



# WHAT IS SICK BOI?



Sick Boi is an affordable online streetwear t-shirt brand that aims to spread awareness of social/political issues through the medium of comedic graphics

"FATBERG"  
UP AHEAD!!

## USPS

- VALUE FOR MONEY
- HYPE SYSTEM
- ONE OF A KIND GRAPHICS
- UNDOUBTEDLY FUNNY

## ESPS

- POSITIVE MESSAGE
- MOBILE POP-UP
- BRITISH
- REFRESHING

# PRICING



£38 £50

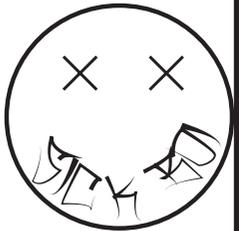
LAZY OAF

£35 £40

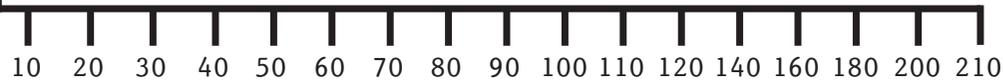


BOWL CUT

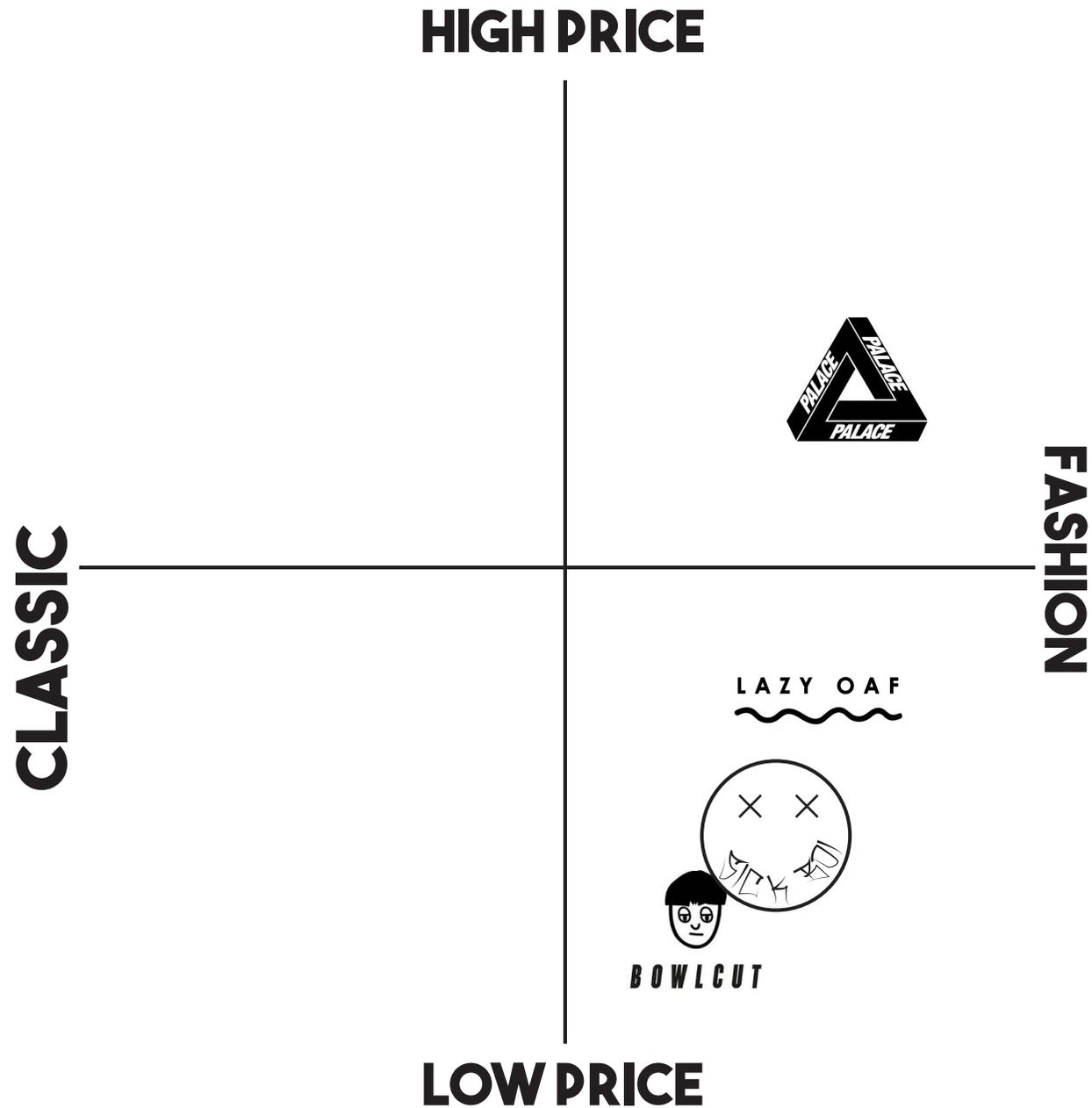
£20 £30



£30



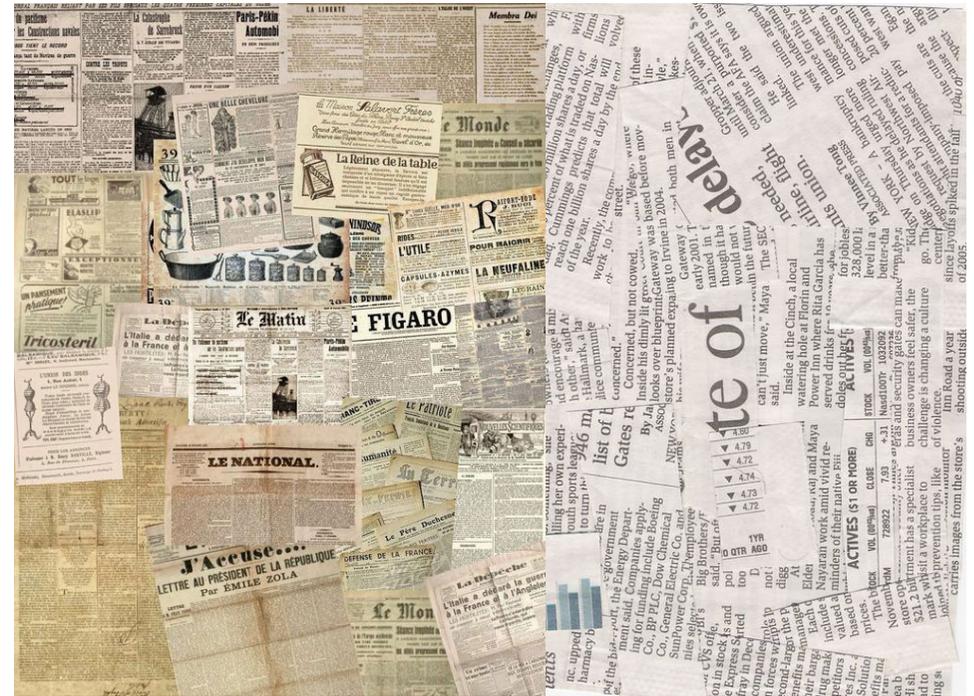
# PRICE STYLE MATRIX



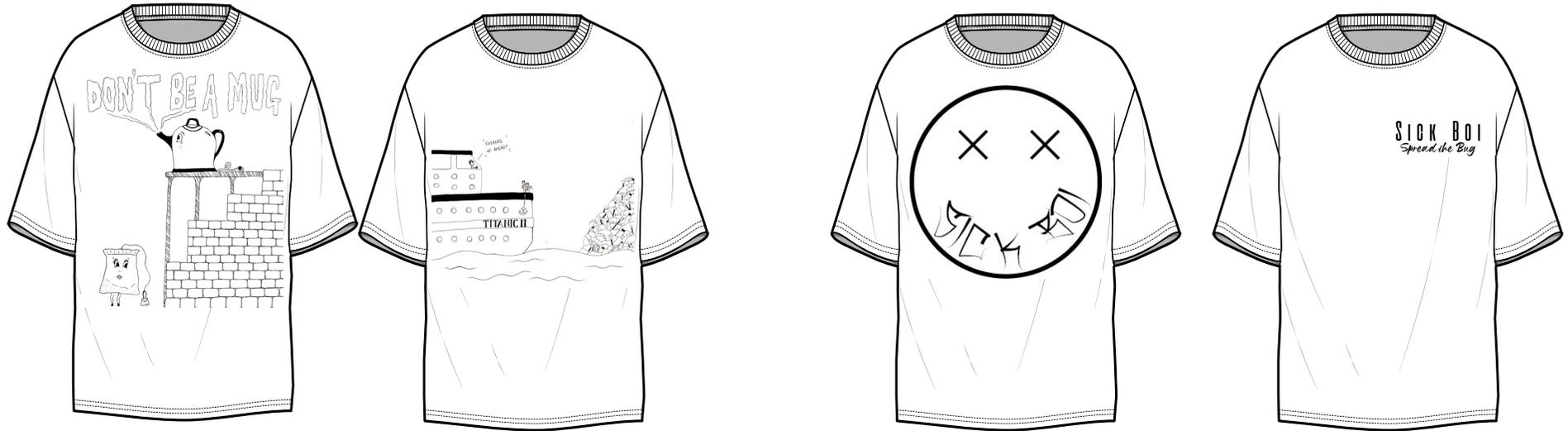
# BRANDING



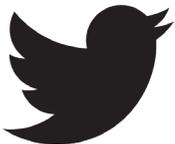
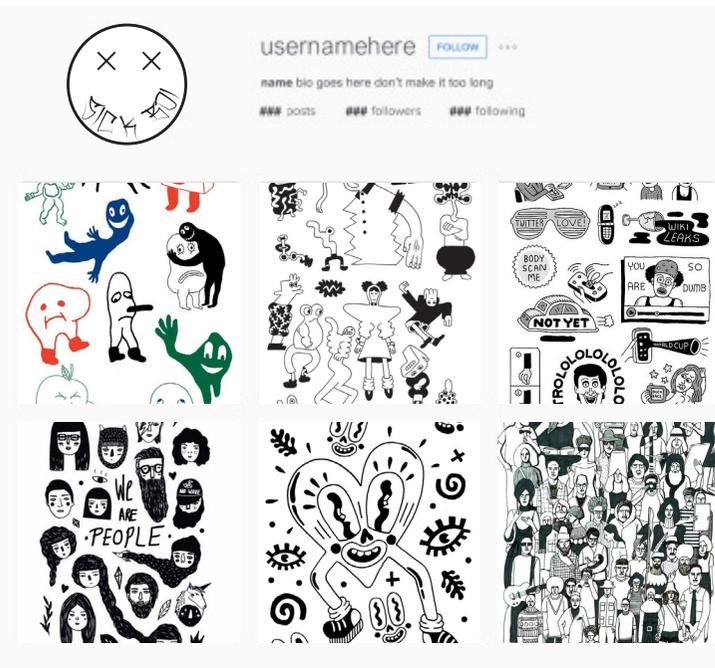
TRADITIONAL  
FISH & CHIPS



# PRODUCT



# PROMOTION

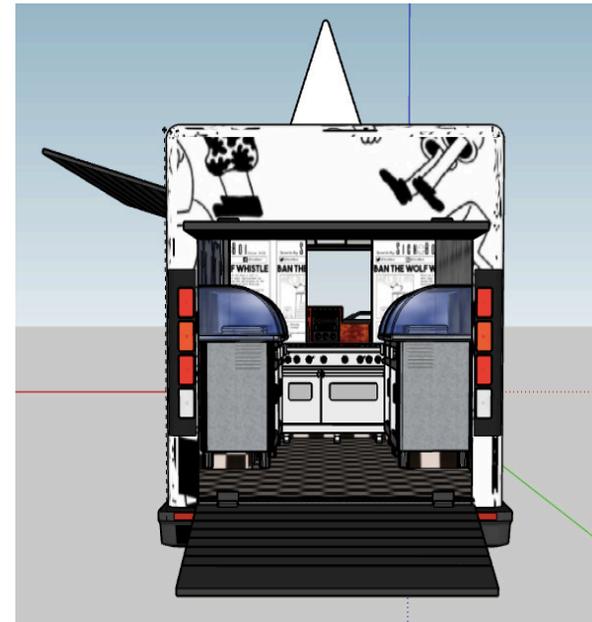


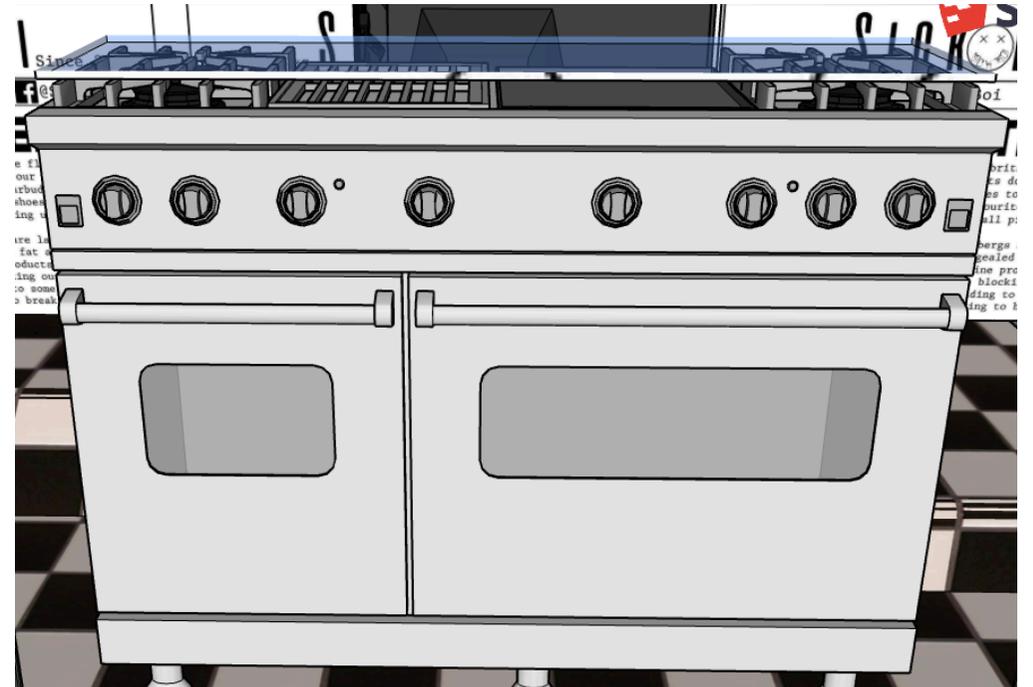
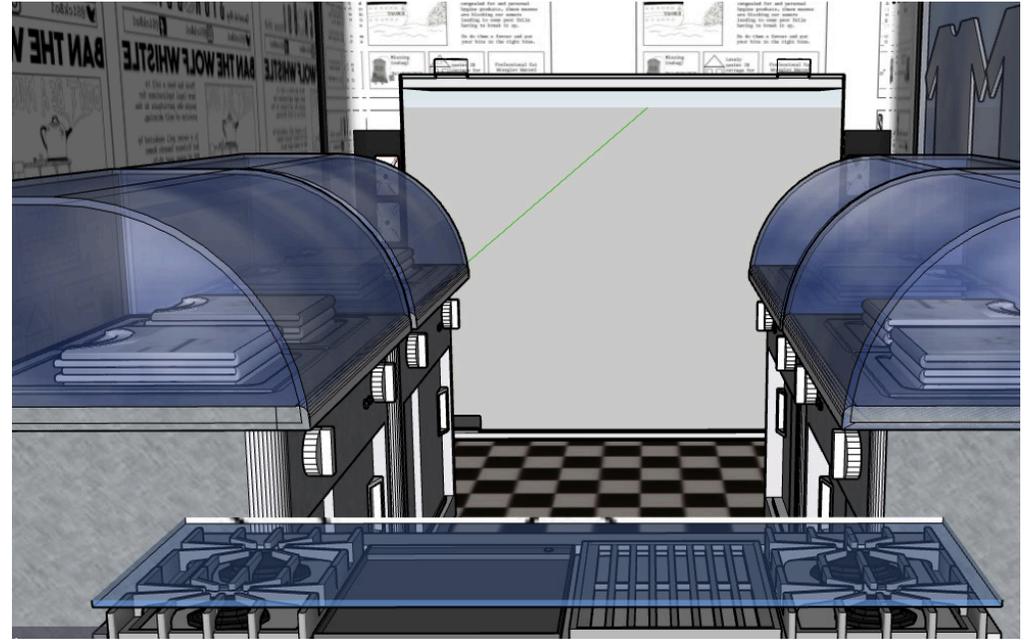
“Brexit Mayhem” 50%

“On-the-run Mum whereabouts now” 15%

“Taxi driver blinded by one punch attack” 35%

# THE POP UP

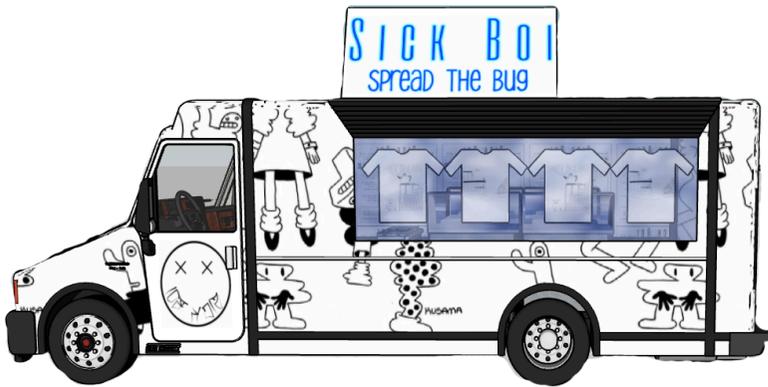




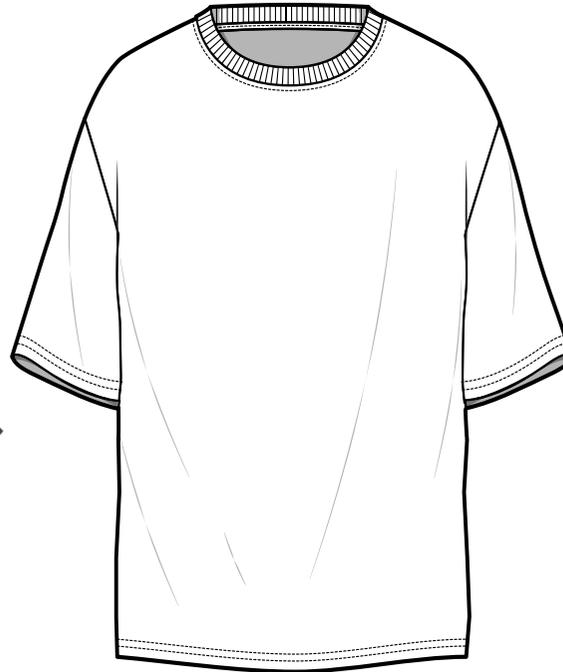


# £20,000 STARTING BUDGET

**%60**

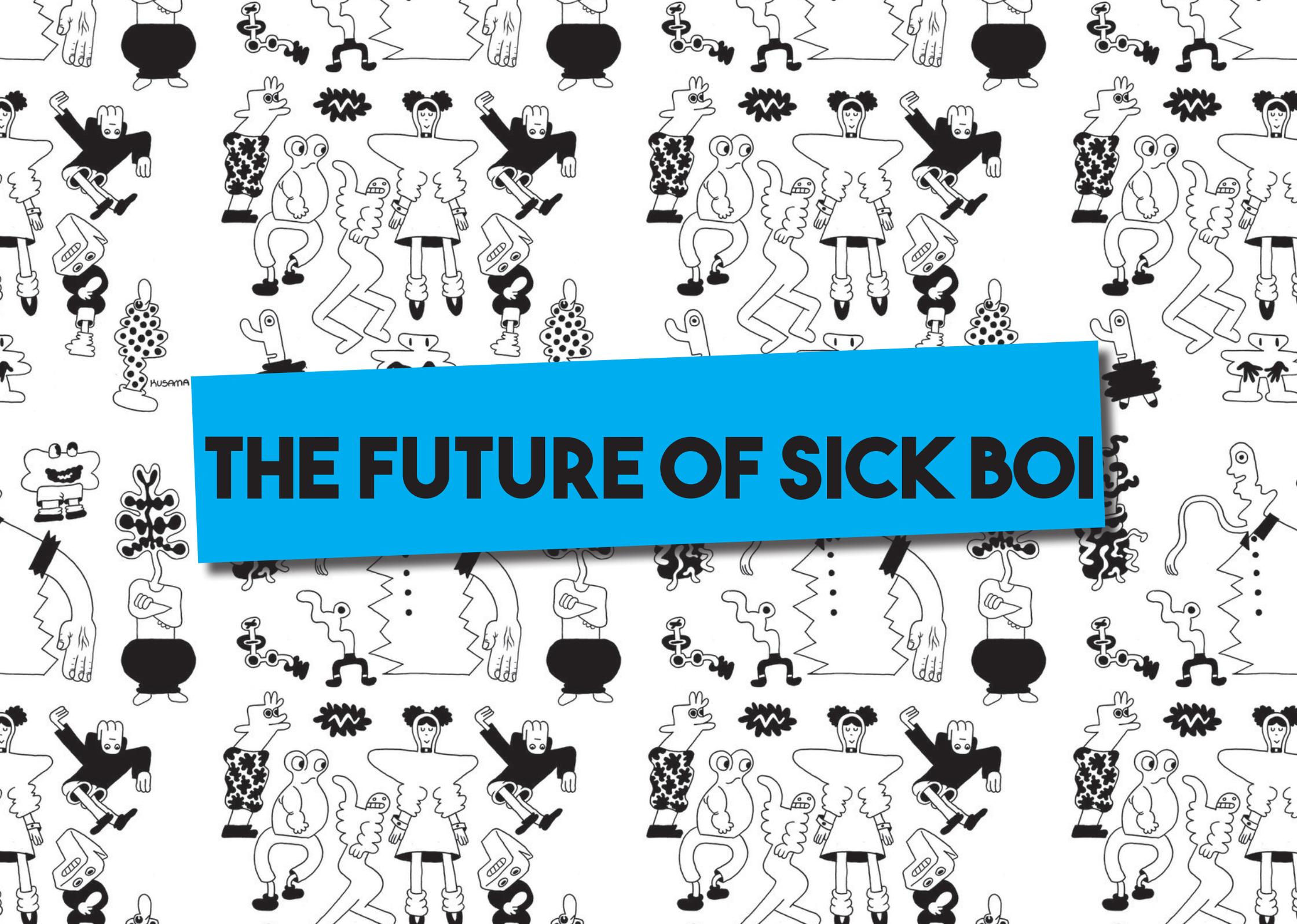


**%20**

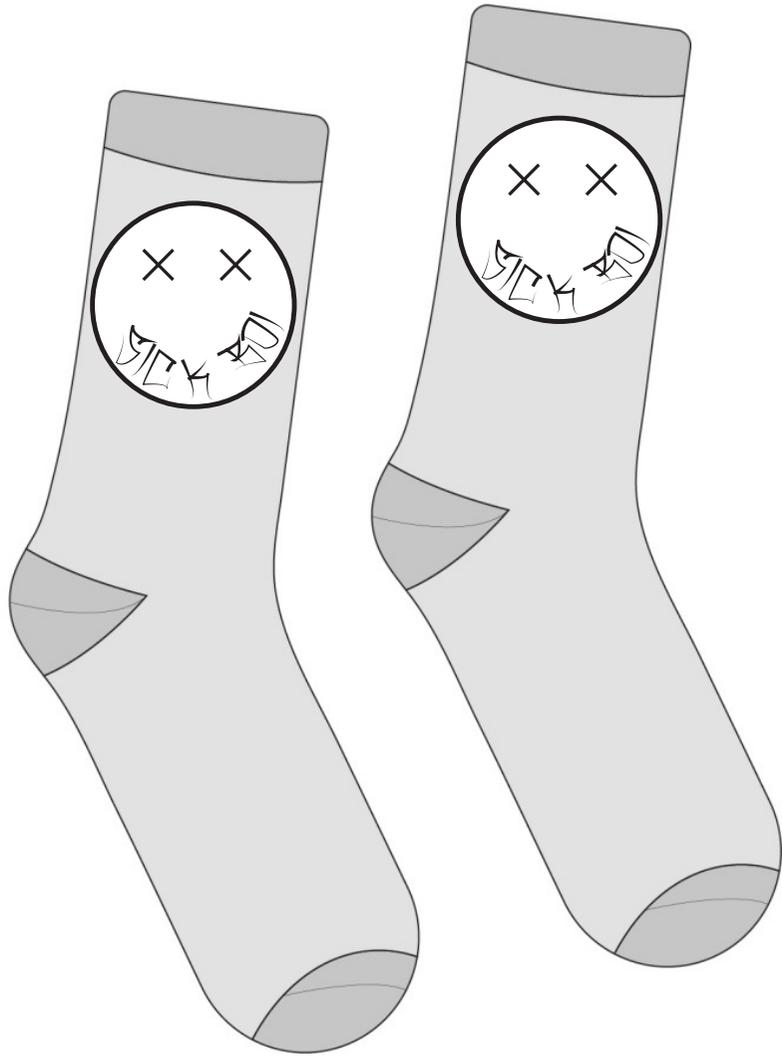


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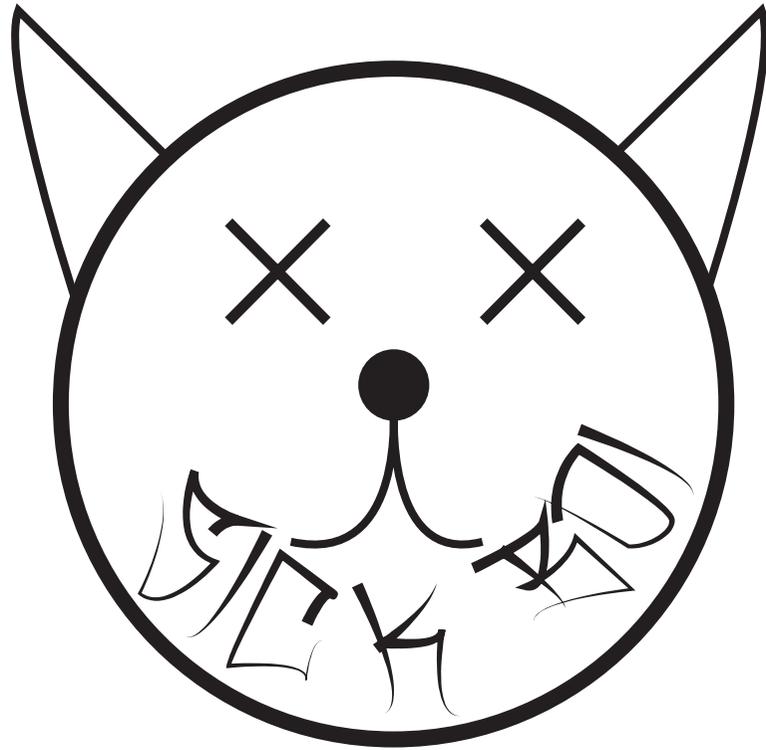
**THE FUTURE OF SICK BOI**

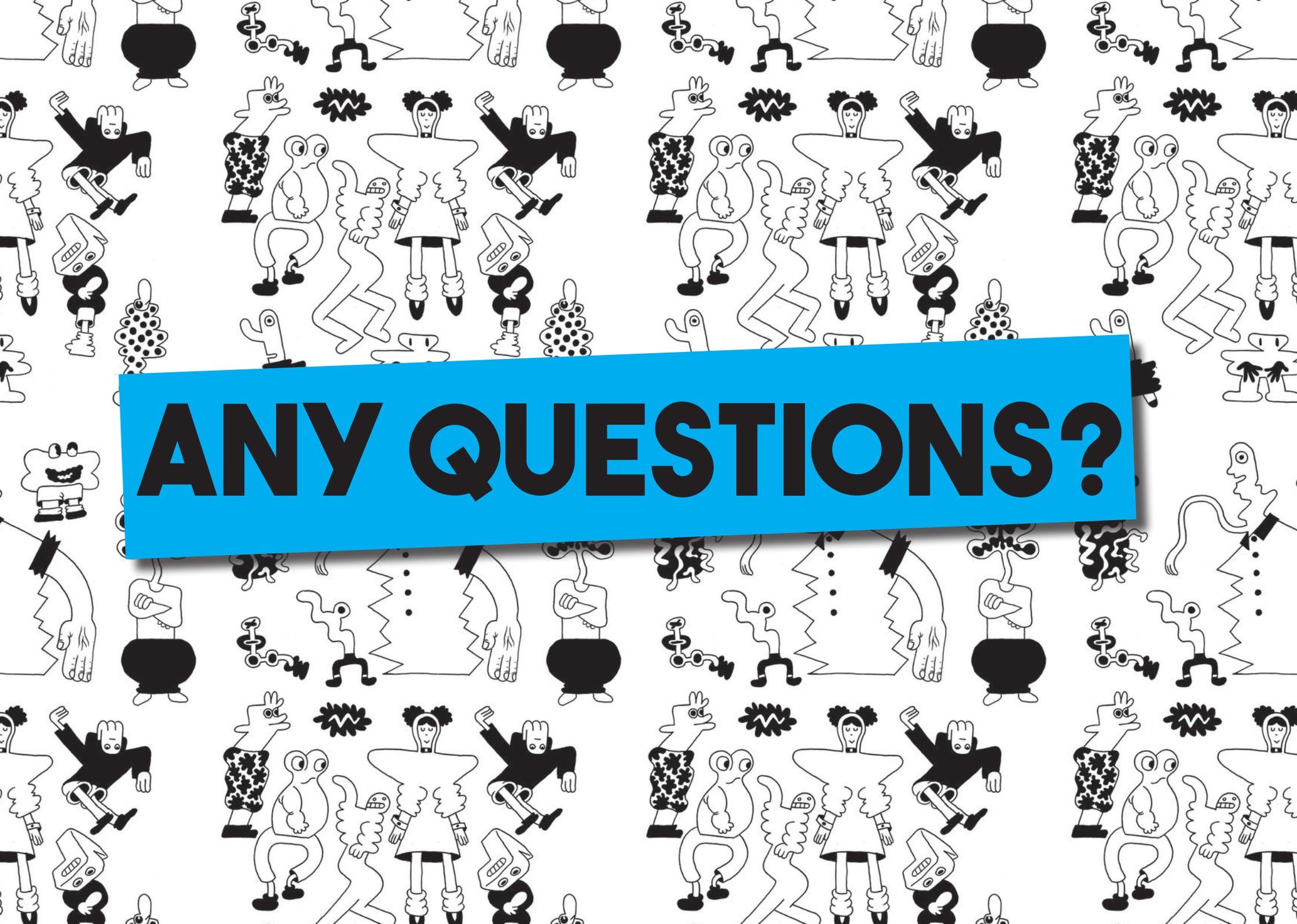


SOCK BOI  
*Spread those toes*

GOOD BOI

*Spread those woofs*





**ANY QUESTIONS?**