

THE RITUAL OF REAL

Creative Concept

This campaign centers on Urban Sophistication, positioning Al Capone Leaf Wraps as a premium tool for the discerning 21+ consumer who values authenticity over trends.

Design Strategy

- **High-Contrast Palette:** Utilized a “Gold on Charcoal” color story to immediately signal premium status.
- **Confident Typography:** Paired clean, modern sans-serifs with the heritage Al Capone script.
- **Tactile Imagery:** Focused on high-definition leaf textures and “hero” product shots.

Target Audience (21+)

- **The Modern Traditionalist:** Independent “self-starters” who appreciate the manual craft of rolling.
- **Quality Seekers:** Consumers looking for a consistent, premium alternative to synthetic products.

Al
Capone

DIGITAL ASSET: WEBSITE HERO BANNER



- **Visual Hierarchy:** Hero Product Trio showcases the full flavor lineup (Original, Cognac, Rum).
- **Action-Oriented CTA:** Positioned to lead the eye from the brand promise to conversion.
- **Brand Voice:** Headline emphasizes “Natural Leaf” and “Slow Burn” benefits.

RETAIL ASSET: WINDOW DECAL



- **Impact:** 24" x 36" format optimized for street-level visibility and "stop-power."
- **Clarity:** Bold "Available Here" messaging for quick consumer decision-making.
- **Compliance:** Integrated mandatory Surgeon General Warning for market-readiness.