

GAME ON: MATCHMAKING OF STRANGERS

**ADVERTISING STUDIO I: CREATIVE STRATEGIES
PROF. REGINALD HARRISON**

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Animal Crossing: New Horizons

**Digital
Escape**

18-35 y/o
target audience

**Founded
2001**
by Nintendo

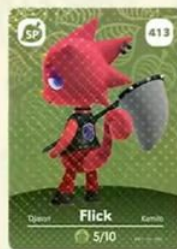
**Real-Time
Clock**

35M+
copies sold



“Escape to your
island getaway”

The Villagers





Erik

I bet **Melba** that I could eat my weight in caesar salad and she said I couldn't...



Erik

Melba was right. I only got, like, 12 pounds in before I reverse-snacked all over the place.



Zucker

You really like that outfit, huh? Man, I know how it is. I dig wearing the same stuff all the time too.



Apple

Would you rather...lick a fish or bite a worm? We can't decide!

What.

I'm leaving now.

User Insights

The screenshot shows the Reddit interface for the r/AnimalCrossing subreddit. The main post is titled "I hope AC for the switch brings back mean characters" and features a screenshot from the game Animal Crossing: New Horizons. In the game screenshot, the character Ursula is talking to a player character, with a speech bubble that says "***** You filthy ogre! I hope you get stung by a thousand bees!". The post is marked as an "Archived post" and has 2.4K upvotes and 141 comments. The right sidebar shows the subreddit's description, creation date (Apr 13, 2010), and a list of community bookmarks including Rules, Q&A/Tips Megathread, and Code Sharing Thread. The left sidebar shows navigation options like Home, Popular, News, Explore, and Start a community, as well as a section for "GAMES ON REDDIT" featuring Spottit, Daily DM, Thread Brawlers, Blocktide, and Discover More Games.

Reddit Search in r/AnimalCrossing

Home Popular News Explore Start a community

GAMES ON REDDIT

- Spottit** Can you spot it? **NEW**
- DAILY DM** Daily DM
- TB** Thread Brawlers
- Blocktide**
- Discover More Games

REDDIT PRO

- Dashboard
- Performance
- Trends

Archived post. New comments cannot be posted and votes cannot be cast.

r/AnimalCrossing mill-sas · 7y ago

I hope AC for the switch brings back mean characters

Ursala

You filthy ogre! I hope you get stung by a thousand bees!

r/AnimalCrossing Join

Welcome to the Animal Crossing subreddit!
The subreddit dedicated to the Animal Crossing video game franchise by...

Show more

Created Apr 13, 2010
Public

Community Guide

872K Mayors
19K looking for a New Horizon!

USER FLAIR

BlueberryRude5463

COMMUNITY BOOKMARKS

- Rules
- Q&A/Tips Megathread
- Code Sharing Thread

R/ANIMALCROSSING RULES

- 1 Don't be a jerk and keep it safe for work

2.4K 141 Share

Bring Back The Grumpy And Mean Animal Crossing Villagers

34[✓]

Verified signatures ▾



Let's get to 50 signatures!

Petitions with 1,000+ supporters are 5x more likely to win!

Sign this petition

First name

Last name

Email

Sapphire Benavidez · January 20, 2024 ·

Every time I see someone say that the new horizons villagers are rude/mean. I can only think they would never survive playing the original animal crossing 🤔 I'm team bring back mean characters! They used to have so much personality 🥺



jmanx360 · 7y ago

The characters are so much better in the first game. Now they just feel like robots.

53 Award Share ...



robot_salesman · 7y ago

This is why I miss the original games because they were more of a community simulator. Now it's more of a town building simulator with the villagers taking a back seat.

I would like to see them be mean again (especially the snoots and cranks at least), but at best I'm praying for way more dialogue than New Leaf. If it has a lot of varied dialogue and the villagers have even a little zest to their personalities, I'll be fine.



Justine Jarvis Dear

I miss the brutality, it definitely made the different personalities stick out more, now everyone are just cookie cutters of each other and not unique anymore.

2y



Justducky523 · 7y ago

peach

And beat them with a net to either piss them off, or make them severely depressed.

I used to do that to Buck back in the day. Now I do it to Blanche.

Good times.

7 Award Share ...

I AM BEHIND THIS! Snooty and cranky types are supposed to be, well... snooty and cranky. Snooty types in the first game ripped you to shreds but that's what I liked about them. They were stuck up snobs. Now they're just... personality-less.



hideyooshi · 7y ago

I want villagers to be mean again so desperately 🥺

16 Award Share ...



Liquid Death

WHO IS LIQUID DEATH?

“We’re just a funny beverage company who hates corporate marketing as much as you do. Our evil mission is to make people laugh and get more of them to drink more healthy beverages more often, all while helping to kill plastic pollution.”

ABOUT LIQUID DEATH

18-34 Y/O
MALE DOMINATED
AUDIENCE

EDGY
MEME
MARKETING

FOUNDED IN
2019

CANS
OVER
PLASTIC

BOLD
DESIGNS
&
COLLABS



LIQUID DEATH HAS MASTERED THE “REBEL”. BUT BY BEING SO HYPER-MASCULINE, THEY’VE HIT A GROWTH CEILING.

THEY ARE MISSING A CONNECTION TO THE FEMALE AND NON-BINARY MARKET WHO LOVE THEIR EDGE.

AC

Play, say, digital creators
seeking to express and
represent a world that reflects
their alternative identities.

LD

Liquid Death is the rebel brand,
the stylus that connects with
technical and edgy
audiences.

TOGETHER:

We are vandalizing Animal Crossing's perfect brand. By
introducing Liquid Death we are rebelling, and asking users
to let their animal out!

PERFECT MATCH

Animal Crossing and Liquid Death are escapes for those who reject the ordinary, offering playful, rebellious spaces where creativity, humor, and self-expression run free.



THE CLIMATE

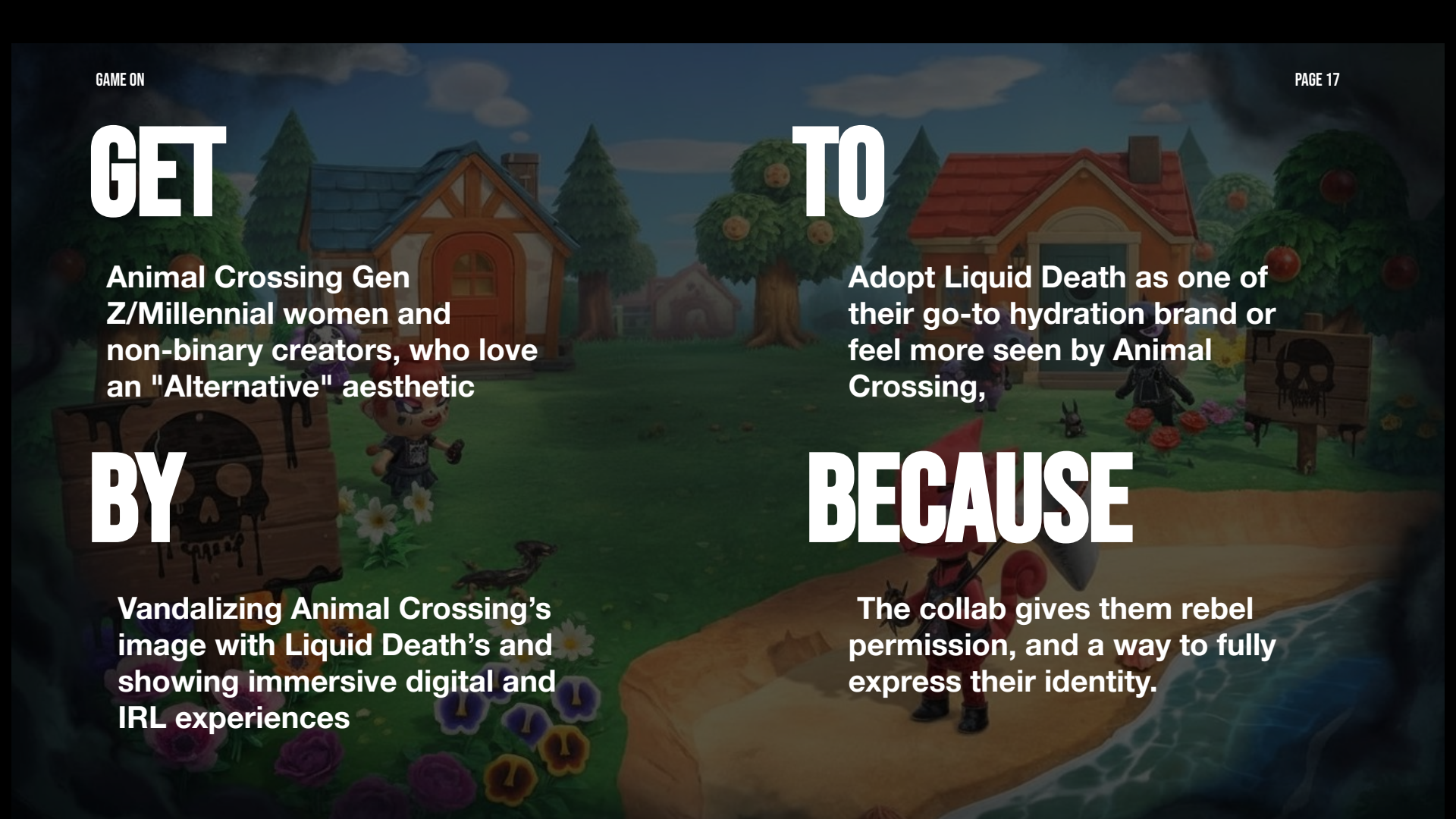
Fear of 'cancel culture' has turned mainstream brands very safe, with consumers stating that brands feel hollow. By trying to appeal to everyone, they lose connection to the subcultures that actually drive trends.

SHIFT

Creators are moving from Perfection to Chaos. They are rejecting the 'perfect' look in favor an energy that feels more human and authentic.

OPPORTUNITY

Liquid Death x Animal Crossing meets the audience in their 'safe space' fused together with the 'realness' they crave, creating a high-contrast experience that cuts through the noise of careful marketing.

The background of the entire page is a screenshot from the game Animal Crossing. It shows a peaceful village scene with two houses, one with a blue roof and one with a red roof, nestled among green trees. In the foreground, there are colorful flowers and a wooden sign with a skull and blood splatters. A character is visible near the sign.

GET

Animal Crossing Gen Z/Millennial women and non-binary creators, who love an "Alternative" aesthetic

TO

Adopt Liquid Death as one of their go-to hydration brand or feel more seen by Animal Crossing,

BY

Vandalizing Animal Crossing's image with Liquid Death's and showing immersive digital and IRL experiences

BECAUSE

The collab gives them rebel permission, and a way to fully express their identity.

	AWARENESS	ENGAGEMENT	CONVERSION	IMMERSION	RETENTION
TOUCHPOINTS	Social Media & Street Visuals	In-game features	Product & Collab	Immersive Real World Experience	Deepening engagement with existing touchpoints
EXECUTIONS	Instagram Series: The Mean Side Tiktok Filter/ Ad Twitch Ad 3D Billboard Outside Bodega Graffiti Walls/ Murals	In game-New feature-round up the characters and create a band In game-faces and reactions In game-Drink the can/ Liquid Death buy it	Limited Edition Liquid Death X Animal Crossing “Escape the Thirst” Built-in liquid death collection for IRL merch: tshirts, stickers, collectibles	Concert/ Music Festival Collab When We Were Young Las Vegas October 17 th 2026	Social Media: Users continue interacting with Liquid Death’s tiktok and insta posts, content, reposting and commenting In-Game Features: Players revisit the island features they unlocked Physical Merch: Cans, Tshirts collectibles become part of their everyday life-used, displayed, photographed, and shared online. Billboards: Users revisit or share photos of these spaces, reinforcing the campaign in their social feed Community interaction: Fans engage with each other over shared experiences using existing content and touchpoints.
EXPERIENCE/ EMOTIONS	Curiosity excitement/ this gets me vibe Mix of Playful chaos and edgy aesthetic	Creative empowerment Playful rebellion & belonging Seamless bridge between virtual and real life brand experience	Exclusivity, pride, and community belonging. Tangible connection to their alt aesthetic.	Surprise, delight and shareable moments. Fun, irreverent, and immersive; merges IRL + in-game experiences.	Sense of belonging to the liquid death x animal crossing community. Enjoys repeated playful rebellion and identity expression Feels like the brand is constant, fun part of both their digital and IRL worlds.
USER ACTIONS	Scrolls TikTok/Instagram → engages with character clips or AR filters. Spots pop-up billboard / mural → takes photos, shares on social.	Logs in explores new features, personalizes Shares screenshots and videos on social media.	Purchases limited edition cans or merch IRL. Posts unboxing content, shares excitement online.	Attends events, takes photos, interacts with AR filters. Receives QR codes for in-game unlocks or social engagement.	Re-engages with in-game features and shares screenshots. Posts photos of merch or experiences on Instagram/ Tiktok. Interacts with existing campaign content again and again.

ACTIVATIONS

1

RETAIL DISRUPTION

Introduce the Liquid Death x Animal Crossing limited-edition can in retail to drive awareness & spark collectible excitement.

2

IN-GAME INVASION

3

SOCIAL IGNITION

4

STREET TAKEOVER

5

ALT COMMUNITY CONVERGENCE





Animal
Crossing

Liquid
Death

— ROSCOE LEMONADE —
FLAVORED SPARKLING WATER



19.2 OZ. (568 ML)

ESCAPE YOUR THIRST





ACTIVATIONS

1

RETAIL DISRUPTION

2

IN-GAME INVASION

Bring back sassy, snarky, rebel, reactions for villagers. Activate punk reactions, + drink liquid death in game.

3

SOCIAL IGNITION

4

STREET TAKEOVER

5

ALT COMMUNITY
CONVERGENCE

IN-GAME CHARACTER PERSONALITIES



Queenie

**And let's be honest, I don't want
this shirt. Now beat it!**



ACTIVATIONS

1

RETAIL DISRUPTION

2

IN-GAME INVASION

3

SOCIAL IGNITION

Instagram, X, and
Twitch with creator
streams, meme
series, and
community
engagement to drive
online buzz and
product discovery.

4

STREET TAKEOVER

5

ALT COMMUNITY
CONVERGENCE





Following

Browse



Search



Get Bits



Curiousjoi

Trying out these new Twitch features, let's see how things go!

Just Chatting



Subscribe



54

1:58:43



Send a message



500



Chat



liquiddeath

Follow



67K 6557 818

liquiddeath Your island just got deadly. Liquid Death x Animal Crossing is here.

24 February



liquiddeath

Follow



97K 4 124 815

liquiddeath Cherry said it first: stay real, stay hydrated, stay out of my way. The collab is live.

25 February



liquiddeath

Follow



99K 5000 754

liquiddeath Your villagers think this is cute. It's deadly. Liquid Death collides with Roscoe.

26 February

Isabelle ✓
@animalcrossing

[Announcement] Quench your wild side! Introducing the official #AnimalCrossing x Liquid Death collaboration. Crack open a cold one and #EscapeYourThirst with new Flick Punch, Cherry Tea, and Roscoe Lemonade flavors. Featuring fan-favorite characters! Stay hydrated, stay wild. #ReleaseTheAnimalInYou



9:02 AM · Jun 25, 2026

4.2K 92K 210K 1.8K

Isabelle ✓
@animalcrossing

You asked for it, and we're officially done playing nice. 🐱 The classic, unfiltered villager attitudes are BACK. Grab a cold @LiquidDeath, brace yourself for some brutal honesty, and let the roasting begin. 💀 🌴
#AnimalCrossing #EscapeYourThirst #ReleaseTheAnimalInYou



9:00 AM · Jun 25, 2026

5.7K 89K 192K 1.6K

ACTIVATIONS

1

RETAIL DISRUPTION

2

IN-GAME INVASION

3

SOCIAL IGNITION

4

STREET TAKEOVER

Murals, 3D billboards, and stickers in cultural hubs to extend visibility into the real world, encouraging fans to amplify the collaboration beyond digital channels.

5

**ALT COMMUNITY
CONVERGENCE**

ESCAPE YOUR THIRST.
RELEASE THE
ANIMAL
IN YOU.



Liquid Death x Animal Crossing



ESCAPE YOUR THIRST.
RELEASE THE
ANIMAL
IN YOU.



ESCAPE YOUR THIRST.
RELEASE THE

ANIMAL

IN YOU.



ESCAPE YOUR THIRST.
RELEASE THE
ANIMAL
IN YOU.

Liquid
Death

Animal
Crossing



ESCAPE YOUR THIRST.
RELEASE THE
ANIMAL
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Liquid
Death

Animal
Crossing





Liquid
Death



Animal
Crossing



ACTIVATIONS

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5

**ALT COMMUNITY
CONVERGENCE**

Sponsor When We
Were Young
Festival to engage
alt audiences
through immersive
experiences.
Reflect in game.



WHEN WE WERE YOUNG

MY CHEMICAL ROMANCE

PARAMORE

AFI

ALKALINE TRO

DANCE Gavin DANCE

KEEPING SIRENS

ENSES FAIL

SILVERSTEIN

ACCEPTANCE

STARTING LINE

ADAM LAMBERT

THE KINGS

HANDS OFF

the used

MANCHESTER ORCHESTRA

ALL AMERICAN PROJECTS

BOYS LIKE GIRLS

KNOCKED LOOSE

RAYWINE

PALAYE ROYALE

ARMOR FOR SLEEP

WONDER YOUNG

ROYAL THE SEVENTH

BRING ME THE HORIZON

A DAY TO REMEMBER

AVRIL RAVENNE

JACK

THURSDAY

anberlin

JIMMY EAT WORLD

TAKING BACK SUNDAY

DASHBOARD CONFESSIONAL

I PREVAIL

THURSDAY SO FAR

CAR SEAT HEADREST

WARRIORS WHITE

MAYDAY

MANE

PVRIS

SIXSIN

LILHUDDY

STATE CHAMPS

FOURTEEN STRIP

HORRORPOPS

THE LINDA LIND

ICE CUBE

HECK DEEP

WOLF ALICE

30H3

FOURTEEN STRIP

THE LINDA LIND



Saturday October 22
Las Vegas Festival Grounds

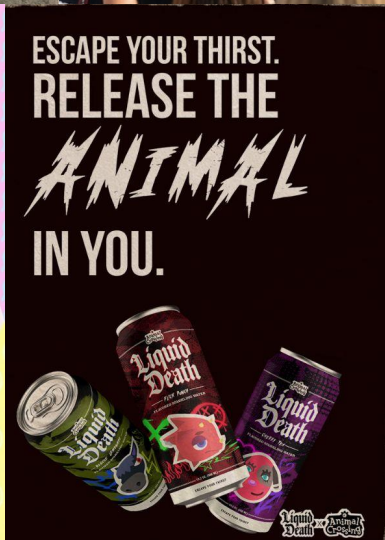






IN-GAME FESTIVAL & MERCH







THANK YOU!
LET'S DISCUSS