

Andor S. Mate

ADC-2511-OL Do What NY Creatives Do. Build an Ad Portfolio at SVA

Professor Neil Raphan, Professor Rich Pels

10/23/2025

TIPSY SCOOP: LIQUOR INFUSED RESEARCH

-RESEARCH:

Tipsy Scoop traces its origins to founder Achille, who began his ice cream journey in Glasgow, Scotland. Starting with a modest ice cream cart, he slowly developed a loyal following that allowed him to open a small shop. As the business grew, he welcomed family members into the operation, gradually establishing a multigenerational enterprise built on craft and community.

Years later, the brand's evolution took a creative turn in New York City, where the current owner began experimenting with alcohol-infused ice cream. This innovative approach blended traditional dessert craftsmanship with cocktail-inspired flavor profiles, transforming ice cream into a playful, indulgent treat. Today, Tipsy Scoop is recognized for its unique boozy creations that attract customers seeking novelty, celebration, and deliciousness.

-DESIGN CONCEPT:

The design direction highlights the playful fusion of ice cream culture and social nightlife, while also emphasizing that the brand appeals to a broad audience. Imagery will showcase dynamic scenarios of people enjoying the product in fun, lively settings—at a stylish

bar, at home gatherings, or at a carnival filled with lights and movement. These visuals will communicate that Topsy Scoop can be enjoyed in both casual and festive environments.

Key visual themes include:

- People savoring ice cream cocktails at a bar
- Ice cream paired with alcohol in spirited, fun compositions
- Carnival scenes where dessert and excitement come together
- Family-friendly environments featuring non-alcoholic options for younger audiences

Typography will feature a friendly, playful tone—using a slab serif font such as **BioRhyme**—to strike a balance between modern fun and nostalgic charm. The project will include two illustration-based designs created in Adobe Illustrator, along with several photo-driven layouts paired with concise taglines that reinforce the brand’s messaging.

Overall, this design concept aims to highlight Topsy Scoop as a fun, celebratory experience—one that blends the magic of ice cream with the excitement of nightlife, offering indulgence for adults while still remaining welcoming to children through non-alcoholic varieties.

-IDEAS/PROMPTS:

One idea is a bottle of beer and ice cream walking drunkly.

People at a bar having ice cream.

A beer bottle with an ice cream scope on it.

People at carnival having ice cream and alcohol.

A root beer float with a bunch of alcohol

A trophy with ice cream and beer on top of it.

-TAGLINES:

Where Happy Hour Meets Ice Cream.

Scoop Up the Spirit. Booze You Can Spoon.

Chill. Sip. Indulge.

Ice Cream with a Twist.

Dessert Just Got Tippy.

Frozen Treats for Grown-Ups.

Sundaes for the 21+ Crowd.

Spirits Served by the Scoop.

Taste the Buzz.

-Work Cited:

Tipsy Scoop

<https://tipsyscoop.com/>

Where Happy Hour Meets Ice Cream.



TIPSY SCOOP



Spirits Served by the Scoop.



**Scoop Up the Spirit.
Booze You Can Spoon.**



Ice Cream with a Twist.



**Dessert Just
Got Tippy.**





**Chill.
Sip.
Indulge.**