before walking the city, the brand is positioned as a habitual, not promotional, presence.

Content Execution:

- Morning “getting ready for Fat Sunday” videos featuring Nitro Bar coffee
- In-store vlogs kicking off the Sunday adventure
- Share the at-home brewing process, paired with outfit planning and getting ready for the day
- Natural product mentions are woven into the ritual
- Bring The Nitro Bar founder, Audrey, along on the Fat Sunday tour

Why It Works:

- Embeds the brand into a lifestyle, increasing emotional attachment
- Encourages both café visits and at-home consumption
- Positions The Nitro Bar as the coffee associated with Sundays, and the Fat Sunday series
- Feels authentic and repeatable, not one-off sponsored content

CONCLUSION

This project highlights how rhode, OUA!, and The Nitro Bar succeed on social media through shared strategies like founder storytelling, lifestyle content, product education, consistent aesthetics, and clever humor. What sets The Nitro Bar apart is its ability to go further, using interview-style content, inviting consumers into brand decisions, and creating viral “chokehold” moments that drive demand. Building on these strengths, the Fat Sunday partnership with Chrissy and Maya extends The Nitro Bar’s most effective tactics into an existing ritual, allowing the brand to reinforce its position as a lifestyle brand people want to be part of.

Thank you for the opportunity to complete this project and explore the Resident Post Creative Strategist role at VaynerMedia. I appreciate the chance to be considered for the residency and to bring my passion for social media, cultural insight, and creative strategy to the team. I hope you enjoyed my project, it was a pleasure to work on! I hope to hear from you soon.

THANK YOU!

- AW